

Speed campaign 'Went too fast, gone too soon'

Jan Vandaele



Challenge and goals

- ▶ In Belgium, driving over the speed limit causes around 250 deaths every year, making it the number one traffic mortality cause.
- ▶ Nevertheless, speeding is still considered a socially acceptable act: more than 63% of Belgians feel it is OK to drive beyond speed limit.
- ▶ BRSI wanted to increase awareness of the consequences of speeding and actively engage people in public debate on the topic.
- ▶ BRSI wanted a peer-to-peer approach to influence the social norm because loved ones have more influence and impact on people;

Flash Marathon



Partager sur [f](#) [t](#) [s+](#) | [FR](#) [NL](#) [DE](#)





Stel een flitslocatie voor

Schrijf je eerst in

DEELNEMEN

Connecteer je via

Of

FACEBOOK

Enkel je naam, voornaam en e-mailadres worden gebruikt



Stel een flitslocatie voor

Adres van de radar *

Geef de richting aan

Waarom deze locatie ?

Wanneer? *

Op welk moment wordt de flitscontrole best uitgevoerd?

Motivering *



Media attention launch

laMeuse.be BELGIË Mardi 22 Avril 2014 Saint Alexandre Ciel très nuageux 9 / 18

Choisir une édition

Régions Actualité Sports Culture Fun Pratique

Faits divers Belgique Monde Politique Economie Immo Société Consommation Santé

Actualité > Belgique

Publié le Lundi 31 Mars 2014

Demandez à la police de venir flasher chez vous grâce à l'IBSR (vidéos)

SUR BELGIQUE MONDE SPORTS SHOW

24H INFO & SPORTS BELGIQUE CODE DE LA ROUTE

Demandez votre contrôle radar!

Demorgen.be

HOME **NIEUWS** SPORT GELD MUZIEK OPINIE ECOLOGIE TECH MAGAZINE CULTUUR & MEDIA

BINNENLAND BUITENLAND WETENSCHAP GEZONDHEID OPMERKELIJK

Chaque conducteur peut choisir où la police va flasher

31/03/14, 07:32 - Bron: Belga



vtm NIEUWS

VANDAAG HERBEKIJK LIVESTREAM 4040

BINNENLAND BUITENLAND STEM 2014 SPORT ENTERTAINMENT TV & MEDIA X-TRA

“FLITSTIPS ZIJN GOEDE HULP VOOR POLITIE”

U KOOS AL 30.000 FLITSLOCATIES

Al 30232 gemelde flitslocaties



RTLbe vidéos

INFO SPORT PEOPLE POUR ELLE POUR LUI RTL TVI BEL

News en video Le journal de 13h Le journal de 19h Météo Info

RTL vidéos > RTL info > Reportages > Belgique > Faits divers

Grande opération de contrôle de vitesse la semaine du 14 avril

Media attention results



laMeuse.be
Mardi 22 Avril 2014 Saint Alexandre
Ciel très nuageux 9/18
Choisir une édition

Actu

Falls divers Belgique Monde Politique Economie Immo Société Consommation Santé L'Info

Actualité · Belgique Publié le Vendredi 18 Avril 2014 à 18h51

Plus de 15.000 automobilistes flashés en excès de vitesse lors de l'opération speed, 72 retraits de permis

Knack.be

Nieuws van 22 april 2014

Nieuws | Economie | Beurs & Geld | Technologie | kanaal Z | Lifestyle | 50+ |

Opinie | België | Wereld | Wetenschap | Gezondheid | Planet Earth | Auto | Mensen | Ondert

Home > Nieuws > België

15.615 autobestuurders geflitst tijdens flitsmarathon



7 SUR 7 BELGIQUE MONDE SPORTS SHOWBIZ PLUS 7S7
24H INFO & SPORTS BELGIQUE CONTRÔLES DE VITESSE

Plus de 15.000 excès de vitesse constatés en une journée



LE SOIR 18° min 9° 0.73% BEL 20.22/04 14:15

CONSTRUCTIONS ETIENNE PIRON, *Symbole*
rue de la Fontaine, 3 4880 Aubel Tél. : 087 68 60 20

actu sports culture économie débats blogs le

actu Belgique

Middelkerke se prépare à affronter les tempêtes Une nuit blanche avec le Premier ministre Elio Di Rupo (vidéo)

Recommander Partager 14 Tweeter 2 +1 0 Share 25

Flash-marathon: 15.615 automobilistes ont été flashés



rtbf.be vidéo

Météo Belgique 17° 8° Services >

Catégories Emissions

Chercher une vidéo, une émission

INFO

Bilan de l'opération radar menée par la police

Vendredi 18 avril 2014 1min 59s

Export Partager

Results – Flash marathon



www.jeflasheaussi.be

460.000+ visiteurs

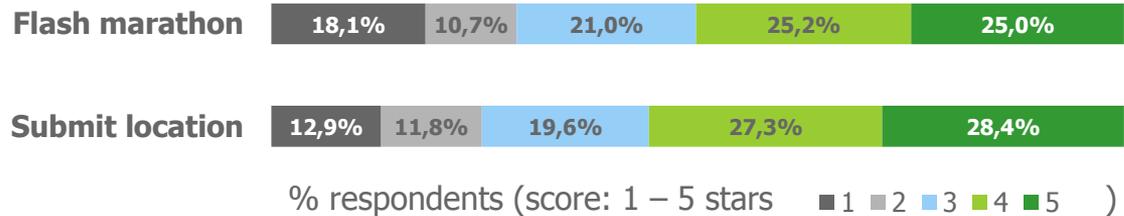


1.100.000+ vues



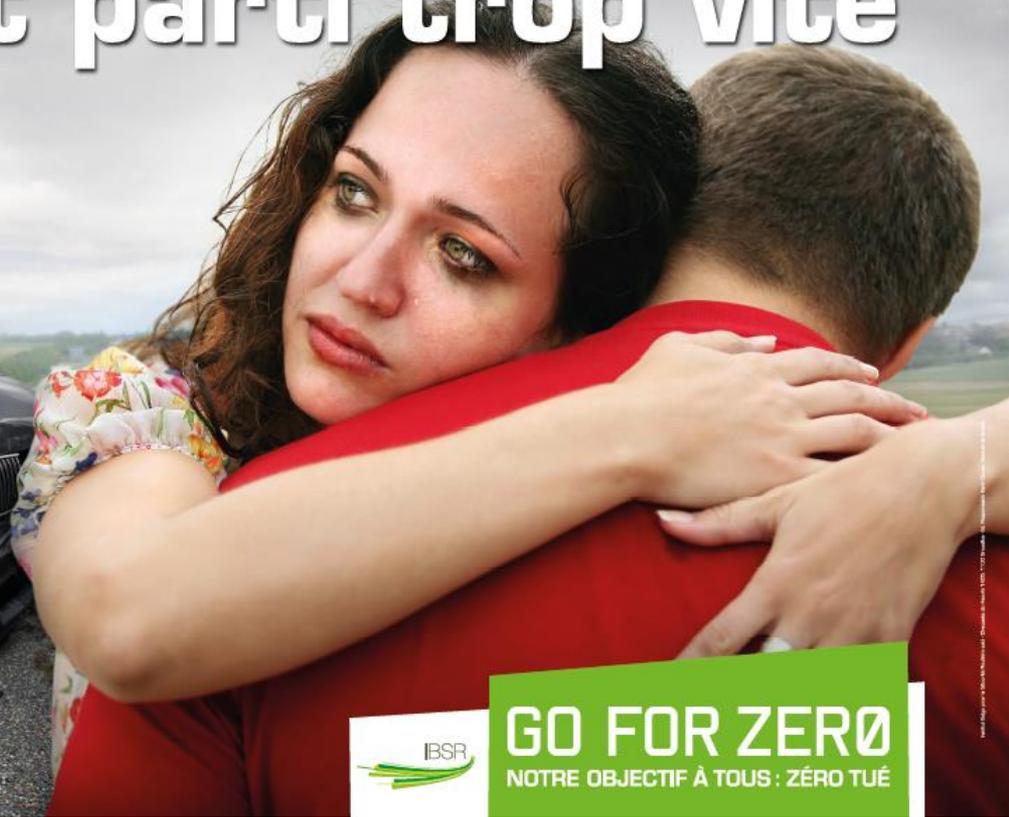
Results – Flash marathon

- ▶ Recall: 71.8%
- ▶ Opinion/appreciation:



- ▶ **57% = pro 2^e edition** (22% contra & 21% no opinion)
- ▶ 70% = pro participation in road safety policy
- ▶ Flash marathon: only **14.5%** did **not** change his/her speeding behavior, while **33% did** (25.5% never exceeds the speed limits & 27% did not drive that day)
- ▶ 400,000 vehicles controlled via 500 mobile radars: 15,000 people flashed
- ▶ Flash marathon was elected 'Word of the Year 2014' in Flanders

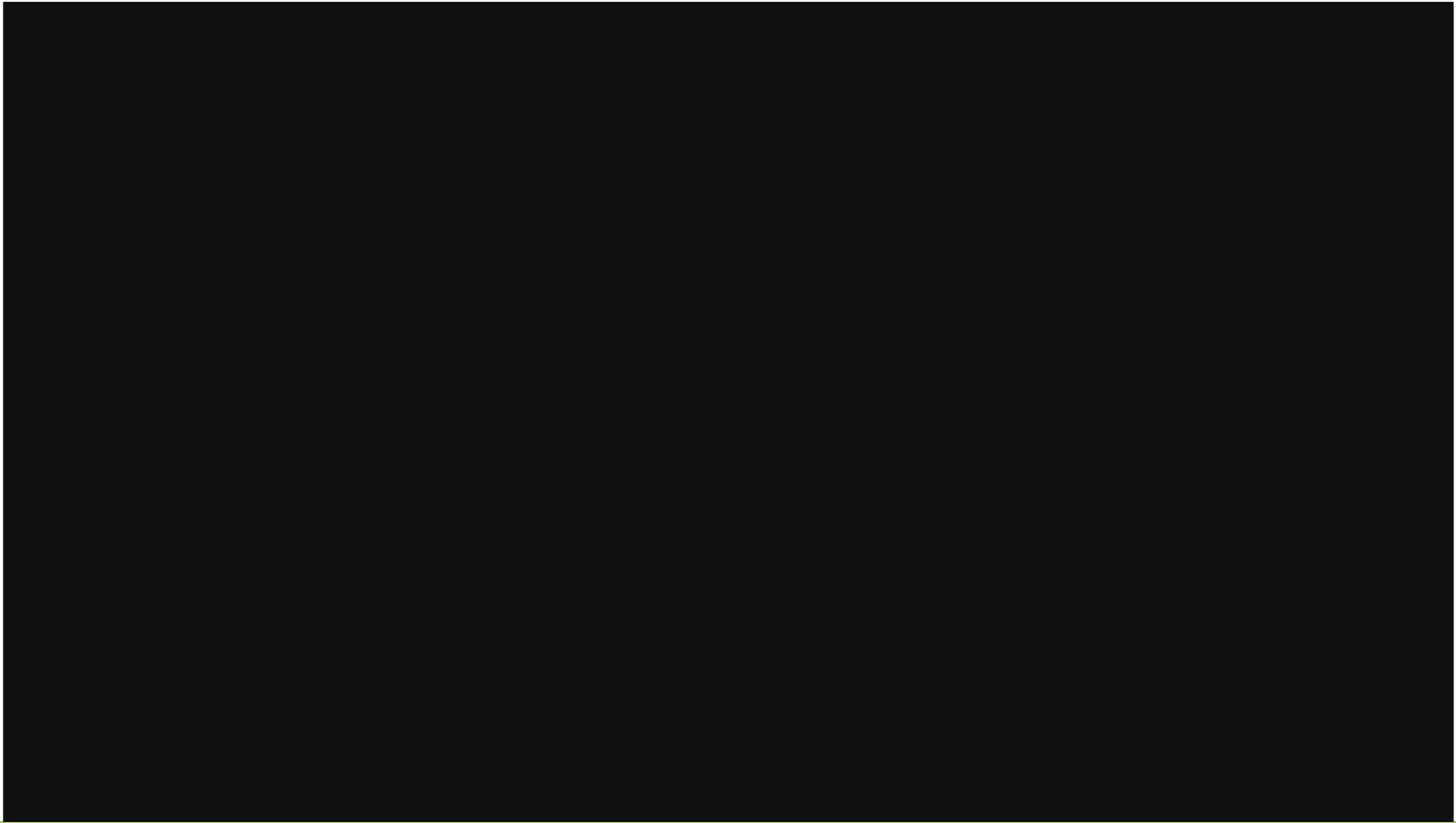
Il est parti trop vite



GO FOR ZERO

NOTRE OBJECTIF À TOUS : ZÉRO TUÉ

www.bmv-ibsr.be





WENT TOO FAST. GONE TOO SOON.

WHAT IF YOU WERE INVITED TO YOUR OWN FUNERAL?

THE CHALLENGE

Driving over the speed limit is one of the most common reasons for traffic related death in Belgium. To reduce the social acceptance of speeding, we needed to increase awareness about the consequences of speeding.

THE IDEA

Since peers and loved ones have much more impact on target audiences than traffic security organisations, we used this to confront speeders and portray them as personas our target could identify with. Not aware of the event they will be attending, speeders heard speeches from loved ones and saw them cry with the thought "Went too fast. Gone too soon."



1.600.000
YouTube views

93%
likes

€8.800.000
earned media in Belgium

81%
target reach

THE RESULTS

Within 48 hours, **10 times more** online views than projected. The most talked about safe-driving campaign ever earned **€8,8 million** Belgian media value with **€0** media spending.



15.000.000
online views

187
countries

54.000
Facebook shares

AdvertisingAge,
"#8 most viral ad worldwide"

BIVV - IBSR



INTERNATIONAL TV



INTERNATIONAL PRESS



INTERNATIONAL ONLINE



What if you were invited to yo



0:00 / 3:44 YouTube



GA NIET TE SNEL!

200 mensen gaan jaarlijks te snel heen door een onangepaste snelheid op de weg.

Schijn' daarom een bericht aan je vrienden dat je naar te snel duan
hoor en zorg erin voor dat je niet te snel heen gaen.

Opgelet, we sturen nu ook een berichtgeving
meer de zinnen je boodschap ook omringen binnen 2 maanden.
Omag' iedereen die goed zorg voor hem!

Mijnvoornaam Mijnnaam MAN VROUW

Hallo,

Ik stuur je deze boodschap omdat ik vind dat je te snel rijdt.
Er zijn al te veel mensen gestorven door een onangepaste snelheid en ik wil je echt niet verliezen.
Wees voorzichtig, ik geef om jou.

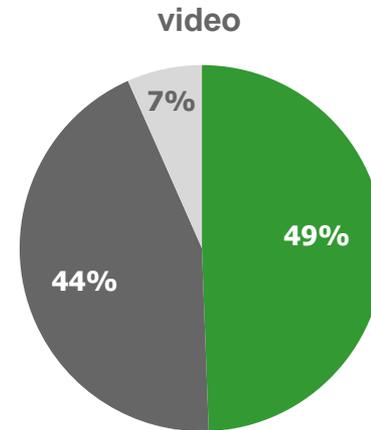
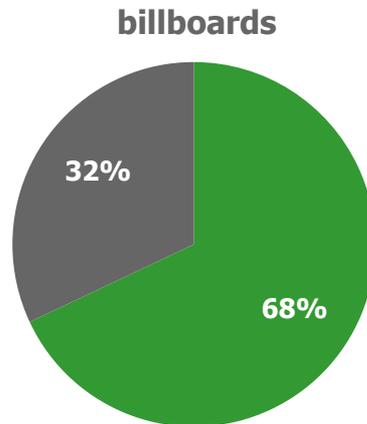
IK WIL NIET DE VOORWAARDEN DE VOORWAARDEN

ONTDEK MEER INFO OM
NIET TE SNEL HEEN TE GAAN



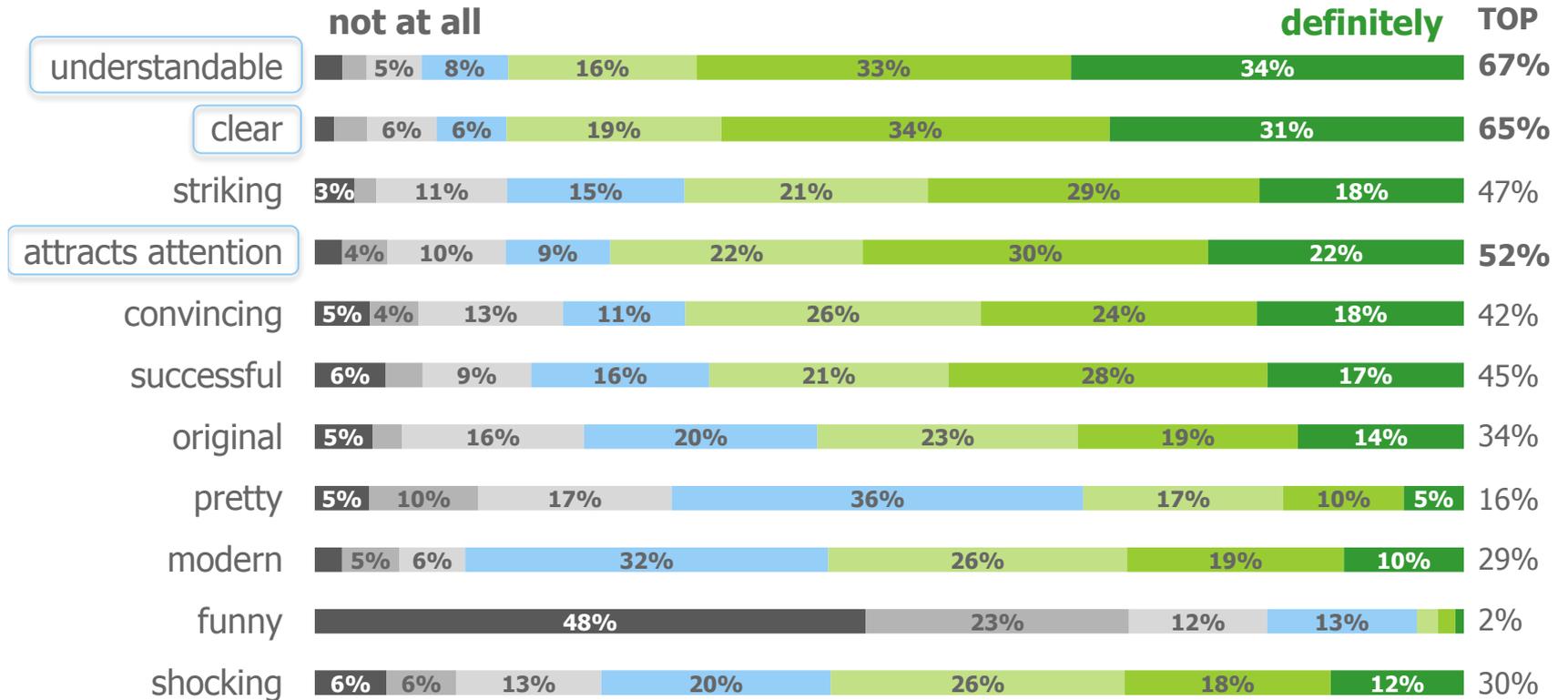
Results – Reach & Recall

- ▶ Total **exposure** = **82.4%** (25-30 years) - **78,5%** (18+)
- ▶ Recall billboards: 53.6%
- ▶ Recognition media



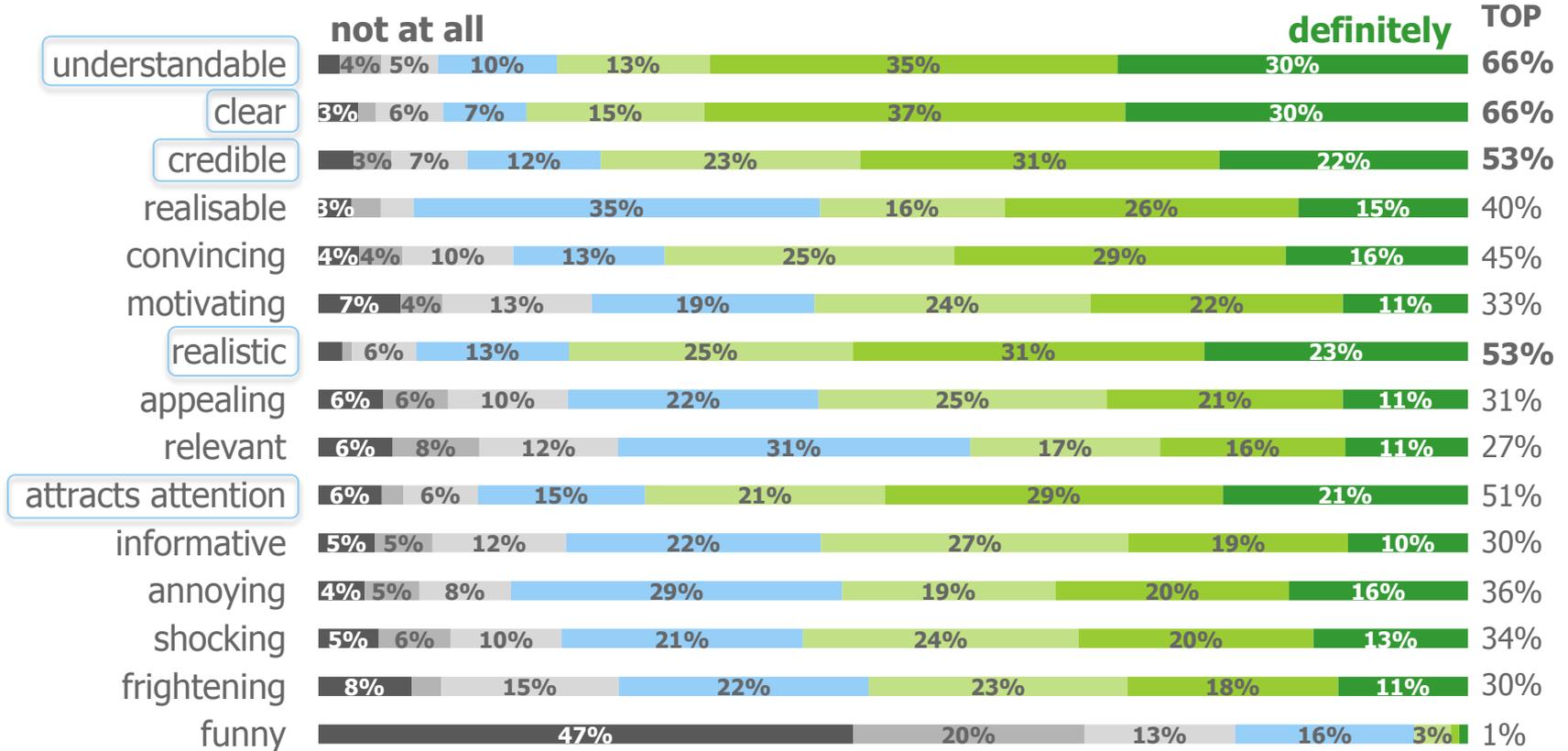
Appreciation – Image (7-points scale)

25-30y drivers



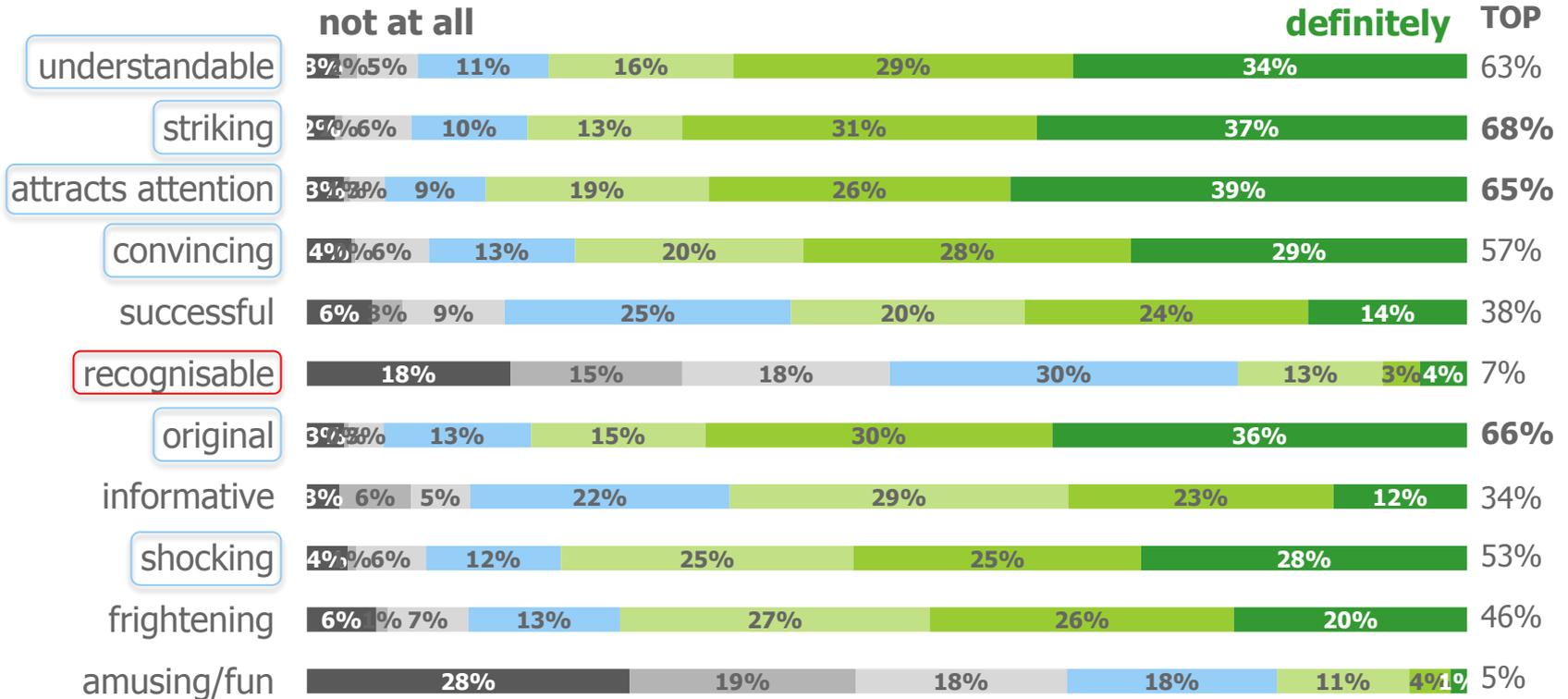
Appreciation – Message (7-points scale)

25-30y drivers



Appreciation – Video (7-points scale)

25-30y drivers



Success of this campaign (primary target group)

- ▶ **↑ intention** of young drivers to respect speed limitations & to drive slower

mainly: intentions post = pre

- ▶ Intention not speeding 68%
- ▶ intention to scold a speeding driver ↑
- ▶ “how likely to speed in the next month”

- ▶ **↓ social acceptance** of speeding in young drivers

social acceptance pre = post

- ▶ **↑ positive attitude** towards legal speed limitations in young drivers

significant decrease of positive attitude towards speeding

Success of this campaign (primary target group)

- ▶ **↑ %** young drivers who report **respecting the speed limitations on highways**
 - % respect 120km/h post = pre
- ▶ **↑ risk perception** of speeding in young drivers
 - Risks are known (> 70%)
Risk perception post > pre
- ▶ Strong concept (reach, recall & appreciation)
 - Total exposure 82.4%
Image, message & video are mainly easy to understand & they attract attention

Awards

The creativity and effectiveness of the campaign has already been rewarded at different international festivals:

- ▶ Eurobest 2014: 1 Silver (in PR) and 3 Bronze (1 in Press and 2 in Media);
- ▶ Cannes Lions 2014: 4 shortlists (2 Media, 1 PR, 1 Promo & Activation);
- ▶ 'Golden Cub' 2014: best Belgian film at Cannes Lions 2014;
- ▶ Festival Mondial du Film de Sécurité Routière 2014: Best Documentary;
- ▶ European Road Safety Film Awards 2015: Best Documentary;

