

Talking to the **right** people

How advertising can help make our roads **safer**

THE
FREETHINKING
AGENCY

REPUBLIC⊙**F****MEDIA**



The Scottish Government





Right People

Right place

Right time

The right people

Men aged 20 to 29



369,000 males aged 20-29 in Scotland –
just **7%** of the population

56% hold a
full driving
license

27% hold a
provisional
license

emos

gamers

Boy racers

goths

sport junkies

lads

scenesters

trendies

vloggers

neds

petrolheads

stoners

punks

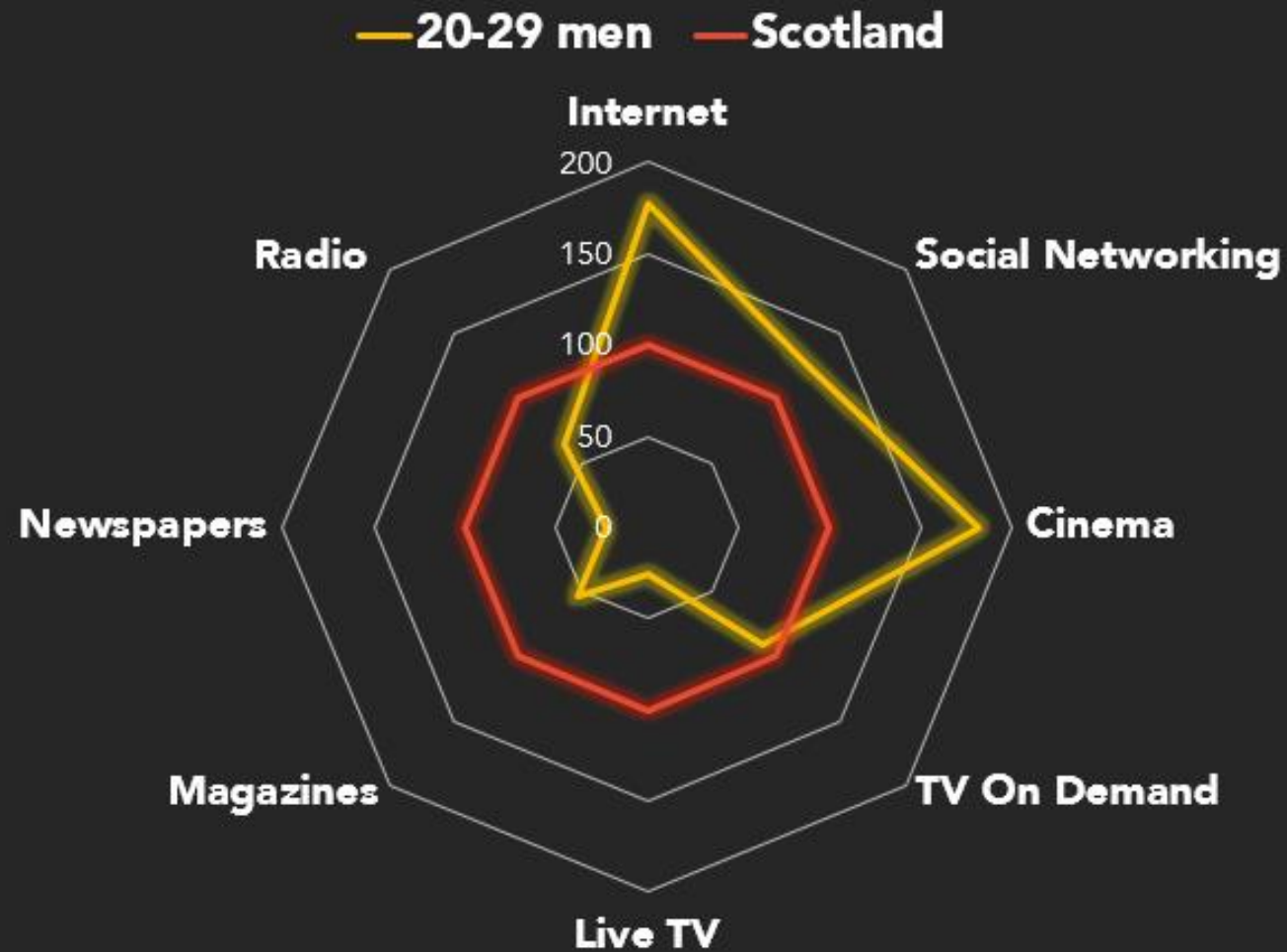
gym boys

skaters

stylers

The right place

Heavy media use



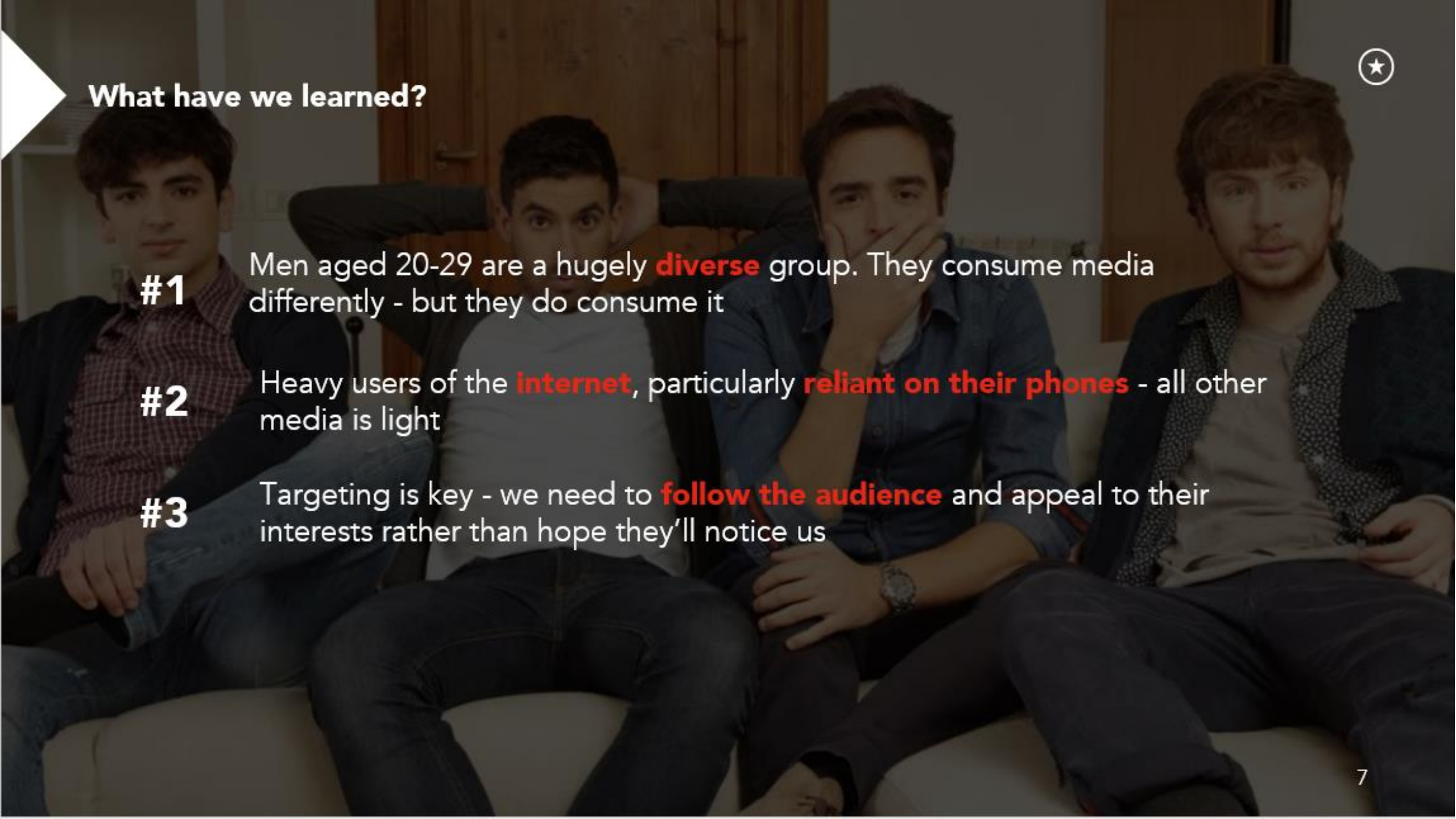
The right **time**

Thumb miles & always on



Many of us are using our phones to scroll through around **2km** of content per day

The sheer volume of content we see on these devices on a daily basis makes it ever more difficult to be **engaging**



What have we learned?

#1

Men aged 20-29 are a hugely **diverse** group. They consume media differently - but they do consume it

#2

Heavy users of the **internet**, particularly **reliant on their phones** - all other media is light

#3

Targeting is key - we need to **follow the audience** and appeal to their interests rather than hope they'll notice us



Motorcycle safety

Breathtaking roads – a good example

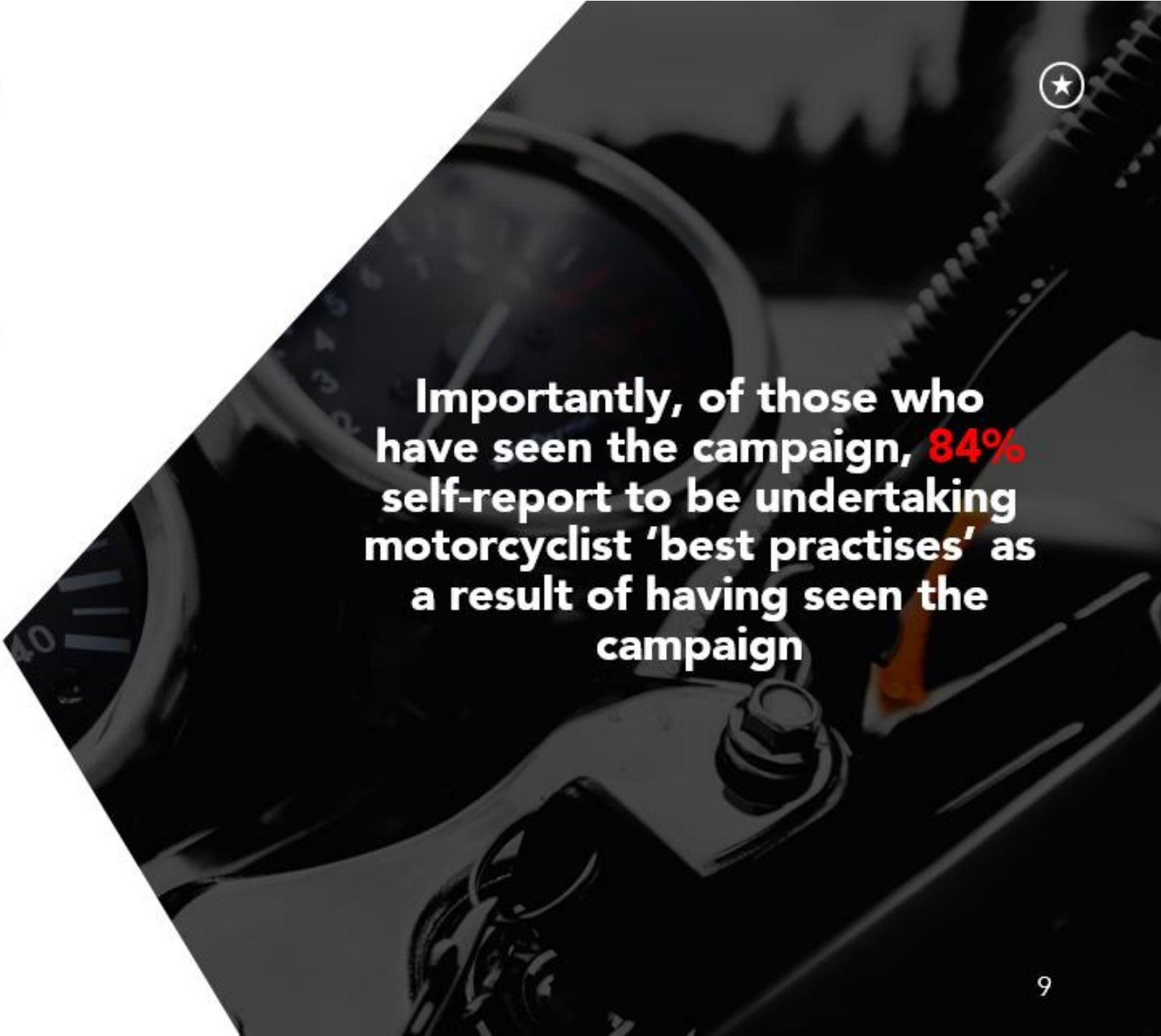


Does any of this **actually** work?

What breathtaking roads achieved

Post campaign research by Kantar TNS revealed:

- **66%** of campaign recognisers shared or talked about it
- **64%** felt motivated by it
- **81%** felt involved / engaged
- **78%** liked it (it was relevant)
- LFDO facebook page likes increased by **11.4%**



Importantly, of those who have seen the campaign, **84% self-report to be undertaking motorcyclist 'best practises' as a result of having seen the campaign**



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