



## MASS MEDIA CAMPAIGN REPORT

### Speeding Campaign “The High Cost of Speeding: Story of Purushottama”

Karnataka, India, December 2023

#### BACKGROUND AND CAMPAIGN DETAILS



On December 1, 2023, the Minister of Transport, Government of Karnataka, India, launched a road safety mass media campaign in commemoration of the World Day of Remembrance for Road Traffic Victims. The campaign, “The High Cost of Speeding: Story of Purushottama, Geethamma and Family,” reminded drivers to consider the devastating outcomes of speeding and obey speed limits. Purushottama was a Karnataka resident who was struck by a speeding driver on the way to a job interview. The crash left him with a life-altering disability, unable to work. His wife was left the sole provider for their family, struggling to sustain their basic needs. Their daughters' future aspirations were also significantly affected by the crash.

The post-campaign evaluation demonstrates that the campaign messages were adequately comprehended and accepted by drivers, generated the intended concern about speeding and motivated respondents to comply with speed limits.

**Campaign target audience:** All drivers.

**Objectives:** To increase drivers' awareness of the devastating consequences of speeding, their risk perception and the likelihood that they will obey posted speed limits.

**Coordinated with enforcement operation:** Ongoing speed cameras surveillance.

**Message tested:** Yes

**Press event:** Yes

**Campaign duration:** December 2, 2023, to January 14, 2024.

**Media channels:** Television, movie screens, radio, billboards and newspaper ads.

**Budget:** US\$916,018 approx.

**Materials available:** 30- and 15-second videos, a 30-second radio spot, out-of-home designs and newspaper ad design, in Hindi, English and Kannada languages.

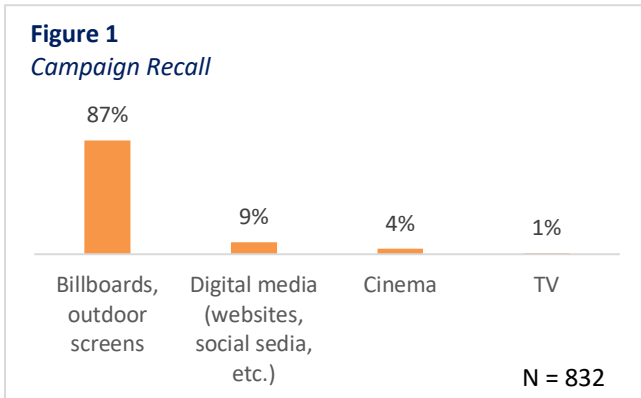
## EVALUATION

### Methodology

The campaign was evaluated using a random household survey design and administered through face-to-face interviews with 1,623 respondents in Karnataka between January 10 and February 2, 2024. Two- and four-wheel vehicle drivers aged 18 to 55 participated in the study.

### Campaign Reach

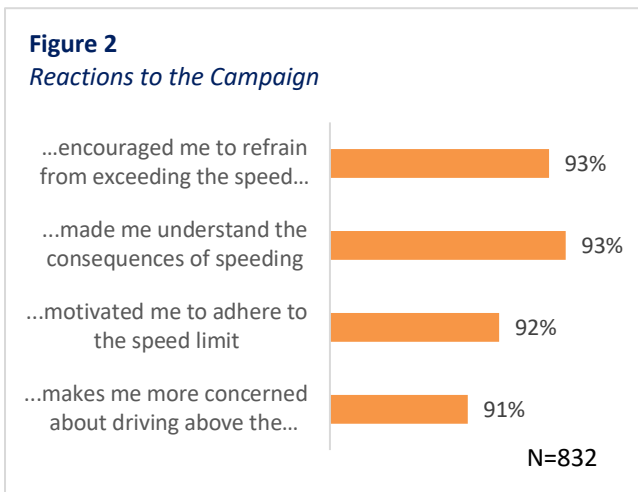
Approximately 51% of respondents recalled the campaign, which means an estimated 23 million adults were reached in Karnataka (calculated as % recall rate x 45 million total urban population aged 15+ years).



Billboards and outdoor screens were recalled by the majority of the respondents, followed by digital media and cinema (Figure 1). Among social media platforms, the campaign was predominantly seen on Facebook (89%) and YouTube (10%).

### Response to the Campaign

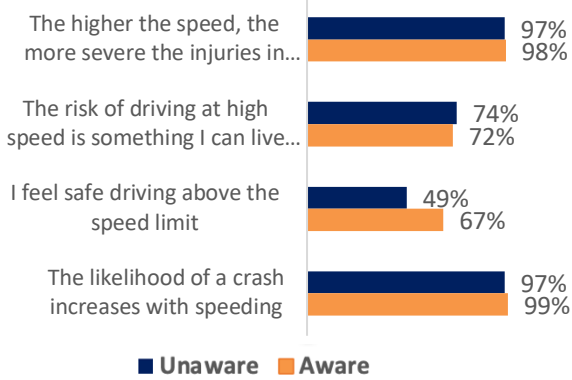
Campaign messages were received well by drivers. Nearly all respondents who recalled the campaign reported that it was easy to understand (94%) and believable (92%). About 93% of respondents said the campaign was relevant to them, 92% agreed that the campaign made them “stop and think” and 92% said it “taught them something new.” Nine out of 10 campaign-aware respondents said that this campaign was an effective anti-speeding campaign.



This campaign successfully conveyed key messages related to the high risks of serious consequences caused by speeding. The main messages recalled from the campaign were consistent among respondents. The top five most prominent messages for respondents included: “Someone is waiting for you” (63%), “Speeding kills/leads to death” (56%), “Think who you will leave behind” (56%), “Later is better than never” (56%) and “Speeding can destroy lives and families (54%). The campaign also generated the intended concern about speeding and motivated respondents to comply with speed limits (Figure 2).

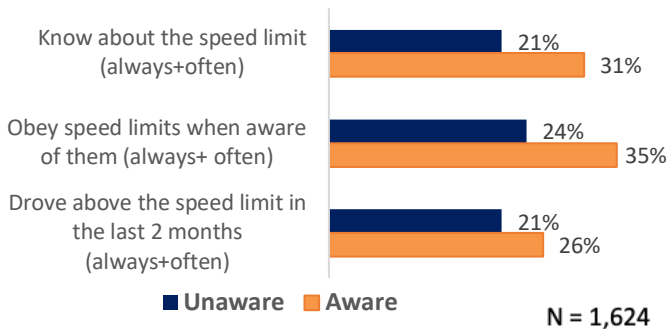
## Campaign Impact

**Figure 3**  
*Risk Perceptions*



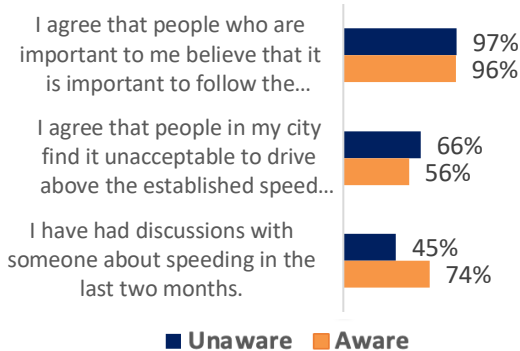
A significant majority among those both aware and unaware of the campaign were cognizant of the risks associated with speeding. Campaign-aware participants were slightly more cognizant of these risks. Regardless of this knowledge, seven out of 10 respondents reported feeling comfortable while driving fast, while those more campaign-unaware reported a high comfort level with the speed (Figure 3).

**Figure 4**  
*Self-Reported Speeding Behaviors*



Campaign-aware participants were more likely to consistently know about speed limits in the city than those unaware. Moreover, campaign-aware respondents were more inclined to adhere to speed limits when they were aware of them. Additionally, more campaign-aware respondents than unaware reported driving over the speed limit in the preceding two months (Figure 4).

**Figure 5**  
*Social Norms and Public Discourse*



The campaign sparked discussions about speeding and promoted dialogue within the aware group. The respondents who were aware of the campaign actively engaged in conversations about speeding, especially with their friends and neighbors. Nine out of 10 campaign-aware and unaware respondents agreed that people important to them believed in following the posted speed limits. However, fewer campaign-aware participants than campaign-unaware ones agreed that people in their cities found it acceptable to drive above the established speed limits (Figure 5).

### Other Findings

- Approximately 26% of respondents who were aware of the campaign and 20% of those who were unaware believed that speeding enforcement had increased in the two months prior to the survey.

- A larger percentage of those aware of the campaign (84%) felt safer themselves and for their families from potential crashes when speeding enforcement measures were in place (e.g., police presence or speed cameras), compared to those unaware of the campaign (74%).
- About 86% of campaign-aware and 82% of campaign-unaware respondents expressed support for government campaigns addressing speeding, irrespective of their awareness of the specific campaign being evaluated. This indicates widespread recognition of the importance of such initiatives in promoting road safety.
- Regarding media habits, digital media (92%), followed by television (87%) emerged as the primary channel for information consumption among respondents. In contrast, radio reflected minimal listenership overall.

## RECOMMENDATIONS

- Mass media campaigns can play an important role in changing risky behavior and, therefore, road safety campaigns must be sustained to gradually shift drivers' attitudes, behaviors and social norms related to risky behavior. Speeding remains a critical risk factor that requires focus.
- For greater impact, media campaigns need to run during periods of increased risky behavior and be aligned with strong enforcement.
- Enforcement needs to be highly visible during the campaign period and amplified through earned media to convey the perception of being caught and the risks of exceeding speed limits.
- Drivers need to be aware of speed limits. The government needs to evaluate if speed limit signage is clear and sufficient.
- Further, campaign designs should be informed by a detailed analysis of granular crash data (when, where and how the crashes happen) and with consideration of planned speed management initiatives. Campaign target audiences, objectives and the strategic launch timing must be precisely defined. Consider incorporating messages that explain the science of speed and the impact of speeding on people other than the driver.
- Engage with drivers to understand their specific experiences on the road, barriers that prevent them from following traffic rules and the reasons behind risky behavior to incorporate their feedback into future campaign messages.
- Enhance campaign recall through targeted and strategic paid media placement. Better funding and/or more targeted media planning is required to achieve adequate target population exposure to campaign messages.
- Analyze the target audience's nuanced media habits and assess campaign recall across media channels, including specific channels, for cost-effective media dissemination. Focus on television and social media platforms to promote the option to watch public service announcements.
- Strengthen discourse on speeding through public relations, media engagement and community outreach.
- Implement ongoing monitoring and evaluation mechanisms to track campaign effectiveness and changes in drivers' KAB (knowledge, attitudes and behaviors) towards road safety.