

LIVE FAST DIE OLD.

The story of how Scottish Government Marketing and The Leith Agency encouraged risk-taking bikers to ride safely on Scotland's roads.

CATEGORY:
Digital

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LIVE FAST

13% OF THE PEOPLE WHO DIE ON SCOTLAND'S ROADS ARE MOTORBIKE RIDERS. BUT BIKERS CONSTITUTE 1% OF TRAFFIC ON THE ROADS.

Scottish Government Marketing provided a brief to develop a communications campaign to encourage bikers to ride safely on Scotland's roads.

Accident statistics showed that 40 to 49 year old men were most likely to have a bike accident. Most commonly, during the 'biking season'. Infrequent bikers who dust down their machines, leap on after six months' absence and proceed to push their skills to the limit. 23,000 men of this age have motorbikes in Scotland giving us a clear target audience and a bold objective: to raise these risk takers' awareness of safety when biking on Scotland's roads².

Carat's insight showed that our bikers are extremely active online³. For most owners, their bike is less about getting from A to B and far more about the freedom it symbolises. They describe

it representing 'me time', escape from routine and an element of risk in a life dictated by caution. When not on it, they're scouring eBay for bike accessories, watching bike films on YouTube, chatting with other enthusiasts via their bike club Facebook page and planning their next ride⁴. So we decided to infiltrate their world: to get our messaging in the places these bikers already hung out online to build credibility and win trust.

We needed a strategy and digital content to inform, educate and entertain bikers across the summer. We had to:

- Interest and attract viewers to our message
- Deliver ongoing prompts to ride more safely throughout the biking season
- Build an online community of bikers who would **share** and **contribute** to the content.

We had our communications strategy. Now, we needed content.

LIVE FAST DIE OLD

ONE IN THREE MOTORBIKE FATALITIES OCCUR ON LEFT HAND BENDS. IT'S ONE PLACE YOU SHOULD TAKE IT EASY

1. 86% of accidents happen between April and October. Transport Scotland: Key Reported Road Casualties Scotland June 2013 / <http://www.scotland.police.uk/whats-happening/news/2015/april/police-scotland-promote-motorcycle-safety-after-recent-deaths>. Bikers often renew their bike tax for a six month period over the summer to save money and take advantage of the better weather.
2. TGI July 2013 to June 2014, base GB adults 15+.
3. Touchpoints 2014 / CCS 2014, base GB adults 15+.
4. 2CV Insight Gathering Research, November 2014.

DIE OLD

An innovative research methodology helped us get under the skin of our risk-taking bikers. Research agency 2CV recruited year-round and fair-weather bikers who admitted to some risky behaviours on the roads. They were asked to film their journeys using a Go-Pro camera fixed to their bike. Subsequent interviews explored gaps between their perceptions of risk and their behaviour.

The research confirmed that these men who'd spent more than thirty years driving, often both in a car and on their bike, saw themselves as safe. The films told a different story. One respondent was revealed by Go-Pro footage to be overtaking on the motorway in excess of 120mph.

Exploring potential propositions with respondents proved tricky as they were convinced they could manage unforeseen consequences. But one fact stood out: most accidents happen on left hand bends⁵.

When presented with this, respondents were curious – why? Initially surprised, they accepted its truth and began reflecting on the repercussions of taking a left hand bend badly versus a right hand one, given the path of oncoming traffic. Whilst this was 'new' news, it chimed with their intuition and experience

and thus convinced them of its validity. We had our proposition:

Take care on left hand bends: most fatal accidents happen there.

Testing creative work in research, a film script about three ageing bikers whose cautious riding allowed them to live longer and party harder, proved by far the most effective idea. It appealed to respondents' sense of rebellion but showed that these wild guys were safe when it mattered. And it was funny, so begged to be shared.

Most importantly, respondents felt they could relate to the characters so it didn't feel like Government preaching. They were particularly keen that we used their language so the end call to action became "take it easy on left handers".

"It's not lecturing me."

"I laughed because I know guys like that."

"I'd like to think that I will still be doing that with my pals."⁶

Research also demonstrated the appetite for detail about our leading men. Respondents wanted names and personal stories: a perfect platform for a six month content plan.

5. Bikers take them too fast, lose control and career into oncoming traffic.

6. 40 to 49 year old bikers, medium risk profile, mix of year round and fair weather bikers, Scotland. Patrick Corr Research, February 2015.

REACHING BIKERS WITH OUR MESSAGE

“ROUGHLY ONE BIKER DYING EVERY WEEKEND DURING THE BIKER SEASON IS TOTALLY UNACCEPTABLE, AND OUR AIM IS TO MAKE SUCH A STATISTIC A THING OF THE PAST.”

*Michael McDonnell,
Director of Road Safety Scotland*



The Live Fast Die Old campaign launched at Easter weekend. To garner advance interest, we'd filmed bikers at the Scottish Bike Show giving top safety tips and shared these via the campaign Facebook page⁷. So it started to build a following.

The hero film launched a week later, supported by pre-rolls on YouTube, digital display featuring film and static content on popular sites with bikers like Ebay. (One research respondent warned others of the dangers of late-night, drunk Ebay-ing!) Motorbike clubs shared our content via their Facebook pages. Partnership activity meant our characters popped up in service stations, bike shops and rest stops across Scotland.

Following the launch, we seeded short films of Badger, Turbo and Z Boy describing their wildest exploits, rounded off with the call to action. Across the summer through Facebook, we shared advice, tips about how to ride, top stop offs, information about forthcoming rallies and competitions to win Badger's jacket or Turbo's helmet, all supported with online advertising and PR. We closed the season with a manifesto, capturing the rebellious biker spirit in a tongue in cheek way.

WE WILL NOT ACT OUR AGE.
WE WILL FLOSS DEAD FLIES FROM OUR TEETH, DAILY.
WE WILL TURN THE IGNITION ON EARLY.
WE WILL TURN IT OFF LATE.
WE WILL ALWAYS HAVE FUEL IN OUR TANKS.
WE WILL ALWAYS HAVE OIL IN OUR VEINS.
WE WILL TALK ENDLESSLY ABOUT INLET VALVES.
WE WILL MAKE LOVE TO LONG STRETCHES OF ASPHALT.
WE WILL WEAR LEATHER SUITS, NOT BUSINESS ONES.
WE WILL FEEL THE WIND RUSH THROUGH OUR BALD SPOTS.
WE WILL DREAM WHILE WE'RE AWAKE.
ON THE SABBATH WE WILL REV.
WE WILL TAKE IT EASY ON LEFT-HANDERS.
WE WILL LIVE FAST, DIE OLD.



7. By the end of the campaign, these films had been viewed 53,400 times.

HOW WELL DID THE CAMPAIGN WORK?

“THE LIVE FAST DIE OLD CAMPAIGN IS A FANTASTIC OPPORTUNITY FOR US TO TALK DIRECTLY TO BIKERS, ENCOURAGING THEM TO ENJOY THE SEASON WHILE THINKING ABOUT THE SAFETY ASPECTS OF THEIR RIDE. ULTIMATELY LIVING FAST AND DYING OLD.”

*Former Chief Superintendent
Ian Murray, Police Scotland
(in post at campaign launch)*

A) ONLINE REACH

The clearest measure of campaign success is reach. To date, the hero film has received 197,257 views and 3,830 hours of viewing time on YouTube. Breaking that down:

- 82% of film viewers were in the UK⁸
- 83% of the viewers are male
- One third were aged between 35 and 54.

As there are 23,000 men with motorbikes in our core age group in Scotland, there's a high chance that most of them saw our film.

By the end of the campaign, the campaign Facebook page had 12,495 likes. 48% of the page's fans were our target age of 40 to 49⁹, were male and lived in Scotland¹⁰.

8. YouTube doesn't isolate Scotland.

9. Of the 73% of male fans on the page, almost half (48%) are aged between 40 and 49.

10. Most of the Page's fans (95%) were UK-based. Only 66 of them live outside Scotland.

B) SOCIAL ENGAGEMENT



The incredible thing about this campaign was the amount of conversation it generated amongst enthusiasts with our Facebook page as its hub. Throughout the campaign, we saw a total of 86,911 engagements – individual comments / advice / shares / tags – with our content.

The campaign content had a total reach of 2,487,152, taking us far beyond our core 23,000 biking men in Scotland.

The top performing Facebook ad (“A film about taking it easy on left handers”) linked to the YouTube film and generated 4.4 million impressions and over 900 click throughs.

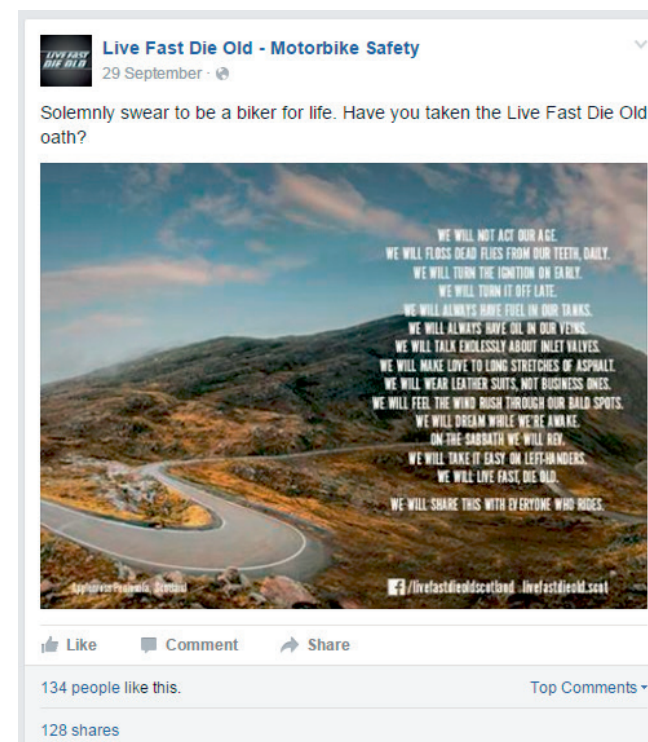
Interestingly, the best performing Facebook promoted posts contained advice and ‘entertainment’. The favourite (a quote from Ewan Macgregor) reached 316,231 people; one third of this figure was delivered organically. The second most popular post concerned care for your bike between seasons. The third: biker fashion faux pas!

“Love biking. Own a Yamaha X... Love all postings on Facebook related to bikes especially postings that are informative and pass on safety tips that hopefully improve my riding skills.”¹¹

The favourite campaign-related post was the interview with Turbo who lives life so fast that he's already read the entire internet. It had the highest click

through rate of any of our promoted posts (5.51% compared to industry average of 0.07%¹²) and was viewed over 75,000 times.

Across the campaign period, organic likes of the Facebook page outstripped paid likes; a tribute to the content quality and the community we'd built¹³. By the campaign close, we had built a devoted audience for future communications.



11. TNS Quantitative Research, October 2015.

12. Figures supplied by Carat based on industry average performance, 2015.

13. Organic page likes: 7,160. Paid page likes: 5,348. Facebook, November 2015.

C) PARTNERSHIP ACTIVITY

Union Connect partnered with 40 'bike-related' organisations to carry the campaign into the real world. Petrol stations, bike shops and bike mechanics proved persuasive touchpoints, displaying posters and distributing branded items including sunglasses wipes, keyrings and earplugs. Partners sharing our content in social channels exposed our safety message to 49,051 interested, enthusiastic and motivated people (twice our target audience).

D) PR

Stripe secured 28 pieces of media coverage that were all positive. Most contained a spokesperson quote and two thirds contained a photo¹⁴.

In addition to traditional media coverage, we reached a further 250,000 people through media sharing the story on Twitter.

In total, 8.5 million opportunities to see the campaign delivered an excellent return on investment of £15: £1.

E) CHANGING MINDS

But had the campaign had persuaded our spirited bikers to tame their ways? TNS conducted qualitative research with a small sample of bikers alongside an online survey¹⁵, recruiting respondents from our Facebook page. This revealed some striking numbers:

- 76% of respondents found the campaign motivating
- 85% of people felt the campaign increased your interest in taking care on left hand bends
- 93% of respondents felt that the film was 'worthwhile'

"If you want to live to a ripe old age and still be responsible, take care when biking, especially round left hand bends."

"The guys like to party and get up to all sorts, but when it's time to ride a bike, they are aware of the dangers especially on left hand corners and want to live to a ripe old age."

*"Enjoy the lifestyle but we're not as young, as sharp as we used to be, wiser hopefully, but not as sharp. Don't get killed on a left handler."*¹⁶

We set out to create content that our audience would share. 67% of the TNS sample discovered the Facebook page because a friend had liked, shared or tagged them in it.

Many respondents enjoyed the chance to share their own advice, built up over years of riding.

*"Having spent last 44 years or so droning on about 'bikes, riding them fixing them doing all the advance riding thing, going to rallies shows and anything else with motorbike in the title I feel I've something to offer back to the motorcycle family. I felt this page could help me make a start."*¹⁷

14. 78% of campaign coverage included a spokesperson quote (Iain Murray and / or Michael McDonnell) and 67% included a campaign photo. Stripe analysis, January 2016.

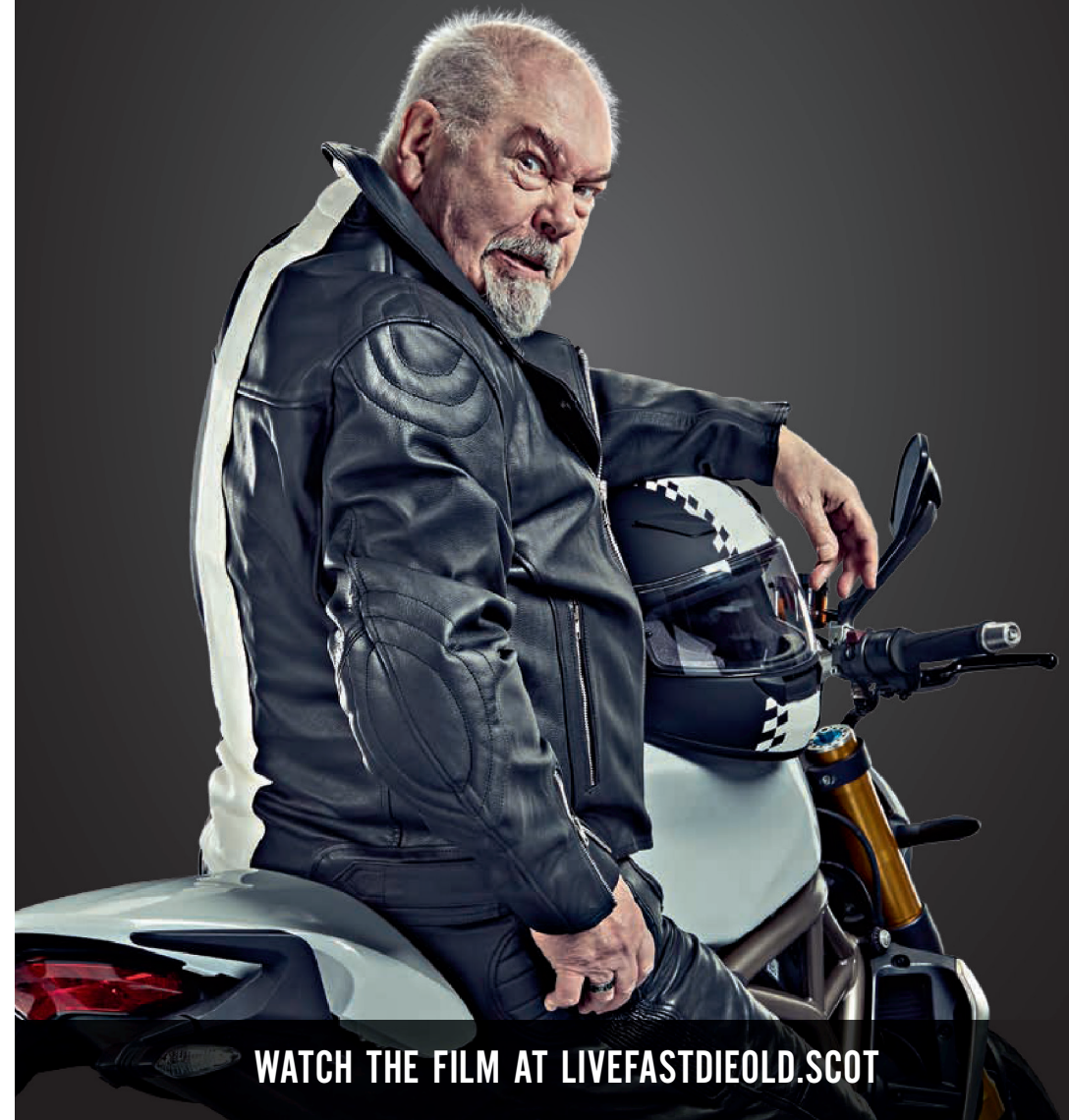
15. Research sample consisted of an online panel with 6 respondents over 5 days. All were aged 40 to 49, bike owners, living in Scotland, regular riders on country roads, matching a mix of risk profiles. A further 46 bikers completed an online questionnaire. TNS Quantitative Research, October 2015.

16. TNS Quantitative Research, October 2015.

17. TNS Quantitative Research, October 2015.

LIVE FAST DIE OLD

TAKE IT EASY ON LEFT-HANDERS



WATCH THE FILM AT LIVEFASTDIEOLD.SCOT

LIVE FAST DIE OLD

TAKE IT EASY ON LEFT-HANDERS



WATCH THE FILM AT LIVEFASTDIEOLD.SCOT

LIVE FAST: DIE OLD

The statistics about the numbers of people killed or seriously injured on Scotland's roads won't be published until autumn but indications of campaign awareness and impact are positive.

These bikers are confident they know best. We set out to not to talk at or preach to them. We wanted to create a campaign that would get them talking, sharing but most importantly, reflecting on the importance of one small change in their behaviour when out on their bike.

The Live Fast Die Old campaign got them talking about the least popular subject in a bikers' conversational repertoire: safety. 86,911 times. We hope that'll mean a few of them die a bit older.

Preventing road casualties is a priority for Police Scotland. The impact of death and injury on our roads is significant, not only from the impact on victims and their families but to communities as well. As a biker myself I am very aware of how vulnerable motorcyclists are and was happy to work collaboratively on this Live Fast Die Old campaign.

It provided a fantastic opportunity to talk directly to bikers and encourage them to enjoy the biking season while thinking about the safety aspects of their ride. Ultimately living fast and dying old. Bikers don't want to be preached to so the film was designed to put across the serious message of motorcycle safety in a humorous and memorable fashion.

The feedback I have received from bikers has been very positive and the film and online activity have shown that bikers have enjoyed engaging with the Live Fast Die Old message to help keep Scotland's roads safe.

Ian Paul, Inspector,
TRPG Motorcycle Unit, Police Scotland
– Road Policing Division