CASE STUDY 3

A social advertising strategy to reduce speeding

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1. Introduction

‘Foolsspeed’ was a five-year campaign to reduce speeding in Scotland. Although it focused solely on the promotional P, it was informed to some extent by social marketing principles. The campaign was guided by the Theory of Planned Behaviour (TPB), a model that uses psychological determinants to explain and predict behaviour (Ajzen, 1988).

2. Problem definition

Speeding is a major road safety concern in Scotland and most offences occur within built-up 30 m.p.h. speed limit areas. Being young, male, in a higher social class and income bracket, driving a powerful car, and doing higher mileage are characteristics associated with speeding (Manstead, 1991; Stradling, 1999).

Psychological factors related to speeding also include:

- **Social norms.** Compared to drink-driving, speeding attracts less stigma and may be seen as a normative and majority behaviour (Stradling, 1999).
- **Beliefs.** Speeders, in comparison to non-speeders, rate adverse speeding consequences as less likely to occur and less undesirable (Stradling, 1999).
- **Emotional factors.** Speeders are more likely to associate instrumental benefits (getting to a destination quicker) and emotional benefits (the pleasure in driving fast) with speeding (Stradling, 1999).
- **Exaggerated feelings of control and confidence.** Many speeders have an illusory sense of control over their driving (Simon and Corbett, 1991).

The TPB model has accounted for significant variances in speeding intentions (Manstead, 1991; Parker et al., 1992, 1995; Stradling and Parker, 1996) and claims that behaviour is established by behaviour intention, determined by:

(a) **Attitude to the behaviour (AB),** predicted by instrumental beliefs (beliefs about behaviour consequences, such as affective beliefs about the positive
or negative emotions experienced while performing the behaviour) and outcome evaluations (evaluations of the desirability of those consequences).

(b) Subjective norms (SN), predicted by normative beliefs (if significant ‘referents’, such as family members, friends or partners, will approve of the behaviour) and motivation to comply (degree of motivation to meet with referent’s approval).
(c) Perceived behavioural control (PBC), predicted by control beliefs (one’s ability to perform or refrain from a particular behaviour in various circumstances) and control frequency (how often one is in those circumstances).

3. Competitive analysis

Many urban speeders, although aware of speeding dangers, continue to speed with the belief that speeding saves time, they are in control of their car and it is easy to stop quickly. External pressures can also encourage drivers to speed (e.g. running behind schedule, being stressed, dealing with impatient drivers, listening to music, etc.).

4. Stakeholder analysis

Limited attention was given to stakeholders. The main group was the Scottish Executive (Government), who requested logo placement on all Foolsspeed messaging. Formative consumer research results discouraged this and a Foolsspeed campaign logo was used instead. Police and private sector also had a minor role in promoting and supporting the initiative.

Stakeholder needs and benefits are shown in Table CS3.1.

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Needs</th>
<th>Benefits from reducing speeding</th>
<th>Potential role in Foolsspeed</th>
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<tbody>
<tr>
<td>Government</td>
<td>- Public support shortly after devolution.</td>
<td>- Fewer road casualties.</td>
<td>- Foolsspeed campaign funding.</td>
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<tr>
<td>Police</td>
<td>- Reduce speeding instances.</td>
<td>- Fewer road casualties.</td>
<td>- Collaborate to raise awareness of key road safety messages and support for police service initiatives.</td>
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<tr>
<td>Private sector</td>
<td>- Consumer trust through responsible business practices.</td>
<td>- Corporate responsibility.</td>
<td>- Expose drivers to Foolsspeed through products or business materials.</td>
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5. **Aims and objectives**

Foolsspeed’s aim was to reduce inappropriate speed (within the legal limit but inappropriate for the conditions) and excessive speed (over the legal limit) on urban Scotland’s roads, and was the first UK attempt to develop a large-scale driving behaviour intervention informed by the TPB.

6. **Formulation of strategy**

A social advertising strategy was devised to meet each objective (Table CS3.2).

<table>
<thead>
<tr>
<th>Objective</th>
<th>Social advertising offering</th>
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<tr>
<td>Understand and effectively reach drivers with a speeding tendency</td>
<td><strong>Targeting and segmentation:</strong> the general driving population in Scotland were the overall target group; men 24-44 years in social classes ABC1 (professional, white-collar and clerical workers) were a core target group within this. <strong>Branding:</strong> Foolsspeed brand and identity. Play on words (fools speed/full speed)</td>
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<td>Create a unique and meaningful brand to challenge drivers to think about speeding</td>
<td><strong>Price:</strong> the ‘Mirror’ TV advert addressed temporal costs (saving time); the ‘Doppelganger’ TV advert focused on emotional costs (pleasure in driving fast).</td>
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<tr>
<td>Address costs of adopting responsible driving habits for speeders</td>
<td><strong>Place:</strong> distribution of communication and educational materials through various channels – urban roads, Glasgow cinemas, homes and businesses in Scotland.</td>
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<td>Distribute materials in channels and settings suitable to drivers in Scotland</td>
<td><strong>Promotion:</strong> advertising (six 10-second campaign launch TV adverts, four TPB TV adverts); outdoor media (bus backs, petrol pump advertising, parking ticket advertising, vehicle decals); PR (adverts and articles featured in the Herald); unpaid publicity (use of Foolsspeed by the Association of Chief Police Officers Scotland Road Policing Strategy, road safety units, Scottish Councils); corporate sponsorship (display of logo on some Tesco, Safeway and Transco vehicles, Foolsspeed message on Robert Wiseman’s Dairies milk cartons); website; newsletters.</td>
</tr>
<tr>
<td>Design memorable communication materials that influence behaviour intentions, attitudes, subjective norms and PBC for urban speeding</td>
<td><strong>Exchange:</strong> TPB TV adverts promoted the intangible benefits of driving responsibly – time saving, more safe, more socially acceptable and more pleasurable.</td>
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<tr>
<td>Offer benefits to voluntarily engage speeders in responsible driving habits</td>
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</table>
The four TV adverts were linked to the TPB as follows:

- **The 1999 ‘Mirror’ advert – attitudes.** The first advert addresses the TPB attitudes component. Beliefs about inappropriate speeding – that speeding saves time, that a speeder is fully in control of the car and that a speeder is able to stop quickly if necessary – are challenged by demonstrating that the legal speed (30 m.p.h.) is too fast in certain circumstances. The advertisement also sought to challenge the belief ‘I’m a better driver than most’. It features a male in his thirties driving in an urban residential environment. The driver’s conscience or alter ego appears in the rear-view mirror and points out the foolishness of urban speeding by noting that a car from which the driver previously raced away has caught up with him at the traffic lights. As the driver nears a school, the conscience argues about the appropriateness of his speed, to which the driver retorts that ‘he is a better driver than most’ (implying that he can handle speed safely). The driver’s attention is distracted by a young woman walking along the pavement with a small child, and when he looks back at the road he is shocked to realize the car in front has stopped at a school crossing. The driver comes to a noisy halt and the conscience shakes his head in the mirror. The strap-line reads ‘Take a good look at yourself when you’re driving’.

- **The 2000 ‘Friends and Family’ advert – subjective norms.** The second advert addresses the TPB subjective norms component. It sought to highlight the possible mismatch between a driver’s own view of his or her behaviour and how it is seen by passengers, and to illustrate to drivers the possible concern, irritation and anxiety that significant others may feel about their driving. The driver is a male in his thirties, while the significant others are a female spouse/partner and a male friend/work colleague. A baby is also present in the advert, in a child seat in the back of the car. The advertisement begins with the female partner, at home, describing how her partner becomes ‘a different person, totally unrecognizable’. The family are then shown in the car, with the driver speeding and his partner protesting as the speed of the car jolts the baby’s neck. She says she wishes her partner could see things through her eyes. A male friend/colleague of the driver then addresses the camera, also expressing his disapproval of his friend’s speeding. The two friends are shown in the car, with the driver again speeding. The friend spills juice down his sweater when the driver accelerates to race another car away from the lights and expresses annoyance. The advertisement closes by showing the driver alone in the car, to the voice-over ‘Put yourself in the passenger seat. If you don’t, others won’t.’

- **The 2001 ‘Simon Says’ advert – PBC.** The third advertisement addresses PBC – drivers’ perceptions of how easy or difficult it is to increase their control over speeding. The advertisement seeks to challenge drivers with the sentiment ‘you’re responsible for the way you drive’ by
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depicting typical internal and external pressures that encourage drivers to speed, and demonstrating that it is possible and desirable to withstand such pressures. Three different drivers and scenarios are depicted, illustrating the pressure of being in a flow of traffic going at 40 m.p.h. in a 30 m.p.h. limit, the pressure of being late for work, and the more direct pressure of an impatient driver (a ‘white-van man’) behind. In the latter scenario, the driver nearly hits a cyclist as a result of being distracted and pressurized by the white-van driver. The ad closes with the strap-line ‘Be your own man’.

- 2004/05 ‘Doppelganger’ advert – attitudes (affective beliefs). The final advert focuses on the positive emotional benefits of calmer driving. In keeping with the realistic approach to everyday driving, the advert contains no accidents or crashes. Instead, it focuses on a man and his doppelganger’s journey to work. We see the attitudes and behaviours of the ‘two’ drivers as they undertake the journey to the office. One character drives calmly and without incident, arriving at his work in a relaxed state, finding a car parking space and getting a cup of coffee. The second character is impatient, takes unnecessary chances (although he is not involved in any incident as such) and ends up being ‘lectured’ by the police at the side of the road. Consequently, he arrives at the office stressed and frustrated, and unable to find a parking space, while his doppelganger observes him through the window, calmly sipping on his coffee.

Campaign resources are shown in Figures CS3.1 and CS3.2.
The Foolsspeed Campaign—
the story so far

Foolsspeed was launched in November 1996. Approximately three years on and we can confidently say that the Foolsspeed campaign is well established with over 50% of Scottish drivers being aware of the logo.

The campaign began with a number of short television adverts designed to launch the logo and to establish Foolsspeed in the minds of Scottish drivers. These short adverts were followed in April 1998 with the launch of the first full-length (60 second) television advert "Mirror".

This advert showed a driver looking foolish as a result of the buffets he had been receiving for speeding. In April 1999 "Friends & Family" was broadcast. This second full-length advert featured a radio driver and showed how his driving had a detrimental effect on his family and one of his friends.

The latest Foolsspeed advert is called "Silver Screen". This was launched in June 2001 and it addresses the third part of the behaviour change model: on which the Foolsspeed campaign is based.

The advert shows how drivers allow everyday pressures to dictate the way they drive rather than take full control of their choice of speed. It ends with the caption ‘Be your own man’.

Future Activity

The Foolsspeed campaign will continue to be promoted over the coming year. This year’s advert will be on Foottv from February 2002. Later in the year three adverts will be screened in cinemas and on television. This activity will be supported with outdoor media such as bus shelters and petrol pump media advertising.

Larger than ads in this campaign includes the production of a Foolsspeed video aide in June 2001. The advert will look at the benefits of driving at appropriate speeds.

Foolsspeed TV adverts on video

All three Foolsspeed TV adverts are also available on video. For more details please contact the SROC.

Evaluating the impact of Foolsspeed

The Centre for Social Marketing at the University of Strathclyde was commissioned by the SROC to evaluate the impact of the Foolsspeed campaign. This was the first time that a high profile road safety television campaign had avoided the biased GfK approach. From an advertising viewpoint this big challenge was how to produce measurable road safety TV advertising without a crush. The evaluation was designed to provide feedback at this level as well as on other variables. The evaluation is still ongoing, however the initial findings of the research have been very encouraging.

Finally, driver awareness of the campaign has been high. The Foolsspeed logo continues to remain high profile achieving a 50% awareness level amongst those drivers surveyed.

An assessment of the new Simon Says TV advert was also based on the previous two adverts, however at the time of the survey the advert had only been screened for one month and it is anticipated that awareness will rise with successive screenings.

Secondly the evaluation has tracked changes in attitudes amongst the target group (drivers). 35 drivers were in response to adverts during the period of the campaign. It has found the Foolsspeed has had a positive impact on those newly likely to speed, concluding that "Most encouragingly the evaluation suggests that it is possible, with such advertising, to make demonstrable changes in some of the key psychological mechanisms which maintain people in speed".

A final evaluation report of the Foolsspeed campaign will be published in mid-2002.

Foolsspeed sponsors

The Herald

Foolsspeed adverts and articles by the Scottish Executive Minister for Transport, Sarah Boyack were featured in the Herald’s Executive Car Supplement in June and the Motorways Supplement in September.

Each page was branded with the Foolsspeed logo along with a quarter page advert in each issue. The article written by Sarah Boyack talked about the theory behind the Foolsspeed campaign and the current debate on speed cameras.

Orkney Buses take Foolsspeed

Orkney’s Road Safety promotion group has persuaded their local bus companies to carry the Foolsspeed decals.

The plan is for Orkney coaches with the decals in place. Campus coaches and the Island Council’s Direct Services have agreed to follow suit.

Tesco Display more Decals

Tesco Distribution has recently taken delivery of a further 30 RUV trailer reflector decals. These will be deployed on new trailers operating out of Livingston distribution depot.

Figure CS3.2

Foolsspeed newsletter. Reproduced with permission from the Scottish Road Safety Campaign.
7. Research and evaluation

The social advertising plan was guided by three research stages:

- A literature review, comprising a review of previous TPB driving violation studies to identify salient beliefs in forming attitude, subjective norms and PBC.
- Formative consumer research, comprising eight male and female focus groups to explore speeding beliefs and norms, and gauge feelings about road safety advertising.
- Pre-test consumer research, comprising six focus groups each year for three years to examine reactions to each TV advert concept.

The evaluation comprised a four-year longitudinal survey of 17- to 54-year-old drivers with a baseline and three-yearly follow-up surveys (Stead et al., 2005).

8. Outcomes

Foolsspeed was fundamentally a social advertising campaign and could have incorporated a more structured social marketing framework; nevertheless, the campaign was effective in changing speeding attitudes. Evaluation results suggest that road safety campaigns underpinned in a psychological model can be successful without using fear-arousing approaches (Stead et al., 2005).

The main findings were:

- **TPB and speeding variance.** TPB predicted between 47% and 53% of the variance in intentions to speed, and 33–40% of the variance in reported speeding (Stead et al., 2005).
- **Communication outcomes.** Spontaneous and prompted awareness was high for campaign elements: between a fifth and a third of respondents spontaneously mentioned seeing Foolsspeed TV adverts and high awareness levels were found for other media. The ‘Mirror’ advert received the highest prompted recall level (Stead et al., 2005). All adverts were rated as easy to understand and did not ‘talk down to’ participants. They were also successful in generating identification and empathy at spontaneous and prompted levels (Stead et al., 2005).
- **Attitude.** The attitude ‘Mirror’ advert had a moderately favourable effect on beliefs and attitudes. Negative and positive affective beliefs became significantly more anti-speeding, associated with the ‘Mirror’ advert (Stead et al., 2005).
- **Subjective norms or PBC.** Subjective norms and PBC were stable (Stead et al., 2005).
- **Behaviour intentions and reported behaviour.** Behaviour intentions were stable. Although not associated with campaign awareness, reported
speeding frequency appeared to decrease significantly between the baseline and third survey, as well as the baseline and fourth survey.

References


Lessons learned

1. Although not a social marketing campaign, Foolsspeed demonstrated how social advertising grounded in psychological theory can be used to effectively change speeding attitudes without using the traditional fear approaches that are commonly present in road safety campaigns.
2. Foolsspeed is also a good example of the distinction between the two components of ‘promotion’ – the media channels and the media message – and how these can impact change. The Foolsspeed strategy leveraged both components – for instance, by incorporating a variety of media channels to promote the campaign (advertising, PR, unpaid publicity, website and newsletters), as well as the TPB to guide the development of the media message shown in the TV adverts.
3. Because Foolsspeed was fundamentally a social advertising campaign versus a social marketing one, limited attention was paid to key stakeholders. If a social marketing approach had been taken, a more in-depth analysis of the key stakeholder groups could have played a fundamental role in the campaign strategy.
Case study questions

1. **Q:** Describe how Foolsspeed used targeting and segmenting to understand and reach drivers with a known tendency to speed.
   **A:** The campaign was designed to appeal to two target groups: the general driving population in Scotland as well as men 24–44 years of age in social classes ABC1 (professional, white-collar and clerical workers).

2. **Q:** Name and describe the three determinants of behaviour intention encompassed in the TPB model.
   **A:** Attitude to the behaviour (AB), subjective norms (SN) and perceived behavioural control (PBC). AB is predicted by instrumental beliefs (beliefs about behaviour consequences) and outcome evaluations (evaluations of the desirability of those consequences). SN is predicted by normative beliefs (if significant ‘referents’ will approve of the behaviour) and motivation to comply (degree of motivation to meet with referent’s approval). PBC is predicted by control beliefs (one’s ability to perform or refrain from a particular behaviour in various circumstances) and control frequency (how often one is in those circumstances).

3. **Q:** Choose one determinant of behaviour intention from the TPB model and describe how it was addressed in the Foolsspeed campaign using one of the TV adverts as an example.
   **A:** For example, the ‘Friends and Family’ advert addressed the SN component of the TPB by highlighting the difference between how the driver viewed his driving behaviour versus how significant others did. The advert demonstrated the mismatch between his own view in contrast with how a female spouse/partner and a male friend/work colleague felt about his driving behaviour.