



## Segment 9 Campaign Evaluation 2016

### Presentation of Results



**Prepared for:**  
Road Safety Commission WA

**Client contact:**  
Alisia Mumby, Clodagh Garvey

**Kantar Public contacts:**  
Liza Picton, Kim Brewster

**January 2017**

Market &  
Social  
Research  
ISO 20252  
SAI GLOBAL

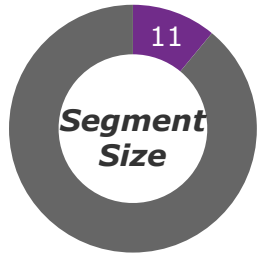
A/S 20252:2012  
Certificate No.:  
MSR20016



# Background and Methodology

The “lose your licence, lose your life” (‘Time with mum’) campaign was launched in 2016 to target Segment 9 drivers – those drivers who are high range speeders (‘risk takers’).

*Segment 9 accounts for 11% of the population*



- This segment consists of those drivers who are **high range speeders** (‘risk takers’).
- This segment is not motivated by fear of injury or death, however the **consequence of losing ones licence** (i.e. loss of freedom and social connection) is a strong deterrent.

A fundamentally different campaign approach was required compared to previous RSC campaigns...

LOSE YOUR LICENCE  
LOSE YOUR LIFE

The campaign aims to have risk takers in the community think about **how their life would be impacted** if they ended up in Nate’s position (the protagonist in the campaign).

The campaign is measured against the following RSC KPI's:

**1 Prompted awareness**

To achieve 70% overall prompted campaign awareness

**2 Intended message**





To achieve a key message take-out: Lose your licence, lose your life

**3 Creative effectiveness**

Delivers novelty, relevance, emotion/affect and rational/cognitive understanding

The “lose your licence, lose your life” campaign ran from July to early December 2016, with the bulk of activity between July-October.

The evaluation included the following channels:

Logo	Outdoor	Video (TV)	Video (Online)	Radio
<p>LOSE YOUR LICENCE LOSE YOUR <u>LIFE</u></p>	<p>LOSE YOUR LICENCE LOSE YOUR CATCH UP</p>	<p>Singing</p> 	<p>Girlfriend</p> 	<p>Nate on Phone</p>
<p>LOSE YOUR LICENCE LOSE YOUR <u>LIFE</u></p>	<p>LOSE YOUR LICENCE LOSE YOUR GYM SESH</p>	<p>Indicator</p> 	<p>Going out</p> 	<p>Windows</p>
<p>LOSE YOUR LICENCE LOSE YOUR <u>LIFE</u></p>	<p>LOSE YOUR LICENCE LOSE YOUR TINDER DATE</p>			

In order to evaluate the full campaign, the questionnaire was worded, as follows:  
*‘Have you seen (or heard) any of these ads or similar versions of it before today?’*

## Key take-outs

- 1 The 'Time with mum' campaign delivered a **strong message take out as intended** – the core message of 'lose your licence, lose your life' was strongly communicated
- 2 **The campaign ads were well liked** – appeal was strongly driven by the **humorous** nature/tone of the campaign. A different creative approach was required for this campaign, and 'Time with mum' delivered an **enjoyable** and **unique** campaign.
- 3 The campaign was seen to be **credible** and had good **relevance** amongst Segment 9 drivers (and not surprisingly **males & younger** drivers – regardless of segment)
- 4 The campaign had strong **emotional engagement** – encouraging Segment 9 drivers to **think** about the consequences of losing their licence (embarrassment and how their life would be impacted)

## Key take-outs

The 'Time with mum' campaign speaks to and resonates well with Segment 9 drivers, however it also has a positive impact (does not alienate) other driver segments.

The campaign was designed for Segment 9 drivers, which have a higher proportion of younger males 17 – 39 years of age. However, the results clearly demonstrate the campaign has performed well amongst younger drivers, regardless of segment.

Performance on the KPIs:

- The **prompted campaign awareness** of 70% was not reached
- Communicating the **intended key message** of 'Lose your licence, lose your life' was done extremely well
- Performance was high across all **creative effectiveness** measures of cognitive understanding, relevance, affective impact and particularly novelty

# Campaign Awareness

1

## **Prompted awareness**

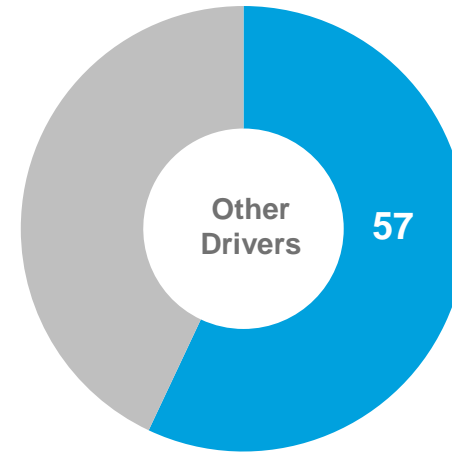
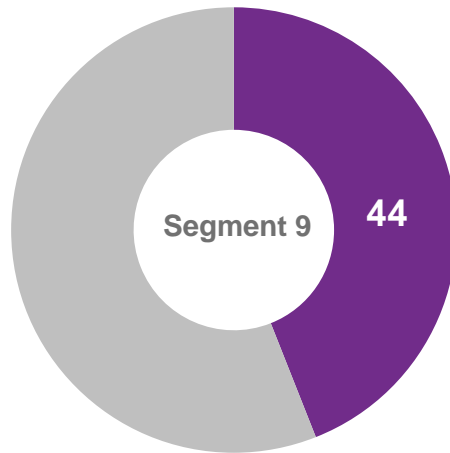
To achieve 70% overall prompted campaign awareness



Around 4 in 10, Segment 9 drivers indicated they had seen or heard advertising about drivers losing their license.

Awareness amongst 'other drivers' was around 6 in 10.

% Spontaneous Awareness



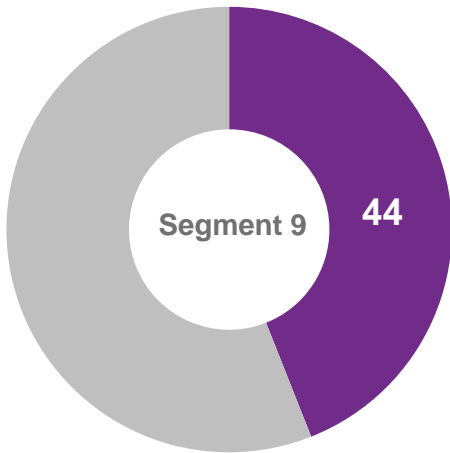
Seen or heard anything  
in the media

General population  
(54%)

SOURCE: E1. Have you recently seen or heard any advertising about drivers losing their licence due to unsafe driving behaviour?  
BASE: All respondents n=303 , Segment 9s n=75, Other Segments n=228

# Few drivers spontaneously described specific elements of the 'Time with mum' campaign.

% Spontaneous Awareness



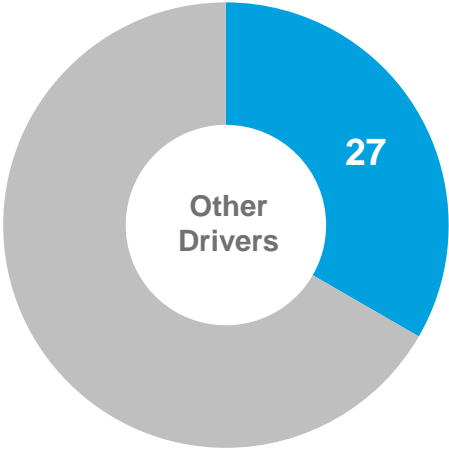
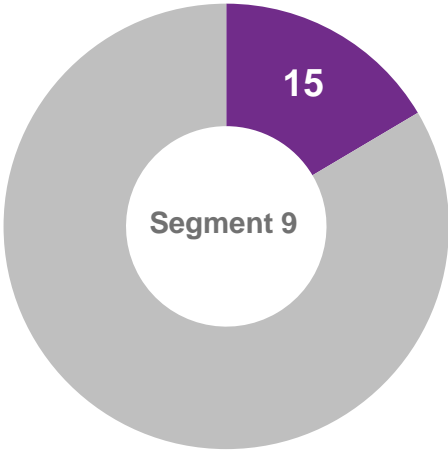
Seen or heard anything in the media

	Segment 9s	Other Drivers
<b>Specific 'Time with mum' mentions</b>	<b>3%</b>	<b>4%</b>
Television ad	10%	5%
Radio ad	3%	2%
Outdoor	1%	2%
<hr/>		
Distractions	10%	4%
Speeding	4%	2%
Drink driving	4%	10%
Enforcement ads	4%	2%
<hr/>		
Other RSC campaigns	13%	23%

SOURCE: E2. You said that you have seen advertising about drivers losing their licence due to unsafe driving behaviour. Please describe in as much detail as possible the ad(s) that you remember seeing including any key words, phrases, graphics, and visuals. BASE: All respondents n=303, Segment 9s n=75, Other Segments n=228

Around 1 in 6 (15%) Segment 9 drivers recognised the “Lose your licence, lose your life” logo. The logo was recognised by 1 in 4 other drivers.

% Aware of “Lose your Licence, Lose your Life” Logo



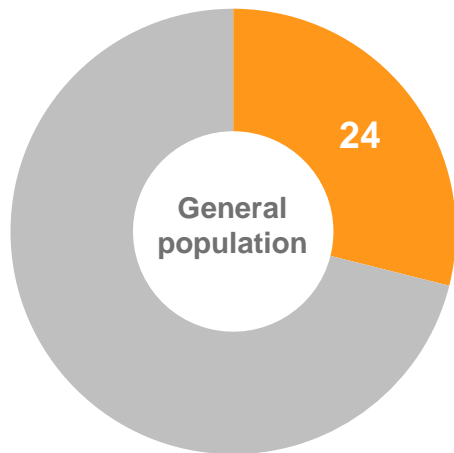
Seen or heard logo/  
slogan before

General population  
(24%)

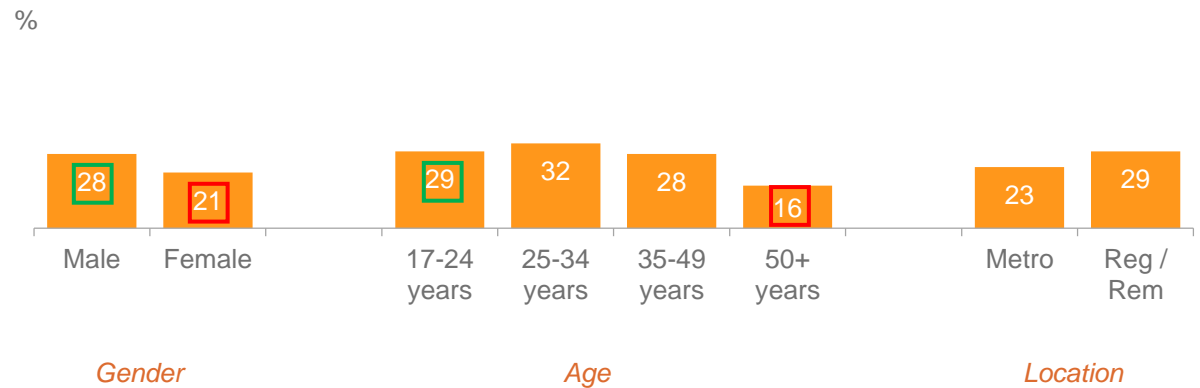
SOURCE: F1. Have you seen or heard this logo or slogan before?  
BASE: All respondents n=303 , Segment 9s n=75, Other Segments n=228

Males and young people were significantly more likely to recall the “lose your licence, lose your life” logo (which matches the profile of Segment 9 drivers).

% Aware of “Lose your Licence, Lose your Life” Logo



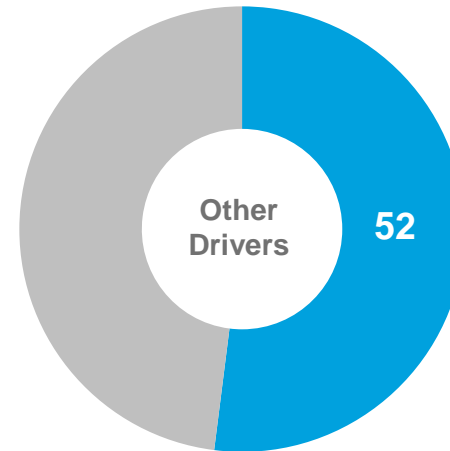
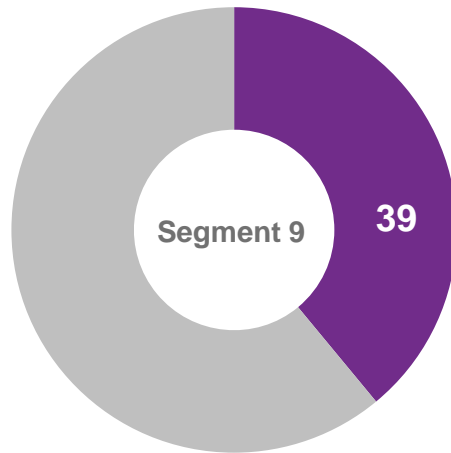
(All Respondents)



SOURCE: F1. Have you seen or heard this logo or slogan before?  
BASE: All respondents n=303

Around 1 in 4 (39%) of Segment 9 drivers were aware of at least one element of the campaign – this was below the KPI (of 70%)

% Prompted Awareness



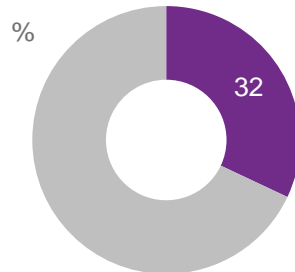
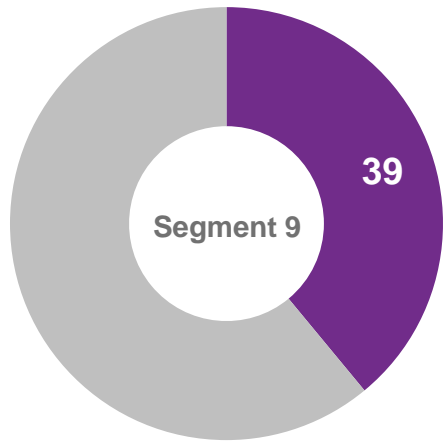
General population  
(49%)

SOURCE: F3. Have you seen any of these ads on any billboards before today?, F4b/c. Have you seen or heard this video, or similar versions of it before today?, F6b/c. Have you seen or heard this video, or similar versions of it before today?, F7b/c. Have you heard this radio ad, or similar before today?

BASE: All Respondents n= 303, Segment 9s n=75, Other Segments n=228

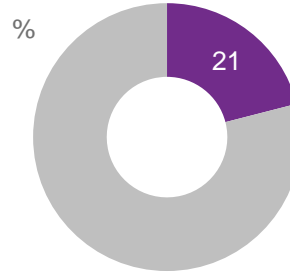
# Levels of awareness by channel:

% Prompted Awareness by channel



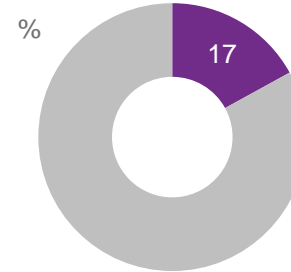
Awareness of TV ads

A third (32%) recognised the TV ads

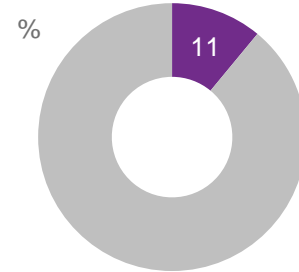


Awareness of Online ads

Around 1 in 5 recognised the online and radio



Awareness of Radio ads



Awareness of outdoor ads

11% recalled the outdoor ads

SOURCE: F3. Have you seen any of these ads on any billboards before today?, F4b/c. Have you seen or heard this video, or similar versions of it before today?, F6b/c. Have you seen or heard this video, or similar versions of it before today?, F7b/c. Have you heard this radio ad, or similar before today?

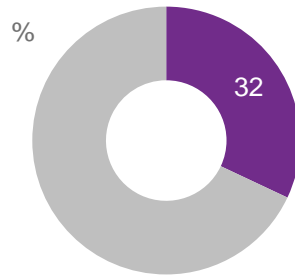
BASE: Segment 9s n=75,

# The online and outdoor channels had strong recall among Segment 9 drivers

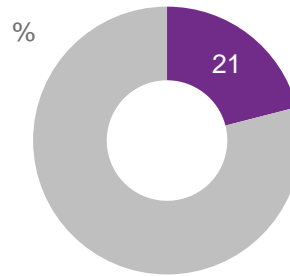
% Prompted Awareness by channel

Segment 9

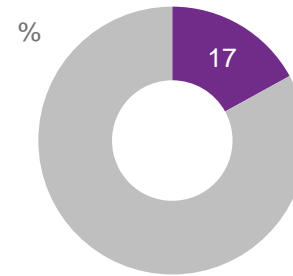
**39%**



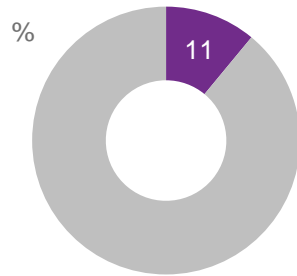
Awareness of TV ads



Awareness of Online ads



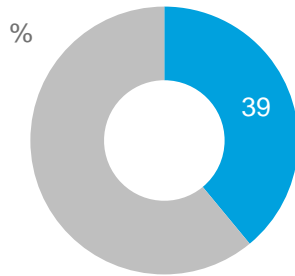
Awareness of Radio ads



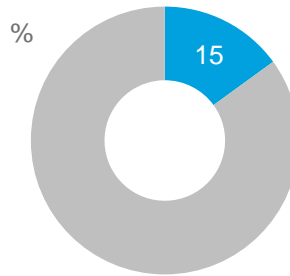
Awareness of outdoor ads

Other Drivers

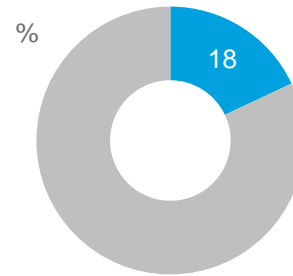
**52%**



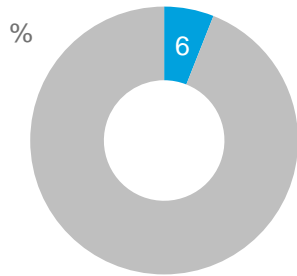
Awareness of TV ads



Awareness of Online ads



Awareness of Radio ads



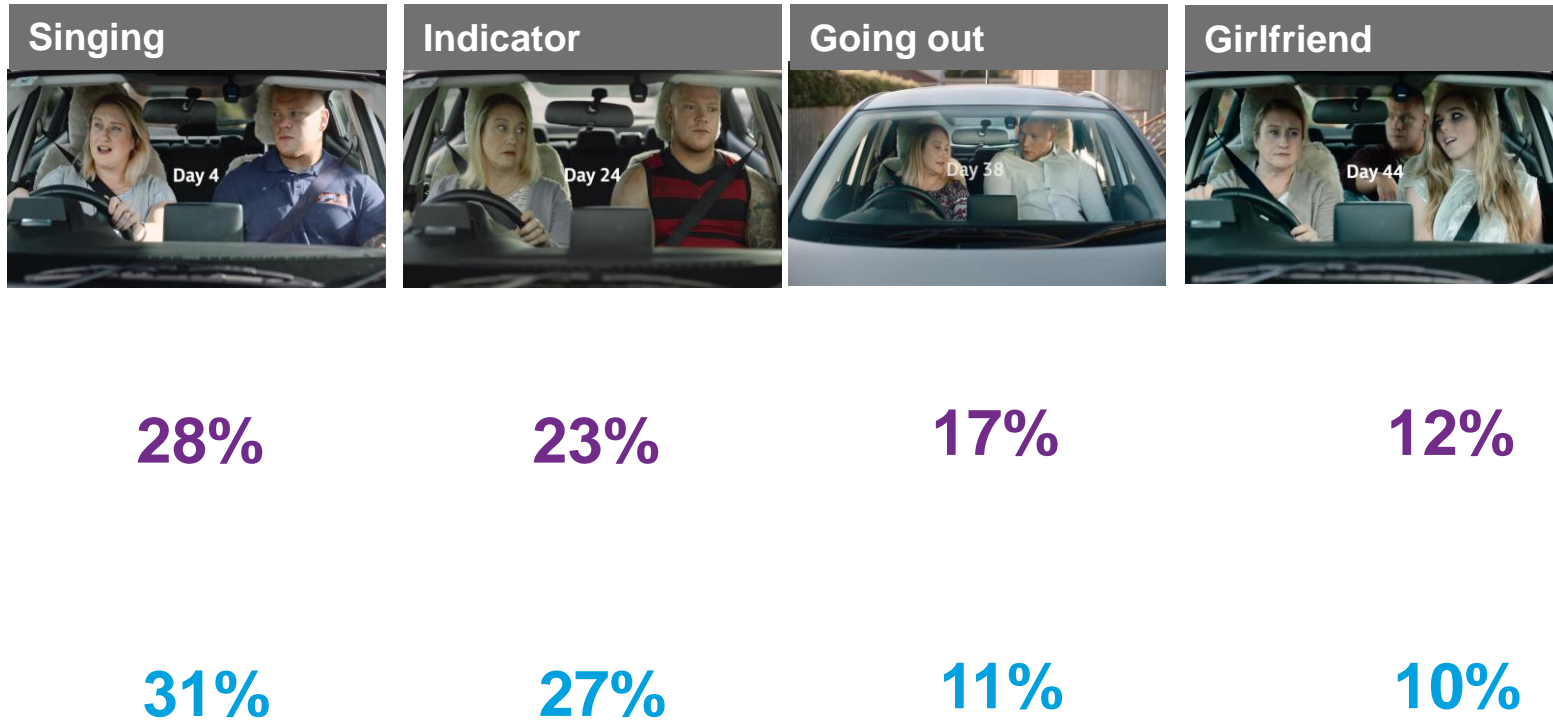
Awareness of outdoor ads

SOURCE: F3. Have you seen any of these ads on any billboards before today?, F4b/c. Have you seen or heard this video, or similar versions of it before today?, F6b/c. Have you seen or heard this video, or similar versions of it before today?, F7b/c. Have you heard this radio ad, or similar before today?

BASE: Segment 9s n=75, Other Segments n=228

# The 'Singing' TV ad, and the 'Going out' online video had slightly higher levels of recall

% Video Ad Awareness

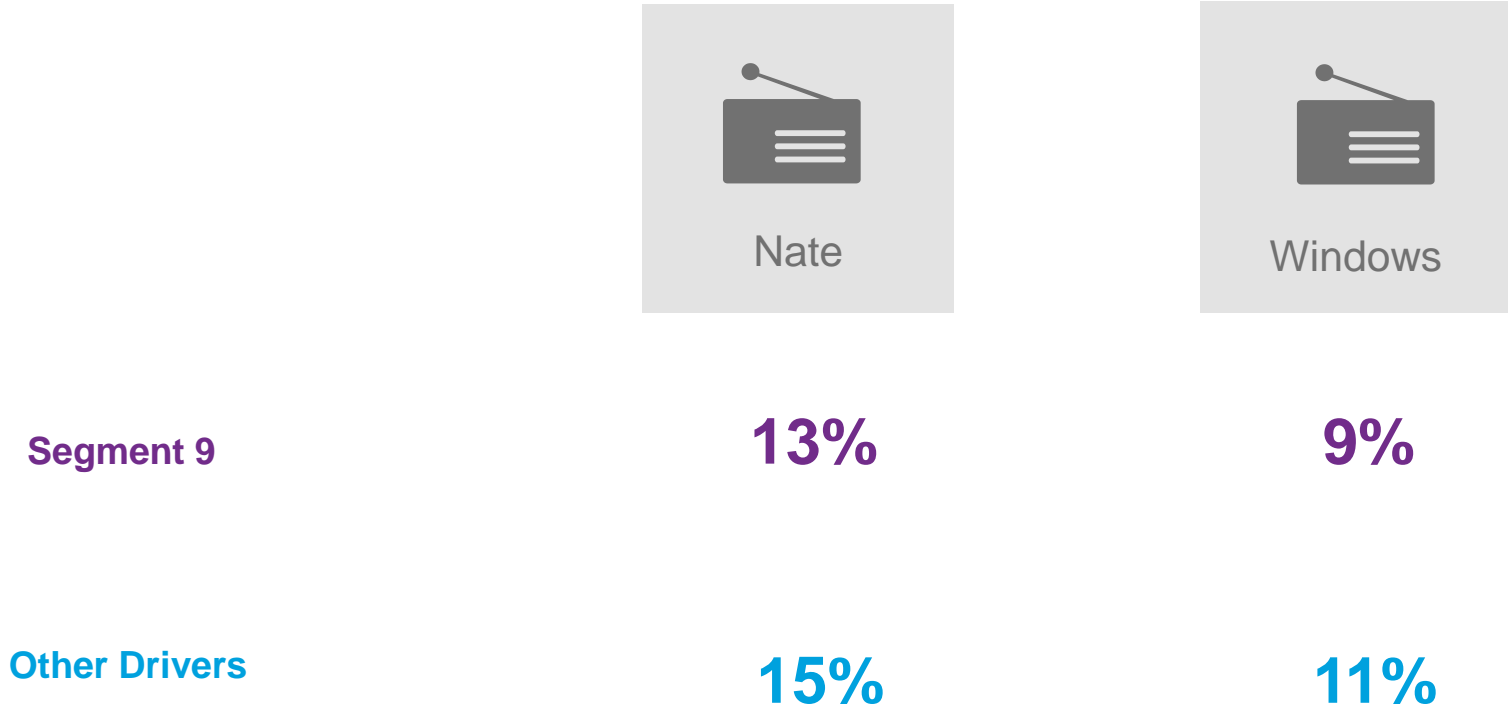


SOURCE: F4b/c. Have you seen or heard this video, or similar versions of it before today?  
 BASE: Segment 9s n=75, Other Segments n=228



# The 'Nate' radio ad had higher recognition compared to 'Windows'.

% Radio Ad Awareness



SOURCE: F7b/c. Have you heard this radio ad, or similar before today?  
BASE: Segment 9s n=75, Other Segments n=228

# The cost per reach for Segment 9's by format is as follows:

Segment 9's	Overall campaign	Video	Radio	Outdoor
Ad spend	\$486,252	\$305,500	\$101,570	\$79,182
Reach	39%	34%	17%	11%
Net target reach (Total target x reach)	675.6k	589k	294.5k	190.6
Cost per person reached (spend/reach)	\$0.72	\$0.52	\$0.34	\$0.42

SOURCE: F3. Have you seen this ad on any billboards before today?, F4b/c. Have you seen or heard this video, or similar versions of it before today?, F6b/c. Have you seen or heard this online video before?, F7b/c. Have you heard this radio ad, or similar before today?  
 BASE: Segment 9s n=75

Campaign	Year	Media spend	Reach	Cost per person reached
Vignettes (combined Speed & Cycling) <sup>2</sup>	2015	\$144,124	45%	\$0.18
Drink Driving Behaviour - Grow Up	2016	\$135,029	37%	\$0.21
Ad 1	2013	\$301,000	54%	\$0.32
Motorcycling Safety - Ride to Live	2015	\$186,601	33%	\$0.33
Drink Driving Enforcement - Just Over	2016	\$375,929	65%	\$0.33
Alcohol Interlocks	2016	\$504,697	72%	\$0.35
Speeding Enforcement - Post-it Notes	2015	\$471,796	77%	\$0.35
Drink Driving Enforcement - You Deserve It	2015	\$519,770	77%	\$0.39
Ad 2	2012	\$287,000	71%	\$0.40
Vignettes (combined Speed & Cycling) <sup>3</sup>	2015	\$328,703	45%	\$0.42
Driver Fatigue - Don't Trust Your Tired Self	2016	\$254,342	34%	\$0.43
Drink Driving Behaviour	2013	\$703,103	93%	\$0.44
Cyclist Safety <sup>1</sup> - Share Our Roads	2015	\$175,204	23%	\$0.44
Ad 3	2008	\$82,000	60%	\$0.45
Speeding Behaviour - Enjoy the Ride	2015	\$531,113	67%	\$0.46
Driver Distractions - Don't Text and Drive	2016	\$296,271	35%	\$0.49
Speeding Enforcement - Post-it Notes	2013	\$664,180	77%	\$0.50
Driver Distractions - You Can Live Without It	2015	\$490,489	55%	\$0.51
Rewards - Zero Heroes	2016	\$663,233	75%	\$0.51
Ad 4	2014	\$206,500	28%	\$0.52
Speeding - "Lose your licence, lose your life"	2016	\$486,252	49%	\$0.57
Restraints - Sashes	2015	\$162,575	66%	\$0.64
Ad 16	2015	\$367,555	44%	\$0.66
Ad 17	2016	\$404,000	63%	\$0.67
Ad 5	2014	\$508,000	53%	\$0.72
"Lose your licence, lose your life" Segment 9 only	2016	\$486,252	39%	\$0.72
Ad 6	2012	\$119,000	45%	\$0.73
Ad 7	2014	\$159,000	43%	\$0.76
Safer Vehicles - Consult the Stars	2015	\$218,177	16%	\$0.79
Ad 8	2014	\$145,000	51%	\$0.79
Ad 9	2010	\$142,000	52%	\$0.90
Ad 10	2009	\$138,000	48%	\$0.95
Speeding Behaviour - Enjoy the Ride	2013	\$1,267,378	72%	\$1.02
Ad 11	2012	\$233,000	41%	\$1.17
Ad 12	2011	\$236,000	41%	\$1.18
Ad 13	2012	\$139,000	28%	\$1.38
Safer Vehicles - ESC	2013	\$410,676	77%	\$1.23
Ad 14	2011	\$135,000	26%	\$1.44
Ad 15	2012	\$180,000	34%	\$1.54
Drink Driving Enforcement - You Deserve It	2013	\$924,932	89%	\$1.66
Restraints - Sashes	2013	\$575,349	87%	\$1.73

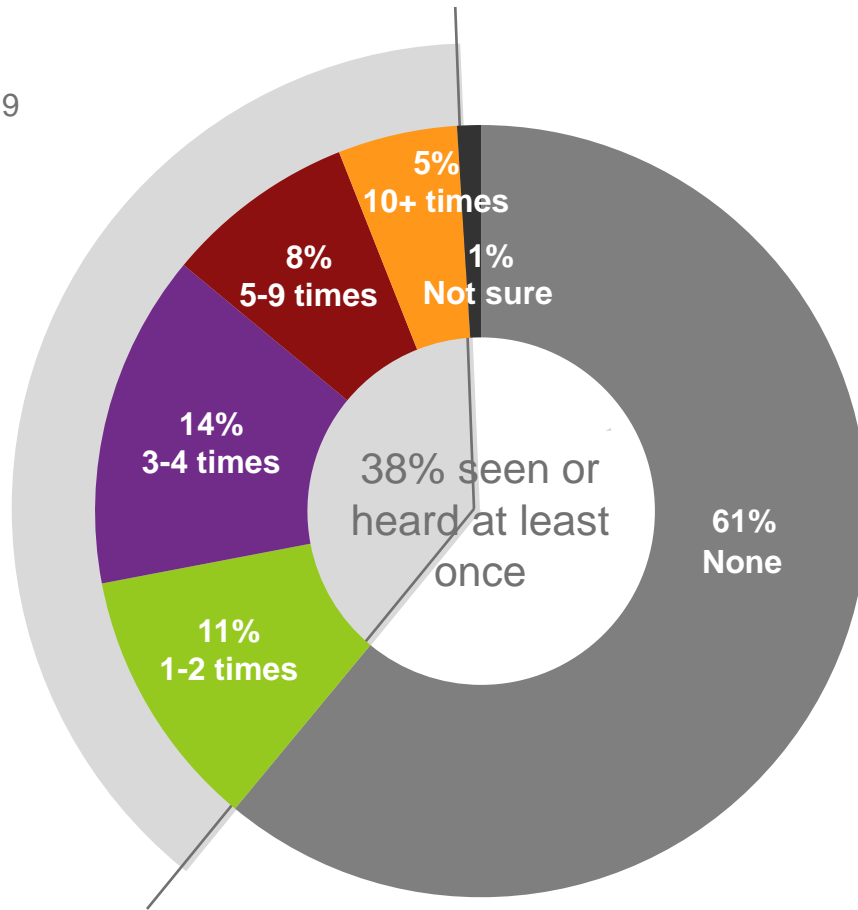


The “Lose your licence, lose your life” campaign was ranked around just under midpoint for cost efficiency when compared with 39 other State Government ‘general population’ campaigns.

<sup>1</sup>Spend for print & online only  
<sup>2</sup>Actual spend by ORS  
<sup>3</sup>Market value of activity

A quarter (25%) of Segment 9 drivers have seen the campaign ads between 1-4 times. 13% recall having seen it 5 or more times.

Segment 9



The number of impressions is lower amongst 'other drivers':

- Over a third (36%) have seen the campaign ads between 1-4 times.
- Only 8% recall seeing it 5 or more times.

SOURCE: F8. Thinking about all the campaign ads we've asked you about today. How many times have you seen them?  
BASE: Segment 9 n=75

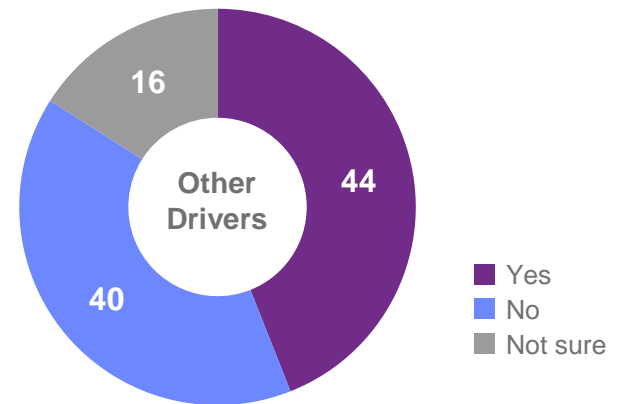
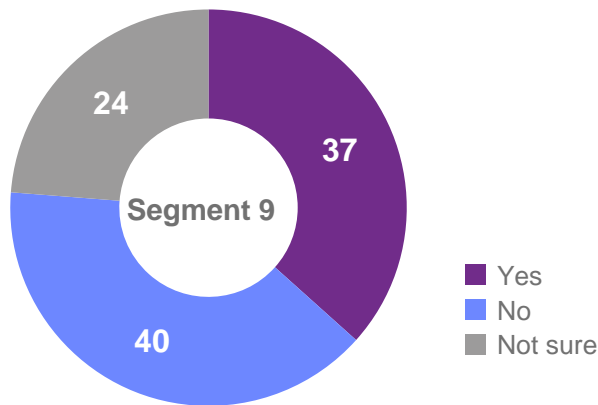
Not surprisingly, the campaign has higher wear out amongst its core audience of Segment 9 speeders (compared to general population).

Campaigns	Year	Wear-out (%)
Driver Fatigue - Don't Trust Your Tired Self	2016	6
Motorcycling Safety - Ride to Live	2015	6
Vignettes (combined Speed & Cycling)	2015	7
Driver Distractions - You Can Live Without It	2015	7
Driver Distractions - Don't Text and Drive	2016	7
Safer Vehicles - Consult the Stars	2015	10
Speeding Behaviour - Enjoy the Ride	2015	11
Speeding Enforcement - Post-it Notes	2013	12
Speeding Behaviour - Enjoy the Ride	2013	12
Drink Driving Behaviour - Grow Up	2016	12
Speeding Enforcement - Post-it Notes (Dip Eval)	2016	12
Drink Driving Enforcement - Just Over	2016	13
Restraints - Sashes	2013	13
Vignettes	2015	15
Drink Driving Enforcement - You Deserve It	2013	15
Restraints - Sashes	2015	15
Speeding Enforcement - Post-it Notes (Full Eval)	2016	15
Speeding Behaviour - Enjoy the Ride (Full Eval)	2016	16
"Lose your licence, lose your life"	2016	17
Drink Driving Behaviour	2013	18
Drink Driving Enforcement - You Deserve It	2015	20
Speeding Behaviour - Enjoy the Ride (Dip Eval)	2016	20
Safer Vehicles - ESC	2013	22
"Lose your licence, lose your life" Segment 9 only	2016	23
Rewards - Zero Heroes	2016	26

SOURCE: G4b. To what extent do you agree or disagree with the following statements about these ads? - A. I'm Getting Fed Up Of Seeing These Ads  
 BASE: All respondents n=303 , Segment 9s n=75 \*Wear-out % is measured as nett: 4-5 (Tend to agree-Strongly agree)

Positively, over a third of Segment 9 drivers would be interested in seeing the campaign ads again.

% Interest in seeing the campaign again



SOURCE: G5. Would you like to see the campaign ads again sometime?  
BASE: Segment 9s n=75. All Other Segments n=228

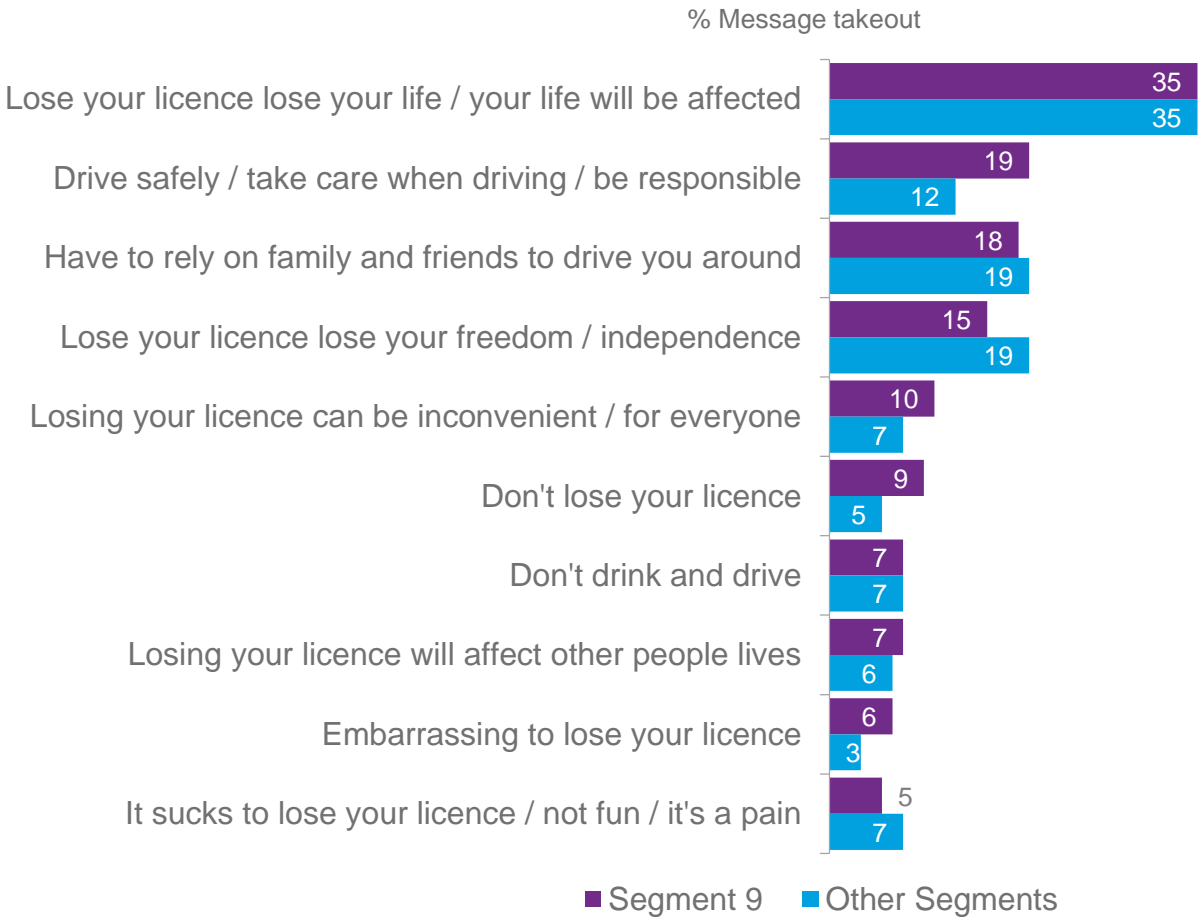
# Campaign Message Take-out

2

## Intended message

To achieve a key message take-out: Lose your licence, lose your life

The main messages spontaneously recalled by Segment 9 drivers were strongly aligned to what was intended, with over a third citing 'if you lose your licence, you lose your life/your life will be affected'.



SOURCE: G1. What are the main messages these ads are trying to tell you?  
 BASE: Segment 9s n=75, All Other Segments n=228

3% or more mentions

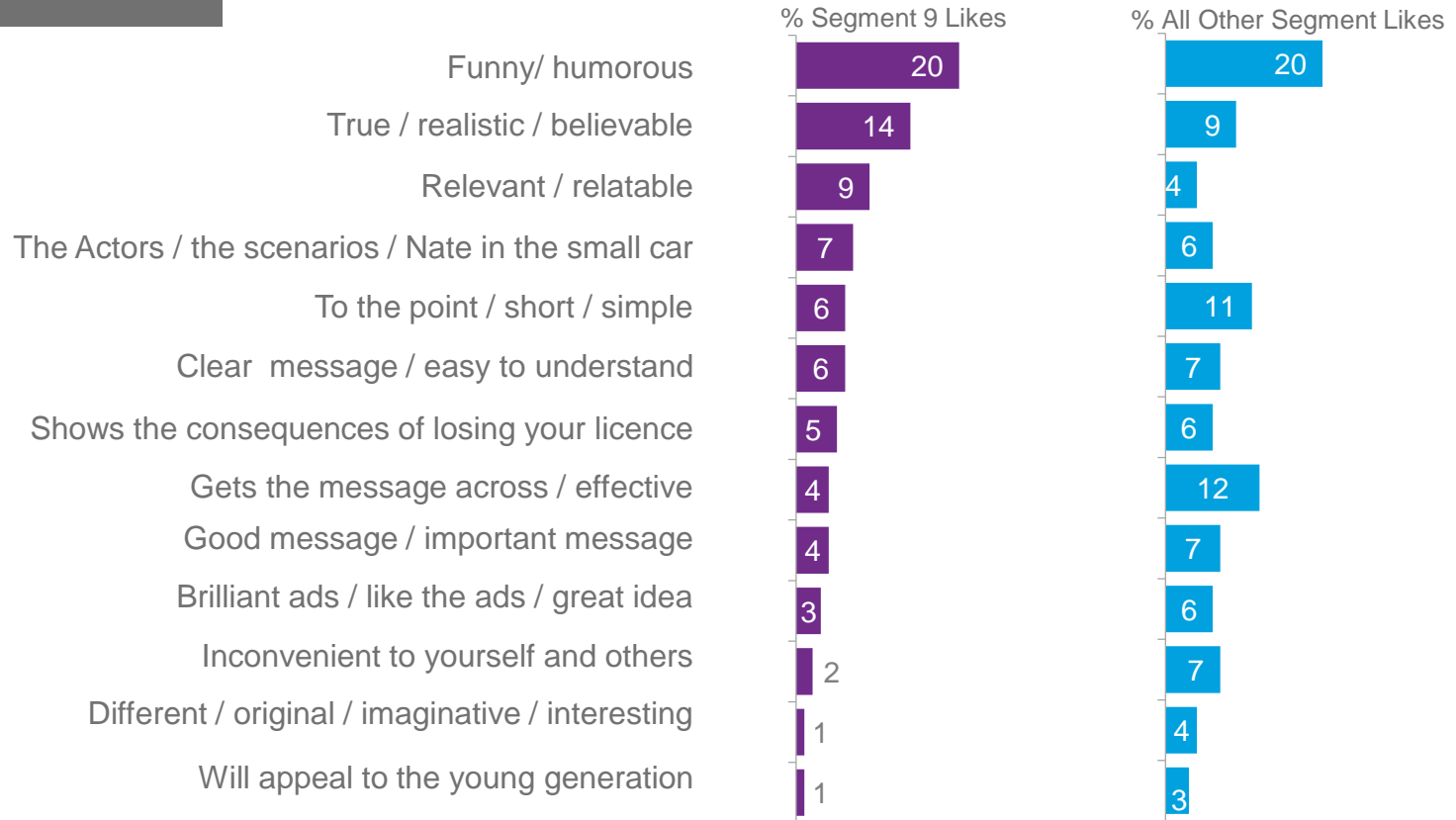


The campaign ads humour was cited as drivers favourite element. It was also described as being credible - 'believable' and 'realistic'.



**72%**  
Nett: Any likes

**Nett Likes: 77%**



SOURCE: G2. What, if anything, about the campaign ads did you like?  
BASE: Segment 9 n=75, Other Segments n=228

*Ordered on all respondents  
3% or more mentions*



**72%**  
Nett: Any likes

Nearly three quarters of Segment 9 respondents spontaneously mentioned something positive about the campaign

The humorous nature of the ads whilst still being believable and relatable appealed most to Segment 9 drivers...

### Top 3 likes

1

#### Funny/ Humorous (20%)

- *"It's funny but made the point."*
- *"They were funny but had a message."*
- *"How short they are, funny and really state the truth using humour."*

2

#### True/ Realistic/ Believable (14%)

- *"Realistic and believable."*
- *"Realistic scenarios."*
- *"I like that it focused on everyday things that young people take for granted that they can do because they have their licence"*

3

#### Relevant/ Relatable (9%)

- *"I like the mum, very relatable."*
- *"It is very easy to understand what happens when you lose your licence. Puts it into perspective for those who think losing their licence is not a problem."*

SOURCE: G2. What, if anything, about the campaign ads did you like?  
BASE: Segment 9s n=75

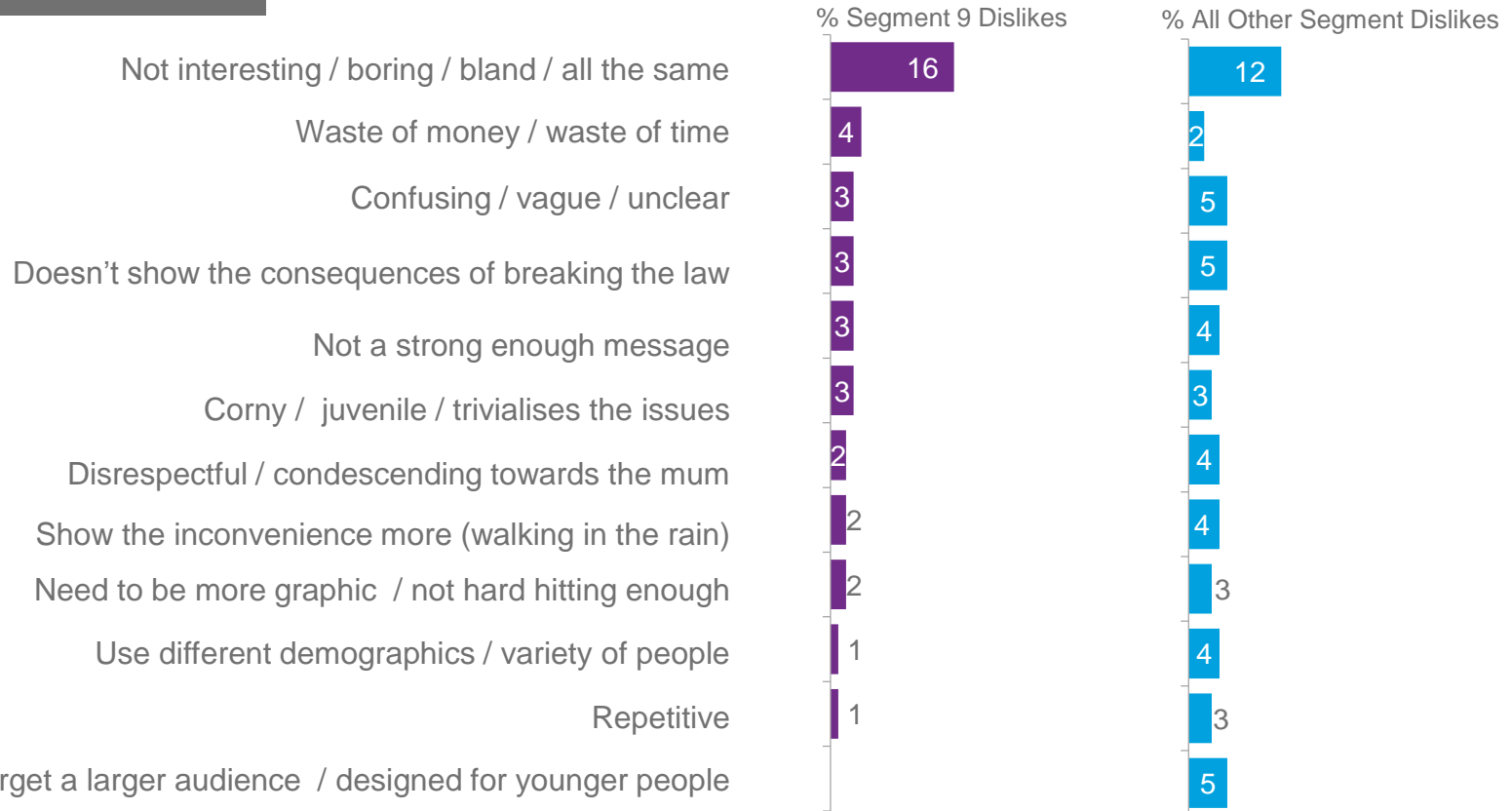
There was no one dominate dislike but several small mentions – the largest dislike cited was ‘boredom’.



47%

Nett: Any dislikes

Nett Dislikes: 54%

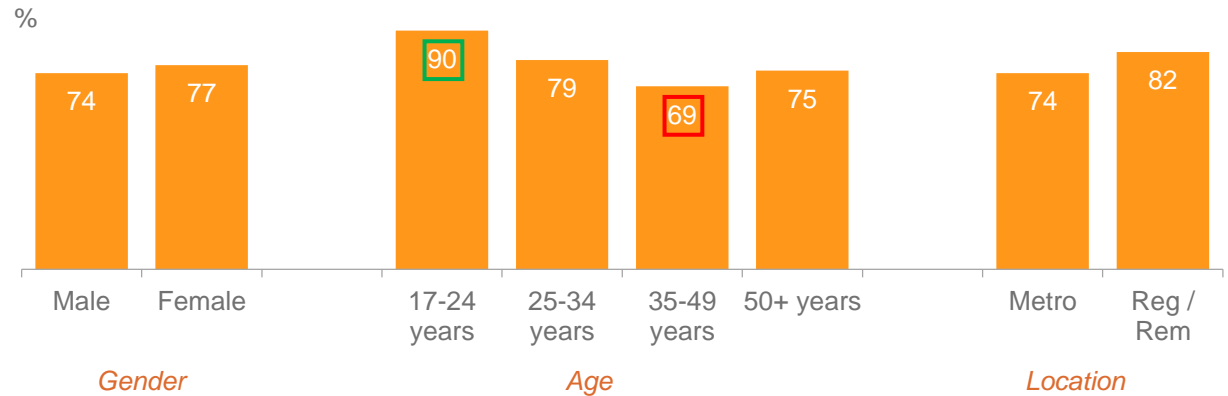
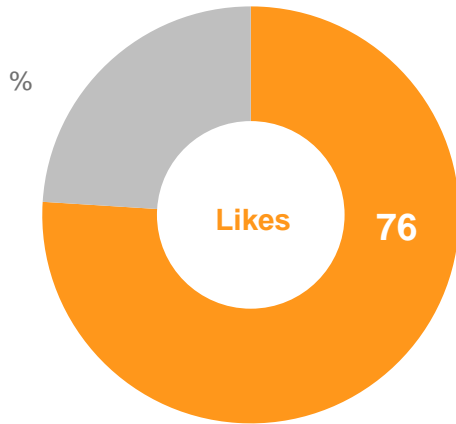


Ordered on all respondents  
3% or more mentions

SOURCE: G2. What, if anything, about the campaign ads did you dislike?  
BASE: Segment 9 n=75. Other Segments n=228

The 17-24 age group were significantly more likely to enjoy the campaign ads with 9 in 10 young people liking the ads.

General population  
(All Respondents)



SOURCE: G2. What, if anything, about the campaign ads did you dislike?  
BASE: All respondents n=303

# Campaign Diagnostics

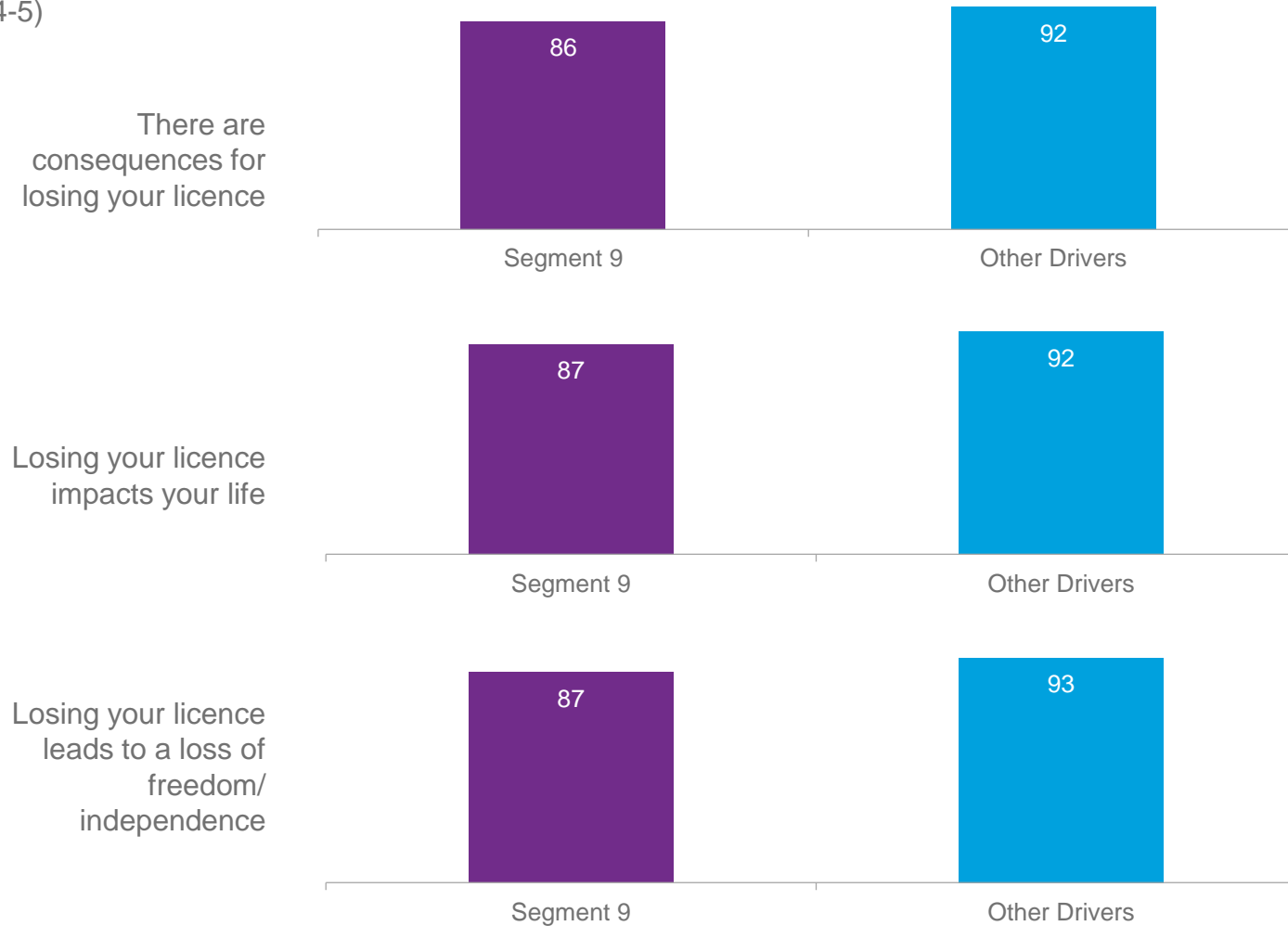
3

## **Creative effectiveness**

Delivers novelty, relevance, emotion/affect and rational/cognitive understanding

# The campaign delivered strongly on the intended key message of...

% Agree (4-5)



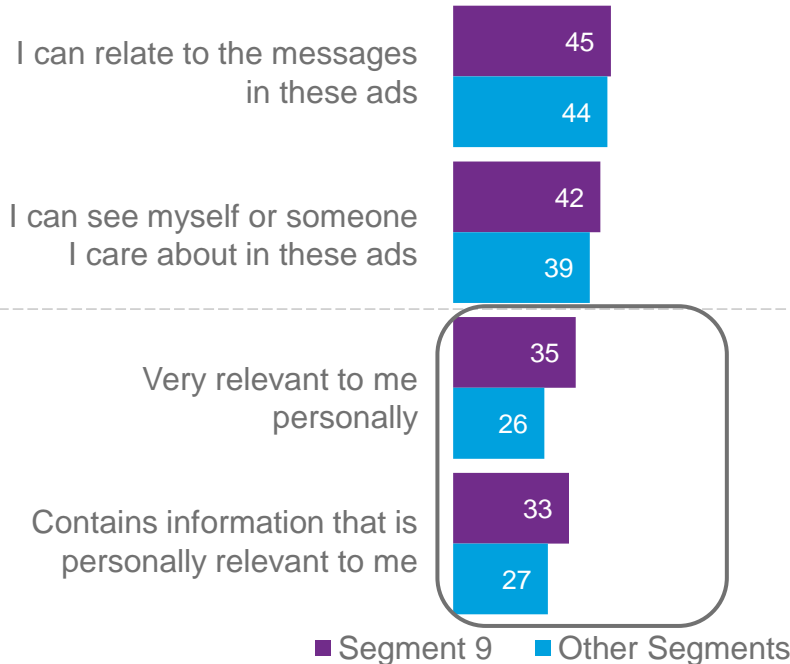
SOURCE: G3. Thinking about the campaign ads, to what extent did they give you the impression that...  
BASE: Segment 9s n=75, Other Segments n=228

The campaign had higher personal relevance amongst Segment 9 drivers.

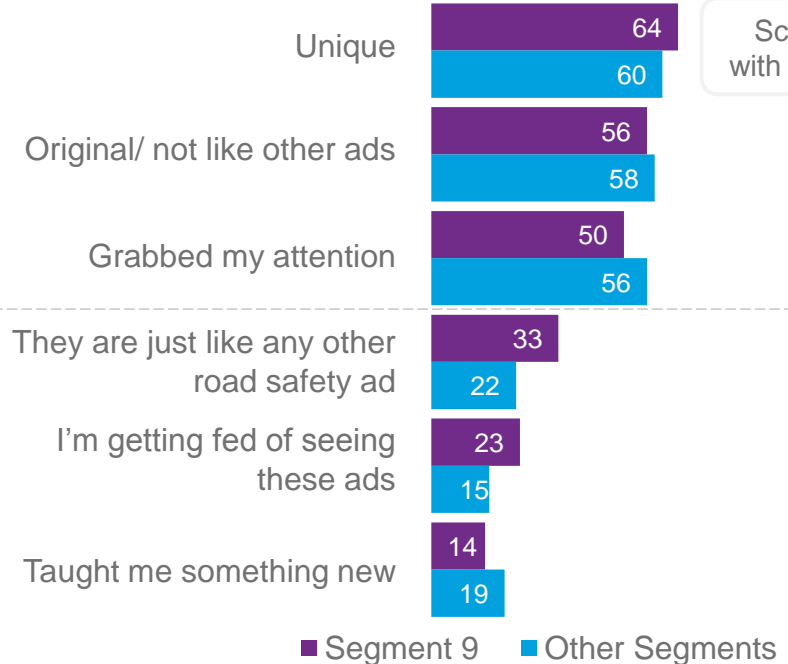
It had high novelty across all drivers – two thirds of Segment 9 drivers rated the ads are unique.

% Agree (4-5)

 **Relevance**



 **Novelty**



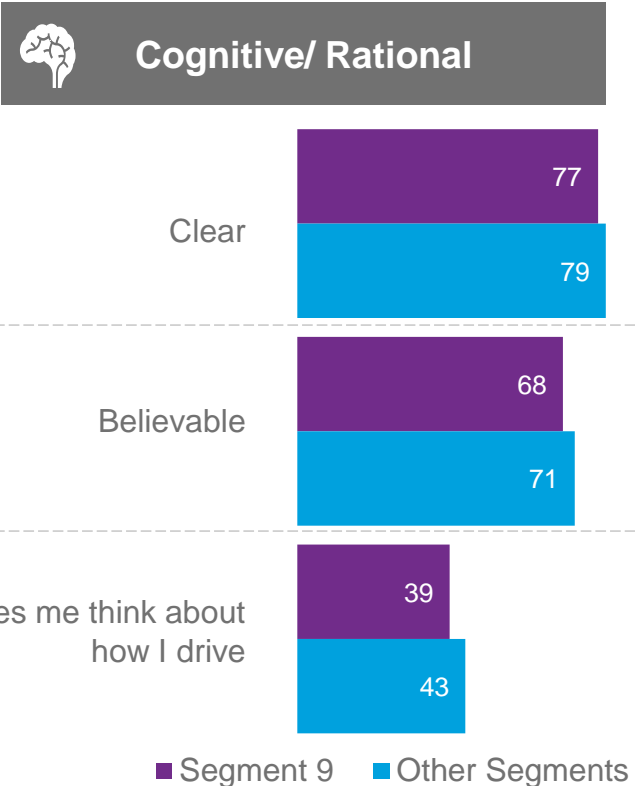
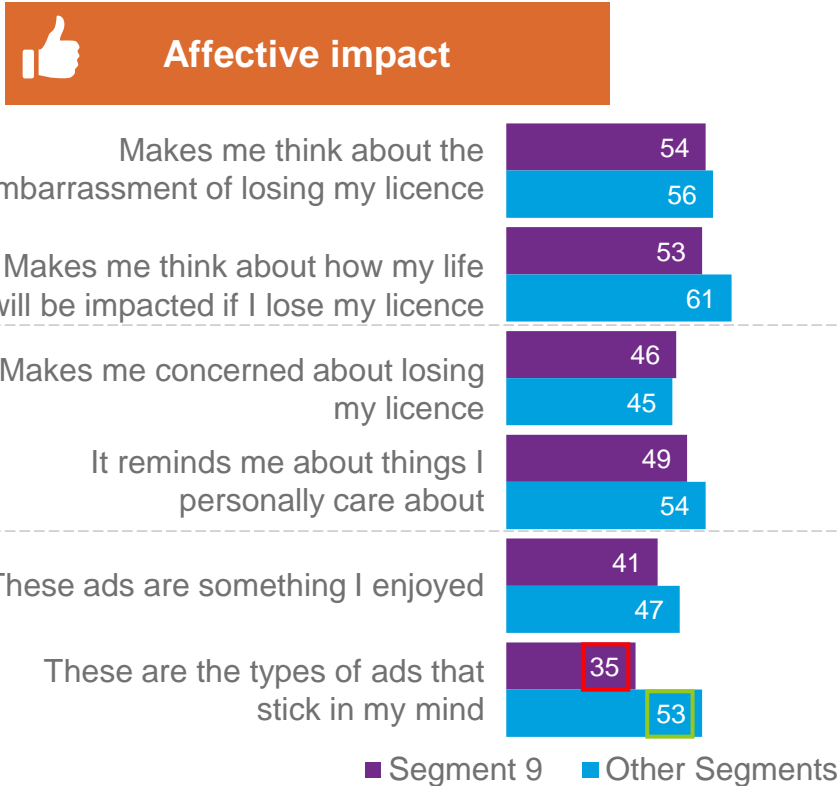
Scores in line with 'Grow up' ad

SOURCE: G4a To what extent did the campaign ads..., G4b. To what extent do you agree or disagree with the following statements about these ads?  
 BASE: Segment 9s n=75, Other Segments n=226

Strong cognitive/rational understanding – Interestingly, 7 in 10 Segment 9 drivers found the ads believable.

Self-reflection or action is a challenge with this segment, however it is encouraging around half to think about the consequences and their own driving.

% Agree (4-5)



SOURCE: G4a To what extent did the campaign ads..., G4b. To what extent do you agree or disagree with the following statements about these ads?  
 BASE: Segment 9s n=75, Other Segments n=226



The campaign had higher relevance amongst males and younger people, particularly, personal relevance.

General population  
(All Respondents)

 **Relevance**

% Agree (4-5)	Gender		Age				Location	
	Male	Female	17-24 years	25-34 years	35-49 years	50+ years	Metro	Reg/ Rem
I can relate to the messages in these ads	45	44	53	38	49	43	45	42
I can see myself or someone I care about in these ads	42	38	40	45	32	43	39	43
Very relevant to me personally	31	25	51	28	28	22	26	35
Contains information that is personally relevant to me	30	28	40	36	21	27	30	24

SOURCE: G4a To what extent did the campaign ads..., G4b. To what extent do you agree or disagree with the following statements about these ads?  
BASE: All respondents n= 303

The campaigns uniqueness had broad appeal. It had high stand out in Regional WA, and was more likely to teach males something new.

General population  
(All Respondents)

 **Novelty**

% Agree (4-5)	Gender		Age				Location	
	Male	Female	17-24 years	25-34 years	35-49 years	50+ years	Metro	Reg/ Rem
Unique	56	65	65	63	53	64	59	64
Original/ not like other ads	56	59	61	49	58	62	58	55
Grabbed my attention	60	49	64	49	59	52	50	68
They are just like any other road safety ad	27	22	30	30	23	21	24	27
I'm getting fed of seeing these ads	21	14	25	25	14	13	18	13
Taught me something new	22	13	18	27	8	19	17	20

SOURCE: G4a To what extent did the campaign ads..., G4b. To what extent do you agree or disagree with the following statements about these ads?  
BASE: All respondents n= 303

# Young people were significantly more likely to think about the impact and embarrassment of losing their licence, and have concern for losing their licence.

 **Affective impact**

General population  
(All Respondents)

% Agree (4-5)	Gender		Age				Location	
	Male	Female	17-24 years	25-34 years	35-49 years	50+ years	Metro	Reg/ Rem
Makes me think about the embarrassment of losing my licence	53	58	70	56	53	53	54	60
Makes me think about how my life will be impacted if I lose my licence	65	52	71	56	51	64	59	58
Makes me concerned about losing my licence	49	43	62	47	45	41	44	50
It reminds me about things I personally care about	51	55	64	48	49	55	52	56
These ads are something I enjoyed	44	47	43	42	50	46	45	49
These are the types of ads that stick in my mind	45	53	56	45	48	49	48	52

SOURCE: G4a To what extent did the campaign ads..., G4b. To what extent do you agree or disagree with the following statements about these ads?  
BASE: All respondents n= 303

The campaign was considered to be clear and believable across gender and age. It was also more likely to make a considerably higher proportion of young people (compared to those 50+) think about how they drive.

General population  
(All Respondents)



Cognitive/ Rational

% Agree (4-5)	Gender		Age				Location	
	Male	Female	17-24 years	25-34 years	35-49 years	50+ years	Metro	Reg/ Rem
Clear	78	79	79	77	77	80	80	73
Believable	66	75	77	61	66	77	70	69
Makes me think about how I drive	43	42	56	46	43	36	41	47

SOURCE: G4a To what extent did the campaign ads..., G4b. To what extent do you agree or disagree with the following statements about these ads?  
BASE: All respondents n= 303

# Thank you

**Donna van Bueren**

Donna.VanBueren@kantarpublic.com

+61 8 9489 4200

**Liza Picton**

Liza.Picton@tnsglobal.com

+61 8 9489 4207

**Kim Brewster**

Kim.Brewster@tnsglobal.com

+61 8 9489 4209

TNS Perth | Ground Floor, 24 Railway Road, Subiaco 6008 Western Australia | <http://www.kantar.com/public/>