

#BagAPhoneNotABody: A low cost and high reach social media campaign

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Abstract

Distraction is one of the 'Fatal Five' in Queensland, and causes many road crashes and deaths each year. Recognising this deadly problem, RACQ decided to launch a thought-provoking campaign to encourage real change to motorists' driving habits. RACQ used a collaborative staff workshop to develop the tagline and narrative for the campaign, observational studies to provide data on behaviour and evaluated the campaign using before and after surveys. The campaign proved to be a low-cost and high-reach initiative, with a total spend of less than \$5,000 and a total audience of over 4.5 million people.

Background

In 2005 Regan (2005) highlighted the four to six times increase in crash risk associated with using a hand-held or hands-free phone while driving, and proposed a 'Not Now' approach to driver distraction. RACQ supported and helped promote this message, and campaigned for driver distraction to be included to make the 'Fatal 5' in Queensland.

However, with approximately one quarter of road crashes attributed to driver distraction (Klauer, Dingus, Neale, Sudweeks & Ramsey, 2006), RACQ wanted to continue to help educate road users on the risks and how to avoid driver distraction while driving.

Method

A brief literature review on driver distraction was presented to a group of 40 RACQ staff of varied demographics and areas of expertise (including journalism, economics, , education and engineering) who were asked to brainstorm potential education campaign taglines and storyboards.

The #BagAPhoneNotABody concept was selected as the winner, as it was clear enough to incite change and confronting enough to grab the audience's attention.

To complement existing research on the risks and prevalence of driver distraction and especially mobile phone use, RACQ staff members carried out observational surveys at seven South-East Queensland locations. These surveys were conducted in 90-minute windows on weekdays (around 2-3:30pm) at intersections on main arterial roads throughout Brisbane, Ipswich, the Gold and Sunshine Coasts.

A survey of RACQ members examined drivers' self-reported behaviours and attitudes to distracted driving.

A similar survey was conducted at the end of the campaign, to see if there was any change in self-reported behaviours and attitudes.

The Campaign

The RACQ Corporate Communications team produced two #BagAPhoneNotABody videos for social media. The videos were high quality, featuring professional actors, and two endings to appeal to differing audiences: one resulted in a crash scene, the other did not.

Video 1 No Crash - <https://youtu.be/P5DSzCZJvUI>

Video 2 Crash - <https://youtu.be/NHDsuApIrug>

Article: <https://live.racq.com.au/2017/06/bag-phone-not-body/>

The three-week campaign during June 2017 was run in partnership with The Sunday Mail. Numerous media outlets featured the campaign, including the national breakfast program, The TODAY show.

Results and Conclusion

The observational studies showed that with 5,789 vehicles monitored, 4.2% (n=241) of drivers were seen texting or interacting with hand-held phones. Of these, less than 1% (n=43) were talking on hand-held mobile phones and 2.2% (n=129) were using hands-free phones.

The campaign resulted in 167 media items with a total audience of 4,570,660 people and a total media value of \$910,849. This is staggering considering the total campaign budget was under \$5,000.

The market survey of 758 RACQ members conducted at the end of the campaign showed that of the 8.6% (n=65) of respondents who were aware of the campaign, 72.2% (n=46) believed that the campaign was effective in informing them of the issues around using mobile phones while driving.

Perhaps most encouragingly, of the 8.6% (n=65) of respondents who were aware of the campaign, 46.2% (n=30) said that it had changed their attitudes and behaviours towards using a mobile phone while driving, and 40% (n=12) of those drivers said they no longer use a mobile phone at all while driving.

References

- Klauer, S., Dingus, T., Neale, V., Sudweeks, J. & Ramsey, D. (2006). The impact of driver inattention on near crash/ crash risk: An analysis using the 100-car Naturalistic Driving Study data. (Report No. DOT HS 810 594). Washington DC: NHTSA.
- Regan, Michael (2005). Driver Distraction: Reflections on the Past, Present and Future. *Journal of the Australian College of Road Safety*, Volume 1, No. 2, November 2005, 22-33: Australasian College of Road Safety.