Restraints (Sashes) Campaign Evaluation – Summary Report

Office of Road Safety

July 2013
In order to evaluate campaign effectiveness, the following objectives were measured:

- Spontaneous awareness of the Sashes campaign
- Prompted awareness of each campaign execution
- Message take out of the TVC
- Ad creativity
- Ad believability
- Relevance
- Wear-out
- Impact on attitudes and behaviour towards restraint use
Methodology

• An online survey was conducted amongst Regional and Remote WA residents from 31st May to 20th June 2013.

• A General Public sample of n=602 17+ year olds was collected.
  • n=501 Regional
  • n=101 Remote

• The margin of error on the total sample size is +/- 4.0% at the 95% confidence interval.

• Overall results are reported on the General Public sample, as this was weighted by age and gender based on 2011 ABS statistics to reflect the Regional/Remote WA population.

• In order to analyse results by inconsistent seat belt wearers (referred to as Non-Wearers throughout the report), a Booster Quota was implemented.
  – Non-Wearers were defined as anyone who does not always wear a seat belt as a driver, front seat passenger or backseat passenger.
  – The Booster Quota consisted of an extra n=116 respondents, to provide a total sample of n=200 Non-Wearers (n=84 were from the General Public sample).
  – In total, n=718 surveys were completed (n=200 Non-Wearers and n=518 Wearers).

Campaign Details

• The ‘Sashes’ campaign was first run in Regional/Remote WA in April-May 2012.

• The campaign was re-launched in January 2013, and there was a heavy burst of media activity from late April through the end of May.

• Fieldwork was timed to correspond to the completion of the main media activity.

• The campaign aired exclusively in Regional/Remote WA.

• The campaign consisted of:
  – A 30 second TVC which ran on GWN, WIN, SBS and TENWEST
  – The AFL package on GWN
  – The ‘Off the Boot’ in-program placement on WIN
  – A 30 second radio ad on all AM and FM regional stations
  – Online Leaderboard and MREC on Google Display Network, Fairfax Network, Yahoo!7 Network, and NewsLtd Network (all were WA only)
  – 32 Outdoor ads placed through WA Billboards and OOH Media
Summary of Findings
Summary of Findings

CAMPAIGN AWARENESS ✔✔✔

- Awareness of the Sashes campaign was very high (36% unprompted, 87% prompted).
- It also did well in reaching a key target segment of Non-Wearers (86% prompted awareness).

CAMPAIGN DIAGNOSTICS ✔✔

- Message comprehension was fairly good, but the connection to seat belt use could have been stronger.
- The TVC was highly believable and most of the audience could relate to it, although Non-Wearers were less likely than Wearers to feel the TVC was personally relevant or something they could relate to.

IMPACT ON ATTITUDES AND BEHAVIOUR INTENTIONS ✔

- After seeing the Sashes campaign, over half say they are more likely to undertake the desired behaviours of wearing a seatbelt and telling others to do the same.
- While the impact on Non-Wearers wasn’t as strong as Wearers, there are still four in ten Non-Wearers who claim to be more likely to wear a seatbelt and tell others to wear a seatbelt after seeing the Sashes campaign.
Campaign Awareness
Half (53%) of the Regional/Remote WA community recall seeing or hearing a seat belt advertisement recently, and one in three (36%) specifically recall the Sashes campaign without prompting.

Have you recently seen or heard ANY advertising about seat belts?

53% YES

Category cued recall

Which advertisements are recalled?

- Seat Belts - Sashes - Belt up you’re worth holding on to - TVC 28%
- Billboard - Police targeting seatbelts 7%
- Seat Belts - Family use arms as seatbelt in imaginary crash to protect… 6%
- Media type specified / not subject 4%
- Belt up (non specific) 4%
- Belt up / Save lives / seatbelts save lives 3%
- Billboard - Belt up / buckle up 3%
- Other Seat belts TVC 3%
- Non TV Seat Belt material (not specific to Sashes campaign) 2%
- Driver fatigue advertisements 1%
- Drink driving advertisements 1%
- ESC / vehicle safety advertisements 1%
- Speeding advertisements 1%
- Radio - Belt up 1%
- Billboard - spine x-ray - seatbelt ad 1%
- Billboard - You’re worth holding on to / hands and a seatbelt 1%
- Other 2%

Net Unprompted Campaign Awareness: 36%
The campaign has managed to reach 87% of the Regional and Remote WA community, with awareness driven primarily by the Sashes TVC (79%). Awareness of the online ads was higher in Remote areas.

Net Campaign Awareness (Prompted)

Prompted Awareness of TVC

Prompted Awareness of Online Ads

Prompted Awareness of Outdoor Ad

Prompted Awareness of Radio Ad

‘Net campaign awareness’ defined as those who have seen or heard at least one of the following ads: TVC, online, outdoor or radio. Base: General Public Regional and Remote WA residents (n=602)
Net Campaign Awareness (prompted) is similar amongst Non-Wearers and Wearers, and awareness of the non-TVC executions is also similar for each segment. The only significant difference between the two segments is awareness of the TVC, which is higher amongst Wearers (81%) than Non-Wearers (71%).

<table>
<thead>
<tr>
<th></th>
<th>Non-Wearers</th>
<th>Wearers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Campaign Awareness</td>
<td>86%</td>
<td>88%</td>
</tr>
<tr>
<td>Prompted Awareness of TVC</td>
<td>71%</td>
<td>81%</td>
</tr>
<tr>
<td>Prompted Awareness of Online Ads</td>
<td>41%</td>
<td>38%</td>
</tr>
<tr>
<td>Prompted Awareness of Outdoor Ad</td>
<td>29%</td>
<td>28%</td>
</tr>
<tr>
<td>Prompted Awareness of Radio Ad</td>
<td>43%</td>
<td>45%</td>
</tr>
</tbody>
</table>

‘Net campaign awareness’ defined as those who have seen or heard at least one of the following ads: TVC, online, outdoor or radio. Base: Non-Wearers (n=200), Wearers (n=518)
Campaign Diagnostics
68% understood that the ad is about using seat belts. Only 38% (net) got the message that you should always wear a seat belt for the sake of those that care about you. Quite a few people thought the ad was only communicating that ‘you are important to many people’ and they didn’t get the connection to wearing a seat belt.

**What are the main messages this ad is trying to tell you?**

- You are important/ mean a lot to many different people/ they want you alive/ they care about you/ you are worth it: 49%
- Wear a seat belt/ always wear a seat belt/ protect yourself: 38%
- Effect on loved ones if you were to come to harm/ protect them and yourself from grief/ they will miss you: 22%
- Be safe/ responsible/ take care/ safety is paramount: 15%
- Belt up/ always belt up: 15%
- Wear a seat belt for your friends/ family/ your actions affect others/ responsibility to others: 13%
- Wearing seat belts can prevent injuries/ death/ save lives/ stay alive: 9%
- Can happen to anyone/ affect all types of people/ no matter who you are: 3%
- Buckle up/ always buckle up: 2%
- Targeting young males/ who are less likely to wear a seat belt: 1%
- Don't know: 1%
- Other: 1%

**Understood any seat belt message (net):** 68%

**Understood any seat belt message AND the message that you are important to many people which is why you should wear a seatbelt (net):** 38%
94% claim the TVC is easy to understand, but unprompted message takeout indicates understanding is lower. Performance on other diagnostic measures is generally strong, particularly being believable and relatable.

**MESSAGE IMPACT**

- This ad was easy to understand: 94%
- The ad is believable: 83%
- I can relate to the messages in the ad: 77%
- The ad is relevant to me: 57%
- I am getting fed up with seeing this ad: 13%

**CREATIVE IMPACT**

- This ad grabbed my attention: 67%
- It's the type of ad that sticks in my mind: 59%
- The ad is unique: 54%
- This ad is something I enjoyed: 53%
- It's just like any other road safety ad: 29%
- This ad told me something new: 16%

% agree + strongly agree shown

QAD104. To what extent do you agree or disagree with the following statements about this ad? % Agree. Base: General Public Regional and Remote WA respondents (n=602)
Despite Non-Wearers being a key target segment, they are less likely to find the TVC to be relevant or relatable compared to Wearers. They are also less likely to find the ad easy to understand or believable.

### Message Impact: Non-Wearers vs Wearers

- The ad is easy to understand
  - Non-Wearers: 24%
  - Wearers: 47%

- The ad is believable
  - Non-Wearers: 19%
  - Wearers: 38%

- I can relate to the messages in the ad
  - Non-Wearers: 17%
  - Wearers: 34%

- The ad is relevant to me
  - Non-Wearers: 10%
  - Wearers: 24%

- I'm getting fed up of seeing this ad
  - Non-Wearers: 24%
  - Wearers:
Impact on Attitudes and Behaviour Intentions
The TVC was effective in reminding the audience about the importance of wearing a seat belt and making them think about their impact on others if they were to crash while not wearing a seat belt.

This ad reminded me about the importance of always wearing my seat belt

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>16</td>
<td>47</td>
<td>33</td>
<td></td>
</tr>
<tr>
<td>n=596</td>
<td></td>
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</tr>
</tbody>
</table>

It made me think about the impact on others if I were involved in a crash and were not wearing a seat belt

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
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<td></td>
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<td>n=591</td>
<td></td>
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This ad made me more concerned about the consequences of not wearing my seat belt

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<tr>
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<th>Neither</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>10</td>
<td>37</td>
<td>30</td>
<td>22</td>
</tr>
<tr>
<td>n=591</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

QAD104. To what extent do you agree or disagree with the following statements about this ad? Base: General Public Regional and Remote WA residents. * Don’t Knows excluded
The TVC has a stronger impact on reinforcing the importance of seat belts amongst Wearers.

- This ad reminded me about the importance of always wearing my seat belt
- It made me think about the impact on others if I were involved in a crash and were not wearing a seat belt
- This ad made me more concerned about the consequences of not wearing my seat belt

**QAD104. To what extent do you agree or disagree with the following statements about this ad? Base: Non-Wearers (n=200); Wearers (n=518). Don’t knows excluded**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Non-Wearers</th>
<th>Wearers</th>
</tr>
</thead>
<tbody>
<tr>
<td>This ad reminded me about the importance of always wearing my seat belt</td>
<td>17%</td>
<td>37%</td>
</tr>
<tr>
<td>It made me think about the impact on others if I were involved in a crash and were not wearing a seat belt</td>
<td>24%</td>
<td>34%</td>
</tr>
<tr>
<td>This ad made me more concerned about the consequences of not wearing my seat belt</td>
<td>12%</td>
<td>25%</td>
</tr>
</tbody>
</table>
After being exposed to all the Sashes ads, over half of the community claim they are more likely to undertake the desired actions of wearing a seat belt and reminding others to do the same.

### Impact of Campaign on Behaviour Intentions

#### As a result of seeing these ads, are you more or less likely to…?

<table>
<thead>
<tr>
<th>Action</th>
<th>% More Likely</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tell someone to wear a seat belt if they are travelling in a vehicle with you and they are not wearing a seat belt</td>
<td>41</td>
<td>59</td>
</tr>
<tr>
<td>Always wear your seat belt as a driver</td>
<td>48</td>
<td>52</td>
</tr>
<tr>
<td>Remind someone to wear a seat belt even if you are not in the car with them at the time</td>
<td>47</td>
<td>52</td>
</tr>
<tr>
<td>Always wear your seat belt as a front seat passenger</td>
<td>48</td>
<td>51</td>
</tr>
<tr>
<td>Always wear your seat belt as a rear seat passenger</td>
<td>49</td>
<td>51</td>
</tr>
</tbody>
</table>

QAD113. As a result of seeing these ads, to what extent are you more or less likely to…? Base: General Public Regional and Remote WA residents (n=602)
Impact of Campaign on Behaviour Intentions: Non-Wearers vs Wearers

The campaign more strongly reinforces behaviour intentions amongst Wearers than Non-Wearers, but it has had a positive impact on many Non-Wearers, with over four in ten saying they are more likely to wear a seat belt after seeing the ads.

QAD113. As a result of seeing these ads, to what extent are you more or less likely to…? Base: Non-Wearers (n=200); Wearers (n=518). Don’t knows excluded

- Always wear your seat belt as a driver
  - Non-Wearers: 46%, Wearers: 53%
- Always wear your seat belt as a front seat passenger
  - Non-Wearers: 41%, Wearers: 54%
- Always wear your seat belt as a rear seat passenger
  - Non-Wearers: 41%, Wearers: 54%
- Tell someone to wear a seat belt if they are travelling in a vehicle with you and they are not wearing a seat belt
  - Non-Wearers: 51%, Wearers: 61%
- Remind someone to wear a seat belt even if you are not in the car with them at the time
  - Non-Wearers: 41%, Wearers: 55%
Self-Reported Behaviour
Two in five (20%) of regional and remote WA residents are not always wearing a seat belt when they are in a moving vehicle.

Self-Reported Use of Restraints

Wearers are defined as those who ALWAYS wear a seat belt when in a moving vehicle on the road.

Non-Wearers are defined as those who do not ALWAYS wear their seat belt when in a moving vehicle on the road (as either a driver, passenger or rear seat passenger).

QRB1. When getting into a vehicle to go anywhere, how often do you put your seat belt on before the vehicle starts moving along the road (as a driver / front seat passenger / rear seat passenger)? Base: General public Regional / Remote WA residents (n=602)
Hunt Smarter.