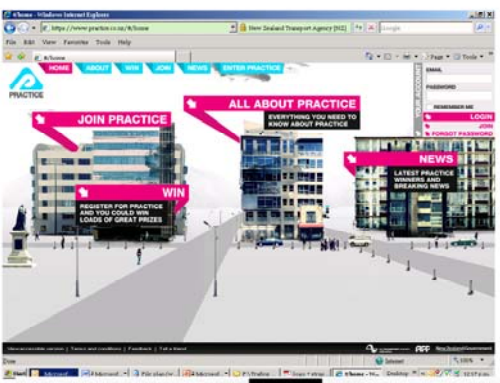


# Practice – selling safety to teen drivers





## PASS THE RESTRICTED TEST



### Context

- Entry to New Zealand GDLS at 15
- 15-17 year-old NZ drivers have highest road death rate in OECD
- Supervised driving average  $\approx$  40-50 hours
- Practice* developed in 2003
- By 2007, *Practice* programme no longer engaged its target audiences effectively



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#### New Zealand's Graduated Driver Licensing System

- NZ's entry age at 15 is among the lowest of the 32 countries in the Organisation for Economic Cooperation and Development (OECD). Entry age to rise to 16 in mid-2011.
- NZ has three-stage Graduated Driver Licensing System (GDLS). Learner licence (minimum 6 months), restricted licence (18 months for under-25s, reducible to 12 if approved course completed), full licence. Restricted licence conditions to address risks associated with night driving and passengers. Also lower BAC limit for under-20s.

#### NZ young drivers

- Road crashes are the single greatest killer of 15-24 year-olds and the leading cause of their permanent injury.
- Young New Zealanders' road fatality rate is 21 per 100,000 (compared to 13 per 100,000 for Australians).
- Evidence suggests that young drivers in NZ are less safe today than they were a decade ago (in contrast to the rest of the driving population).

#### Supervised driving

- There is no legally mandated requirement for learner drivers to complete a certain amount of supervised driving.
- 40-50 hours is quite a low base of supervised driving to begin from to get to a target of 120 hours.
- Non-professional instruction is the norm. Use of professional instruction is limited (only just over half use it and use is often one or two lessons before sitting restricted test).
- Qualitative research suggests that parents have limited knowledge about how much supervised driving is necessary (or advisable).

#### Practice

- In 2003, Practice was developed to try to address the aspects of crash risk associated with inexperience by encouraging greater amounts of supervised driving. Set up by two Crown agencies – one responsible for transport safety and one for administering a no-fault accident insurance scheme.
- Practice was set up as a direct-mailing programme, a website was created in 2004 to host the same content delivered by the direct mail. Learner drivers would send in a written registration form to participate in the programme. The programme is available free of charge to users.
- As well as the written material, the programme also included a CD-ROM developed to test and develop hazard perception, and decision-making skills.
- Practice was initially marketed to both learner drivers and their parents with a strong safety focus.
- By 2007, registration rates were dropping and research found that those that did register didn't really understand what the programme was and weren't completing it as intended.



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# Lessons for Redevelopment

- Based on quantitative and qualitative research
- Safety isn't a hook if you're 16, so give teens what they want
- Practical is good; practical & concise is better
- The design agency doesn't always know best



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### Research base

- We learnt over and over that what you (and those around you) like or will think will work, is not what research with teenage users says will work! While research isn't perfect, it is a valuable touchstone to check if your concepts and intervention are going in the right direction.
- After an initial evaluation, we used a further two rounds of concept testing with the target audiences and two stages of user testing after we re-launched the programme.

### Safety doesn't sell to teens

- Safety for teen drivers is more about property damage than personal safety.
- To youth, unsafe drivers either lack road awareness or are deliberate risk-takers.
- Teen drivers tend to disassociate themselves with the type of young people portrayed as being involved in crashes.
- While safety is motivator for parents other factors – like not having to act as taxi drive for their teens – are also relevant.

### Practical & concise

- The original paper and web content of *Practice* was seen as being theoretical. Once learner drivers pass the theory test, their focus is firmly on the practical aspects of learning to drive.
- There also needs to be a strong sense of progress, completion and achievement. This is hard to convey through a programme that is fundamentally a mail-out of information.
- Test-heavy material and a time-poor audience is a poor combination. Both the promotional material and the content need to get to the point as quickly as possible.
- Keep things simple, communicate what needs to be communicated without trying too hard to be clever. In the words of our users "just tell me what I need to know."

### The design agency doesn't always know best

- Design agencies and especially copywriters want to be 'cool' and at the forefront of new trends. This usually doesn't sit well with a Government programme and can come across as 'try-hard'.
- Design agencies are also keen on adding all the whizzes and bells – the target audience doesn't always want these (for example, the function to add a personalised profile to the site (like Facebook or Bebo) and the idea of driving games were both rejected by the teen focus groups.



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## Redevelopment

•Refined messages for Direct Marketing campaign:

•Pass the test = freedom for teens

•Web content is the core of the programme

[www.practice.co.nz](http://www.practice.co.nz)

(content is available without registration)



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### Direct Marketing Campaign

- Direct mail goes out every week to all new 15-19 year-old learner drivers, inviting them to register for *Practice* (names and addresses supplied from national driver licence register).
- Tagline 'pass the restricted test' focused on a key motivator for learner driver, with connotations of freedom.
- Concise communications (cut text in promotional flyer from 300+ words to less than 150) and focus on practical nature of programme.
- Avoided unnecessarily repeating information.

### Website

- Went from static content portal to interactive programme, designed to get ongoing engagement from users.
- Encourages users to log hours to get a sense of progress towards goal of 120 hours.
- Designed to take the driver on a 'journey' from the basic driving skills to advanced skills – all to encourage a greater amount and range of driving experience.
- You-tube length videos to demonstrate some of the driving skills (rather than relying on text descriptions).
- Site supported by 'glovebox guide' for driving supervisor to refer to when in the car and the CD-ROM for learner driver to work on hazard perception-related tasks (this will be replaced with a web-based resource from early 2011).

# Old look - website



SAFELY ON THE **road** to freedom!

WHY PRACTICE? LEARNERS COACHES QUESTIONS? GET ON THE PLAN CONTACT US

### LEARNING TO DRIVE?

Practice makes perfect!  
Practice is a free plan designed to help you get more time behind the wheel and develop safe driving skills on the way to getting your restricted licence.



### Quiz ANSWERS!

Check here for the monthly quiz answers and the prize winners!  
[How to win](#) [Who won?](#)



### Get on the plan



Home :: Why Practice? :: Learners :: Coaches :: Questions :: Get on the Plan :: Contact us  
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# Old look - resources



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# New look - website



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# New look - resources



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### Results

- Registration rate increased from 14% to 28% 15-19 year-old new learner drivers, due to:
  - New, refreshed look and feel
  - Promoting the aspects that teens want (in terms of website function and benefits)
- Learner drivers are now completing the programme – positive user feedback



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- DM context – 3% is good, 14% is great – 28% is amazing.
- Uptake rate improved to 28% within eight months of relaunching the programme and within four months of re-starting the direct mail campaign.
- Direct mail is the primary marketing approach, supported by Google Adwords advertising.
- Tried online banner advertising and radio with no direct increase in registrations (though site traffic increased temporarily).
- Currently trialling 'point of sale' promotions at licensing outlets where candidates sit the theory test.
- Use of customised website reporting and Google analytics to track marketing, website usage and user testing to develop and refine site design.
- Online medium may exclude some people without good internet access, especially in lower socio-economic areas: people can still participate in the programme by using the glovebox guide and CD-ROM resources.



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### Outcomes

- Motor vehicle crash insurance claims reduced
- Offences and crash rates less serious, reduced

### Next Steps

- Publish crash and claim results in peer-reviewed paper
- Focus on building teen and parent engagement levels with programme



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- Claims to New Zealand's no-fault accident compensation scheme (Accident Compensation Corporation) reduced.
- Based on analyses of six annual cohorts from 2003/04 to 2008/09 – before new programme re-launched.
- Will be interesting in future analyses to see how increased involvement in the programme affects results.
- Natural lag in seeing effects of programme participation as some people take a long time to move to the next stage of the GDLS.