



MASS MEDIA CAMPAIGN REPORT

“It didn’t have to happen” Guayaquil, Ecuador, 2024

BACKGROUND AND CAMPAIGN DETAILS

On June 17, the Municipality of Guayaquil, through its Public Municipal Company of Transit and Mobility, ATM launched the “[It didn’t have to happen](#)” campaign to reduce speeding among motorcyclists. In 2023, 2,373 people died in traffic crashes in Ecuador. The campaign highlighted motorcyclists’ vulnerability and the fatal consequences of speeding while also emphasizing the emotional impact of road crashes on families.



Target audience: Two-wheel drivers aged between 18 and 55.

Campaign objectives: Increase two-wheeler road users’ awareness of the consequences of speeding, their risk perception, and the likelihood that motorcyclists and car drivers will obey posted speed limits.

Coordinated with enforcement operation: Yes.

Message tested: Yes.

Press event: Yes.

Media plan: Yes.

Budget: US\$75,810 (US\$38,260 for television; US\$22,550 for social media, including a US\$3,000 boost provided by Vital Strategies; and US\$15,000 for radio).

Duration: June 17–July 31, 2024.

Media channels: Television, social media, radio.

Materials available: PSA [here](#).

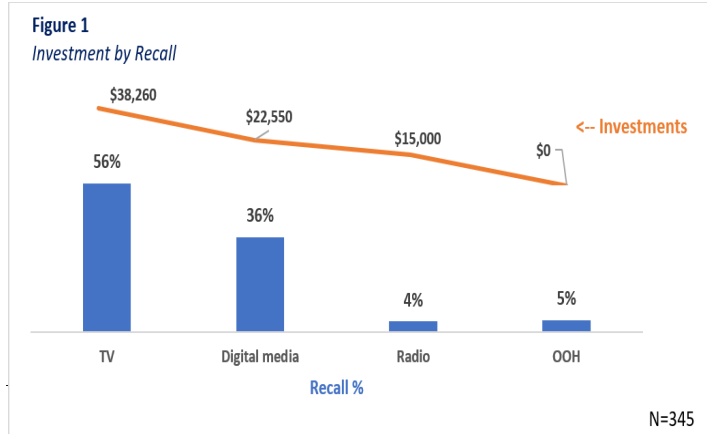
EVALUATION

Methodology

The evaluation assessed 760 randomly selected drivers in high-traffic areas of Guayaquil via in-person household surveys from August 7 to 12. Participants, aged 18 to 55, included two- and four-wheeled vehicle drivers (72% men, 28% women). Assisted recall was measured using selected campaign images to evaluate recognition and message awareness.

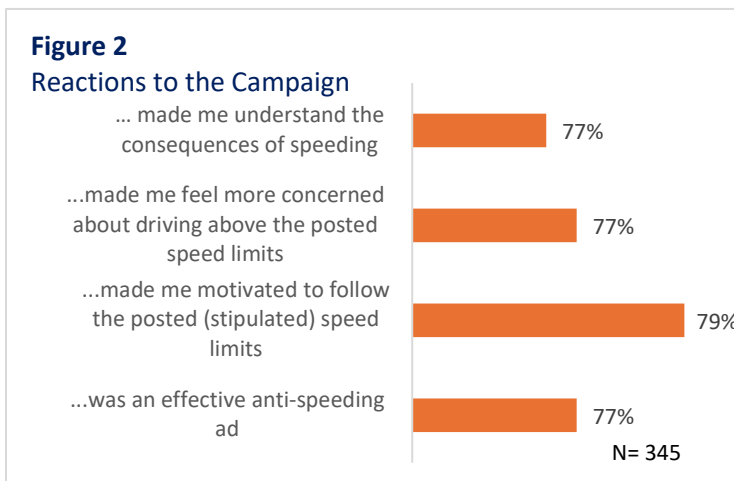
Campaign Reach

According to the data, 45% of the 760 respondents in Guayaquil reported seeing the campaign. Using these results and adjusting the census population of Guayaquil to exclude individuals under 14 years of age (INEC 2022), the campaign reached approximately 936,605 people out of the 2.063 million residents city-wide.



Approximately half of respondents who recalled the campaign reported seeing it on television, followed by social media. This trend remained consistent across all age groups. Among the 40 to 55 age group, 61% saw the campaign on television, compared to 50% in the 30 to 39 group and 55% in the 18 to 29 group. Recall via social media was highest among the 30 to 39 age group at 44%, followed by the 18 to 29 age group (36%) and the 40 to 55 age group (27%).

Response to the Campaign



The campaign resonated well with drivers, with 84% finding it easy to understand and 75% deeming it credible. Most respondents (81%) agreed it made them "stop and think," while 72% felt it "taught them something new." The campaign raised concerns about driving above posted speed limits and motivated respondents to comply with them (Figure 2).

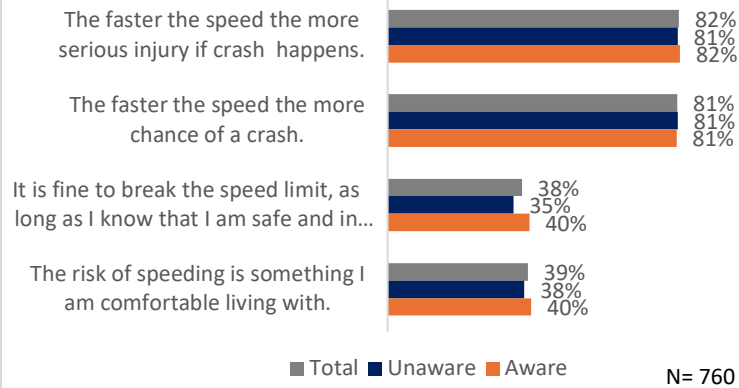
The campaign also effectively highlighted the dangers of speeding, with 83% of respondents recalling its

key messages. The most remembered were "Speeding kills" (30%), "Respect the speed limits" (20%), and "Slow down" (18%). It successfully raised awareness and motivated adherence to speed limits.

Campaign Impact

Figure 3

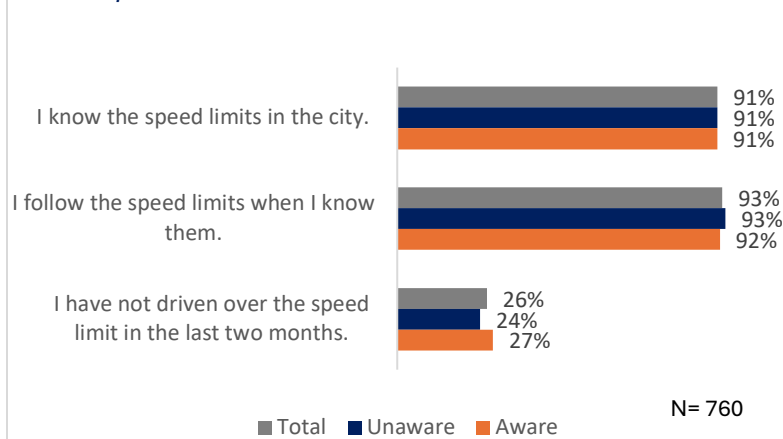
Speeding Risk Perceptions



Many participants recognized the risks of speeding, with campaign-aware respondents perceiving it as slightly riskier than others. However, nearly four in 10 believed exceeding the speed limit was acceptable if they felt safe, with this sentiment slightly higher among those aware of the campaign (Figure 3).

Figure 4

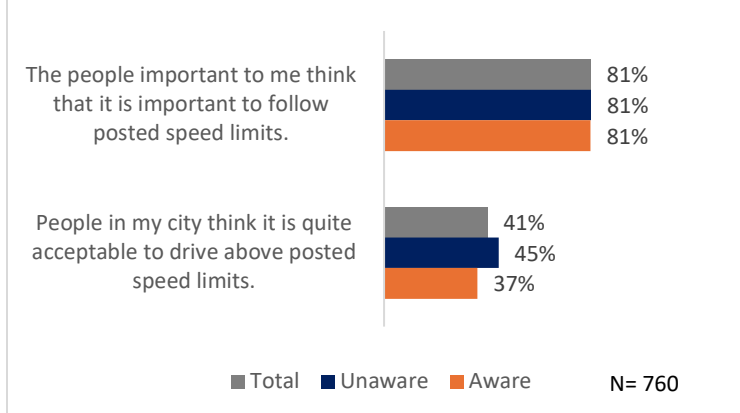
Self-reported Behavior



Approximately nine in 10 respondents were aware of speed limits in various city locations. While many reported adhering to them, campaign-aware respondents were more likely to report never exceeding the speed limit in the past two months (Figure 4).

Figure 5

Social Norms and Public Discourse



Eight in 10 respondents felt that important people in their lives valued adherence to speed limits, while four in 10 believed city residents generally accepted speeding. Campaign-aware respondents were more likely to report that their close contacts followed speed regulations and held more positive perceptions of public attitudes toward speed limits (Figure 5). Additionally, nearly twice as many campaign-aware respondents discussed speeding in the past two months compared to those unaware (50% vs. 26%).

Other Key Findings

- Most (59%) of campaign-aware drivers attempted to persuade others not to speed. Additionally, 52% of the campaign-aware respondents sought more information about road safety, demonstrating engagement with the campaign's message. A significant 68% of respondents expressed support for public health campaigns.
- While 45% of respondents believed enforcement efforts remained consistent, 38% noticed an increase, and 14% observed a decrease, indicating potential regional disparities or lower enforcement visibility.
- Half of the respondents (50%) considered being fined for speeding at least moderately likely. Additionally, 58% reported feeling safer when traffic authorities were present, associating their presence with a reduced risk of crashes.
- About 51% of respondents advocated for residential speed limits to remain unchanged.
- Many respondents acknowledged the risks associated with speeding, with 55% feeling unsafe when exceeding speed limits in the city.

RECOMMENDATIONS

- Continue efforts to gradually change drivers' attitudes, behaviors and norms regarding speeding. Over time, these initiatives will foster a cultural shift in driving norms, encouraging more responsible behavior among road users.
- Offer accessible materials that outline speed limits in various areas, including school zones and residential neighborhoods, to help increase awareness and understanding of the importance of road safety.
- Use both traditional and digital channels to reach a diverse audience and maximize recall. A multichannel strategy tailored even further to the preferences of each demographic group is recommended: television remains effective among older drivers and four-wheel drivers, while social media is ideal for engaging younger drivers, especially motorcyclists and tech-savvy users.
- Implement regular evaluations that measure both risk perception and changes in driving habits to ensure lasting impact. Conduct follow-up surveys at regular intervals to assess adherence to speed limits and perceptions of speeding risks. This allows the campaign to be adjusted based on results and adapt messages to respond to new trends or resistances, thus strengthening the campaign's long-term effect.
- Leverage the effectiveness of social media to reach audiences at a relatively low cost. Allocate a larger portion of the social media budget to platforms with high recall levels, such as Facebook and Instagram. Furthermore, consider a moderate investment in platforms like TikTok to expand reach among younger audiences. This strategy ensures budget optimization, enabling the campaign to achieve a greater impact without significantly increasing the total budget.
- Recognize that people believe that crashes won't happen to them, which can lead to a false sense of security when driving at high speeds. Include testimonials from individuals affected by speeding-related incidents to help humanize the message and showcase the real and devastating consequences of speeding. These personal stories can resonate more deeply with the audience, generating empathy and greater awareness of the importance of respecting speed limits.