



NZ TRANSPORT AGENCY
WAKA KOTAHI

The *Mistakes* campaign: changing how we think about speed

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Why speed?

- high priority concern in *Safer Journeys* strategy
- responsible for 20% of all fatal and serious injuries in crashes
- fundamental aspect of a safe system
- intense opposition to change



We say

the speed limit is the maximum safe speed

the road should suggest the right speed limit

more people should be travelling at the right speeds

there should be fewer high speed crashes

it will take a big shift in attitudes to lose 5 km/h

people need to understand their vulnerability in a crash

speeding is dangerous



They say



speeding isn't that wrong
the speed limit's 110 km/h
posted speed limits are about right
we can drive the same in any conditions
we like driving fast
we're better than average
it's not about the journey time

Different conversations

We say	They say
the speed limit is the maximum safe speed	speeding isn't that wrong
the road should suggest the right speed limit	the speed limit's 110 km/h
more people should be travelling at the right speeds	posted speed limits are about right
there should be fewer high speed crashes	we can drive the same in any conditions
it will take a big shift in attitudes to lose 5 km/h	we like driving fast
people need to understand their vulnerability in a crash	we're better than average
speeding is dangerous	it's not about the journey time



Our blueprint

Key features of our tone and manner:

- ownership of the problem by the audience
- engage the concerns of the target audience
- realistic situations and people
- the unexpected – to surprise the viewer
- strong emotional reactions from the audience – humour, anger, horror, grief, joy



The insight

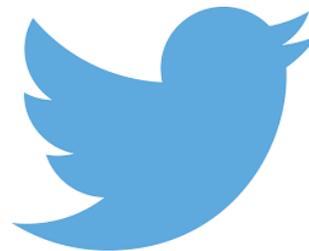
“I’m a good driver, it’s those other idiots out there that you need to worry about”



The ad



Media



Great content has mass appeal



Le conducteur lève le pied de l'accélérateur.
(léger bruit du moteur qui ralentit)



La roue se fige avec un effet de décélération brutale (effet sonore).
Les graviers et poussières venant de la route se figent dans l'espace pour annoncer la rupture temporelle.



Le conducteur (bouche ouverte) lâche le volant de sa voiture et retient sa respiration. Une morlote d'adrénaline fige son corps.
Ses yeux s'ouvrent de plus en plus.

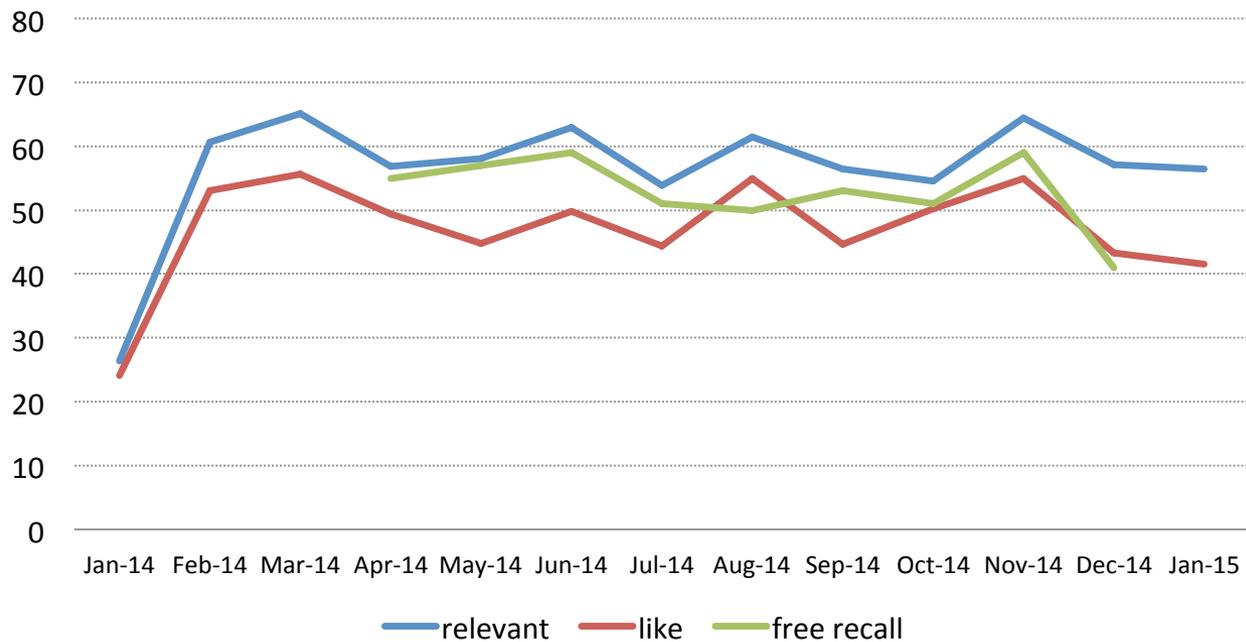


Tout est figé sauf les personnages.
Les deux personnages descendent doucement de la voiture.
Poussières qui flottent près des pneus.
Particules - flottantes -, cailloux qui volent en suspend en l'air.

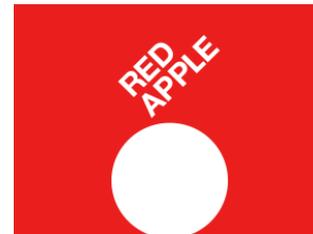


Advertising performance

Relevance, recall and likeability, percentages

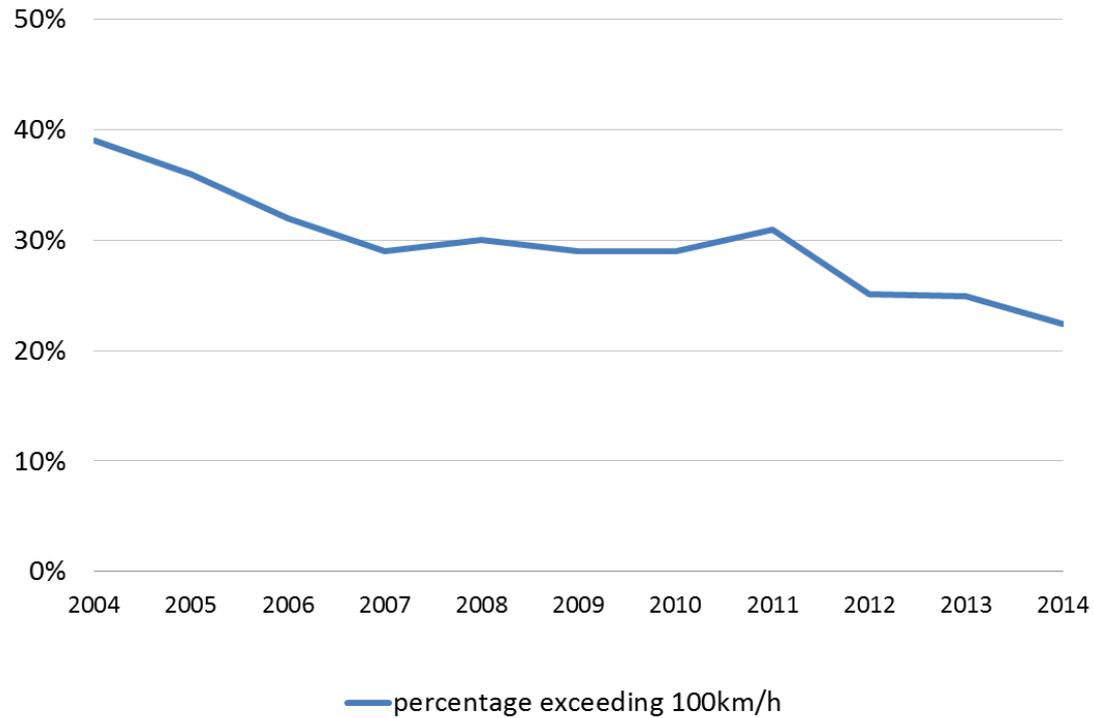


Leading the world



Behaviour: speed surveys

Speed surveys (open road)



Attitudes are shifting



Ryan Haynes 2 hours ago

This is a very powerful message and enabled me to re-assess my own unsafe driving habits. Thank you for making it.



antonhbp 3 days ago

I will never speed again!

Reply ·  



NZ st 3 days ago

Wow, after watching this.. I'm speechless. I won't be speeding ever again.

Reply · 3  



movieviewer101ss 1 hour ago

NZTransportAgency+ Even if I live in a different country this Ad convinced me to stop speeding on my way to work.



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New Zealand Government

Voice given to the silent majority

People who don't get the message are having it explained to them



simsbrigada 1 hour ago

Slow down? naah... don't cut-off when there is no chance you are gonna make it.. people do it all the time! if you are doing it, at least do it in a proper way with least time possible!

Reply ·  



852Deamon 34 minutes ago

That's the point of this ad... it's saying that people make mistakes (pull out when they shouldn't) but that you should slow down in case others make this mistake or someone could be killed. People can speed and be totally in control, but it's easier to adjust to someone else's mistake if you aren't.

Reply ·  





Thank You!