

IT HAPPENS FAST



Ontario's Distracted Driving
Media Campaign
CARSP Conference – Halifax
June 8, 2016

OVERVIEW

- ❑ Context/background on distracted driving in Ontario.
- ❑ Development of marketing/education campaign.
- ❑ Launch

BACKGROUND AND CONTEXT

- Fall 2009 - Ontario's first distracted driving legislation
- Over 380,000 tickets issued between Feb. 1, 2010 – Dec. 31, 2015
- Transport Canada:
distraction is a contributing factor in 20 per cent of collisions
- Risk significantly increased when drivers use cell phones and other hand-held communication devices
- Four-fold increase in collision risk when drivers use cell phones

ONTARIO RESEARCH

- According to current collision trends, distracted driving may become more significant factor in fatalities than drinking and driving
- One distracted driving collision every half hour
- One in three road injuries occur in distracted driving collisions
- One third of drivers in distracted collisions age 30 or younger

BACKGROUND

Making Ontario's Roads Safer Act

- As of Sept. 1, 2015, distracted drivers receive:
 - Set fine of \$490 (includes victim fine surcharge & court fee)
 - Fine up to \$1,000 if driver receives a summons or fights ticket
 - Three demerit points
- Drivers in the Graduated Licensing:
 - First time: 30-day licence suspension
 - Second time: 90-day licence suspension
 - Third time: Removal from Graduated Licensing System

PUBLIC EDUCATION CAMPAIGN

- Transportation Minister promised a “robust” public education campaign
 - Bill 31 Launch & events: Spring/Summer 2015
- Campaign development: Summer 2015 – Spring 2016
 - Campaign delivery: June - July 2016

CAMPAIGN DEVELOPMENT AND MARKET RESEARCH

Goal: raise awareness, promote compliance and change attitudes, perceptions and behaviours

- John St. Advertising - Aug. 2015
- Focus testing - Pollara:
- Oct. 2015* - “Think, Feel Do” (awareness, attitude & behaviours)
- Jan 2016* - Test 5 creative concepts

* 17-24 & 25-45 - Toronto, Mississauga, rural Waterloo & Northern Ontario

ROUND 1: RESEARCH BRAND IDEA



five prototypes

Small decision.
Big impact.



Driving is a
full-time job.



A distracted
driver is a bad
driver.



No such
thing as an
accident.

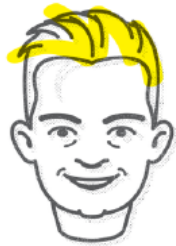


Temptation
can kill.





driver attitudes & behaviour



think



- + driving in Ontario is relatively safe
- + safety concerns are perceived to be out of the drivers control (me vs. everyone else)
- + agree that distracted driving is dangerous & on the rise
- + the new laws could be stricter and aren't enough to make drivers change
- + when it comes to impaired driving, drinking is still top of mind

feel



- + in-control/they can handle small distractions
- + only something that affects your state of mind should be viewed as an impairment
- + drugs affect people differently (what's dangerous for one person might be different for someone else)

do



- + admit to using phone while driving, but rationalize
- + continue their behaviour even if they've been "caught"

ROUND 1: THE PEOPLE'S CHOICE:

prototype S



Small decision. Big impact.
Just one time is all it takes.
It will catch up with you.
It adds up.



johnst.com

“this really says it all..it’s so true. you make a choice..you pick up the cell phone, you smoke the joint and BAM. look what happens”

“ we can’t control everything but this idea is about making sure you make good decisions when it comes to the things you can control”

“shows that our decisions can affect not just one person but a whole community”

“I’m at a time in my life when my decisions actually do impact the rest of my life”

overall takeaway:

- + most compelling prototype in all groups as it captured an idea in a simple, direct way that was easy to understand and hard to dispute
- + groups found the idea impactful because it told the full story and showed the consequences
- + made people feel uncomfortable, which was seen as a catalyst to change
- + the message was not perceived as a particularly unique message but one worth repeating

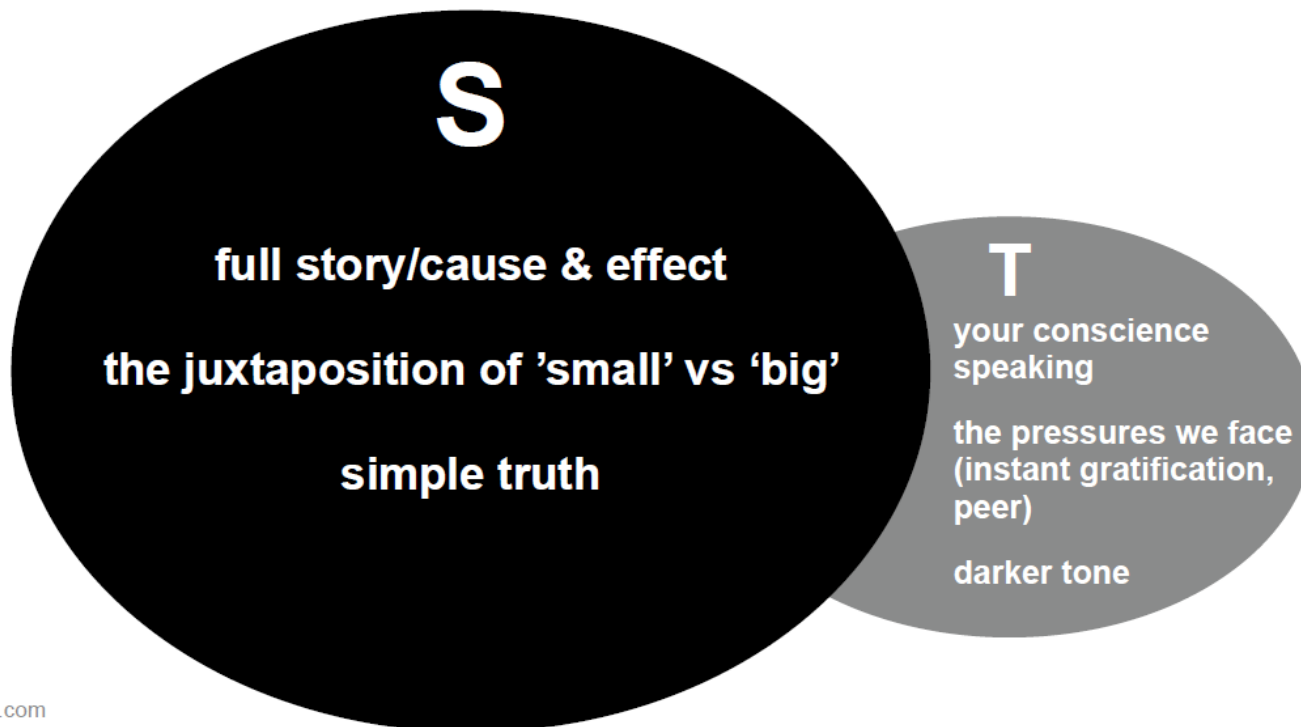
keep	add	delete
the ‘realness’ of the concept	more shock value	predictability
the juxtaposition of ‘small’ vs ‘big’	thought-provoking imagery	finger-pointing
‘cause and effect’	more emotion by making it more personal	
the aftermath & how it affects people		

ADD A SPRINKLING OF “TEMPTATION”



recommended direction

Adopt prototype S as the core message but infuse with the insight behind T to make it more emotive and unique.



**Real
Honest**



**Revealing
Powerful**



**Small
Decision.
Big
Impact.**

**Self-Aware
Shamed**



**Reflective
Responsible**



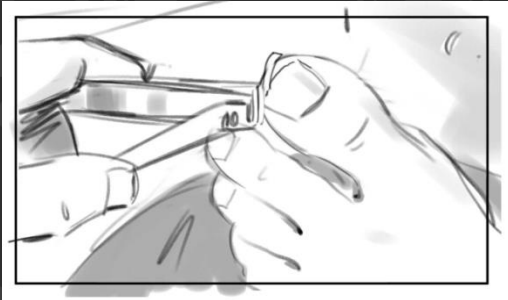


why it's right

- + demonstrates the 'cause & effect' of bad driving habits and forces drivers to look at their own behaviour behind the wheel
- + recognizes their bad driving habits as being "small" while showing the potential big consequences in a way that feels authentic, not preachy
- + focuses on the full story—why we're doing what we're doing all the way to the outcome—to make the message more compelling and unique

ROUND 2: TEST CREATIVE CONCEPTS

Freak-out: Toe nails



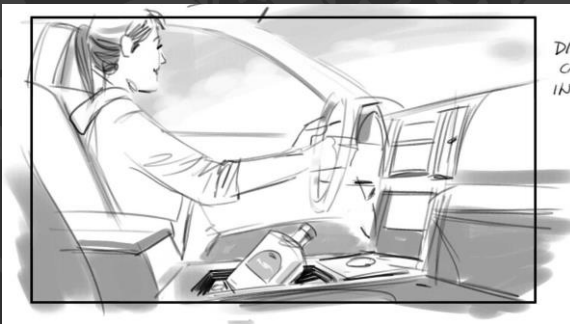
Freak-out: Beach ball



Living Dead Girl



It's Lethal!



It Happens Fast



Message Clarity – Believability – Likely to Change Behaviour - Improvements

ROUND 2: CLEAR WINNER

It Happens Fast



Well Liked – Impactful – Easily Understood – Meaningful Consequence
Memorable – will make drivers think

Insight

Our lives are made up of the little decisions we make along the way.

When we drive, we go into auto-pilot mode **and don't** think about every decision we make, even though just one bad one can have a devastating consequence.

In this age of instant gratification, does self-control still exist?

We give into the temptation of checking our phone and driving **because we've done it before** and nothing bad has ever happened. But the reality is, distracted and impaired driving are becoming the leading cause of death on Ontario roads **proving that even seemingly "small" decisions** can have a big impact.

Even a quick glance at your phone while driving is not worth the consequence.

TONE

Bold, real, stark, emotional

CALL TO ACTION

Put down the phone

MAKING THE COMMERCIAL

Director: Nicholas Monette

Driving Scenes
April 7
Etobicoke



Hospital Scene
April 8
Branson Hospital



IT HAPPENS FAST

30 sec. – Television – English/French (post 8pm)

30 & 60 sec. – Cinema (14a) 102 locations

3 Radio adaptations

Digital: Youtube – Google – Spotify - English/French/Ethnic

Honda Indy – International Plowing Match

Social Media Engagement

30 sec. Ethnic Media: 7 languages – 9 English

SHOWCASE



AND WE'RE OFF...

Launch June 6

Share/Post Campaign Materials - June 6th
(Emphasis on Facebook)

Social Engagement

Twitter - Instagram - Facebook - Thunderclap



THANK YOU