



Municipalidad de Córdoba

Bloomberg Philanthropies

Initiative for Global Road Safety



Vital Strategies

# MASS MEDIA CAMPAIGN REPORT “Slow Down” Córdoba, Argentina, May 2023

## BACKGROUND AND CAMPAIGN DETAILS

In May 2023, the Córdoba Municipality Government and the Secretariat of Metropolitan Development launched their first BIGRS-supported road safety mass media campaign, with technical and financial assistance from Vital Strategies.

The “Slow Down” campaign was the city’s first road safety testimonial campaign and used a powerful public service announcement to portray the true, heartbreaking story of a mother, Marcela Alfaro, whose son was killed in a tragic crash caused by a speeding driver.



**Target audience:** Drivers in Córdoba between the ages of 18 and 55.

**Campaign objectives:**

- To increase awareness of the elevated risk of harm to the driver and others associated with speeding.
- To generate intentions of the target audience to obey speed limits.
- To increase the likelihood that drivers will obey posted speed limits.

**Coordinated with enforcement operation?** Yes

**Message tested?:** No

**Press event?:** Yes

**Media plan?:** No

**Budget:** US\$250,000

**Duration:** 3 weeks, May 3-May 26, 2023

**Media channels:** TV (national, local and cable), radio, out-of-home, social media (Facebook, Instagram).

**Materials available:** TV PSA: “Slow Down”  
TV ad

## EVALUATION

### Methodology

The campaign was evaluated through online interviews with 800 individuals who were recruited from panels and social media in Córdoba between June 9 and July 12, 2023. A total of 500 four-

wheel drivers and 300 two-wheel drivers were included in the study, all between 18 and 55 years old. The prompted recall was measured by showing selected images from the campaign.

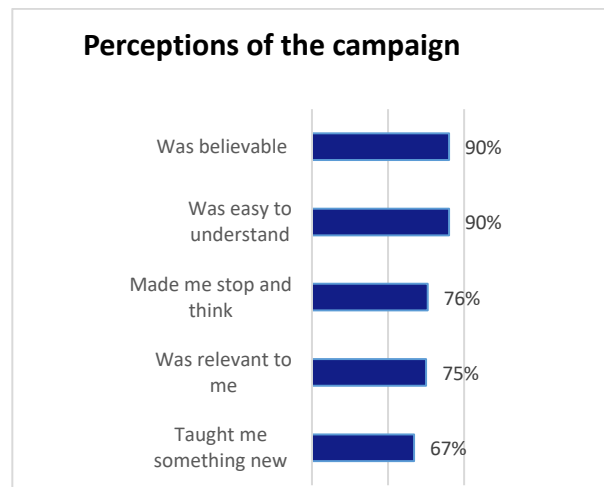
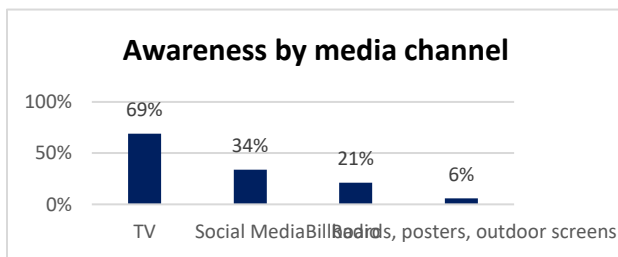
### Campaign Reach

Approximately 34% of the total sample recalled the campaign. The evaluation indicated a 37% awareness among car drivers and 29% awareness among motorcycle drivers. Survey respondents aged 40 to 55 demonstrated significantly higher campaign awareness than other age brackets. Conservatively estimated, about 446,112 adults in Córdoba of the [47,067,641](#) residents in the city were reached by the campaign message.

Seven out of 10 respondents who recalled the campaign saw the ad on television. This proportion was the same for 4-wheel and 2-wheel drivers. Also, three out of 10 were reached by social media (63% aged 18-29). When asked on which social media platform they saw the campaign, respondents indicated YouTube most frequently (62%), followed by Facebook (56%). YouTube is most relevant for 2-wheel drivers (70% vs 58% of 4-wheel drivers) while 4-wheel drivers had more participation across social media platforms (with 53% Facebook and 46% Instagram).

### Campaign Impact

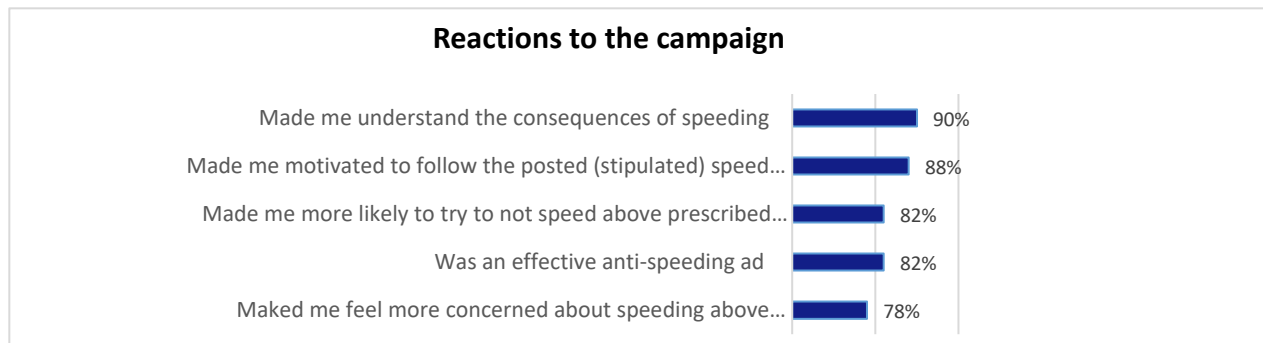
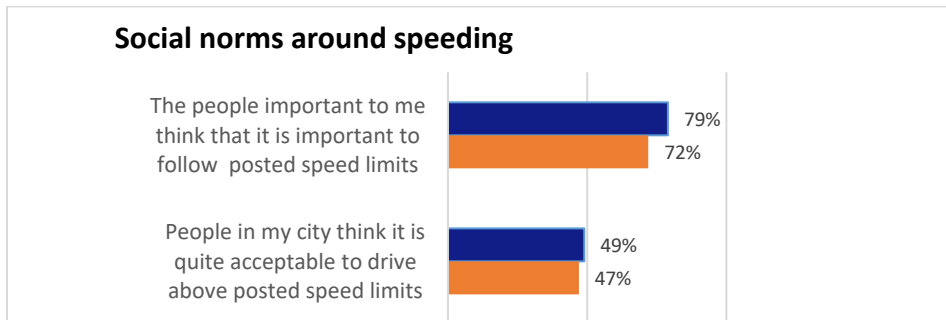
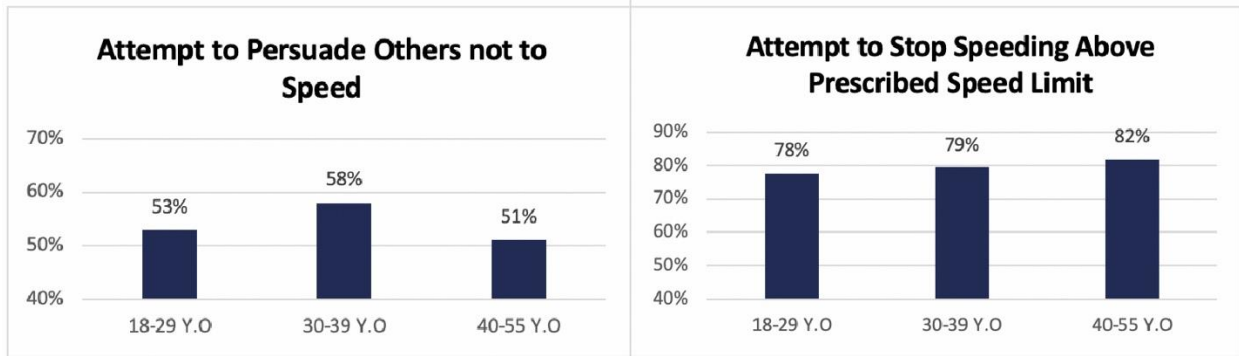
In terms of perception, nine out of 10 people who saw the ad said it was “believable” and “easy to understand”. Beyond this, all statements showed strong levels of agreement, for both 4-wheel and 2-wheel drivers.



The message “Speeding kills/leads to death” emerged as the most remembered message, recalled by with 71% of the total sample. This message was slightly more remembered by car drivers (74%) than by motorcycle drivers (65%). Additionally, 46% of the respondents mentioned “Respect/slow down and drive within posted speed limits.”

Approximately 90% of respondents who recalled the campaign agreed that it made them understand the consequences of speeding. Likewise, 88% said the ad motivated them to follow the posted speed limits. Over 80% said it made them more likely to try to not speed above the posted speed limit. All evaluated statements showed high levels of agreement.

When asked about their reactions after seeing the ad, 1 of 2 people mentioned they would talk with others about the risks of speeding. When shown the ad, 68% of 2-wheel drivers and 46% of 4-wheel drivers indicated they would talk to others about the risks of speeding. In terms of age, 30- to 39-year-olds showed a higher likelihood of speaking about the risks of speeding with others. Overall, eight out of 10 indicated they would try to stop speeding.



### Other findings

- Around 60% of the interviewees declared that they were aware of speed limits and also obeyed them. In addition, only two out of every 10 respondents mentioned driving above the speed limit at least sometimes. There were no significant differences between 2- and 4-wheel drivers on this matter nor between those who saw or didn't see the ad.

- When respondents were asked about how safe they felt driving above the speed limits, half indicated they felt unsafe, with no differences between those on 2-wheelers and 4-wheelers.
- “Distracted driving” (texting or talking on a mobile phone, adjusting the radio, interacting with others) was the most selected option when asking about the main causes of crashes. This opinion was the same for car/motorcycle drivers, and among those who saw the ad or those who didn’t.
- Two out of three respondents also mentioned “speeding” and “drink driving” as a main cause of crashes. More women (72%) considered speeding a main cause of crashes compared to men (65%).
- Seven out of 10 respondents agreed that is “unlikely” to be stopped by the police for not following speed limits. This proportion was the same for drivers of 2-wheelers and 4-wheelers and between those who did and did not see the ad.
- Seven of 10 respondents said they “completely support” the Government of Córdoba in running public information campaigns about speeding. This support is higher among women (80%) and among 30 to 55-year-olds (76%).
- The campaign mainly reached individuals through a traditional medium (TV) and gained more visibility among the older (30-55) age group.
- There were good levels of message recall regarding the negative effects of speeding and the importance of respecting speed limits. Additionally, the campaign showed good levels of agreement in terms of its credibility, comprehension and call to action. Additionally, the attitudes after exposure were positive. This applied to both 2- and 4-wheel drivers.
- The study participants recognized themselves as knowledgeable and respectful of road safety laws, although they also felt more insecure than secure when driving above the speed limits and acknowledged that speeding is a relevant factor in traffic crashes. Nevertheless, 35% of the respondents felt confident about driving over the posted speed limits.

## **RECOMMENDATIONS**

- Increase the use of digital media, which is frequently used among 18–29-year-olds (84% use them every day). This age group was the only one in which the recall was reported equally from TV and social media.
- Ensure sufficient funds for campaign media placement targeting 70% reach and campaign exposure to the target audience at least three times during a four-week period.
- Further reinforce messages about the consequences of speeding with a variety of messages (e.g., emphasis on the detriments of speeding, legal, emotional and administrative consequences, etc.).
- Amplify enforcement to raise the perception of being caught when exceeding speed limits. To change the attitudes and behaviors of drivers, and eventually, social norms around speeding, continue sustained and intensive speeding campaigns with enforcement activities.
- Intensify discourse on speeding through public relations, media engagement and community outreach.