Seat belts Communications
Territory exploration

May 2008
Agenda

Recap on the research process

The driver types and mindset challenges

How they use and perceive seat belts

Feedback on the 4 territories

Summary of feedback and developing the territories
Recap on the research process
The overall project

- A two stage research programme to identify a compelling territory for messaging and provide creative development guidance on a campaign to persuade non wearers of the benefits of seat belts.

Springboard meeting

1st wave of research
  4 x 1.5 hr friendship quads
  and 4 x 1.5 hr mini groups)

Living with the territories and messaging

Insight workshop

Development of creative

2nd wave of research
  8 x 1.5hr mini groups (5 – 6 people per group)

Debrief of results
The research objectives for this stage of the research

To explore some broad territories for messaging with audiences who occasionally do not wear a seat belt:

- Provide understanding of the most motivating and impactful areas of each territory
  - The degree of impact, clarity and distinctiveness of each territory
  - Explore potency for drivers and passengers and impact on in-car dynamic
  - Explore level of impact on attitudes and behaviour

- As part of the exploration of the territories
  - Explore the potency and nuance of the ‘crash’ territory
    - Audience understanding of the implications of a crash whilst not wearing a seat belt
    - Explore response to the range of consequences and impact on attitudes and behaviour

→ Evolve the messaging and identify the most resonant expressions of the messaging as direction for the creative brief
Our methodology

- We conducted **8 x 90 minute research sessions** in April 2008 and fieldwork was conducted by Brian Donaghey, Lizzy Moroney, Claire Hunter and Laura Wiggins

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Then **16 x 15 minute follow up telephone interviews** (2 per session)
Sampling detail

- All were occasional non-wearers of seat belts
- Mix of drivers and passengers in friendship quads, and across sample
- All motorists were driving regularly and making a number of different journeys
- Friendship quads were making social evening journeys together
- Work pairs were regularly driving together as part of their job
- Work motorists included a mix of those driving vans and cars and we included those who drive a different vehicle for personal use
- Older motorists were regularly driving together and we included some with vehicles older than 6 years old across the sample (i.e. driving cars with and without seat belt alarms)
Overview of findings

- As evidenced in the telephone call backs – the territories we tested are a rich startpoint for an impactful campaign

- There are clear, common attitudinal challenges to overcome across the target – namely the inability to feel personal risk when not wearing a seat belt and the simplistic perception of low and high risk journey types

- Of the four territories we tested ‘The physics of a crash’ emerged as the strongest due to it’s impartial tonality and implication of significant internal injury at a relatively low speed

- The other three territories also offer us useful learnings about appropriate tone of voice, compelling expressions and possible new angles to strengthen communication

- The creative will need to bring to life the visceral implications of a crash at slow speeds, but be careful to offer equal prominence to the preventative step that we want audiences to take on board i.e. the seat belt
Driver types and mindset challenges
Three types of drivers with different lifestyle needs, but commonality in terms of mindset

- Younger motorists
- Work motorists
- Older motorists

- Everyone feels safe and protected in their car
- All aspire to be a relaxed driver (safe but not uptight)
- Many believe that hazards happen outside their vehicle, their control and not to them
- Seat belts are low on the list of priorities (as part of the driving experience and in terms of protection)
Younger motorists relishing freedom

**Journey types:** Their world still relatively contained to local friends and areas (esp. younger) Some longer distance travel as mates go to uni

- Extension of their night out / leisure time - music, banter, gossip provide a lot of welcome distraction; as soon as they get in the fun begins
- Their self-contained space out of parental home – their comfort zone
- Driver wants to enjoy group experience
  - Happy to be top of the hierarchy but doesn’t want to be the parent

**Getting in car priorities:** ‘Shotgun’ / seating position, music – radio station, volume, banter / gossip ..then seat belts (sometimes)

**Attitude to seat belts:** A sensible thing to remember in a moment of freedom. *But* driving habits and attitudes still being developed (even up to 25)

“It’s just so good not having to ask when I want to go out, not having to get picked up.”

“If my boyfriend is driving I will sit up front with him, but if Laura comes we will probably sit together in the back and have a chat.”
Work motorists use car as work tool

Journey types: Mix of long distance and local journeys: try to avoid very stressful journeys. Accidents quite common, and seem inured - categorised as a stress (rather than a threat)

- When driving for work tend to attack the driving as something to conquer as part of their job
- When driving outside of work (and in different vehicle) inclined to be relaxed and more conscious of safety especially when driving kids
- For pairs: the work vehicle can be an escape to the friendship dynamic outside the family home e.g. banter, interacting with radio, arena for disclosure and discussion
- For solos: in contrast, solo drivers can feel isolated in the drudgery of a really long day

Getting in car priorities: Work bag, equipment and paperwork, comfort essentials (food, drink, sunglasses), phone, meter coins, radio...maybe seat belt

Attitude to seat belts: Any excuse not to wear one – they feel exempt through experience. Hardened attitudes and driving behaviours: experience and vehicle type can mean they own the road. Were driving when seat belts were not legal requirement.

“We work as funeral directors – I’ve actually helped collect bodies from the scene of an accident...I’ve also had accidents myself, but I don’t feel I really need my belt on”

“I had 6 accidents last year...I don’t wear my seat belt very often – the belt holder is broken in my van”
Older motorists driving as a means to an end

**Journey types:** Comfortable with a wide variety of driving experiences as part of daily and family life. May have been in an accident

- **Used to being the driver (being driven is a treat), but can embody different driving personas:**
  - Partnership responsibility for long journeys e.g. driving / navigation
  - With kids, the enforcer and model of car safety

- **Stable in car environment (not so worried about music), but mood influenced by outside conditions – traffic, weather, other drivers, navigation**

**Getting in car priorities:** Start the engine and drive off ...seat belts for long journeys

**Attitude to seat belts:** An overlooked element of an easy, everyday task. Relatively hardened habits and attitudes to driving – an unremarkable part of everyday life. Were driving when seat belts were not legal requirement.
Driving confidence over time

- Increased levels of confidence and experience over time can mean not wearing a seat belt becomes more self-acceptable

- New drivers can cling to seat belts as an extra way to feel safe

- Presence of kids can drastically alter behaviour (on those occasions)

- Younger perhaps more of a softer target before confidence levels are fully developed

- Communication will need to work hard to shake the confidence of these target audiences
How they use and perceive seat belts
Seatbelts worn in perceived high risk situations

Critical need to reframe how they perceive the elements which create a low risk situation
Chasm between risk of accident & effect on self

- An accident is something that happens vs. happens to ‘me’ - even if they have been involved in unbelted accidents they don't feel a tangible ongoing sense of risk

- The target is not resistant to messaging
  - They expect to be nagged (friends, family, seat belt alarm)
  - And adopt nagging behaviour themselves (with kids, partner, friends)
- So, in effect they know not wearing is socially unacceptable, but it needs to become personally unacceptable
Feel protected from risk by adopting a number of beliefs and behaviours
Feel protected from risk by adopting a number of beliefs and behaviours

- Me
  - Driving Experience
  - Area Familiarity
  - Speed
  - Vehicle Type
  - Airbags
  - Seatbelts

I know my own capabilities on the road – I can handle myself
Feel protected from risk by adopting a number of beliefs and behaviours.

I do the same journey every day, I feel completely in control.
Feel protected from risk by adopting a number of beliefs and behaviours

Nothing too bad can happen at slow speeds
Feel protected from risk by adopting a number of beliefs and behaviours

For work motorists: I feel empowered and dominant in my company van
Feel protected from risk by adopting a number of beliefs and behaviours

I would rely on the airbag to kick in and save me
Feel protected from risk by adopting a number of beliefs and behaviours

I don’t need a seat belt to feel safe

Seat belts are worn occasionally because the target feels protected already and perceives no need for extra safety measures in **low risk** situations
Closing the gap: making seat belts important

- The challenge for communication across all target groups is to create a shift from seat belts as ‘something that can make me feel safer’ to something which I feel unsafe without.

- 2 stage strategy to bridge the gap between ‘me’ and an accident:

  1. Challenging their closely held beliefs that they are safe without a seat belt in ‘low risk’ situations.

  2. Shocking them with the personal consequences for them.
Feedback on the 4 territories
The physics of a crash
The physics of a crash

The way car crashes are shown in films and on television means we don’t properly understand what really happens in a crash. The simple physics of even the slowest crash involves huge forces, making the potential damage caused much more severe than we imagine.

1. If you don’t wear a seat belt you are more likely to be thrown from the car. If you’re thrown from the car, you continue travelling at the same speed. If you’re thrown from the car, you are 40 times more likely to die.

2. Your unbelted body experiences 3 crashes in an accident; one when the vehicle hits something else, a second when your body hits the windscreen or the dashboard and a third when your internal organs smash against your insides and rupture.

3. Not wearing a belt in a frontal impact crash means your knees are the first thing to hit your car as your body continues forward at the same speed you were travelling. Your thigh bones force apart your pelvis. Then the steering wheel crushes your ribs as it hits your chest. Finally your head hits the steering wheel or the dashboard so hard the bone of your skull splinters into your brain.

4. In a 30mph crash you will hit something with a force 30 times your own body weight if you’re not wearing your belt.

5. We feel safer on journeys we make all the time, so wearing a belt doesn’t always spring to mind, especially when only travelling at slow speeds. It’s a fact that more unbelted people die in crashes at 30mph than at any other speed.

6. Anyone not wearing a seat belt in a 40 mph crash will suffer serious injury, 80% will die.
The physics of a crash: overall takeout

We observed the strongest response to this territory of the four:

• The ‘story’ of this idea enables audiences to perceive a cause and implication
  – The staging is a real hook and drives sense of authenticity

• The highly evocative crash descriptors and the ‘you’ focus makes the potential risk personal
  – Everyone has a tangible frame of reference for serious injury

• The slow speed of the crash engages at a core level
  – Challenges the belief that low speeds are safe

• Tonal impartiality suggests the cause, implication and prevention are unequivocal facts
  – Accepted as ‘truth’
  – Forces audience to consider the facts (as opposed to opinion or nagging) and complete the emotional conclusion themselves
The physics of a crash: detail

Key message takeout:
• If I choose not to wear a seat belt I run the risk of painful and significant injury or death

Supporting information:
• ‘Even the slowest crash involves huge forces’
  – confronts a widely held belief that only high speeds can have significant implications
• ‘Thrown from the car’
  – dynamic and provocative image
• Point 3
  – adjectives and staging of consequences
• 3 crashes
  – potentially visually compelling – needs to work in tandem with point 3
• ’40 mph...80%’
  – high percentage at a ‘low’ speed is highly engaging
The physics of a crash: key areas for consideration

- Prevention (i.e. the seat belt) will need to be articulated as prominently as the cause and implication – currently the visceral imagery could overshadow the prevention message
  - Three distinct stages need to be explicitly communicated – prevention (seat belt), cause (crash at low speed), implication (serious injuries) → and then remind about prevention

- References to crashes on film and television tends to divert focus away from idea
  - Audiences know that these scenes are exaggerated and don’t reflect their own driving experiences

- The ‘Physics’ of a crash are less interesting than the physiological implications for a crash victim
  - Target responds most strongly to the idea of their body being mangled, rather than their vehicle (which is suggested by the term ‘physics’)
You can’t save yourself
You can’t save yourself

The human body is an incredibly complex and resilient structure capable of protecting itself against many things. However, it is not made to deal with the huge forces of impact created in a crash and likely to suffer severe damage if not death without a seat belt to protect it.

1. Putting your hands out or jamming your feet against the pedals or floor will do nothing to prevent your body from smashing into the dashboard with the force of 100G in a crash when you’re not wearing your belt.

2. If you think you’ll have time to react in a crash, think again. A crash can happen in less than a blink of an eye, and then it’s too late to realise you need a belt.

3. Not wearing a belt in a crash means your soft internal organs are likely to rip as they hit your skeletal frame under the force of impact. Each organ is fragile and full of blood. People die because their spleen bursts like a water filled balloon as it smashes into your rib cage.

4. An unbelted person can die in a crash from any number of causes; major blood vessels being ripped from the heart by the force of impact, or the pelvis being forced apart as thigh bones ram back when the knees hit the dashboard.
You can’t save yourself: overall takeout

A highly engaging territory as it directly challenges the target, but is constrained by more subjective tonality:

- **Also viscerally describes the nature of the risk**  
  - And tangibly contrasts the vulnerability of the human body with the metal of a vehicle

- **Confronts the expectation that they could brace themselves in the event of an accident**  
  - and indicates they would be unable to do so

- **BUT the tonal suggestion of a point of view (i.e. ‘witness’ feel) is only compelling for some; across the target it can be dismissed**  
  - ‘you might think I couldn’t brace myself, but I have done in the past and I could be the exception to the rule’

- **Furthermore, the more exaggerated injuries (‘burst balloon’) present this as a more exceptional crash (probably at high speed) - rather than utilising the potency of a slow speed crash which would invite behaviour change**
You can’t save yourself: detail

Key message takeout:
• You can’t rely on yourself in the event of a crash and a seat belt could spare you highly significant internal injuries

Supporting information:
• The human body being strong but not invincible
  – challenges perception of being safe in a car
• ‘If you think you will have time to react, think again’ / ‘blink of an eye’
  – challenges their perceived reaction time and driving confidence
• ‘Soft internal organs’ / ‘rip...fragile...full of blood’ / ‘spleen bursting like a water filled balloon as it smashes into your rib cage’ / ‘ripped from the heart’ / ‘pelvis being forced apart as thigh bones ram back when the knees hit dashboard’
  – evocatively communicates personal risk – but needs to be contextualised by speed (if it’s too low=unbelievable, if too high=too extreme and less relevant to non seatbelt occasions)
• ‘100G force’
  – lacks tangible understanding
Protect yourself
Wearing a seat belt is one thing you can do to protect yourself from the stupidity of other drivers on the road, at any time of day, on any road, whether the traffic’s light or heavy.

1. Sometimes the biggest threat to your safety on the roads is the bad driving around you. Wearing a belt helps protect you from others on the road.

2. A crash can happen at any time of day or night, on any road whether the traffic’s light or heavy. When someone hits you there’s nothing you can do, no lightening quick reaction time or driving skills can help you. The best protection you’ve got it your seat belt.

3. Belting up is a simple thing to do, forgetting can change your life.
Protect yourself: overall takeout

This territory lacked powerful crash imagery, and failed to sufficiently challenge the target

- Two intuitive truths were easy to identify with, but not challenging:
  - That other drivers are worse than me
    - However, this tended to compound the arrogance of the non wearer and increase their personal detachment from consequences
  - A crash can happen anywhere and at any time
    - Though resonant, the target were not forced to consider that it could happen to *them*, merely that it could happen

- The lack of impact of the territory created a sense of a simplistic argument which could be easily dismissed
  - Offers a solution that has already been ‘solved’ by other measures of ‘protection’
  - Tonally felt slightly condescending
Protect yourself: detail

Key message takeout:
• A seat belt can help to compensate for other people’s mistakes

Supporting information:
• ‘A crash can happen at any time of day or night’
  – Challenges sense of high risk / low risk assumptions

• ‘No lightning quick reaction time or driving skills can help you’
  – Challenges skillfulness of driver

• ‘Forgetting can change your life’
  – Very powerful as it allows audiences to project their own consequences into the scenario
  – Evokes strong fear of physical impairment, lifestyle change and consequences for family or friends
Simple belt, amazing technology
Simple belt, amazing technology

*Modern cars carry many innovative safety features and seat belts are getting better and better. Many millions of pounds have been invested to make sure the complex mechanics controlling the belt give everyone more than a fighting chance of survival in a crash.*

1. To come to a stop in a crash at 30mph takes a tenth of a second. But it takes twelve-thousandths of a second for a modern seat belt to react by tensioning and for an airbag to be activated. A belt will save your life before you’ve even had a chance to think about it.

2. A modern seat belt reacts to a crash 100 times faster than a human brain.

3. Nowadays, car safety features are taken for granted but they are all designed to work together. You can’t rely on just an air bag to save you in a crash – it is only designed to save someone who is wearing a seat belt.

4. To the untrained eye seat belts look the same as they always have; a simple strip of fabric attached with a metal buckle. In fact, the technology you don’t see has been constantly improved over the past 10 years to make them an essential safety feature of the car.
Simple belt, amazing technology: overall takeout

The low emotional impact of this territory further disengaged the target with the seat belt and it’s potentially personal life-saving role:

• Offered some interesting information on the success story behind the seat belt, but related rationally rather than emotionally

• Lacked the context of the crash which is required to make sense of the benefits and project self into threatening scenario

• All perceive the seat belt to be an extremely simple device, but one which is fit for purpose
  – Expounding the benefits to this extent often led to incredulity
  – And tended to create a dry, geeky, sales tone of voice
Simple belt, amazing technology: detail

Key message takeout:
- A commentary on the technological improvements of seat belts (rather than why I should wear one)

Supporting information:
- ‘Before you’ve had a chance to think about it’ / ‘A modern seat belt reacts to a crash 100 times faster than a human brain’
  - Potentially challenges driving confidence

- ‘You can’t rely on just an air bag to save you in a crash – it is only designed to save someone who is wearing a seat belt’
  - New news, and interesting to contextualise benefits of belt with airbag, but myth-busting angle can shift attention from seat belts

- 10th / 12,000th of a second
  - powerful comparison, but hard to tangibly imagine
Summary of feedback and developing the territories
The degree of impact of the territories

- Of those we spoke to in the callbacks, all have been wearing their consistently since the group discussions and many instructing passengers to wear also

- Spontaneously recalling their strong reaction to
  - The imagined graphic and painful scenes
  - That these might be consequences from not wearing a seatbelt that could happen to them
  - The new news such as huge implications of crashing at low speeds, insurance (younger), 3 crashes, being thrown from the car at 40mph, 80% chance of dying if in a crash at 40mph, seat belt being 100 times faster than the human brain

- Seat belts have moved to the top of their priorities (for now at least)
  - Enduring visual memories which seem to have engendered a greater respect for life
  - Made danger possible, and risk part of any driving experience
  - Reminded them of the obvious importance of seat belts
The degree of impact of the territories

“I feel stupid for forgetting in the past.”

“You get flashes of what could happen.”

“I used to be so tense watching the road and all the other vehicles, now I can relax more.”

“I have worn a belt ever since, even in the van where the belt holder is broken.”

“Everyone knows it’s important to wear a seatbelt, but it’s reminding people why it’s important.”

“I used to put it on at the end of my drive, but now I get in and think, ‘Ooh seat belt!’”

“The changing your life bit makes me think of ending up in a wheelchair and being dependent on my kids.”

“I now feel more responsible for my passengers as well as myself.”

“I’ve realised that even in the back seat it is as important to wear a seat belt.”
The relative impact of the territories

- Highly persuasive
  - Physics of a crash
    Impartial, involving, inclusive
  - You can’t save yourself
    Engaging but can feel exaggerated
  - Simple belt
    Too niche and rational
- Low persuasiveness
  - Protect yourself
    Too unchallenging

Narrow target
Broad target
Key messaging elements

FOR ALL (ATL?)
- Challenge sense of protection in car
- Challenge their personal detachment from hazards and accidents
- Reframe sense of low risk scenarios
- Make seat belts important and personally unacceptable

BY DRIVE TYPE (BTL?)

**Younger motorists**
- Not just for new types of journeys, but all journeys
- Challenge sense of priorities – capitalise on willingness to try and be safe and unhardened attitudes and habits
- Implications for car insurance

**Work motorists**
- Compare indispensibility of their work vehicle with importance of their body
- Challenge use of excuses with gravity of personal implications
- Myth-bust about air bags

**Older motorists**
- Encourage everyday commitment – reinforce risk of everyday journeys
- Remind of risk / implications for family
Developing the leading territories

Physics of a crash
(This is what happens to you in a crash)
Elements to retain
• Crash at slow speed
• Story / staging of crash
• Making risk personal - ‘you’
• Evocative crash and internal injury descriptors
• Impartial, unequivocal, factual tone – the expert with no agenda

Elements to add, develop or consider
• Prevention, cause, implication, prevention (prominence of seat belt)
• Human body’s vulnerability (not car)

You can’t save yourself
(You think you can handle it, but your body can’t)

Elements to retain
• Making risk personal – ‘you’
• Internal injuries
• Vulnerability of human body

Elements to add, develop or consider
• Challenge broader idea that your driving skills can’t save you
• Crash at slow speeds
• Factual and realistic tone of voice and detail, rather than gory or hysterical
Potentially powerful elements from other territories

**Protect yourself**

- Proactive, preventative mindset
- Reframing low risk scenarios
- Challenge skillfulness of driver - ‘No lightening quick reaction time or driving skills can help you’
- Allow them to project their own worst consequences – ‘forgetting can change your life’

**Simple belt, amazing technology**

- It’s simple, but more clever (quicker) than you – ‘faster than a human brain’
- Taking the the seat belt for granted
- Challenging the hierarchy of safety features of the car (i.e. That seat belts shouldn’t come bottom)
Substantiating message information

- Great recall across a number of previous Think! campaigns: ‘Lucky’, ‘Julie’, ‘Backwards’, ‘clunk:click’, ‘Look out for motorcycles’ suggest that impact is based around
  - simple visual comparisons (before and after)
  - statistics which weave into the story and are repeated
  - resonance of human dynamics

- The call backs also underlined a need to
  - use stats judiciously and only when there is new news or implications to relay
    - most effective when integrated into territory as part of factual, expert tone
Hierarchy of facts and figures

**POWERFUL**
Tangible and simple

- A modern seat belt reacts to a crash 100 times faster than a human brain.
- Anyone not wearing a seat belt in a 40 mph crash will suffer serious injury, 80% will die.
- You are twice as likely to die if you do not wear a seat belt.
- If you are not wearing a seat belt and you have a crash, there may be implications for how much you can claim on your insurance (younger motorists esp.)

**CONFUSING**
Convoluted or intangible

- Six in every ten unbelted crash victims suffer facial injuries, compared to only one in every ten belted crash victims.
- In a 30mph crash you will hit something with a force 30 times your own body weight if you’re not wearing your belt.
- To come to a stop in a crash at 30mph takes a tenth of a second. But it takes twelve-thousanths of a second for a modern seat belt to react by tensioning.
- …the force of 100G in a crash

**WEAK**
Lack resonant context

- Seat belts have also prevented 190,000 serious injuries and 1,500,000 minor injuries since 1983.
- Conservative estimates put the number of lives saved by seat belts at 50,000 since they became law in 1983.
- If everyone wore a seat belt 350 lives would be saved every year.