

Name: Safe driving

Slogan: **Your car is a weapon - it may go off at any time (student's work)**

Health Promotion Campaign

Aim:

The aim for my campaign is to lower the average number of fatalities and serious injuries by males drivers. Males are overrepresented in the categories where the road user is most likely to be in control of their own situation, driving or motorcycling. This could be a reflection of risk-taking behaviours in males. High risk behaviours such as drink driving, driving under the influence of illegal drugs and speed play a major role in serious casualty crashes. This health promotion campaign is aimed at bringing down the fatalities and lowering injuries of males when driving cars or riding motorcycles.

The target audience:

Males are my target audience as they are two and a half times more likely to be killed in a car crash than females. The fatality rate per 100,000 of the male population is 8.0% compared with the female 3.4% on average for the same five year time period.

Brief introduction:

The penalty for breaking road rules while driving should not be death, we need to live and work and get around as safely as possible. Changing the way we think and act when in control of a motor vehicle or bike is going to save lives. Your vehicle is like a deadly weapon, it fires when given the ammunition. Ammunition in this analogy is the use of illegal substances, alcohol, speed, mobile phone use, passenger distractions, loud music and ignorance of the road rules when in control of a motor vehicle. If your car is loaded with one or more of these illegal behaviours it is then ready to fire, the result could mean serious injury or even death. YOUR CAR IS WEAPON - it may go off at any time. You do not want it loaded, you need to keep it as safe as possible and only you, the driver, can be in control of that.

Marketing strategy:

The marketing strategy for my health promotion campaign is thinking about the 4 P's of marketing; product, price, place and promotion. They are a mixture of tools that help organisations and companies to do well in the marketplace.

Product:

A rectangular keychain made out of metal with a silver chain that leads to a keychain ring. On the rectangular piece of metal will be my logo of the car and the hand in the shape of a gun. On the back of the keychain will be my slogan - 'your car is a weapon'

Price:

Transport for NSW will cover the cost of making the keychain as it will assist in lowering insurances and the death toll on Australian roads. The keyring will be given out for free to the male drives and female drivers obtaining their licences and anyone that is renewing their licence.

Promotion:

With the keychain at Transport for NSW I will place posters of the car and the hand in the shape of a gun at high schools, TAFE's, universities, at the Motor Registry and at car yards for males to read and inform them about road safety and car safety. This will make them aware of my campaign and know where to receive a keychain.

Place:

They will be handed out to drivers at the Motor Registry. The Motor Registry is a NSW government agency for transport Administration. Once you obtain your L's or P's or renew your licence they will hand it to you for you to put on your car keys and remind you that your car is a weapon and it may go off at any time.

Why will my campaign be effective?

My campaign is emotive because it makes a connection to male drivers with a cool sports car on the key chain and upon receiving it, the young drivers will take a photo of themselves next to their car with their keys. They will then upload it onto their social media therefore connecting to other drivers by sharing and tagging the post.

Secondly, I have used behavioural insight by researching which drivers have the most fatalities on the roads and targeted them as my audience.

With powerful imagery, my picture of a sports car and the image of a hand in the shape of a gun, has an immediate impact. I believe my campaign has the power to transform behaviours and save lives on our roads.