

95 Alive York & North Yorkshire Road Safety Partnership

Development of a marketing strategy, campaign development and implementation



Background

The 95 Alive York & North Yorkshire Road Safety Partnership is a partnership of local authorities, emergency services and other North Yorkshire agencies working together to educate, inform and train, with the aim of lowering the number of road casualties across the county of North Yorkshire.

Brief

North Yorkshire County Council appointed DTW to work with the 95 Alive York & North Yorkshire Road Safety Partnership to devise a marketing strategy and develop and implement a number of road safety marketing campaigns. The aim was to raise awareness of road safety amongst members of the public in North Yorkshire and, ultimately, to change attitudes and behaviours in order to reduce the number of road casualties in the County.

This is a two and a half year contract which runs until March 2011.

Research

DTW held strategic planning sessions with key members of the Partnership in order to identify the primary causes of road casualties in North Yorkshire, the issues to focus on, target audiences and key messages.

Desk research was carried out to identify national and local road safety initiatives to be integrated into the Partnership's campaigns.

Approach

Following the production of a communications strategy, DTW developed marketing plans for the following five road safety campaigns:

- Children
- Safe driving (driver distraction, speeding)
- Seat belt
- Older drivers
- Motorcyclists

A range of creative designs were developed for each campaign. Testing through focus groups and online surveys with the Partnership's target





audiences highlighted preferred creative designs, which were then developed further.

The communications programme is different for each campaign but has involved, amongst other initiatives, production of:

- A new website – www.roadwise.co.uk
- Leaflets, z cards, banner stands, posters and drink mats
- Newspaper, magazine and radio advertising
- Supermarket and petrol forecourt poster and nozzle advertising
- Online advertising through Google and Facebook
- Advertising on haulage vehicles and fire and rescue vehicles
- Giveaways including mouse mats, bookmarks, activity mats, crayons and counters.

DTW also handles PR relating to the five campaigns, issuing an average of three press releases per month.

Outcomes

As the 2009 campaigns are still underway, evaluation of their overall success has not yet been carried out. However, in the first three months following its launch, the website had more than 3,100 visits, and press releases issued have regularly been picked up by North Yorkshire Press.

