



The RTA thinks big of television

Speed is a major factor in many of the fatal crashes on NSW roads – and young male drivers are over-represented in speed related statistics. The Roads and Traffic Authority was determined to address the issue with a campaign that would cut-through with this notoriously hard-to-reach demographic.

Previous anti-speeding campaigns have focused on the risks of speeding and the likelihood of getting caught, but this campaign adopted a fundamentally different tact; a social approach. The aim was to increase the social unacceptability of speeding and make it less 'cool'.

The central TVC of the campaign used a well-known gesture – the 'pinkie' – to undermine and emasculate the speeder's behaviour. The gesture was reinforced with the tag line 'Speeding. No one thinks big of you'.

The RTA's Acting Manager of Road Safety Marketing, Russell Watsford says the commercial's distinctive music and slow-motion techniques exploited television's inherent benefits. "Because TV stimulates more of the audiences' senses, it most easily creates the passage to that part of the brain responsible for emotional responses and long-term memory."

Research showed the campaign effectively reached young male drivers with 95 per cent awareness of the message that 'speeding is not cool'. More than 7 in 10 survey respondents believed the ad would effectively encourage young drivers to slow down. And most revealing, 61 per cent of young males believed the campaign had the power to make them think about their own driving behaviour.

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