

# How Stuart Hogg, social media and a strong creative idea encouraged young men to slow down on country roads



Category:  
3.1 Advertising

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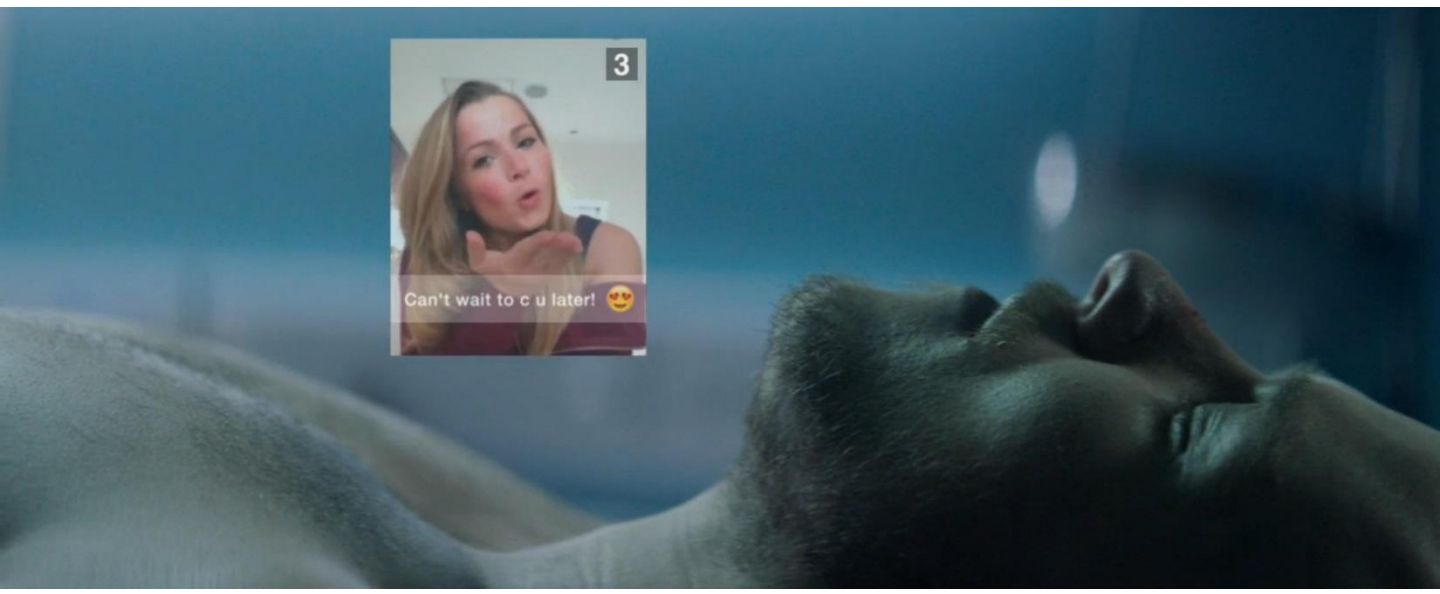
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## In summary

Two thirds of road deaths in Scotland take place on country roads. This is the story of how Scottish Government Marketing and The Leith Agency helped to save lives on Scotland's roads with a strong strategy, a powerful advertising idea and a heartfelt testimonial from Scotland rugby star, Stuart Hogg.





Country roads are killers. Nearly two thirds of deaths on Scottish roads take place on country roads<sup>1</sup>. And road crashes are still the single biggest killer of young people globally<sup>2</sup>.

One single road death costs over £1.8 million. This cost includes the phenomenal physical and emotional impact of grief<sup>3</sup>.

Scottish Government Marketing briefed The Leith Agency to develop an advertising campaign encouraging young men to reduce their speed on country roads.

The objectives were clear:

1. To encourage young men to reappraise the perceived risk of driving on country roads
2. To educate them about the need to continually reassess speed amidst changing road conditions and unforeseen obstacles
3. To increase understanding that you don't have to be speeding to be driving too fast on country roads.

1. Reported Road Casualties 2014, Transport Scotland <http://www.transport.gov.scot/statistics/j397988-004.htm>

2. Global Status Report On Road Safety, World Health Organisation, 2015

3. Reported Road Casualties 2014. Cost encompasses lost output, medical / ambulance, pain / grief / suffering, police / damage to property costs, police/administration (insurance, damage to property, roads). Average costs estimated at 2014 prices.

# Three big challenges

To meet these objectives, we faced three big challenges.

## 1. The invincibility of youth

Young men tend to think they're invincible. They enjoy speed and believe they're excellent drivers. Telling them to slow down on country roads – when they have the greatest opportunity to test the limits of their car's speed – is a fool's errand.

## 2. A lack of consequential thinking

They also lack consequential thinking. Science shows that young people are less able to assess risk than older drivers. The parts of the brain responsible for inhibiting impulses and weighing up consequences are developing until well into your twenties<sup>4</sup>.

## 3. Media fragmentation

Our target audience were 22 to 40 year old men with 22 to 29 year olds as the bullseye. They watch less TV (though use catch up weekly) and listen to less radio on average but massively over-index against internet use.

They spend 34 hours a week online on sites ranging from SkySports, AutoTrader, Spotify and BuzzFeed<sup>5</sup>: 600% more time than they spent online 10 years ago<sup>6</sup>. They're socially very active, using social channels for news and sharing entertaining content<sup>7</sup>.

With such diverse interests, media strategy was a massive challenge.

			
5% (355i)	2% (314i)	6% (278i)	6% (278i)
			
8% (273i)	3% (271i)	2% (266i)	19% (243i)
			
3% (203i)	12% (192i)	6% (190i)	3% (185i)
			
9% (175i)	12% (175i)	7% (171i)	5% (169i)

Most frequented websites for this audience

4. Adolescent brain development, Department for Education, June 2011 / [https://www.washingtonpost.com/national/health-science/risky-behavior-by-teens-can-be-explained-in-part-by-how-their-brains-change/2014/08/29/28405df0-27d2-11e4-8593-da634b334390\\_story.html](https://www.washingtonpost.com/national/health-science/risky-behavior-by-teens-can-be-explained-in-part-by-how-their-brains-change/2014/08/29/28405df0-27d2-11e4-8593-da634b334390_story.html)

5. Across computers and mobile devices. SCCS 2015, base GB adults 15+, collated by Carat May 2015

6. 15 hours a month using in-home computers in 2005 versus 25 hours a week in 2015. TGI GB 15+, figures sourced by Carat, February 2016

7. 68% of them are on Facebook, 36% on twitter and 18% on Instagram. SCCS 2015, base GB adults 15+

# Meeting our challenges

The past decade has seen successful country roads activity around the world. SG Marketing's previous country roads campaign featuring David Coulthard has been independently evaluated as the most successful Scottish Government campaign ever.

But the influences on these young men were changing. Although they enjoyed entertaining content, trying to capitalise on that with a road safety message backfired. Humour trivialised the issue, in their eyes<sup>8</sup>. This was a serious message which demanded respect.

So we faced a testing strategic and creative task: creating an advertising idea that these serious-minded social addicts would connect with.

## Overcoming the invincibility of youth

Many of these young men repeatedly drive the same stretch of road. The availability heuristic dictates that repeated experience of one outcome wires your brain to believe that the pattern will continue infinitely. Translating that for our young men: if they hadn't been in a traffic accident until then, it wouldn't happen in the future.

But reminding them that though the tarmac is familiar, circumstances change, offered the added benefit of shifting responsibility from the driver to factors outwith their control.

This strategic start point informed our creative proposition:

***You never really know a country road.***

8. Focus groups and paired depths with 22 to 29 year old risk taking male drivers, Corr Research, July 2015

# Lack of consequential thinking

Tragedy comes when we least expect it: just around that seemingly innocent bend in a country road. We used this truth to invite our young male audience to remember what's precious and what they could lose in the smallest of moments: friends, family, love.

To avoid deflection or even rejection, we needed to convince them that we understood their lives.

These guys spend most of their spare time on the internet, organising and documenting. Accepting event invites, sharing photos, swapping banter with mates.

Their love for social channels provided a fresh creative way in. Social media style graphics overlaid footage of a car crash and its consequences for our driver as a powerful vehicle for our message.

The juxtaposition of familiar alerts and everyday social chatter with the intense drama of a fading life proved a strong creative idea. It tapped into our audience's innate "fear of missing out" in a way that felt familiar and accessible.

*"That could be me."*

*"It's not got government stamped all over it."*

*"You are drawn to it, to see what's going on in his life."*

*"It's hard hitting but in a different way."<sup>9</sup>*

Most importantly, the script conveyed the idea that your life could be over in an instant.

*"They (friends / family) are acting as if you are still alive....it's about how quickly life can change."<sup>10</sup>*

Testing the idea in research guided us to dial up the emotional weight of the occasions our protagonist would miss: a night out with his girlfriend, an unresolved argument, a new baby in the family.

*"Maybe your dad says he's sorry he lost his rag over those shoes."*

*"Or a pal telling you he'll see you in the pub later."<sup>11</sup>*

8. Focus groups and paired depths with 22 to 29 year old risk taking male drivers, Corr Research, July 2015

9. Respondent verbatims, 22 to 29 year olds across Scotland, Corr Research, July 2015

10. Respondent verbatims, 22 to 29 year olds across Scotland, Corr Research, July 2015

11. Respondent verbatims, 22 to 29 year olds across Scotland, Corr Research, July 2015

# Overcoming the media fragmentation

Given an internet-addicted audience who sought limited 'scheduled' TV and commercial radio, we needed a bold new media strategy. So we created a plan led by digital activity: a film housed in YouTube signposted by online advertising (film and display) and content. Weighted towards online delivery, the media plan would be supported by:

- "Appointment to view" TV spots when high volumes of our target audience would be watching (the Rugby World Cup fixtures, for example)
- Cinema advertising targeting the releases most eagerly awaited by our audience
- Radio advertising at drive time.

## A real life example

As our target audience are convinced that they will never be involved in an accident, we were keen to highlight real life tragedy to demonstrate that the unimaginable could happen and to shake their unshakeable confidence.

Leading Scotland and Glasgow Warriors rugby player, Stuart Hogg, was a passenger in a car crash in which his best friend died. Approaching him, he proved incredibly supportive and agreed to lend his voice to the campaign even though he was about to start training for the Rugby World Cup.

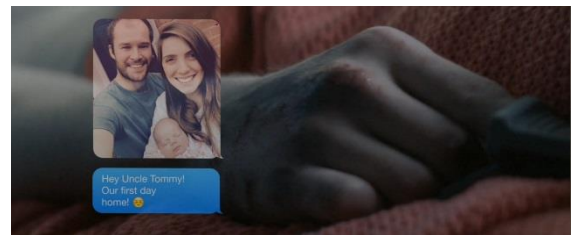
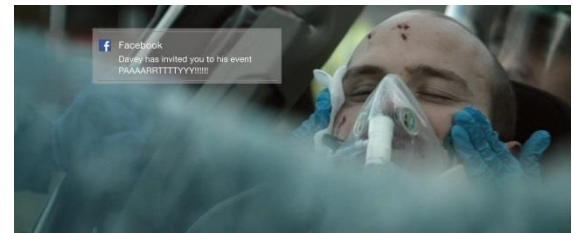
We filmed Stuart telling his story along with the emergency services against the backdrop of the ad being shot. The latest analysis of what makes social content shareable shows that content which evokes emotion and tells a story is most effective. Gaining the support of Stuart Hogg and the police and paramedics who attend accident scenes gave us impact, reach and, we hoped, shares.

Alongside this, the Rugby World Cup serendipitously turned Stuart Hogg into a household name.



# Campaign launch

The campaign launched at the start of October 2015 online, in cinema, on TV and radio and in select out-of-home sites at gyms and 5-a-side football grounds. Display advertising on Facebook, Twitter and popular websites for our audience drove traffic towards the hero film.



Sky AdSmart, pre-rolls on catch up TV, X-Box in-game advertising and partnership activity with 34 organisations<sup>13</sup> ensured the film reached an extremely targeted audience.

Conversations with a further 8,765 of our core audience in field activity, ensured our message resonated, then stuck.

13. Partners included Arnold Clark, Farmer Autocare, Tiso, Enterprise car rental, Knockhill and various local authorities.



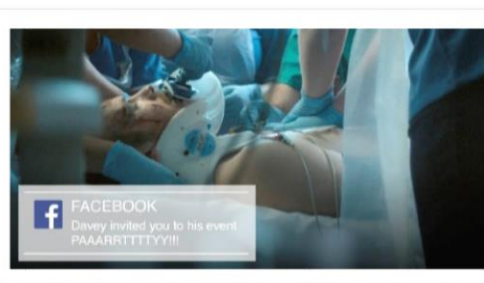
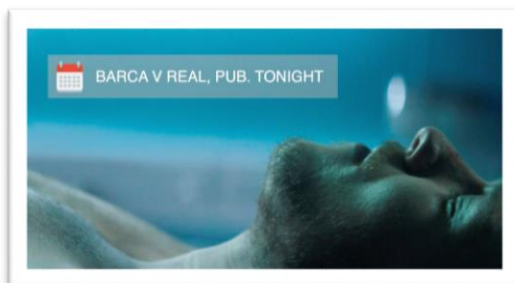
## EFFECTIVENESS OF EXECUTION AND IMPLEMENTATION OF PLANS



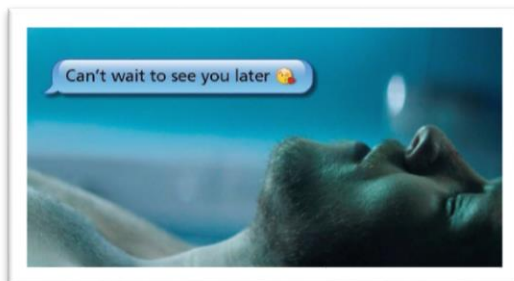
6 sheet in gyms / at football grounds



Online display

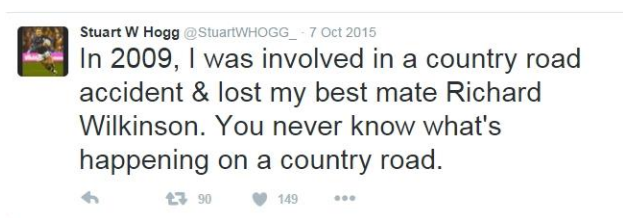


Facebook promoted posts. Variants also ran on twitter.



# A message with meaning

The online film included an introduction by Stuart Hogg who explained why this was a subject close to his heart. He was also massively supportive of the campaign across his personal social media. He even mentioned the campaign in an ITV interview broadcast to 6 million viewers before the Rugby World Cup Samoa game.



## Results

Had we managed to create cut-through in an increasingly fragmented media landscape? The tracking results demonstrated that our bold new media strategy was vindicated<sup>14</sup>.

### a) Campaign awareness

Prompted recall of the new campaign sat at 89%, achieved on a lower, but highly targeted, TV advertising spend than previous country road campaigns.

	OTS	Coverage	Seen/heard any advertising (TNS evaluation)
2015 campaign launch	1.6	3%	89%
2014 campaign re-run	3.8	24%	93%
2013 campaign launch	3.6	23.8%	91%

14. 301 quantitative interviews conducted between 1 Nov & 30 Nov 2015, TNS Research, December 2015

# Re-evaluating perceptions

Had we managed to get young men to reconsider their attitudes to the risks of driving on country roads?

We had. Intention to modify behaviour sat at **90%** following the campaign. Motivation increased to **93%** for those exposed to the campaign in two or more channels.

This measurement was driven by a collection of indicators:

- **97%** of respondents felt the campaign was worthwhile
- **86%** of respondents felt this was a campaign talking to people like me
- **81%** of respondents wanted to see / hear the ads again.

Our message hit home:

- **45%** of respondents took out the message that country roads can be unpredictable
- **40%** felt that you “never know what is going to happen round the corner” (as per our brief!).

Most encouragingly of all, **59%** of people claimed to have taken action on the roads since seeing the ad.

Risk taking drivers were more likely than non-risk taking drivers to have taken action (45% versus 29%), exactly as we’d hoped.

## b) Campaign interaction

With such a socially sophisticated audience, we were interested to monitor online interaction with the campaign. We weren’t disappointed. Facebook activity reached **2.3 million people** and Twitter activity reached a further **2.4 million** more. We attracted new followers to both the Facebook page and the twitter account<sup>15</sup>.

As tribute to the strength of the content and Stuart Hogg’s role as ambassador, one of the launch Facebook posts had a reach of **467,871 people**. 377,000 of these were reached organically.

15. 1,200 new fans liked the Don’t Risk It Facebook page during the campaign period and 186 people followed the twitter account. Smarts social media analysis, January 2016.



# Changing minds

Overall, the campaign delivered **12,515** interactions online<sup>16</sup>.

More traditional PR generated 15 pieces of coverage and a PR value of **£1.2 million**.

Translated into an ROI figure, that gives us a thoroughly satisfying **ROI of £1:£62**.

**THE SCOTTISH Sun**  
Thursday, October 8, 2015  
SCOTLAND'S BEST-SELLING PAPER  
JUST 40p  
**FREE £10**  
**TESCO**  
PETROL OR GROCERIES  
COLLECT TOKENS AND SEND IN FOR GIFT CARD  
TOKEN 6: PAGE 26

## DON'T SPEED ON COUNTRY ROADS, SAYS STUART

SCOTLAND rugby star Stuart Hogg is fronting a campaign to cut the number of deaths on country roads after losing his best friend in a crash.

Richard Wilkinson was 17 and a front-seat passenger in a car when it crashed off a Borders road in 2009. Hogg was in the back of the car and believes he is lucky to have survived.

He is now backing a government campaign urging drivers to watch their speed on country roads.

Last year, 755 people were killed or seriously injured while driving on country roads, with the vast majority of victims male.

A new TV advert shows a young man losing control of his car on a rural road and crashing into a wall.

The advert focuses on what victims can miss out after a serious crash with a series of mobile and social media notifications popping up while the man is treated by medics, with the strapline: 'Don't miss what's round the corner. Watch your speed on country roads'.

Scotland and Glasgow rugby player Hogg said: 'Losing my best mate Richard will live with me forever and was one of the hardest things I've ever had to go through.

'It could have easily been me and I think about him every day and all of the things he's missed out on.'

Stuart Hogg: 'Losing my best mate will live with me forever'

PICTURE: PA

## ACE HAILS

Stuart Hogg had to punch out a car window to crawl from wreckage following a 90mph road smash on his childhood road.

The Scotland rugby star said he was "lucky to be alive" after a 90mph crash on a rural road in 2009.

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## BEST PAL KILLED AT 90MPH

### Every time I go on the pitch I look to the sky and say, this is for you, buddy

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# Saving lives on country roads

Young men believe they are excellent drivers and will live forever. With scattergun attention across a myriad of channels, trying to hit any single message home to them is increasingly tough.

This campaign offers evidence that a clever creative route, bold media strategy and a heartfelt testimonial from a respected figure can still build a powerfully persuasive advertising campaign with a young audience with the whole of their lives ahead of them.

78 Rugby World Cup 52 Daily Mail, Tuesday, October 13, 2015 52 Daily Mail, Tuesday, October 13, 2015 52 Rugby World Cup 79

## A MESSAGE TO EASE THE PAIN

by Rob Robertson  
RUGBY WORLD CUP

### Hogg knows scoring a try against the Aussies at Twickenham would be perfect tribute to his friend and rising rugby star killed in car crash

### Richard was one of the most talented youth players I have ever seen



It was a tragedy to watch their countryman, a young man who was a rising star in the game, die so young. Richard Vernon was one of the most talented youth players I have ever seen. He was a player who was always there for his teammates, and he was a player who was always there for his fans. He was a player who was always there for his country.

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« EVEN STERN VERN HAS TO RESPECT DOCTOR'S ORDERS IN HEAT OF BATTLE - See Pages 76-77 »

## Scottish Daily Mail

### Cheika all too aware underdog Scots have fierce bite



By MATT LLOYD  
SCOTLAND'S

Scotland's underdog status in the World Cup quarter-finals is all too aware of the fact that they are a team that has a fierce bite. They are a team that has a fierce bite.

### Cheika all too aware underdog Scots have fierce bite



Cheika is a player who is all too aware of the fact that they are a team that has a fierce bite. They are a team that has a fierce bite.

DAILY RECORD Thursday, October 8, 2015 MORE AT DAILYRECORD.CO.UK PAGE 15

### RUGBY ACE RELIVES DEATH OF BEST FRIEND

## I'm lucky to be alive after 90mph car crash..my lost pal is with me every day



Richard was a player who was always there for his teammates, and he was a player who was always there for his fans. He was a player who was always there for his country. He was a player who was always there for his family.

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Scotland star's plea to drivers to cut their speed on dangerous country roads as he backs new safety campaign



Daily Record