



Drive Like Gran's in the Car

*Using Powerful Insight to Promote
Road Safety to Young Men*

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Road Safety Scotland Seminar 2019

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Scottish Government Marketing and Insight Unit.

Dear
homophobes,

we have a phobia of your behaviour. If you torment people because of who they love, shout words that we are not going to write, or use violence because you don't like who someone is holding hands with, you should be worried. If we see or hear your abuse, we're calling the police. That's because love lives in this country, not hate.

Yours, Scotland


Hate crime. Report it to stop it.

FOR SALE


CUDDLY

COCKAPOO*

***WILL DIE IN A WEEK**




LEARN THE SIGNS OF AN ILLEGALLY BRED PUPPY.
VISIT BUYAPUPPYSAFELY.ORG

 **Safer Scotland**
Scottish Government

Everybody can save a life.

It only takes two minutes.
Join the NHS Organ Donor Register today.
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Our principles.

Evidence-based solutions

Measurable objectives

SG outcome focused

Robust evaluation

Citizen-centric outputs

Rooted in audience insight

Creative and bold!

Road safety policy background.

By 2020, halve the number of
global deaths and injuries from
road traffic accidents

We live in communities that are
inclusive, empowered, resilient
and safe

Framework Priority Focus Area:
increasing safer driving behaviours
of young drivers

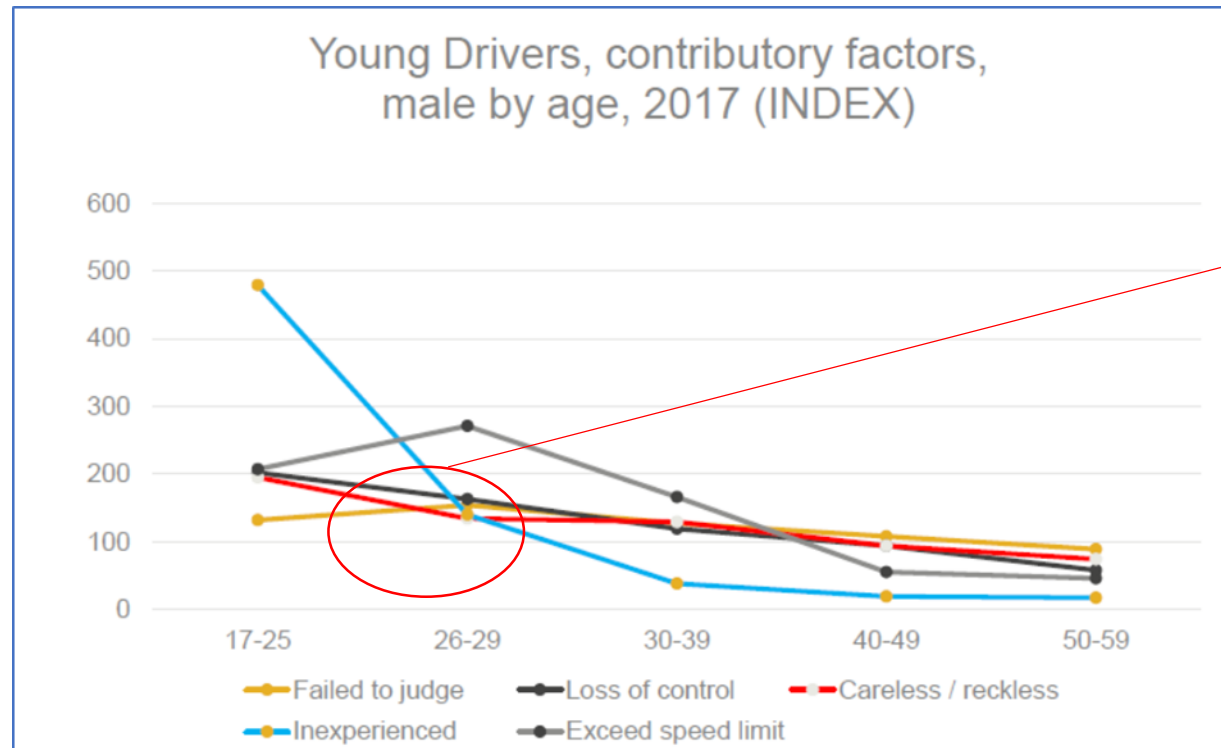
Re-framing our marketing approach.

Two opportunities –

- 1. Reframing our strategic positioning**
- 2. Taking an audience-led marketing approach**

Young men aged 20-29 a focus for marketing, not newly qualified drivers.

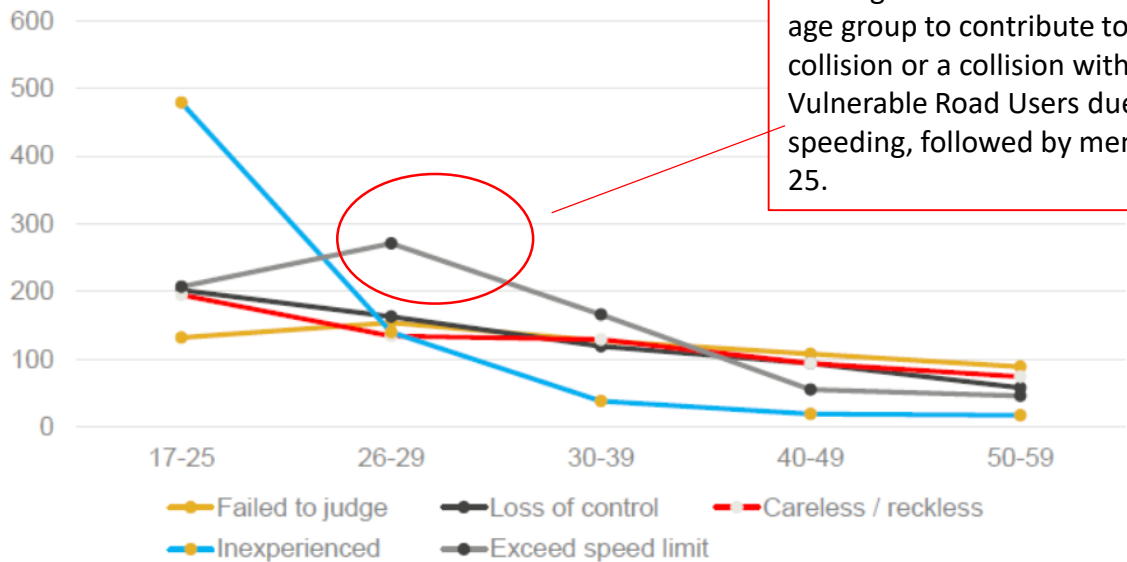
Inexperience is the top contributory factor for men aged 17-25 involved in collisions. This drops sharply by age 26+.



Speed and control for 26-29 year olds

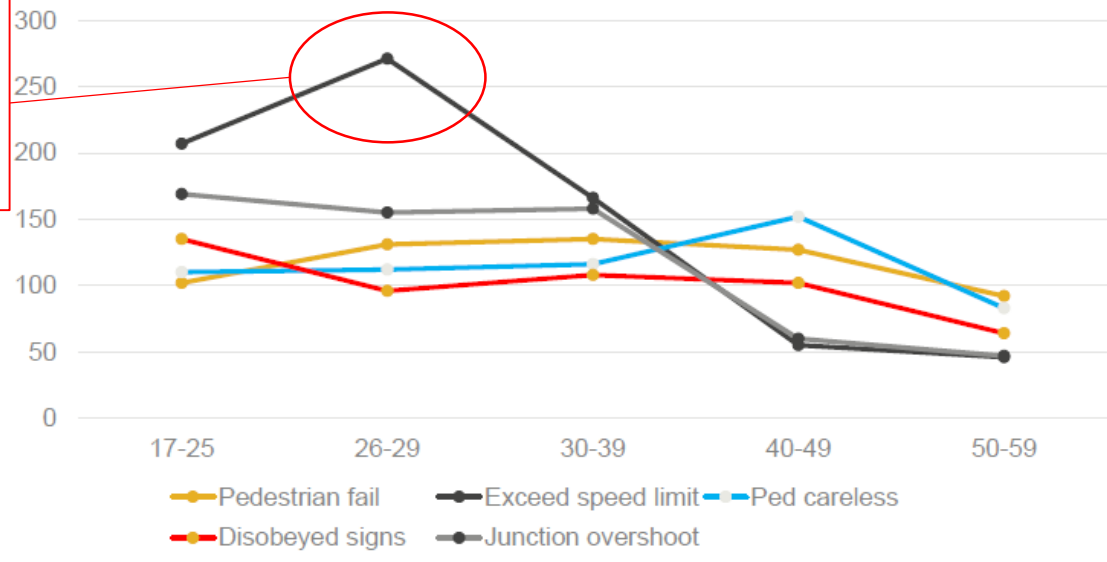
Younger drivers are key to addressing the three Priority Focus Areas.

Young Drivers, contributory factors, male by age, 2017 (INDEX)



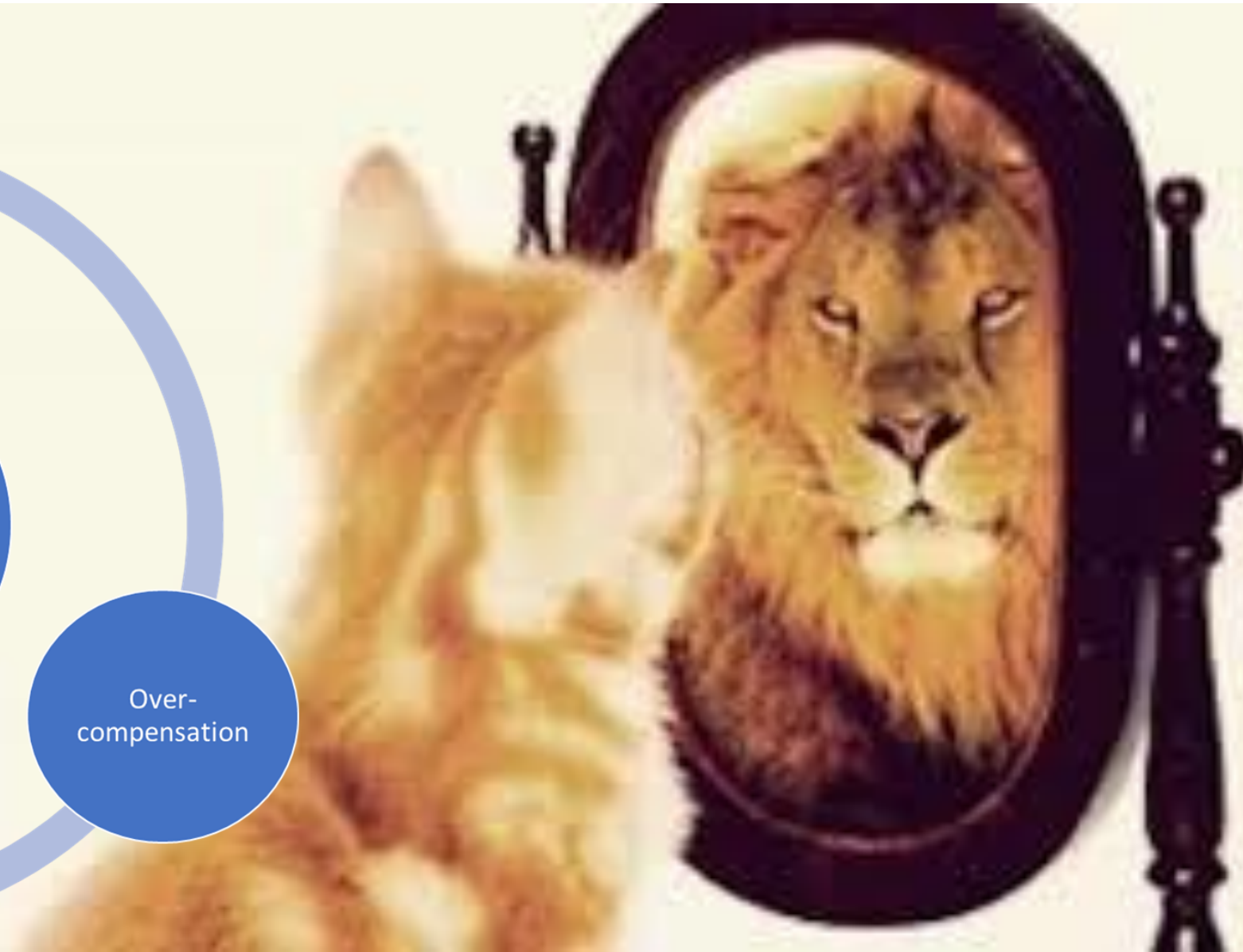
Men aged 26-29 are the most likely age group to contribute to a road collision or a collision with a Vulnerable Road Users due to speeding, followed by men aged 17-25.

VRU (part 2), contributory factors, male by age, 2017 INDEX



Source: Scottish Government Analytical Services, sample size of 100, indexed by Republic of Media

Young men – the insight.



So - saying 'Don't Risk It' to young men....?



Instead we needed to **reframe perceptions of a good driver** and remind our target audience, ‘The Invincibles’, that **a good driver is a safe driver, one who is in control.**

Creative approach.

Other people have a huge influence on driving, both in and out of the car

200



In the car

Friends

- Source of distraction
- Can encourage unsafe behaviours
- Driving to impress

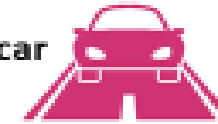
Family

- Feel under scrutiny
- Prone to judge and criticise
- Focus on response, not the road

'Precious cargo'

- Kids, elderly people
- Keen to avoid any risk at all
- Driver slower, more careful

Outside the car



Other drivers

- Tailgaters, ditherers, aggressive, dangerous drivers
- Set the 'tone' and norms of a road
- Can drive faster/slower to keep up or avoid

Friends (on mobile)

- Calling, messaging
- Tempting to check, respond

Friends (on road)

- Encourage racing, unsafe behaviours
- Distracting, and can lead to spiraling levels of unsafe behaviour

Friends, family, other drivers

- All involved in norming safe and unsafe behaviours

The behaviour of others in and out of the car arguably has the biggest active influence on driving behaviour

Creative approach.



Creative approach.

Drive like Gran's in the car
#DriveSmart

**DRIVE LIKE
GRAN'S
IN THE CAR
DON'T SPEED**



#DRIVESMART



**YOU CAN NOW BE TESTED AT
THE ROADSIDE FOR DRUG DRIVING.**
IMAGINE GRAN'S WATCHING. DON'T TAKE DRUGS AND DRIVE.



**DRIVE LIKE GRAN'S IN THE CAR
#DRIVESMART**



**DRIVING REQUIRES
100% CONCENTRATION
JUST LIKE A GOOD
CROSSWORD**



#DRIVESMART

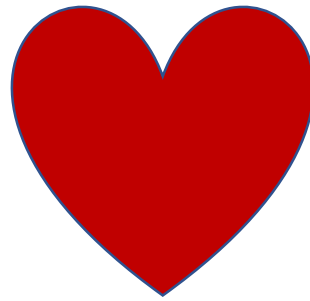


Hero film 3 - Mates

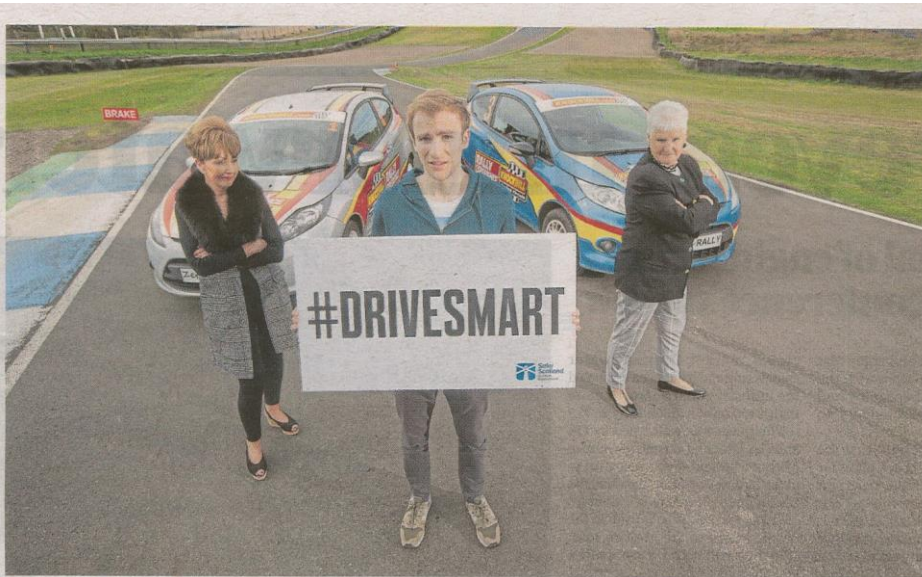




Be the
content
they love



Be in the
content
they love



GRAN KNOWS BEST: The new campaign advises headstrong young drivers to imagine they are carrying a precious person like their gran

Boy racers get grans' advice

SAFETY

They say "don't teach your grandmother to suck eggs". But a new road safety campaign is hoping that grans can teach young men to be better drivers.

New research reveals 61% of Scottish males aged 20-29 consider themselves to be very good, or excellent drivers. Official statistics do not support this, with 314 killed or seriously injured in the past 12 months.

Figures also reveal more than 2,040 were involved in crashes in that time, with that age group the likeliest to be involved in a collision.

One of the key findings was that men this age claimed to drive more

safely when they are carrying "precious cargo" like their gran in their car.

The Drive Smart campaign, which will run on TV, radio, cinema and internet, features a series of larger-than-life grans, who unexpectedly appear while their grandsons are driving, and put the young men firmly in their place.

The grans address unsafe driving behaviour involving distractions such as using mobile phones, and driving too fast.

Michael McDonnell, director of Road Safety Scotland said: "Young men are prone to over-confidence in their abilities, a misplaced sense of control and a desire to push themselves and their cars to the limits."

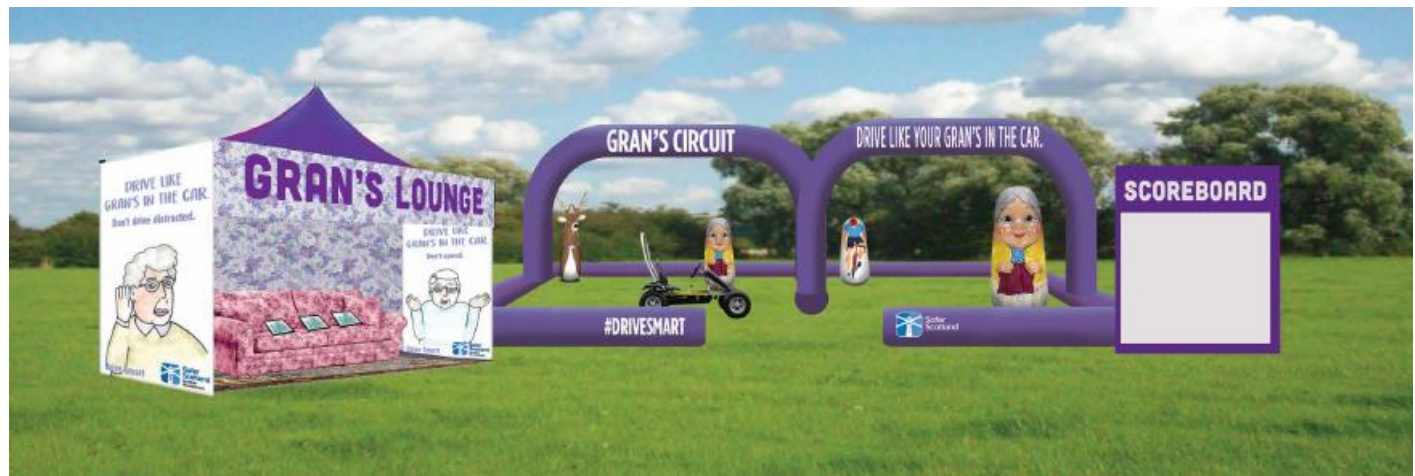


Partnerships with
employers, gyms etc



Press coverage in key print and online media

Field activity



The campaign is helping to reframe perceptions of a good driver.

Campaign cut-through = 53%



- 15% 'slow down / don't speed'
- 14% 'gran in the car'
- 13% 'don't use phone/text'
- 9% 'avoid distraction / noise / mates'

Campaign recognition = 58%



- 60% seen / heard 2+ channels
- 59% seen / heard 2+ executions

Campaign clearly understood



- 'don't use phone'
- 'don't speed'
- 'mates distract you'
- 'drive safely'
- 'drive like gran in the car'

4 in 10 took / intend to take action



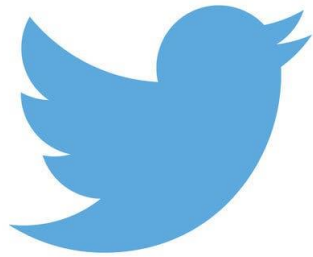
- 'not pick up phone'
- 'stay more focused'
- 'told my friends not to distract me'

What's next?

- Drink and drug-drive festive campaign launches 1st December
- New social content from Gran focusing on 'morning after' and 'best approach is none'
- Partnerships with local pubs/clubs/taxi firms
- VRU campaign launches 11 November – here's a sneak preview....



Thank you.



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