

**Cycle Safety
communications
development**

09062

November 2009

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Research conducted by 2CV

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Introduction to the research

Background

- TfL have set an objective of reducing the number of Cyclists Killed or Seriously Injured (KSI) by 50% by 2010
 - Additionally, this year marks the start of a long term campaign to encourage non-cyclists to start getting on their bikes, and so TfL need to ensure that an influx of more inexperienced cyclists doesn't lead to an increase in the level of KSIs
- The previous campaign (Moonwalking bear) has had significant success, and TfL hope to build on this success through further communications
- A number of creative ideas to evolve this campaign and help TfL meet the KSI objective have been developed by WCRS
 - These ideas aim to raise the awareness of cyclist safety and inspire behaviour change amongst motorists and cyclists
- Research was required to explore consumer response to the creative ideas amongst London road users (including regular drivers, HGV drivers and cyclists)

Research objectives

Overall objectives

- *How well do the ideas communicate the key message that road users should watch out for cyclists?*
- *To test overall comprehension, relevance, stand out, call to action for each idea*

Specific questions for the research:

- *Does the strategy 'The more you look out for something, the more obvious it becomes' work?*
- *Do the different creative devices (Oversized/bank job, Internal dialogue, Where's Wally etc.) help to bring this strategy to life?*
- *Do the different creative devices help to communicate that road users should watch out for cyclists?*
- *Do the creative devices work together as one group of ideas?*

Sample

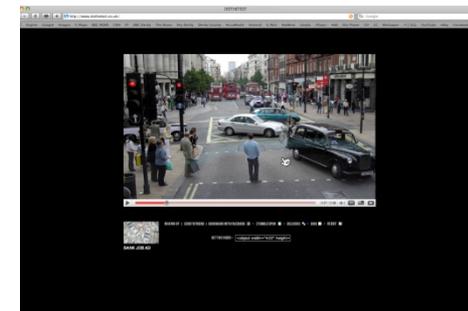
- 6 x 1 hr 30 min focus groups were conducted between 26th – 27th October 2009

	Cycle / Drive	Age	SEG	Gender	Location
1	Regular Drivers	18-22yrs Spread	ABC1C2D Spread	Male/Female equal mix	Outer
2	Regular Drivers	23-35yrs Spread	ABC1C2D Spread	Male/Female equal mix	Inner (viewed)
3	Regular Drivers	35-55yrs Spread	ABC1C2D Spread	Male/Female equal mix	Inner (viewed)
4	Regular Drivers	30-50yrs Spread	ABC1C2D Spread	Male/Female equal mix	Outer
5	HGV drivers	18-50 Spread	ABC1C2D	Male	Outer
6	Regular Cyclists	22-44yrs Good Spread	ABC1C2D Spread	Male/Female equal mix	Inner and Outer

- All drivers to drive in London at least once a week, and not cycle
- HGV drivers worked for single company and were recruited via contact from TfL
- Half the cyclists to cycle about once a week / half to cycle 2-3 times a week or more

Stimulus material

- The research evaluated four creative ideas, supporting the strategy: ***‘The more you look out for something, the more obvious it becomes’***



TV

- Storyboards
- Recorded narrative
- Test film (Dom and Nic)

Print

- 3 mocked up executions on boards

Radio

- Recorded narrative

Online

- Banners
- Storyboards of game
- Footage of 'Dexter' game as reference

Overall response to the ideas

In initial response to all ideas, respondents can understand the core message and call to action

'The more you look out for something, the more obvious it becomes'



Consumer reflection:

When driving it is hard to attend to all the different aspects of your driving there is a need to be more consciously aware of what is around you for cause of road safety (particularly cyclists)



Consumer action:

I should pay more attention to look out for cyclists

All drivers think they're good drivers!

"I always look out for things, it's part of being safe and responsible driver"

"It shouldn't just be about drivers, it needs to focus on cyclists too"

"Cyclists are constantly trying to sneak down gaps they shouldn't, they're very reckless and so many cycle in black clothing without lights!"

"This is great for younger drivers, I've got lots of experience and don't really need to be told this"

- Drivers therefore need to be convinced to take action from the ads. This works in several ways:
 - **Presents a relatable argument:** what they see is not what is real (e.g. Print, Moonwalking bear)
 - **Pay-off (understanding the device):** the ending is impactful enough to convince them to take action (e.g. Moonwalking Bear)
 - **Emotional impact:** strength of shock of ending is significant enough to change behaviour

Emotional impact and pay-off in the ads may need to be improved to shift the clear and effective message to change in behaviour

Responses to each idea

Bank Job (TV): Overall, response was mixed to this creative idea



Impact was high and the message clear, but respondents struggled to bridge the gap between the scenario in the ad and cyclist safety

Bank Job: breakdown

Pros	Cons
<p>Comprehension of message</p> <ul style="list-style-type: none"> • Oversized device works as a portrayal of missing things if you're not looking for them • Understand that ad is about raising awareness of cyclists on the road • Some drivers claim that they would look out for cyclists more after seeing the ad <p>High impact</p> <ul style="list-style-type: none"> • Engaging, exciting, talkable ad • Achieves stand out / unique to some degree • Minor pay off (i.e. explains why things are oversized with the strap line, most get it) 	<p>Driver can opt out</p> <ul style="list-style-type: none"> • Scenario not relatable to everyday driving / life <ul style="list-style-type: none"> • Drivers struggle to analogise between driving and robbery • Do not relate to robbers and 'get away' driving style (reckless), therefore do not take message on board <p>Relatability to cyclist safety</p> <ul style="list-style-type: none"> • Oversized device not strongly tied back to cycling in the ad <ul style="list-style-type: none"> • In terms of rewind (as in moonwalking bear) • Consequence at end lacks impact - <i>what happens to the cyclist?</i> There is not emotional consequence or impact in the ad

To contextualise response, we also showed the finished Moonwalking Bear ad

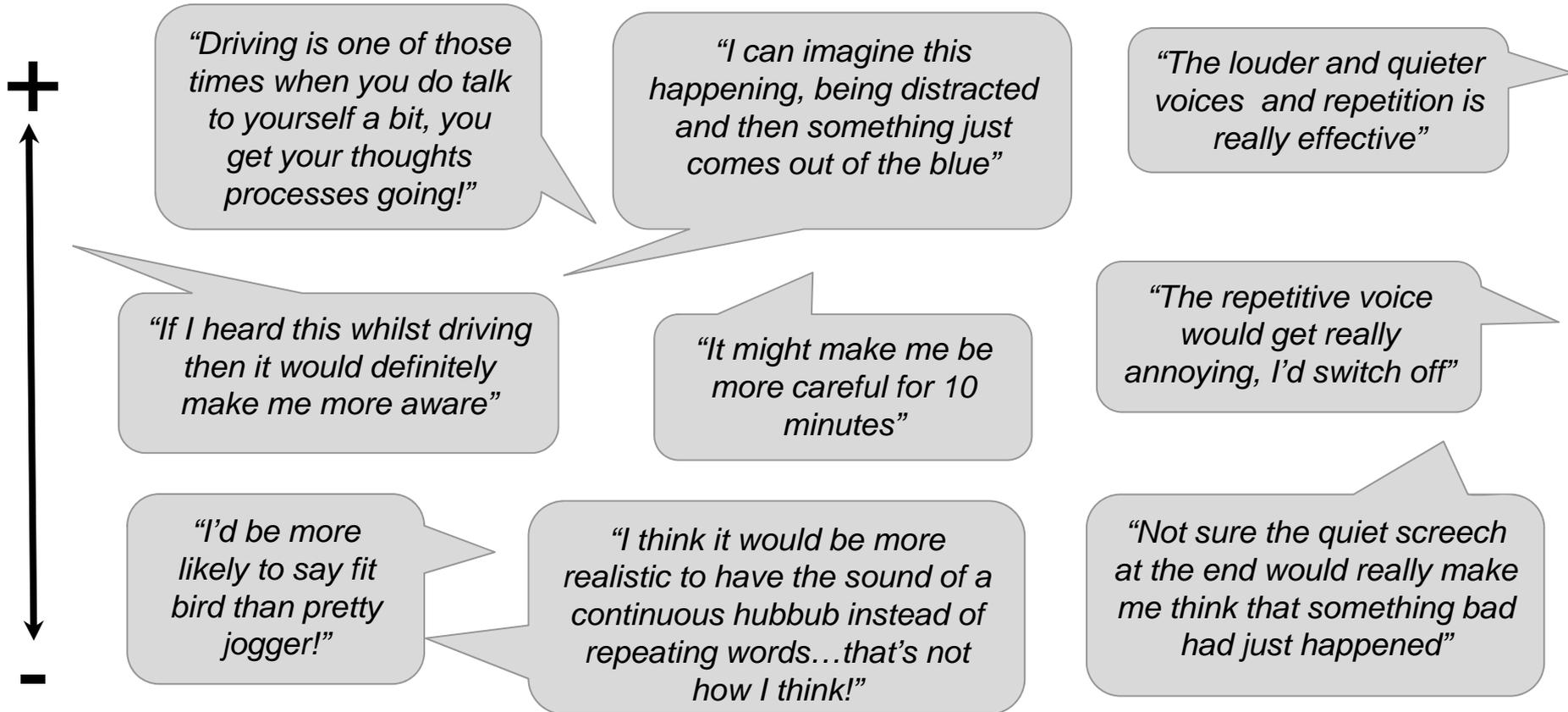


Moonwalking Bear has high impact and cut through, the experience of the trick can increase relevance somewhat, although respondents still claim it lacks relatability

Moonwalking Bear: breakdown

Pros	Cons
<p data-bbox="92 529 598 568">Comprehension of message</p> <ul data-bbox="92 601 807 772" style="list-style-type: none">• Portrays directly the impact of not paying attention – viewer gets to experience the phenomena <p data-bbox="92 805 311 843">High impact</p> <ul data-bbox="92 876 929 1325" style="list-style-type: none">• Big pay off , genuinely ‘tricks’, takes viewer on a journey and replays the visual for impact• Stand out / truly unique• Effectively makes people question their behaviour• Intriguing / surprising, engaging , highly talkable• Feels interactive / viewer actively engages	<p data-bbox="983 529 1379 568">Relatability to cyclists</p> <ul data-bbox="983 601 1827 843" style="list-style-type: none">• Not cycling specific, no cyclists shown<ul data-bbox="1078 668 1827 772" style="list-style-type: none">• Drivers claim they may not relate it back to cyclists when driving• No real consequence / hard hitting call to action

Radio: appreciated for representation of attention emphasis in everyday scenario



The Radio idea is easy to understand and the scenario relevant to the driver with only minor executional issues

Radio idea: breakdown

Pros

Comprehension of message

- Clear message take out, clear story
- Creative device understood and impactful
- Contextualised - heard at point of activity (driving)
 - No visual allows driver to imagine the scenario and encourages reflection

Relevant scenario

- Internal dialogue resonates for most
- Familiar situation, mind and attention wandering in car
- Humour appreciated

Relatability to cyclists / driving

- Story based on driving scenario so more relevant
- Direct impact of lack of attention realised (emotional consequence)

Cons

Some criticism of minor points in execution

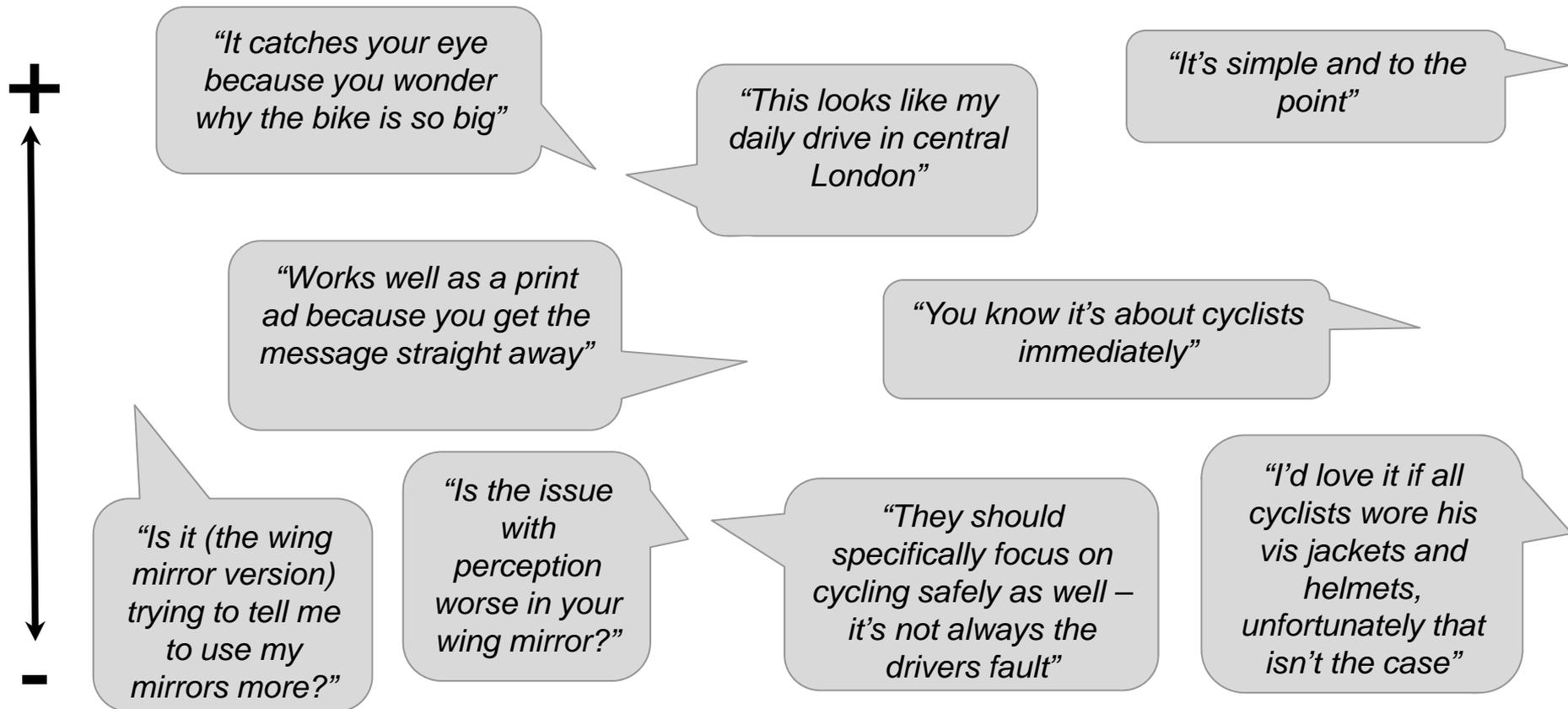
Lower impact

- Consequence could be more dramatic to grab attention / deliver harder hitting emotional impact

Not always relatable

- Some terminology can feel a bit unrealistic ('oh pretty jogger')
- Internal dialogue not accurate for some drivers (they don't think like this)

Print: works well to deliver the message



This visual representation of the message is well received on the whole

Print: breakdown

Pros

Comprehension of message

- Take out clear and simple: watch out for cyclists
- Strap-line effectively hits message home
- ‘Oversized’ device more easily understood and relevant because scenario is relatable to real life and cycling
- The message of oversized cyclist is clearly appreciated and at odds with everyday visual

Relevant scenario

- Familiar imagery / perspective for drivers

Relatability to cyclists

- Cyclist included, makes topic of ad instantly understood

Cons

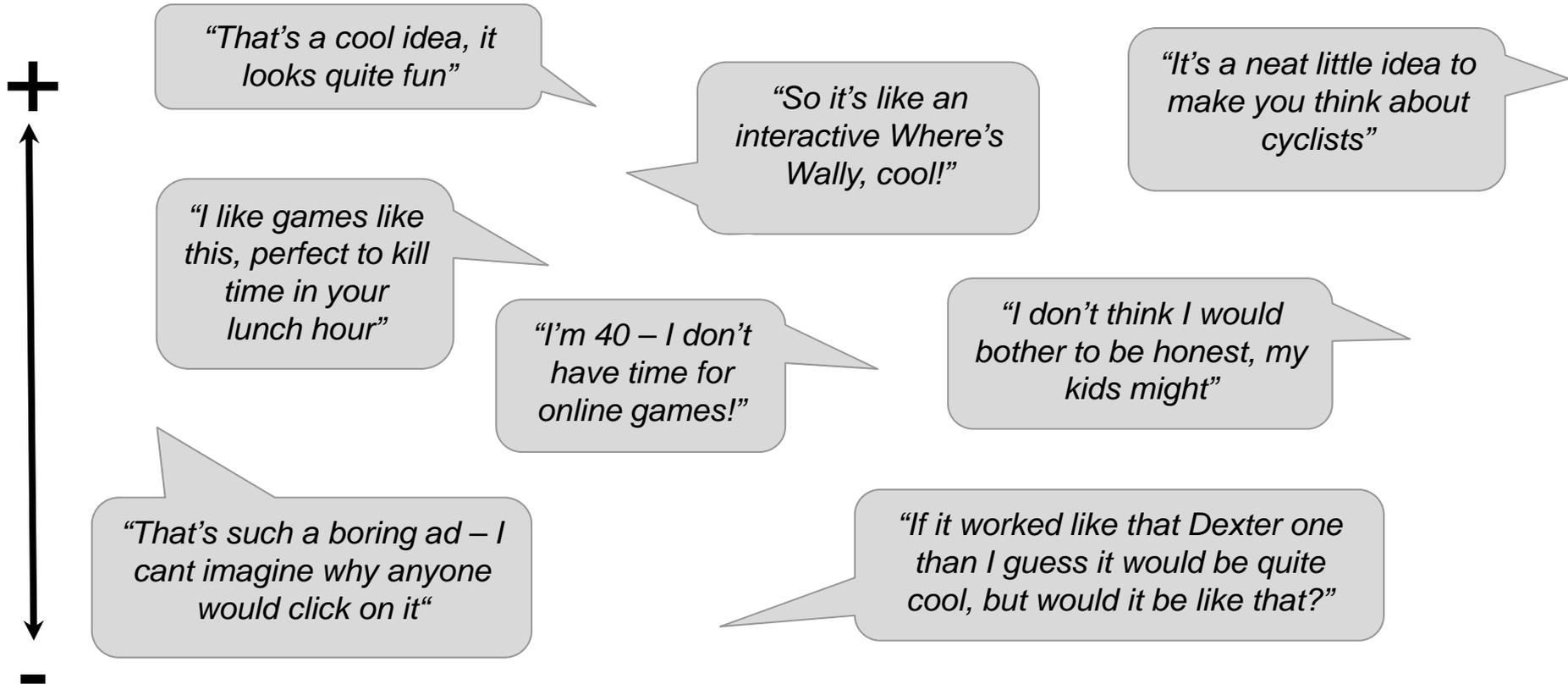
Comprehension of message

- Executional perspective of wing mirror can lead to incorrect take out (objects are distorted in mirror)
- Visual representation of cyclist looks atypical – most aren’t very visible (lights / high vis jacket) suggests the drivers are entirely at fault when the reality on the roads is somewhat different

Concerns amongst specific target audiences

- HGV drivers and Cyclists feel the print overemphasises cyclist vulnerability (cyclists need to be more actively promoting their own safety rather than expecting drivers to change behaviours)

Online: has potential to be effective



**Game itself is relevant and potentially engaging,
but may need to achieve greater initial impact to drawn attention**

Online idea: breakdown

Pros	Cons
<p>Comprehension of message</p> <ul style="list-style-type: none"> • Provides an experience through interactivity which has the potential to engage and relate message • ‘Where’s Wally’ device works to communicate strategy – drivers need to be more aware <p>Relatability to cycling</p> <ul style="list-style-type: none"> • Experience is directly related to cycle safety – a direct depiction of how hard it can be to see cyclists <p>Relevant scenario</p> <ul style="list-style-type: none"> • Game set on the road 	<p>Low initial engagement</p> <ul style="list-style-type: none"> • No immediate draw / reward for participation – why would I click on it? • Pay off is too far away from point of engagement • How can it compete harder in an environment where there’s too much choice already (FB, Youtube, iPhone, other games)? <p>Low impact</p> <ul style="list-style-type: none"> • No hard emotional consequence and therefore may not affect actual behaviour (cyclist doesn’t die if I don’t see him / click on him)

Specific audience responses

NB: feedback based on 1 group of HGV drivers (working for single company and recruited via TfL) and 1 group of cyclists

Responses from HGV drivers

- The strap line message that 'the more you look out for something, the more obvious it becomes' feels very common sense to HGV drivers as they live and breathe road awareness everyday, to be told it in an ad feels patronising
- This feels like just another ad telling them to be more careful when they already are
 - Strongly feel that cyclists should be targeted more directly as well as them
- As a result of feeling downtrodden and being disrespected by other road users, the HGV drivers were sensitive to safety messages and misinterpreted some of the ads:
 - Oversized device taken by some to be an interpretation of their size on the road (lorries) vs. cyclists' size
 - This made them feel that the ad was on the side of cyclists' and placing the blame on larger vehicles
 - The depiction of the cyclist in the print ads further exacerbated this, felt to be an unrealistic portrayal of London cyclist as a responsible road user (often not wearing hi vis clothing etc)
- Radio ad resonates the most – internal dialogue familiar to drivers who spend a lot of time in their vehicles

Responses from Cyclists



- Want to be treated as equal road users and given respect by other road users and feel that this should be the objective of the campaign (indicative of the more political agenda voiced in the group)
 - The print ad felt to work hard to achieve this
- However, some feel that other ideas portray them as victims
 - Bank Job is an example of this – cyclist not represented until right at the end and then only to have a crash
- Respondents failed on the whole to relate the ideas back to their own behaviours:
 - Some feel that the ads place (too much) blame on the drivers for road accidents
 - They feel that cyclist safety is not just about drivers paying attention but also about cyclists taking care and they do not feel the ad ideas redress this



Summary and implication of findings

Summary of response



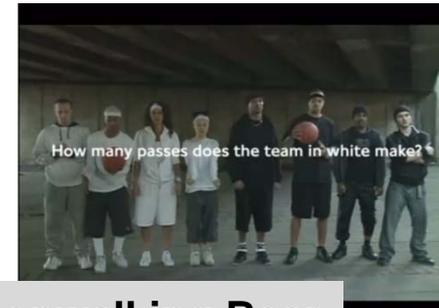
Bank Job

Take-out:

“You’re more likely to see something if you’re looking for it, so look out for it”

- Illustration of phenomenon
- Interpretation of experience
- Seeing rather than feeling
- No playback to prove they missed

→ Portrayal



Moonwalking Bear

Take-out:

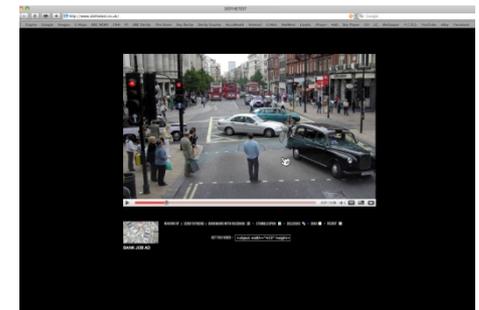
“You miss what you’re not looking for, so look out for it”

- Experiencing the phenomenon for yourself
- Visceral, immediate personal experience
- Everyone is tricked
- Strong emotional pay off

→ Proof

Whilst both ads achieve stand out, Bear allows people to experience the phenomenon, which is intrinsically more powerful than illustration

Summary of responses



- *Visual representation* of the strategy
 - Device working simply and effectively
 - Relating strategy to cycling so take out clearer
- *Demonstrates* someone *experiencing* the strategy – listener led into false sense of security and then element of surprise
 - Relating strategy to driving / cycling so take out clearer
- Interactive so provides opportunity for *involvement in experience* (like Bear), but doesn't do it in trick way
 - Again, relating strategy to cycling so take out clearer

Clearly relating the phenomenon to everyday scenarios without the need for a trick to convince the audience.

Summarising response to the ideas

Overall all the ideas deliver a clear take out: watch out for cyclists

Relevance to cycling and cycle safety was at mixed levels amongst the ideas

- Ads that included references to driving / cycling throughout were felt to make the message 'watch out for cyclists' more impactful and likely for drivers to take it on board
 - The radio, print and online ideas had driving / cycling as their constant subject – this approach was felt to hammer home the core message more clearly and obviously for drivers
 - The Bank job approach was not felt to fully close the loop between the oversize object and cyclist safety (even though the message and call to action was clear)

The importance of emotional impact in driving behaviour change

- The Moonwalking Bear effectively links an extraordinary scenario (basketball) to driver attention and **proves** that they do miss what they're not looking out for via the trick – there is a strong emotional pay-off at the end
- Bank Job **illustrates** the issue of perception by portrayal rather than by proof and without impactful emotional pay-off therefore drivers find it easy to opt out

Mapping the concepts

