



CASE STUDIES AND PR



● Road Safety Scotland

TELLING THE STORY



- We've worked on a number of Road Safety Scotland PR campaigns with the Scottish Government in the last four years including Country Roads, VRUs and Drink Drive.
- The media and the public relate to real stories about real people.
- We know that the young male audience is difficult to connect and engage with.
- They don't like being told what to do or how to drive.
- How we connect with them is crucial and it's important to deliver campaign messages on the right channel and from the right people.
- We hope that by hearing real stories we will encourage and empower the target audience to re-evaluate their driving behaviour and ultimately help save lives.
- Some examples of the power of case studies . . .



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- Country Roads campaign 2015.
- We learnt that rising star of Scottish rugby Stuart Hogg lost his best friend in a car crash on a country road when they were both just seventeen.
- Stuart bravely agreed to tell his story to the media and on film to help raise awareness of the need to ‘watch your speed’ when travelling on country roads.
- Here’s his [story](#)



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- His story resulted in widespread national media coverage, including during ITV reporting of the Rugby World Cup (Scotland v Samoa match) and an exclusive interview with the Daily Record.
- His social media posts reached over five million people and his film was viewed 275k times.



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- Stuart Hogg was hard to top, however in addition to Stuart's continued support for the campaign we wanted to tell the target audience about the real and devastating impact country road collisions have on everyone involved, including the emergency services.
- We worked closely with the Scottish Ambulance Service and the Scottish Fire and Rescue Service and were introduced to [Iain McGarry](#) and [Tania Ellis](#).
- Here are their stories . . .



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TELLING THE STORY

AMBULANCE WORKER REVEALS SMASH HORRORS



MISSION
Tanya in new video about road safety for series Williamson

It's been 16 years but I can remember every single detail of every fatal crash

999 hero fronts new road safety campaign

Julie-Anne Barnes
Ambulance technician Tanya Ellis will never forget the faces of the victims of the fatal road crashes she has attended.

In her 16-year career in the emergency services, she has come face to face with the horrors of smashes.

Tanya, 33, has seen at least 20 crashes which have claimed lives and she has known some of the victims or their families.

She is the face of a new road safety campaign which aims to reduce the number of serious injuries and fatalities on Scotland's roads.

Tanya said: "It's very difficult to speak to family members who have been there and know what you've seen."

And sometimes what you have seen is very emotional.

"Speaking to the police colleagues definitely helps an awful lot," she says.

"One time I've probably attended 20 fatal car accidents."

"You can't get any progress to get an ambulance to get a car put the mass up and away they go."

Tanya, who appears in the TV and online campaigns for the Scottish Road Safety Service, believes becoming a resource for the Scottish Road Safety Service is the best thing.

"In thinking, is this person knowing we're targeted?"

When I arrive on the scene, I pray the victims will be able to speak back

appropriate speed so motorists have more time to react.

Tanya's time with the fire service has helped in her job in the ambulance service.

She said: "I can use that experience because I've been there and I've dealt with it."

If you ask anyone in the emergency services you always remember something and you remember the things you've seen."

And if that time you can help someone.

"That's the most, that's the one that sticks in your mind."

"But even had road traffic accident I've been in, every industrial accident and height falls with my responsibility."

The Scottish Government says the new campaign, Don't Drink What's Around the Corner, focuses on driving at an

you've got to get that right to people here.

"You remember every fatality. For some time I could tell you about them in great detail."

It seems to be implanted in my memory.

Around 50 per cent of road deaths in Scotland happen on country roads and she has seen the most serious and many difficult situations.

She said: "It's like everything is going to stop and you're just taking one step and then the next thing."

"In thinking, is this person knowing we're targeted?"

STARK WARNING ON ROAD DEATHS



You always remember the ones you lose

RAMEN HAMILTON

AS if the firefighter with more than 18 years' experience, "Tom McDermott" knows the consequences of spending his country roads.

Tom McDermott, 33, is a firefighter with more than 18 years' experience. He has helped in his job in the ambulance service.

She said: "I can use that experience because I've been there and I've dealt with it."

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- Again this resulted in some high profile national media coverage in The Sun and The Daily Record.
- Both titles have a high reach of the young male demographic and also ran the stories online, where we know the target audience are.



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TELLING THE STORY

Sister of teen crash victim in hard-hitting speed film

Road safety: Campaign shows devastating aftermath to make drivers think

BY SCOTT MACLENNAN

The sister of a teenage road crash victim has spoken of her family's heartache and warned drivers that "a split second can change lives forever".

Scott MacKenzie was 17 when he died on his way to a party with friends two days after Christmas in 2008.

And now, his sister, Claire MacKenzie, has lent her voice to a hard-hitting Scottish Government campaign to warn against driving too fast on country roads.

Central to the project is a striking video highlighting the dangers of excess speed in the countryside by placing the viewer inside a speeding car with 360-degree views.

Mrs MacKenzie, 36, said: "I find the video hard to watch but it has to be like that to have that impact - it is quite real."

"Scott got in this car that was being driven by a young guy who was taking people back and forth to this party. He just left the house and my dad said 'be careful' and within 15 minutes we knew that he was dead."

"The impact on her own family has been severe. 'The driver has been punished but we have a life sentence. I have to watch the people I love most in the world, my mam and dad, hurting.'"

After almost a decade since her brother's death, Mrs MacKenzie really only



GRIEF: Claire MacKenzie, sister of Scott MacKenzie who died aged 17 in a crash on the A882 near Bilbester on his way to a party

wants to get one point across to people: "Think before you put your foot down."

She said: "Danger is all around every day but the actions you take are your choices - that is what we can control. It is just trying to make sure people realise that a split second can change lives forever."

Scott was on his way to a party when 22-year-old driver Ryan Cardosi lost control of his BMW 318 on the A882 near Bilbester.

Mr Cardosi admitted driving dangerously at

up to 80mph and served around a year in jail. He was banned from driving for 10 years in 2009.

Sadly, Scott was one of many killed on north and north-east rural roads. Statistics over the last 10 years point to the Highlands and Grampians being blackspots for young people involved in crashes.

"Tallies of fatalities and casualties from local authorities regions show the north of Scotland sometimes has double the number of other Scottish regions."

The last official data from 2016 showed a rise in fatalities, with 60% on country roads.

Minister for Transport and the Islands Humza Yousaf said: "Every life lost on a country road is one too many. This campaign shows the true consequences of driving at an inappropriate speed on country roads."

"We want every driver in Scotland, particularly young men, to consider their actions and drive at an appropriate speed for the road conditions."



Scott MacKenzie

- This year we worked with Claire Mackenzie who tragically lost her brother in a country road collision when he was a teenager.
- Claire's story was picked up UK-wide by the media and resonated with the target audience via the social media channels.



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TELLING THE STORY



- Finally this time last year I was introduced to Angela McShane who very bravely told her story on camera for the first time to support our Drink Drive campaign, with impressive results.
- Here's Angela's [story](#)



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TELLING THE STORY



- If you or anyone you know would like to tell their story please email us roadsafety@smartscommunicate.com or call us on 0141 222 2040
- And now I'd like to introduce you to Angela McShane who is going to inspire you with her incredible story in person.