



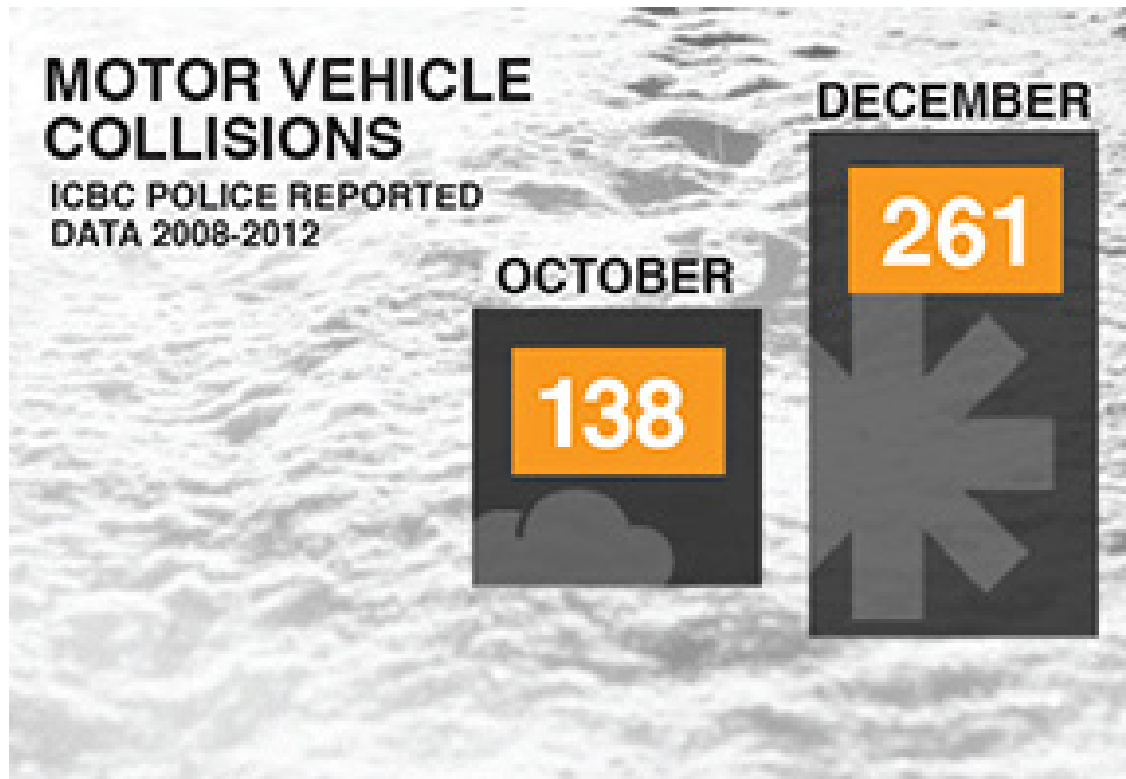


Working together to influence safe winter driving practices in BC

June 3, 2014



The winter driving issue in BC



Winter Driving Safety Alliance





Ministry of
Transportation
and Infrastructure



Audiences

- General driving public
- Workers

Components

- Ad campaign
- Customized ads
- Website
- Employer toolkit
- Online course – Feb. 2015

Ad campaign



**WATCH
OUT
DADDY**



Your family depends on you to arrive safely. Plan ahead. Check weather and road conditions, make sure your vehicle is winter ready and drive for the conditions.

Know before you go.

DriveBC.ca | ShiftIntoWinter.ca



BRITISH COLUMBIA Ministry of Transportation and Infrastructure



WINTER DRIVING SAFETY ALLIANCE



**WATCH
OUT
MOMMY**



Your family depends on you to arrive safely. Plan ahead. Check weather and road conditions, make sure your vehicle is winter ready and drive for the conditions.

Know before you go.

DriveBC.ca | ShiftIntoWinter.ca



BRITISH COLUMBIA Ministry of Transportation and Infrastructure



WINTER DRIVING SAFETY ALLIANCE



Customized partner ads

5 x 7 inches



**WATCH
OUT
DADDY**



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Know before you go.

DriveBC.ca | ShiftIntoWinter.ca

Partner
Logo

3 5/16 x 5



**WATCH
OUT
DADDY**



Your family depends on you to drive safely. Plan ahead and drive for the conditions.

Know before you go.

DriveBC.ca
ShiftIntoWinter.ca

Partner
Logo

Business card size 3.5 x 2



**WATCH
OUT
DADDY**



Your family depends on you to drive safely. Plan ahead and drive for the conditions.

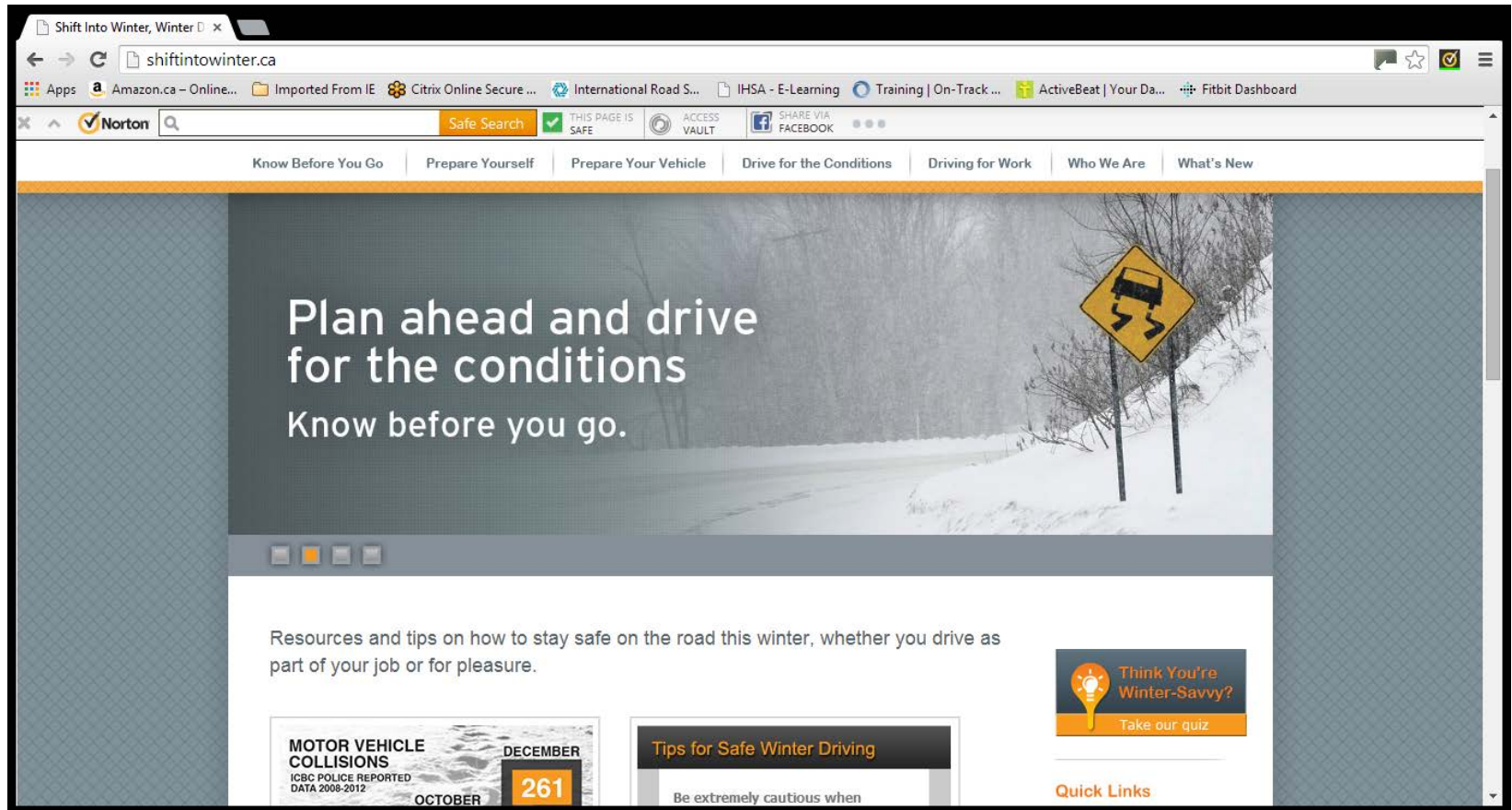
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Partner
Logo



Website – shiftintowinter.ca



Employer toolkit



Measuring effectiveness

- Conduct two post-campaign surveys
- Monitor awareness of campaign and slogan
- Determine degree of behaviour change
- Identify what works, what doesn't
- Incorporate results into next campaign

What we've learned

- Having a clear mandate and partner responsibilities ensures buy in
- Creating a single recognizable brand that can be customized increases potential for message to be heard
- Dedicated human and financial resources enhance operating effectiveness
- Committed partners who use resources and their own channels broadens message reach
- Measuring effectiveness enables change/evolution

Questions

