

MEDIA INFLUENCE : CASE STUDY

TAC RESOURCES.

- Quotes from key personnel about the campaign in general - up to 1999. Pg 1
- Detailed Analysis of campaign from 1989-1994 5
- Latest campaign 2009 + Road toll 1986-2003 20

About the TAC

The economic and social costs associated with road accidents have made the issue of road safety a major concern for the community.

The Transport Accident Commission (TAC) was established in 1987, under the Victorian Transport Accident Act 1986 to ensure that road accident victims receive adequate compensation and to reduce the cost of road accidents to the community.

The Transport Accident Commission (TAC) provides benefits and compensation to Victorians injured in transport accidents. Benefits include payment for:

- hospital and medical costs;
- rehabilitation treatment, such as physiotherapy; and
- compensation for loss of earnings.

The TAC also provides support for dependants (ie children) of people killed in accidents.

Benefits cover injuries resulting from accidents involving cars, motorcycles, buses, trains and trams. These benefits are available regardless of who causes the crash.

TAC VCE Media Resource Kit

Quotable Quotes from the Video Resource

Mr Anton Staindl,
General Manager - Communications and Road Safety TAC

"The TAC is Victoria's personal injury insurer."

"Now if you think about that, what that means is TAC actually has a vested interest in trying to reduce the number of accidents that occur, and hence we are involved in road safety. The more that we can stop people maiming themselves on Victoria's roads... the less costs to the TAC and therefore the broader Victorian community."

"The TAC advertising campaign really is one part of the jigsaw if you like. There is very much a coordinated approach to road safety in Victoria with the TAC, Victoria Police and VicRoads, as well as a network of local road safety councils."

"So the advertising forms a key component of this overall approach, and really it is designed to educate Victorians about the dangers or the impact of road trauma and what the particular dangers are, be it drink-driving, be it speeding or be it fatigue."

"Supporting that will be the enforcement efforts of Police and the road engineering works of VicRoads."

"Each advertising campaign is subject to rigorous testing."

"For each TAC ad there would probably be ten or fifteen concepts which are first put to research."

"What we do is really target the market that we are actually aiming the campaign at, put a range of concepts before them and from there distil that down to one creative concept that the research shows is going to have the biggest impact on that market."

TAC VCE Media Resource Kit

"From the point it is on air we go back into the broader marketplace with some more quantitative research and just assess whether or not people are taking note of the campaign, whether it has cut through, importantly whether it is resulting in the changing of driving behaviour, and then ultimately whether or not we are starting to see the impact of that on our trends through reduced accidents.

I think the first campaigns were very stark, very 'in your face', probably since then what we have seen is a little bit more of a move towards a combination of an emotive-educational focus."

"There is no doubt that the success of the TAC campaign has been its very heavy research focus. We ensure that with each campaign it has been rigorously tested in the marketplace and continues to be after it has gone to air."

Superintendent Robert Wylie APM from Victoria Police
In charge of Traffic Support Division

"There is a three way partnership that manages the road safety campaign in Victoria. TAC, the Police, and VicRoads are the third party."

In answer to the question: 'From your experience and from a Police perspective do you feel that the the TAC road safety advertising campaign has helped lower the road toll?' Superintendent Robert Wylie replied: "There is no doubt whatsoever. Plenty of research has been done to establish the effectiveness of the joint campaign and there is no doubt that the combination of the advertising coupled with the enforcement works very well."

"You talk to the public and whilst a lot of people say they don't like the ads, every one of them can tell you about them. So whilst they may suggest that they turn off, and even if they do, they still remember what it is all about."

Mr Eric Howard from VicRoads
General Manager, Road Safety

"VicRoads is the responsible state government agency for the safe and efficient operation of the Victorian road transport network. It's also got responsibility for the development and the coordination of the road safety strategy in concert with our key partners of course... the TAC work and the Police."

TAC VCE Media Resource Kit

"They use a few tools to try and make the ads relevant to the people they are trying to influence. So with their drink-driving ads for instance they try and target them at people who are potentially drink-drivers by choosing the types of characters in the ads fairly carefully and by choosing the situations that they are in fairly carefully."

"I think the other thing that they do remarkably well is they make the advertising material very believable, some of their ads have been better at this than others but all of their enforcement ads for instance come across to their target audiences as being very credible or very believable and I think that makes the message push home a little bit more effectively for people."

"We found that the stronger the intensity or the greater the intensity of advertising then the lower the number of crashes, there is quite clear relationship when you take other things into account, advertising does have quite an impact on that important measure of safety, the number of people who are being hurt."

"When you take all the other factors out you are still left with a pretty strong relationship between the TAC advertising campaign and crash involvement, so in spite of all of those other influences there is still a 'left over effect' of the advertising which means if we took the advertising away, or if we hadn't had it there in the first place there is every chance the crash rate would be higher than it is now."

Peter Hennessy from Sweeney Research
Director, Market Research

"If we look at some of the attitudes to Blame" Percentages who agree.

Realistic	95%
Beneficial	91%
Important	97%
Thought provoking	91%
Effective	89%
Tough	65%

Overall Campaign Percentages who agree.

'If the commercials stop people speeding or drink driving I'm all for them'	98%
'Are they a good idea?'	97%
'Road safety is such an important thing that any advertising which helps to reduce the road toll is justified'	93%
'They make you aware of your responsibilities as a driver and a passenger'	94%

TAC VCE Media Resource Kit

"The TAC road safety advertising is spearheading the introduction of road safety messages into living rooms, into people's homes, and we all know as Victorians how effective that has been."

"What we have seen in recent years is a very successful combination of Police enforcement, engineering works on roads, educational activities that we may undertake in concert with our partners following on behind that advertising to promote road safety and to reduce the road toll significantly."

"The advertising is critical, it is very very important to us, it is world class and world leading and great things have flowed from the capacities to reduce the road toll by combining a number of actions together with that advertising."

Ms Anne Harris from RACV
Chief Behavioural Scientist

The role of the RACV in relation to the road safety advertising campaign is to... "have researched principles and counter measures and to undertake them in a coordinated partnership approach."

"RACV believes that the TAC campaigns which have been running have made road safety an important issue in the community. And that's been extremely important, not only for raising people's awareness and getting people to change their behaviour, but also in just putting it on the agenda; so governments are more conscious of it, the media are more conscious of it and we have this collective awareness of the issue. It is a lot easier to get counter measures introduced, governments are more likely to introduce and adopt road safety counter measures, so that has all been extremely important in just raising the consciousness of the Victorian community about road safety. And we believe the TAC have done that with the assistance of course of VicRoads and the Victoria Police to try and improve road safety in Victoria."

Mr Warren Harrison from MUARC
Senior Research Fellow, Monash University Accident Research Centre

"They are very strongly focussed on getting people's attention through using emotive and sometimes quite shocking content. That's the attention grabber if you like. A lot of the ads have that attention grabber at the front of the ad to make sure people are attending right from the beginning."

TAC VCE Media Resource Kit

"A few years ago we tested some ideas to say 'the road toll has come down a long way, hey Victorians you have done a really good job!' and surprisingly the community said 'no, don't tell us that, because then we might revert back to our bad old ways, keep the pressure on us.'"

"If we compare it against road safety campaigns in other parts of Australia and road safety campaigns in other parts of the world, and we continually do that, the TAC are coming out light years ahead of the others. They are far more effective. They are far more persuasive. They are far more meaningful to people than any other campaign we have seen elsewhere in the world."

Rob Dow from Grey Advertising
Creative Director

"How do you gauge the success of a particular advertising campaign?"

"On an ongoing basis we are constantly monitoring each campaign and that gives us feedback as to how that message has been received and if there are any particular problems or issues with it. And then subsequently... by the road toll and the stats."

"Each campaign is obviously designed to address a particular problem or issue and if we find that the particular issue is being answered that is one measure of success but... the monitoring which takes place across Victoria through random sample telephone interviews is the one real way we can judge and see how effective the campaign has been."

"...In the last couple of years we have had a little bit more enforcement... whereas before it's been the highly emotional, 'shock-horror' high impact accidents and so forth which have been the key to the campaign. It's now a combination of those highly emotional messages and some very rational stories..."

The TAC road safety advertising campaign "has been around now for ten years; it's had a dramatic effect on attitudes and driver attitudes and hopefully young people coming into the situation where they are just about to drive."

"It hasn't just saved lives on the road, it has saved enormous sums of money in compensation payments to major accident victims."

TAC VCE Media Resource Kit

John Schwartz from Swinburne University
Lecturer in Media

"I think the TAC ads are working on a theory that the media does have power, and they are working on the assumption that the media actually affects audience behaviour over time."

"Over time the TAC has been pretty much on the right track."

"These are very well structured ads, that have been very well thought out. They spend a lot of time, effort and money making these ads, and scripting them, and making sure that the shoot makes the ad as realistic as possible."

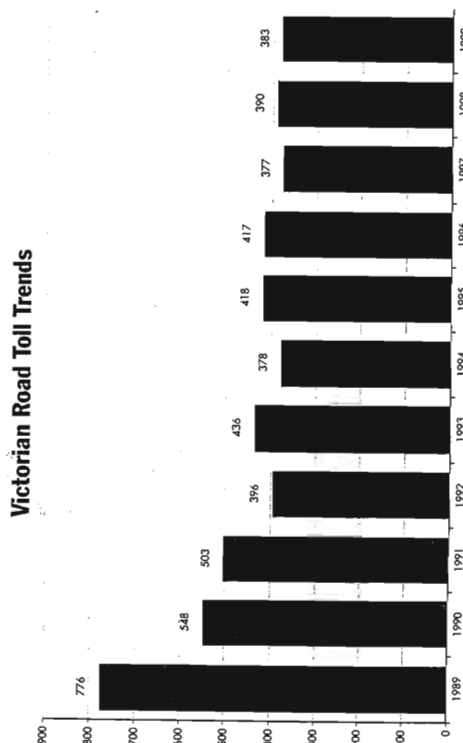
"TAC ads are very easy to recall... that shows the success of an ad campaign."

"Most ads actually work with positive reinforcement with a happy ending, most ads have a happy ending... TAC ads, and WorkCover ads have the tragic ending."

"I would argue that in the first decade of TAC ads they have been very, very effective in setting agendas, in getting us to think about things in particular ways and in making some things culturally acceptable, that is, to be safe, and [other things] such as drink-driving unacceptable."



Appendix 1 Road Toll Statistics



4

TAC VCE Media Resource Kit

TAC VCE Media Resource Kit



**An entry into the
1995 AFA Effectiveness Awards
by Grey Advertising Melbourne.**

Category:
Social Advertising.

Title:
Marketing Road Safety
1993/94.

CONTENTS

	Page
1. Introduction.	6
2. Summary 1989 to 1994.	6
3. Our Client.	6
4. The difficulty of task, prior to launch 1989.	7
5. The Role of Research.	7
6. The campaign.	8
(a) Marketing Road Safety as a consumer product.	8
(b) Segmenting our target audience.	9
(c) Campaign structure.	10
7. Scale of achievement.	11
8. The evidence.	12
(a) Change of behaviour.	12
(b) Change in driver attitudes.	12
(c) Cost effectiveness.	12
(d) Advertising effectiveness.	13
(e) Community debate.	13
9. 1993 - The lessons learnt.	14
10. 1994 - The lessons put into practice.	15
11. Road Safety remains an impulse purchase.	18
12. Other influences.	18
(a) Police enforcement.	18
(b) Speed cameras.	19
(c) A depressed economy.	19
13. Summary.	19
14. A final word.	19

5

1. INTRODUCTION.

In 1991, the 1990 TAC Road Safety campaign was judged the outright winner of the inaugural AFA Effectiveness Awards.

In 1993, the continued effective management of this communication strategy was again judged best in its category.

The reason we are entering this campaign a third time, is based on the fact that we have not only sustained the relevance and impact of this campaign, we have improved the effectiveness beyond the record level achieved in 1992.

1994 was a year in which the economy improved significantly, and consumer confidence and spending grew.

This led many social commentators to predict that, with a more vibrant economy and more kilometres driven, the road toll would inevitably increase.

Many others suggested that effectiveness of the campaign was waning as a result of over-familiarity.

Yet, as our case will demonstrate, the Victorian road toll dropped to a new, all-time low figure, the lowest since records were first kept in Victoria.

To put the results of the years 1993 and 1994 in context, we shall first review in principle an outline of our thinking and our strategic/creative development method, as contained in both our 1991 and 1993 AFA submissions.

Then we shall present our case for the 1995 AFA Effectiveness Award based on the management and improvement of this campaign during the years 1993 and 1994.

We shall candidly outline the critical lessons learnt in 1993, a year in which the road toll increased over the previous year, and then through four case histories that put these lessons into practice, demonstrate how advertising was a critical factor in helping Victoria achieve the lowest road toll in its history.

A road toll that is now recognised to be one of the lowest, if not the lowest in the developed world.

What has emerged in the fourth and fifth years of the TAC campaign, is a range of case studies and statistics that prove an even stronger case for the effectiveness of advertising in changing both short and long-term behaviour and attitudes.

2. SUMMARY 1989 TO 1994.

In five years, using the 1989 road toll as a benchmark, the TAC campaign has had an ever-increasing impact on the behaviour of Victorian drivers.

A 51% reduction in the road toll.

1619 lives saved.

Victoria's lowest road toll in history.

At 1.3 per 10,000 registered vehicles, one of the lowest road fatality rates in the world, if not the lowest.

An average 92% unaided recall of the campaign over 12 tracking studies.

An average 97% community support.

More than \$500 million saved in claims costs for our client.

An estimated \$1.6 billion saved in the reduced cost of providing medical, police and emergency services, lost productivity, and other economic costs to the community.

We achieved this result because, together with the TAC, we marketed road safety as though it were a consumer product, and have not only been able to sustain the relevance and impact of the campaign, but improve its effectiveness.

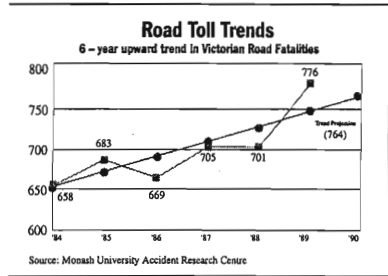
3. OUR CLIENT.

TAC is the sole provider of transport accident, personal injury insurance in Victoria.

The objectives of the TAC include improving the financial performance of the insurance scheme and reducing the cost to the community of road accidents, human pain and suffering, health care, police and emergency services, economic loss to society, etc

4. DIFFICULTY OF TASK 1991/92.

In the period 1984 to 1989, the Victorian road toll experienced a consistent, 6-year upward trend, to peak at 776 in 1989.



The community was outraged. Something had to be done about it. And not just "seen" to be done, but something done that would bring the road toll down.

In 1990, the TAC Road Safety campaign contributed to a 29% drop in road fatalities to 548.

By December 1992, the campaign had contributed to a 49% drop to a figure of 396 fatalities, the lowest in Victoria's history to that time.

But as we entered 1993, there was a strong feeling within the community that the campaign could only grow weaker, and the road toll increase, as the community became desensitised by our style of message.

The difficulty of our task was to find ways to make our message a more relevant, and even more effective deterrent, to more people.

We could not afford to simply maintain our message, we needed to explore and eliminate the emotional barriers that were still blocking the reception of a number of hard case drivers.

Through continual analysis of road accident statistics and attitudinal research, we defined a series of issues and specific target audiences that had not been addressed by the more general messages based on "speed" and "drink/driving".

5. THE ROLE OF RESEARCH.

From the beginning of the campaign, in December 1989, research conducted by Brian Sweeney, has been the backbone of all concept development.

When we started working on concepts, our task was complicated by the huge variety of road safety ads, public relations campaigns, and good corporate citizen messages, that had cluttered the market.

We had to cut through this confusion of messages, and establish a new, single-minded community focus on road safety.

We asked why the community was ignoring all the warnings?

Why had so many previous road safety campaigns failed to stem the road toll?

Our brief was to upset, outrage and appeal. But how far did we have to go?

A TOUGH, CYNICAL MARKET.

We discovered an audience that was going to be tough, and extremely cynical, towards any ad campaign that would ask them to confront an issue, like death.

But we also discovered an audience that desperately wanted something done about the road toll. They wanted road safety ads to work.

In this initial research for example, we identified a series of fundamental do's and don'ts that have remained relevant throughout the first five years of the campaign.

THE "DO'S"

- Do - be as shocking as you like.
- Do - be as emotional as possible.
- Do - ensure that a communication leaves us thinking that "this could happen to me"
- Do - emphasise the link between drink/drive, speed, and real accidents.

THE "DON'TS"

- Don't - concentrate on twisted metal.
- Don't - bore us with statistics.
- Don't - lecture us.
- Don't - threaten us with authority, uniforms, or financial penalties.
- Don't - suggest that we cannot have a drink.



6. THE CAMPAIGN.

(a) MARKETING ROAD SAFETY AS THOUGH IT WERE A CONSUMER PRODUCT

We took a decision to market road safety, as though we were marketing a consumer product. A product that had to survive in a tough, cynical market.

THE NEED FOR BRAND NAMES

Our first task was to develop brand names for "drink/drive" and "speed". These brand names became the respective themes for these two campaigns. For drink/drive, we developed the line:

If you drink, then drive, you're a bloody idiot.

And for speed:

Don't fool yourself, speed kills.

And in 1991, we added concentration:

It's in your hands, concentrate or kill.

In 1992, seat belts:

Belt up, or suffer the pain.

In 1993, motorcycles:

Look bike. Hard to see, easy to kill.

And in 1994, a specific rural theme:

Country people die on country roads.

And fatigue:

Wake up to yourself, fatigue kills.

A SINGLE, POWERFUL PROPOSITION.

We had to develop a single, compelling proposition.

Research indicated that the key, was to confront the community in a way that would strike deep at core emotions, personal fears, and feelings of vulnerability.

Prior to this campaign, the greatest single deterrent was the "rational" fear of losing your licence. But only six weeks into the campaign, the "emotional" fear of finding yourself responsible for the death of another human being, had become a far more powerful deterrent.



"Flashback drink drive TVC launched 04 Sept 1994".

It was a proposition that compelled our target market, in marketing terms, to buy our product.

It is a proposition that remains as relevant on December 31, 1994, as it was at launch on December 10, 1989.

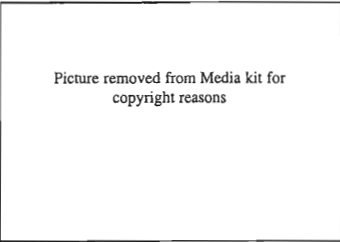
8

(b) SEGMENTING OUR TARGET AUDIENCE.

With drivers of different age, sex, and driving experience, there was a real need to develop specific messages to target specific problem groups, within the community.

For example, from the campaigns that ran 1989/92.

Examples of target segmentation featuring our most recent campaigns of 1994.



"Flashback" was targeted at young, blue collar male drivers, and along with a powerful communication of guilt for killing another person, we also emphasised the life-time punishment of permanent disability.

"Country People Die" is targeted specifically at our rural audience who have had an unshakable belief that rural fatalities involve metro drivers who don't understand driving on country roads.

This is in complete contrast to the fact that 71% of rural fatalities involve rural people.



"Silent Night" and "Auld Lang Syne" were targeted at the general Christmas and New Year celebration mentality, both posing the critical question "should you be driving home tonight?"

Research identified the problems. And each problem required a specific execution.

A single ad, no matter how powerful, could never effectively address the whole problem.

9



"Girlfriend" is targeted at male drink/drivers, under 25 years.



"Beach Road" is targeted at drivers who try to justify excessive speed by blaming the speed of surrounding traffic.



"Tracy" is targeted at young, female Provisional licence drivers who tend to speed.



"Country Kids" is targeted at undisciplined male drivers, under 20 years of age, particularly in the country.



"Jones" is targeted at young people who believe it is un-cool to wear seat belts.



And "Joey" is targeted at young blue collar males who remained the largest offenders of



"Nightshift" targets the causes and effect of driving while in a state of fatigue.

While our campaign was targeted primarily at young male drivers, the concept was thoroughly researched to ensure relevance to all ages and both genders.

BUILDING BRAND LOYALTY.

Building an equivalent to product brand loyalty was critical.

Like any consumer product, the market had to believe our product was relevant to their needs, their values, and their lifestyle.

With a proposition built on responsibility for death, credibility was critical. When people saw the ads, they had to spontaneously think:

"That could be me... that could so easily be me..."

They had to experience the real trauma of an accident. They had to feel it, live through it, participate in it. They had to believe that what they saw was real. Real accidents. Real emotions. Real people suffering, real pain and trauma.

The slightest suspicion that anything is staged, and they'll simply switch off. They'll grab any opportunity, to distance themselves from a message that deals with the responsibility for death.

Making the core emotional deterrent of our message both accessible and easy to relate to on a deeply personal level, has become the backbone of this campaign.

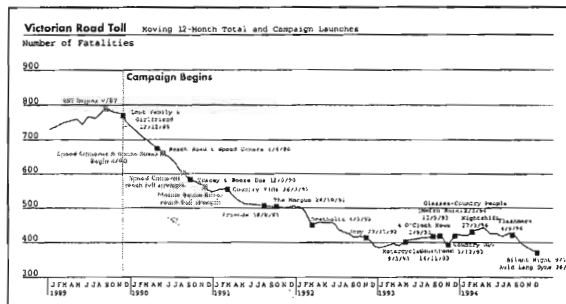
For example, when we finalised the cut of the fatigue commercial titled "Nightshift", the female passenger made no suggestion to the driver to pull over if he was tired.

When we researched the concept as a double head, the overwhelming response was that the driver was irresponsible and the female deserved the consequences for allowing the scenario to occur.

But when we added a line from the female "if you're tired, pull over", respondents attitudes changed dramatically. Suddenly they could relate to the couple as behaving normally, if somewhat stupidly. Suddenly, they could personally relate the message to their own behaviour, and the message was effective.

(c) CAMPAIGN STRUCTURE.

The following graph indicates the timing of each campaign, plus the introduction of Speed Cameras and Booze Buses, all plotted against a declining road toll.



In all we have produced twenty-one commercials. Six were launched in 1990, with a further five launched during the 1991/92 period, and five new initiatives in our most recent year, 1994.

With few exceptions, all ads remain relevant and continue to run in rotation, with the most recent productions being favoured.

Research has continually indicated that a 60 second length is required to break through the surrounding programming and advertising clutter, and allow time for the viewer to become completely involved in the emotion, the action and proposition.

While television has remained our prime medium, we have made growing use of radio and outdoor to achieve saturation of our message.

MEDIA BUDGETS - 1993 & 1994.

1993:	\$9.55 million.
1994:	\$8.36 million.
Television:	64%
Press:	5%
Radio:	18%
Outdoor:	13%

MERCHANDISING.

Merchandising was a key part of our strategy.

Our aim was to build the same kind of market presence for our brand names (themes), as high profile brands like Mars, Coca-Cola and McDonald's.

We used extensive sponsorship of sporting and community events, plus outdoor promotion, including mobile billboards for Speed Cameras and Booze Buses, positioned on highways, during peak traffic periods.



pertram - "Should you be driving home tonight?"

Taxi back signage.



AFL football teams Richmond, Essendon, Footscray and Geelong.



Under 18 VSFL and Teal Cup football competition.



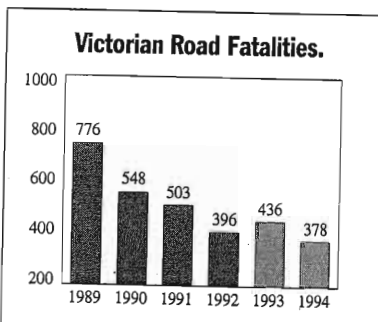
Melbourne Fringe Festival Sponsorship.



Melbourne Festival Sponsorship.

7. SCALE OF ACHIEVEMENT.

The Road Toll 1989-94



The numbers speak for themselves.

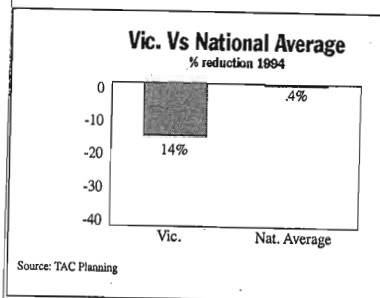
VICTORIA'S ROAD TOLL NOW DOWN BY 51% SINCE CAMPAIGN LAUNCH.

1,619 lives saved in five years.

We've contributed to the lowest road toll since records were first kept in Victoria, in the early 50s. And the vehicle population has increased 7 fold since then.

VIC. VS NATIONAL AVERAGE 1994.

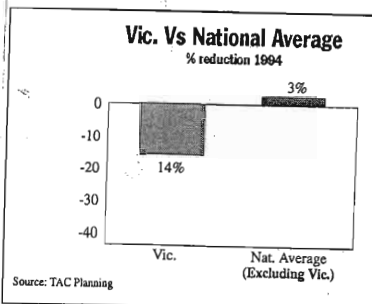
If we compare the State Road tolls for 1994, Victoria achieved a 14% reduction in road fatalities, compared with a national average of 0.4%.



Source: TAC Planning

THE VIC. VS NATIONAL AVERAGE EXCLUDING VICTORIA.

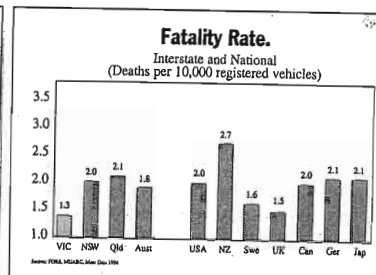
However, if we exclude the Victorian result from the national figure, Victoria's reduction of 14% compares with a national increase of 3%.



Source: TAC Planning

FATALITIES PER 10,000 VEHICLES.

To put this measure in perspective, we suffered 9.1 deaths per 10,000 vehicles in 1960 and an outrageous 11.3 per 10,000, back in 1948.



By December 1994, this figure had dropped to 1.3 deaths per 10,000 vehicles.

Indications are that this is the lowest road fatality rate in the developed world.



THE EVIDENCE.

CHANGE OF BEHAVIOUR.

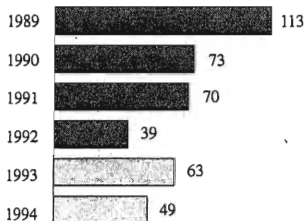
One of the key measures is the actual change in driving behaviour, and the perceived changes in driver's minds.

ALCOHOL-RELATED FATALITIES.

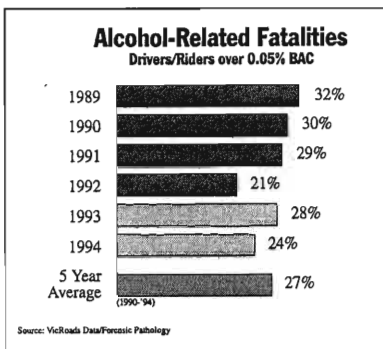
In 1989, 113 drivers/riders were killed with a BAC reading exceeding 0.05%.

From January to December 1994, this number was reduced to only 49.

**Alcohol-Related Fatalities
Drivers/Riders over 0.05% BAC**



The percentage of all drivers/riders killed with a BAC exceeding 0.05%, has also been reduced from a 5-year average (1984/88) of 37%, to only 24% for the period January to December 1994.

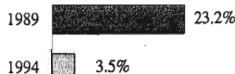


SPEED

In 1989, of all vehicles speed tested the police recorded 23.2% for exceeding the relevant speed limit.

In 1994, this percentage was reduced to 3.5%.

% Vehicles Exceeding Speed Limits



(b) CHANGE IN DRIVER ATTITUDES.

In the twenty-second tracking study, completed early January 1995, we recorded the following measure of changed driver attitudes.

While the growth since 1992 appears small, it is in fact a reinforcement of the self-perception in drivers' minds that they are now better drivers than they were in 1992.

This highlights a consistent improvement in driver behaviour and attitudes.

The results challenge suggestions that the campaign is close to wear-out. Or that our audience has grown over-familiar to, or desensitised by, our style of communication.

Change In Driver Attitudes	% Agree	
	1992	1994
I have noticed people drive more responsibly than they did 2-3 years ago.	62	63
I now drive more carefully than I used to.	71	73
The ads make me more aware of my responsibilities as a driver.	97	98

(Sweeney Tracking Study No.22 Jan/95)

(c) COST EFFECTIVENESS.

SAVINGS TO TAC.

Reduction in TAC claims costs and operating overheads.

	\$ Millions
1990	89
1991	115
1992	122
1993	94
1994	81
TAC SAVING:	501

SAVINGS TO THE COMMUNITY.

In their report "The Social Cost of Transport Accidents in Australia - 1992", the Federal Bureau of Transport and Communication Economics estimated that the savings to the Victorian community of reduced accident costs since 1989 has been \$760 million.

This figure included lost production, lost earnings, vehicle damage, and the costs of providing medical, police and emergency services.

Based on these figures it would be fair to assume that total savings will have far exceeded \$1 billion in the 5 years to 1994.

RETURN ON INVESTMENT.

Over the past 5 years, the TAC has invested \$125 million in accident prevention, of which \$55 million has been invested in media advertising.

So while the immediate return to the TAC is \$501 million, *the overall saving to the community will be more than \$1.6 billion.*

(12)

(d) ADVERTISING EFFECTIVENESS.

Throughout the campaign, market reaction was tracked through research. Twenty-four tracking studies have been conducted to date, the most recent in July 1995, involving interviews with more than 600 adults in Victorian metro and country areas. Of all the charts we could present, two establish the basic effectiveness of this campaign beyond doubt.

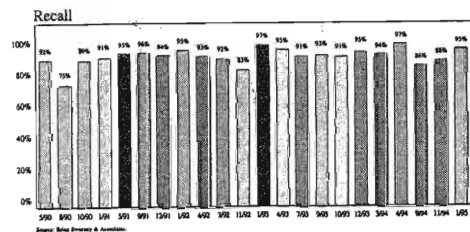
UNAIDED RECALL.

Within 4 weeks of the first ad going to air, we achieved an unprecedented 92% unaided recall, a figure we have maintained as an average ever since. Our most recent response was 93%.

To quote Brian Sweeney (from his Wave 12 January '93 Tracking Study):

"As a market research company involved in a broad diversity of advertising effectiveness, we believe the results (of this campaign), to be unparalleled"

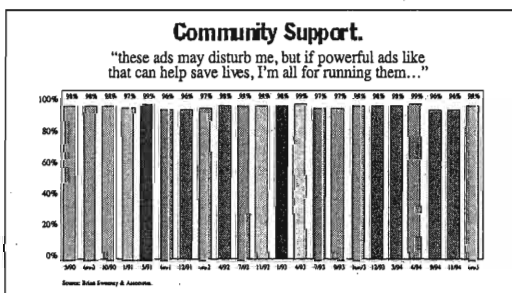
Unaided Recall Of Campaign.



COMMUNITY SUPPORT.

We offered respondents a series of statements, including the following to measure the degree of community support:

"these ads may disturb me, but if powerful ads like that can help save lives, I'm all for running them..."



As you can see, in our twenty-fourth wave tracking study, 97% agreed.

Again, to quote Brian Sweeney (from his Wave 22, January '95 Tracking Study):

"Clearly, the community embraces the advertising still. These figures indicate that it is not worn out. Interestingly, on the dimension, "I still think it won't happen to me", the 23% agreement figure is the lowest recorded in the five years of measurement"

(e) THE STRATEGIC IMPORTANCE OF COMMUNITY DEBATE.

Community debate was a key element of our strategy.

We deliberately set out to create manageable controversy and community debate. The media was fed with a continual source of information and hard facts to keep the debate alive.

We generated 869 recorded incidents of the "drink/drive" and "speed" message in news and current affairs during the first year of the campaign. Over the five years to December 1994, no other advertising campaign to our knowledge has generated the media coverage of the TAC road safety campaign.

One of the best and most recent examples of media coverage occurred at the conclusion of 1994 when the road toll established a new, all-time low.



(13)

9. 1993 - THE LESSONS LEARNT.

EVIDENCE BEYOND REASONABLE DOUBT.

Our best evidence for effectiveness beyond reasonable doubt, lies in the fact that the critical statistics quoted, are a matter of public record.

But to prove the case for advertising, over other influences in the community, we offer four critical lessons learnt in 1993, plus four brief case histories based on the campaign as it was conducted in 1994.

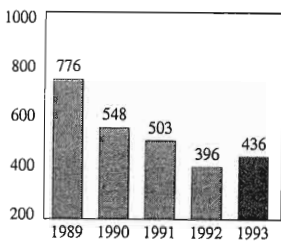
1993 - WHAT HAPPENED?

Suddenly, things didn't quite go all our way.

ROAD TOLL 1989 - 1993.

The overall road toll for 1993 suffered an

Victorian Road Fatalities.



increase of 40 over the previous year.

We desperately wanted to know why, learn from the experience, and apply this knowledge to 1994.

When we analysed the creative/media strategy for 1993, we identified four key factors that we believe contributed to the increase.

- (a) **We did not produce any new (effective) message for a 9 month period.**

During the 9 month period January to September 1993, no new campaigns went to air.

In the last 3 months of this period - July, August and September - the fatality rate increased by 15 over the same period the previous year.

While the rotation of existing ads is legitimate and gives them a long, active life, if they are seen too often without new ads introduced into the mix, our overall deterrent message begins to lose its impact.

Research indicates that our audience demands that they see a new interpretation of the road safety message at least 3-4 times a year.

- (b) **The rural road toll increased by 46 over the previous 12 month period.**

While the Melbourne metro fatality rate dropped 2% in 1993, the rural fatality rate had increased 23%.

It became blindingly obvious that we finally had to recognise rural drivers as having quite different attitudes and behaviour in relation to road safety.

- (c) **We launched a 2-week motorcycle campaign, that took the focus off our prime target market.**

A 2-week Motorcycle campaign was launched in March, during which the toll increased by 10 more than for the same 2-week period in 1992.

The message was designed to reflect what happens in most motorcycle accidents involving cars, as agreed by both riders and motorists.

Poor visibility of motorcycles is the key problem. And that the casual road concentration of motorists is the prime cause of the two coming together.

The evidence suggests two negative factors contributed to a rise in fatalities.

In focusing on a minority issue, we took the emphasis off our prime target audience, young blue collar male motorists.

However, as a communication aimed directly at motorcycle riders, the campaign itself was strategically sound, with motorcycle fatalities for 1993 down 25% on 1992.

(d) **The road toll increased by 10 as a result of the Wangaratta bus crash.**

The fourth factor was the Wangaratta bus crash.

The loss of 10 lives in a single accident had a significant impact on the cumulative total.

THE LESSONS LEARNT IN 1993.

While each of these four factors may have contributed to an increase in the road toll, it would be too simplistic to draw a direct correlation between these factors and the actual toll.

But looking back, there were three valuable lessons to be learnt.

We need to keep our focus on prime issues, targeted at our prime target audience.

To keep our message fresh and updated at all times, with a new interpretation at least every four months.

To develop a specific message and campaign theme targeted at rural drivers, to place the road safety problem right in their own back yards.

14

10. 1994 - THE LESSONS PUT INTO PRACTICE.

ACHIEVING A RECORD LOW ROAD TOLL.

We started 1994 knowing that the acid test for the TAC campaign would be to regain ground lost in 1993, and to contribute to a further significant reduction in road fatalities and injuries.

To provide evidence beyond reasonable doubt, we shall outline four brief case histories based on campaign launches during 1994, and the immediate impact and results of these campaigns.

1. "COUNTRY PEOPLE DIE".

As we outlined earlier, the rural road toll in 1993 increased 23% over 1992.

Based on specific rural attitudinal research, we concluded that we needed to recognise rural drivers as a separate target audience. The impact of the recession, and youth unemployment emerged as issues that may explain part of the rural increase in road fatalities.



"7 out of 10 people who die on country roads live in the country"

But it also became clear that the key to reversing this trend could well lie in debunking a myth widely held in rural communities.

Research indicated that 78% of people in rural towns believed that most of the fatalities on their local roads involved travellers passing through. Mainly city drivers unused to country roads.



Country people die on country roads.

But the fact is that 71% of TAC's rural accident fatality claims involved people living in country areas.

So we made a decision to develop and research a concept designed to convince rural drivers that "country people die on country roads".

All research was conducted in small rural communities to ensure that we did not fall for the trap of "city people trying to speak like country people".

Against all research evidence in the past relating to statistics, we positively researched a simple statement that explained:

"7 out of 10 people who die on country roads, live in the country".

The "Country People Die" campaign was launched on March 2, in rural markets only.

The launch was supported by a massive PR drive through rural media, and an increase in random breath testing by Victoria Police.

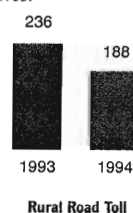
In addition, we tagged all other commercials that ran in rural markets with the theme line:

"Country people die on country roads".

This integrated campaign worked.

THE RESULTS.

The Victorian rural road toll figures speak for themselves.



In 1994, the campaign contributed to a 20% drop in the rural toll.

15

2. EASTER - FATIGUE.

Fatigue is predominantly caused by sleep deprivation. When you do not get the correct amount of sleep your body needs, you build up a "sleep debt". Your body clock recognises this debt and overpowers your mental capacity and literally switches your body off for a period of time.



In other words, you just drift off to sleep. You have no say in it, and it is most likely to occur mid-afternoon or late in the evening.



Of course, if it happens while you're behind the wheel of a vehicle, you could kill yourself, your passengers, and any number of people in other cars.

The Easter break has traditionally been a peak road toll period.

We focused on the issue of fatigue for Easter because it is a period when tens of thousands of drivers try to cram too much distance into too short a time.

We launched the "Nightshift" concept on March 27, 1994.

Wake up to yourself, fatigue kills.

THE RESULTS.

The Victorian road toll for the Easter break was an all-time low 5.

This was in stark contrast to an overall national upward trend, best demonstrated by a NSW Easter toll of 16.

Now we are the first to admit the difficulty of quantifying random events like road accidents, but let's look at the results of a tracking study, conducted with 602 Victorians, metro and country, just 3 weeks after the "Nightshift" concept went to air.

Unaided recall: 97%
Community support: 99%
Effectiveness of message: 100%
Impact on the road toll: 87%

The key statistic in these results was a 100% "effectiveness of message".

Of the 2 key copy points in the commercial...

"brings home the dangers of driving when you're tired..."

"the necessity to take breaks from driving when tired..."

...100% of the 602 respondents fed them back to us.

None of us have ever experienced such a 100% response before, for any piece of communication.

3. SEPTEMBER - DRINK/DRIVE.



In Victoria, September is the start of a period when we come out of winter hibernation. The football finals are held, the spring racing carnival gathers momentum, and it has traditionally been a period where people take the risk of drinking then driving.



In 1994, we developed a new drink/drive concept titled "Flashback" that focused primarily on the guilt of being responsible for another person's death, one of our most proven, powerful deterrents.

But we also emphasised the penalty suffered by the guilty driver, the risk of permanent injury that would not only change his life forever, but psychologically stand in the way of critical emotional relationships with loved ones.

In research, it proved a powerful deterrent message.

It was launched on September 3.

THE RESULTS.

In practice, "Flashback" contributed to the lowest September and October road toll figures in the history of Victoria.

The September figure of only 17 is the lowest monthly road toll figure ever recorded, period.

If you drink, then drive, you're a bloody idiot.

16

4. CHRISTMAS-NEW YEAR DRINK/DRIVE.

The Christmas/New Year celebration is another traditional period of driver risk taking, with an understandable emphasis on drink/drive.

For 1994, we developed a new sub-theme, and built it into a total promotional package that reflected the social spirit of the period.

The theme remained "If you drink, then drive, you're a bloody idiot".



But the content of all dialogue centred on discussion of the question "should you be driving home tonight?"

We produced two ads, the first for the lead-up to Christmas Day, the second for the week between Christmas and New Year's Day.

The Christmas ad used the traditional carol "Silent Night" as a backdrop to an office party discussion between a bunch of guys on the question of one of them driving home after drinking.

Into this 60 second sequence, we cut 5 separate accident scenarios from existing concepts as "hit hard" reminders of the risks they would take if they ignored the advice.

The New Year version was built around a similar structure, but featured the traditional "Auld Lang Syne" in the background, and the conversation took place between a husband and wife (holding baby), at a backyard family gathering.

We did not resolve the scenario in either ad, leaving our audience to ponder the question in their own minds whether they should drive home tonight, or not.

The Christmas campaign launched December 9, and the New Year campaign, December 26.

THE RESULTS.

At 30 fatalities, the road toll for the month of December was the lowest recorded since 1952. (See previous chart).

In terms of effectiveness of message, we quote from the Wave 22, January '95 Sweeney Tracking Study:

"Recall, playback and understanding of the drink/drive messages were as high in this wave as ever before... a function of the success of the Silent Night and Auld Lang Syne concepts".

VICTORIAN ROAD DEATHS - MONTHLY TOTALS SINCE 1951

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Tots
1951													
1952	45	40	54	61	54	69	67	55	44	44	31	20	584
1953	23	28	54	58	49	42	50	37	44	17	36	32	480
1954	44	42	28	60	55	36	63	33	25	52	30	41	509
1955	44	36	45	35	48	56	64	44	44	32	40	40	548
1956	34	48	51	67	53	65	71	47	39	39	44	48	606
1957	50	41	46	58	52	54	37	53	51	46	32	49	589
1958	50	38	42	58	54	41	54	53	57	40	37	52	596
1959	50	57	61	50	75	55	42	48	52	55	63	63	671
1960	49	53	57	76	70	70	67	62	61	77	52	66	760
1961	63	57	68	74	58	68	78	82	59	62	60	65	794
1962	65	41	76	78	72	80	70	77	62	53	64	70	808
1963	57	56	65	85	66	68	77	55	55	58	61	67	780
1964	73	71	78	71	83	89	80	89	67	66	62	75	904
1965	63	64	86	88	80	87	79	69	81	77	68	87	929
1966	75	59	75	103	74	86	87	80	75	66	90	85	955
1967	61	79	91	97	81	71	59	67	70	68	60	83	887
1968	70	78	86	78	73	76	73	77	72	80	81	105	949
1969	79	68	79	87	86	77	87	83	87	83	94	101	1011
1970	85	84	106	80	87	88	110	106	78	95	68	74	1061
1971	83	75	77	68	76	86	85	72	78	73	74	76	923
1972	61	62	75	82	75	71	98	85	83	62	80	81	915
1973	75	75	95	85	64	66	61	85	89	88	66	86	935
1974	56	62	81	60	70	73	67	62	53	70	80	72	806
1975	67	65	87	73	97	94	57	75	69	66	71	89	910
1976	79	78	88	78	69	79	60	70	82	78	77	100	938
1977	65	71	89	79	65	79	70	91	68	74	96	107	954
1978	75	54	95	63	64	69	68	77	65	84	83	72	869
1979	63	60	86	75	45	64	66	75	69	79	72	93	847
1980	48	55	66	59	47	56	60	53	43	58	61	49	657
1981	69	60	58	61	74	65	61	63	68	71	59	57	766
1982	55	53	59	59	67	45	47	71	53	69	65	66	709
1983	42	39	53	63	62	61	65	51	59	43	54	52	664
1984	65	48	58	50	56	48	46	50	71	53	55	58	658
1985	56	47	50	65	75	50	51	50	58	61	56	64	683
1986	56	50	70	69	59	53	42	54	54	52	59	51	669
1987	62	43	57	52	63	39	62	49	62	61	55	80	705
1988	49	58	69	54	79	50	54	52	64	59	43	70	701
1989	76	65	80	59	67	73	52	65	82	50	41	66	776
1990	48	44	55	39	56	64	41	34	48	35	40	44	548
1991	45	39	70	30	34	29	44	47	41	36	35	53	503
1992	34	33	34	47	33	29	23	27	28	38	30	40	396
1993	27	40	37	39	44	33	33	27	34	39	43	40	436
1994	36	31	44	35	27	33	29	37	17	27	32	30	378
Max	85	84	106	103	97	94	110	106	89	95	96	107	1061
Min	23	28	28	30	27	29	23	27	17	27	29	20	378
Ave	57.7	55.0	67.0	65.8	63.7	63.0	62.2	61.3	59.4	58.7	57.9	65.0	738.7

17

11. ROAD SAFETY REMAINS AN IMPULSE PURCHASE.

All the evidence suggests, that in the minds of our target audience any new TAC campaign results in a fresh wave of top of mind awareness of our deterrent road safety message.

As a result, we have concluded that in marketing terms, road safety is not a rational, considered-purchase decision.

It's more like buying a McDonald's hamburger. Everybody knows what the product is, what it tastes like, and where you buy it.

But you still need to be reminded of who McDonald's is, and what they sell, every day of the year.

And when they do this, their market responds.



It's no different with our message. Road Safety is like an impulse purchase decision that requires constant, high, top-of-mind product promotion to penetrate and motivate behaviour.

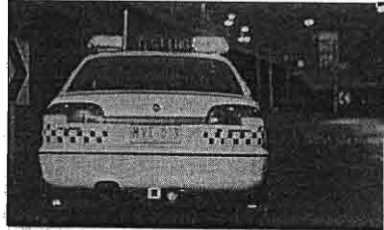
12. OTHER INFLUENCES.

(a) POLICE ENFORCEMENT.

It is important that we stress that advertising is only one element of the TAC road safety strategy.

We must also stress that the data quoted does not imply that the road toll reduction has occurred as a result of the advertising campaign alone.

No road safety campaign could work without a strong, physical Police presence and enforcement on our roads.



Police Breath Testing Car.

We believe that in addition to changing driver attitudes and behaviour, the campaign has helped legitimise Police enforcement, and provide strong moral support for Police Officers doing an often difficult, thankless job.

The bottom line is that without effective Police enforcement, no awareness campaign, no matter how powerful, could avoid wear-out.

At the same time, the Victoria Police have frequently and publicly recognised that enforcement without a deterrent awareness through the media, will do little to change long-term driver behaviour.

18

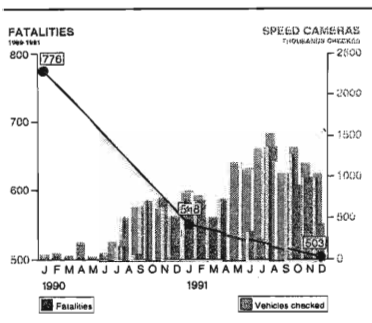


b) SPEED CAMERAS.

Many have claimed Speed Cameras as the most effective deterrent. Whilst we agree that they have had an enormous social impact, and they are an extremely effective deterrent, they do not have the emotional power to change basic thinking and attitudes.

As the following statistics demonstrate, the greatest drop in the road toll occurred prior to the full operation of Speed Cameras towards the end of 1990 and into 1991.

In fact, over the past five years, the rate of fall in the road toll was slowest during the 1991 year, when Speed Cameras should have had their greatest impact.



(c) A DEPRESSED ECONOMY. FEWER KILOMETRES TRAVELLED.

There has also been a point of view expressed that as a result of a recessed economy, fewer kilometres have been driven, reducing the risk of road accidents.

And with Victoria suffering more severe economic conditions, this effect should have a greater influence on reducing the Victorian road toll.

However, the facts would suggest otherwise.

Comparing Australian Bureau of Statistics figures for total kilometres travelled by all vehicles between 1988 and 1991, NSW experienced a 9.2% reduction in kilometres, compared to 5% in Victoria.

Yet in 1992, Victoria's road toll dropped by 21.5%, and NSW's toll dropped only 1.7%.

Economic recovery during 1994 also exposes a weakness in this line of argument.

The same social commentators who said that the lower road tolls were a function of a depressed economy, were predicting an inevitable rise in the road toll as consumer confidence and spending improved, and motorists would be prepared to drive longer distances.

Yet, the Victorian road toll has been reduced to a record low.

13. SUMMARY: WHY HAS THIS CAMPAIGN CONTINUED TO WORK FOR FIVE YEARS?

- Consumer marketing approach.** We were the first to market road safety as though it were a consumer product.
- Major research component.** We sought consumer involvement every step of the way. Through concept development, and then in measuring the effectiveness of the communication against target audience.
- Cut-through creative.** We went to the edge to achieve the credibility and relevance that are critical to effective communication. And we have sustained these disciplines.
- "Pull-through" media weight.** We quickly learnt that consistent exposure to the message was required to cause long term behaviour change.
- Strong Police enforcement.** We cannot under-estimate the importance of co-ordinating with Police activity. Nor the importance of Police enforcement through Booze Buses, Speed Cameras and a highly visible Police presence on our roads.
- Community and media support.** A critical factor in putting road safety on the social agenda and maintaining community debate.

14. A FINAL WORD.

"...a lot of people have been wishing us thanks... thanks for all the years on television, and the things she's done for people..."

...but we just remember her as she was... she was loving, she was talented...

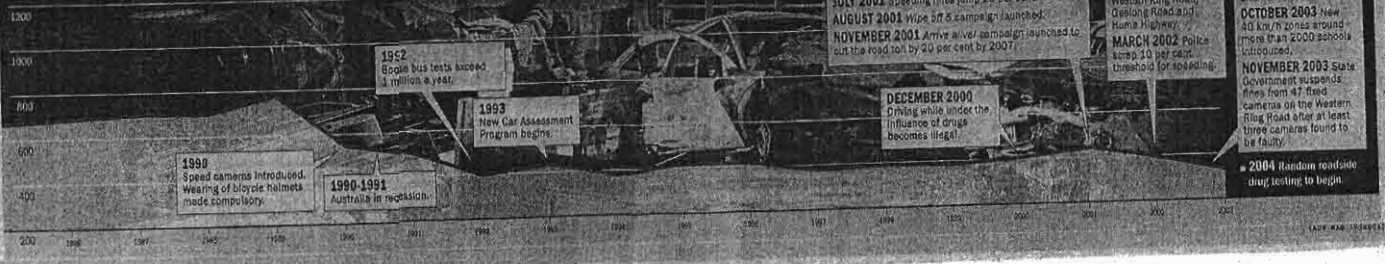
...and I just hope that all you people out there will listen and don't think that the TAC ads aren't real... they're real, and it can happen to you...

...and if somebody learns by this, it won't be for nothing, will it...

Jenny Coco, the mother of Juanita Coco, an 18 year-old singer who became popular on Young Talent Time, in a television news interview, the morning after her daughter died along with two others, in a tragic, avoidable car accident.

19

VICTORIA'S ROAD TOLL 1986-2003



You're out of your mind: Brumby's message for drugged drivers

By PAUL MILLAR and DAVID ROOD

SOME drivers face a wake-up call with the State Government launching a hard-hitting campaign targeting cannabis users.

The Transport Accident Commission advertisements, which started last night, are graphic and brutal, depicting a drug-impaired driver stepping from his car into the path of an oncoming vehicle and becoming yet another road victim.

Premier John Brumby made no apologies for the brutality of the ads, which are aimed at cutting the road toll and reducing serious injuries by 50 per cent by 2017.

"It's a very powerful advertisement and it gets the message across," he said. "The message is simple: if you drive on drugs, then you're out of your mind."

The campaign, which will run for three weeks on television, radio, billboards and the internet, targets recreational drug users, especially those aged 20-25.

"We're getting an increasing number of people who are driving under the influence of illegal drugs," Mr Brumby said. "One in 65 people who are being ran-

domly tested have either cannabis or stimulants in their system."

Of last year's road fatalities, which were just over 300 people, more than 20 per cent of the people who were killed on our roads had illegal drugs in their system, cannabis and or stimulants.

The Opposition backed the drug-driving campaign but branded Mr Brumby "soft on cannabis."

Shadow community services spokeswoman Mary Woolfeidge said it was hypocritical to allow the sale of bongos at the same time as warning people of the dangers of smoking cannabis.

"This is a double standard and the Premier should move to ban the sale of bongos across the state," she said. "It's a massive hypocrisy from this Government that it is legal to sell and purchase a bong but it is illegal to smoke cannabis."

Ms Woolfeidge said a ban on bongos was practical as the Government had already prohibited the sale of ice pipes and cocaine kits.

Mr Brumby said he was prepared to take advice on banning the sale of bongos and drug paraphernalia.



The sign says it all: Premier John Brumby at the launch of a campaign aimed at people who drive while under the influence of cannabis.

Road toll's higher cost

THE average cost of each car crash death has risen to \$6 million, four times estimates used by government to justify road safety spending.

A Sydney University study in this month's *Transportation Research Journal* is expected to triple the current estimate of \$1.5 million, which is based on a decades-old appraisal of lost income after a car crash death.

The study's co-author, transport expert David Hensher, said the new figure would radically change road safety funding priorities throughout Australia once accepted as the benchmark.

Professor Hensher said the study, which measured people's willingness to take a different route if they knew there was less chance of being killed and despite it costing them more, showed society was willing to pay \$5 million to \$7.1 million to prevent each car-related road death.

If governments built the new estimate into road funding formulas, the amount spent on accident black spots would rise dramatically, he said.



DEATH DEFYING

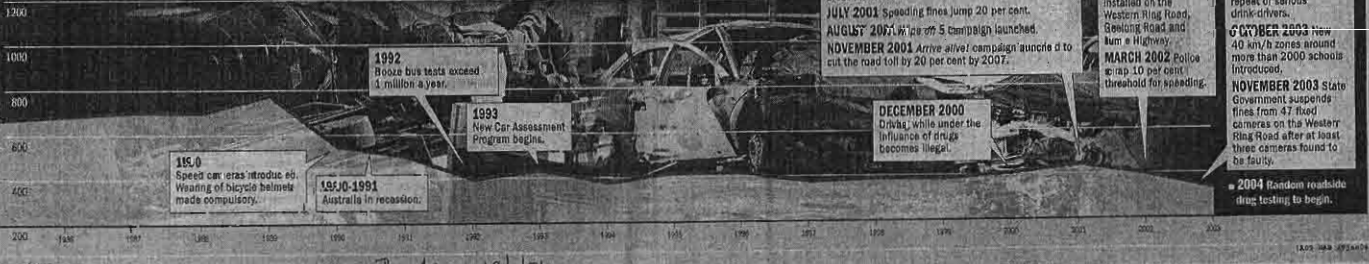
Laws and campaigns over the past 34 years have helped reduce the number of lives lost on Victorian roads.

VICTORIA'S ROAD TOLL 1969-1986



The Age 19/1/04

VICTORIA'S ROAD TOLL 1986-2003



The Age 19/1/04