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Don't miss what's round the corner

How the Scottish Government marketing and Smarts drove a powerful PR campaign that struck a chord with young male drivers

Marketing Society Awards



Overview

Country roads account for the largest number of accidents on Scotland's roads – over half of all fatalities¹ and three out of four of those are men.² The cost of road death in Scotland is estimated at £1.8million.²

These compelling statistics were behind a highly creative, impactful and emotional PR campaign from Scottish Government marketing and Smarts that appealed directly to the difficult-to-engage-with core audience of males aged 22-40 (particularly 22-29).

¹ Key Reported Road Casualties Scotland 2014

² Stats 19

Mapping the scene

Young men tend to think that they are invincible.

They enjoy speed and think they're excellent drivers.

They lack consequential thinking (i.e. the consequences of their actions to dependants is not an issue which makes them more gung-ho in their driving behaviours) and are emotionally immature, making them less able to assess risk than older drivers.

They're also incredibly set in their ways.

And with dramatic fragmentation of mainstream media they are becoming harder to reach. Watching little scheduled TV, they consume their TV content online, some through catch up and tend to listen to commercial radio at drive time.

We know that they are 'addicted' to their smart phones and the social media that these access. And social media indexes highly in their media consumption which made this medium integral and at the forefront of our campaign planning.

The lead content (TV and online) followed a fictional character losing control of his car on a country road with devastating consequences and focused on what he would miss if he wasn't around, with the strapline:

*"Don't miss what's round the corner.
Watch your speed on country roads".*

The PR tactics needed to be ingrained with powerful social media content in order to engage with the audience and hit an emotional button to get them talking and sharing content. We developed a comprehensive, impactful, content-based campaign to get our message heard on social and digital media. Coverage on these channels was imperative to amplify the ad campaign, which carried a 9pm viewing restriction.



When u coming over handsome? 🥰

Tried to phone...

Gimme a call when you get this

U ignoring me? 😞

Don't miss what's round the corner.
Watch your speed on country roads.

dontriskit.info
#dontriskit



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PR objectives

Reach 22-40 (bullseye 22-29) year old men through a highly targeted traditional and social media campaign by using the key advertising and case study assets; specifically to:

- Seed the ad online to encourage views
- Seed the Stuart Hogg video to encourage social media sharing
- Target key influencers in the specified age group, again to share social media content
- Use Stuart Hogg's influence to harness the Rugby World Cup as a platform for the campaign to generate media coverage
- Communicate wider Ministerial and policy messages about country roads

Planning the route

We knew that young male drivers repeatedly drive the same stretches of road and, because they hadn't been involved in an accident before, they firmly believed that this wouldn't happen in the future.

This was the mind set we had to tackle head-on and we were keen to find a story that might make them re-evaluate. Identifying a campaign ambassador that our audience could relate to, shaped our planning process from the outset. With the ad set to launch in October 2015, at the height of the Rugby World Cup, we approached a relatively unknown, but rising star of Scotland Rugby, Stuart Hogg who had an extremely powerful story to tell that we knew would resonate with our target audience.

Stuart and his best friend Richard Wilkinson were passengers in a car involved in a high speed crash on a country road. Tragically, Richard died. Stuart bravely agreed to talk about his harrowing experience for the first time in support of our campaign.

We knew the Rugby World Cup would enhance Stuart's profile and we planned the entire PR campaign around his busy training schedule, three months ahead of the launch to ensure we captured the content we needed.

Due to his Rugby World Cup commitments we had no access to Stuart at launch time, so we approached the Daily Record to run an exclusive interview with Stuart over and above other media outlets, as we knew this would secure high profile coverage and reach a high proportion of our target audience. This was sold in, but embargoed until October (two months in advance) along with powerful photography of Stuart captured on location with a scenic country road backdrop.

We know that highly emotional and story-based content is the most shareable on social media so we captured an emotional interview with Stuart on film, along with audio soundbites of his story, plus we filmed behind the scenes footage with Stuart on set. This was later edited and packaged to be sold in to broadcast, print and digital media in October to coincide with the ad launch.



Scottish Rugby World Cup star
Stuart Hogg had an extremely
powerful story to tell

Don't miss what's round the corner

Behind-the-scenes footage and candid interviews with the emergency services involved in the ad were also captured for digital and social media content, giving their perspective on the consequences of driving too fast on country roads.

All PR materials included a clear call to action and drove the audience to the campaign website, YouTube and social media channels.

Sporting stars, presenters, actors, bloggers and fan forums are incredibly influential to our target audience with social media usage entrenched into their lifestyles.

So, armed with these insights, we hand-picked and reached out to boxer Charlie Flynn, swimmer Ross Murdoch, former Glasgow Warriors captain Al Kellock, Hollywood actor Martin Compston and footballer Bobby Linn encouraging them to share, like and re-tweet our messages so that we reached our audience who 'followed' them and would likely 're-tweet' and share their messages with their own friends.

In addition, we drafted tweets for Stuart Hogg to post at campaign time, live from the World Cup, and developed a calendar of creative social media posts, timed to hit the audience when they were already engaged across their favourite online channels.



The filmed interview and social media campaign reached millions



Watch Video

Wider context

Communicating wider Ministerial and policy messages on country roads was also important. A broadcast media call and interviews with Minister for Transport Derek MacKay took place at 2pm on the day of launch. This resulted in print coverage, with 61% of this including his quote and his interview was aired on national and local radio, including the Bauer network, specifically to reach the drive-time audience.

We used the launch to further seed footage, audio and photography of Stuart Hogg. This maximised interest in the story and created strong longer-term demand.

Following widespread launch coverage, we maintained momentum for the campaign by identifying and working closely with key stakeholders such as Knockhill Racing Circuit and their racing champions, who also took to social media to share our photocall and to post and tweet our messages to their thousands of followers.

We worked in collaboration with Road Policing Officers from Police Scotland to create local news stories, extending the reach even further.

Driving success

The campaign generated extensive national media coverage including double page interview spreads in The Daily Record and The Scottish Sun (including a front page flash), which both index highly with the target audience.

The interview we filmed with Stuart was broadcast throughout the UK to over six million ITV viewers before the Scotland v Samoa Rugby World Cup game.

On a budget of only £20,000 our campaign was viewed over 120 million times with a value of over £1.2m. That's £62 of PR value for every £1 of investment.

The Scottish Sun
interview with
Stuart Hogg



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Highlights included;

- 155 pieces of media coverage were generated with **100% delivery** of key messages
- A very balanced tone of voice for the messages was achieved (**61%** of all articles used a quote from the Minister for Transport and **68%** used Stuart Hogg's quote)
- 35% of the coverage generated was online (a key objective given the target audience) – driving direct hits to the ad which was viewed over **140k** times
- Stuart's interview was viewed around **275k times** (222k on Facebook, 52k on YouTube)
- Almost **five million people** were reached via our Facebook and Twitter posts
- Stuart Hogg's tweets alone reached almost **600,000 people**
- **21 key influencers** from Hollywood actors to Commonwealth sporting heroes shared content

Not only did the social and online content from this campaign drive the news agenda, it engaged the audience across channels in a ground-breaking way, ensuring the important messages were communicated to help reduce fatalities on Scotland's country roads.



The Daily Record ran an exclusive interview with Stuart Hogg