

# MASS MEDIA CAMPAIGN REPORT AND EVALUATION

Speeding campaign “Will you let it happen?”  
Salvador, Brazil. September 2023

## BACKGROUND AND CAMPAIGN DETAILS



In September 2023, Salvador City Hall launched the traffic safety media campaign “[Will you let it happen?](#)” addressing speeding, with the support of Vital Strategies. This public service announcement (PSA) illustrates how speeding increases the risk of a crash and can be the difference between life and death. The campaign warns about the deadly consequences of speeding.

Evaluation results demonstrated that the campaign achieved its intended impact, mainly by changing perceptions and attitudes toward speeding and positively affecting social norms around driving.

### Campaign Objectives

To increase two-wheeler road users’ awareness of the devastating consequences of speeding, their risk perception, and the likelihood that motorcyclists and car drivers will obey posted speed limits.

**Target Audience:** Younger men (18 to 39 years old) with two-wheelers from Salvador's socio-economic classes, ‘B’ and ‘C.’

**Coordinated with Enforcement Operation:** Yes.

**Message Tested:** Yes, the message testing happened in July. See the report [here](#).

**Press Event:** The campaign was launched during a Mobility Week exhibition event, in September, and was later promoted during an enforcement operation on speeding.

### Materials Available

TV PSA: [here](#).

### Media Plan

**Budget:** US\$248,897

**Duration:** September 22–October 10, 2023

**Media channels:**



TV, radio, out-of-home placement, digital media and printed newspaper.

## EVALUATION

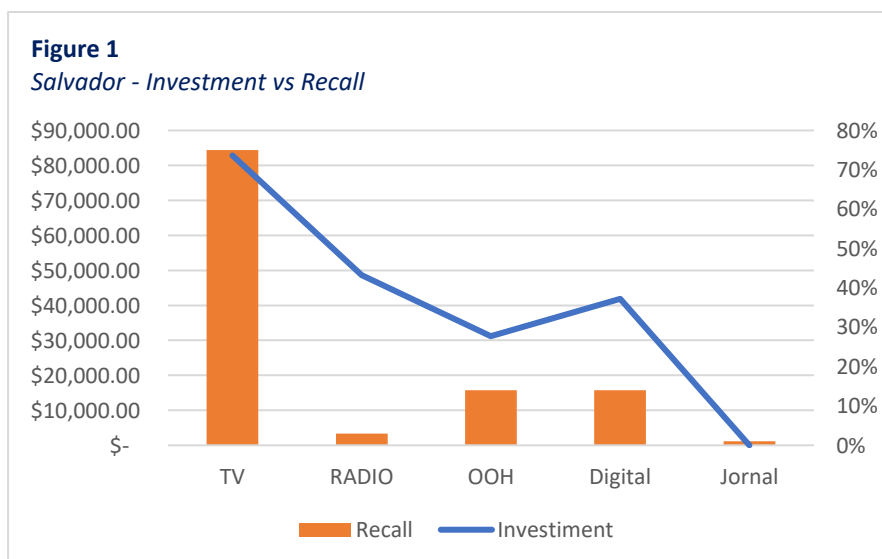
### Methodology

The campaign was evaluated through a street intercept survey. Face-to-face interviews with 400 randomly chosen motorcyclists in 80 high-traffic locations in Salvador were conducted from October 11–27, 2023. Motorcyclists riding motorcycles more than three times a week participated in this study. The sample consisted of 20% women and 80% men ranging from 18 and 55 years of age. The recall was measured by showing images selected from the campaign.

### Campaign Reach

Approximately **19%** of respondents recalled the mass media campaign, meaning that **about 346,272** adults in Salvador were reached by the campaign message (calculated as 19% recall x 77% of adults 18+ years x 2,417 million Salvador population).<sup>1</sup>

Television was the most frequently recalled source, followed by out-of-home advertisements and digital, including social media. On social media, the campaign was primarily seen on YouTube (46%) and Instagram (42%).



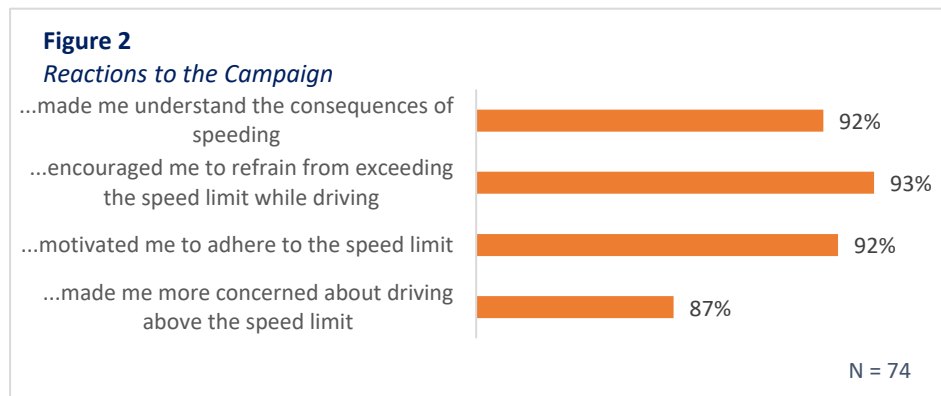
The media analysis showed that while TV investments were profitable, but radio did not meet the expected recall level. Out-of-home placements and digital media had a significant investment and were also recalled by the target audience.

### Response to the Campaign

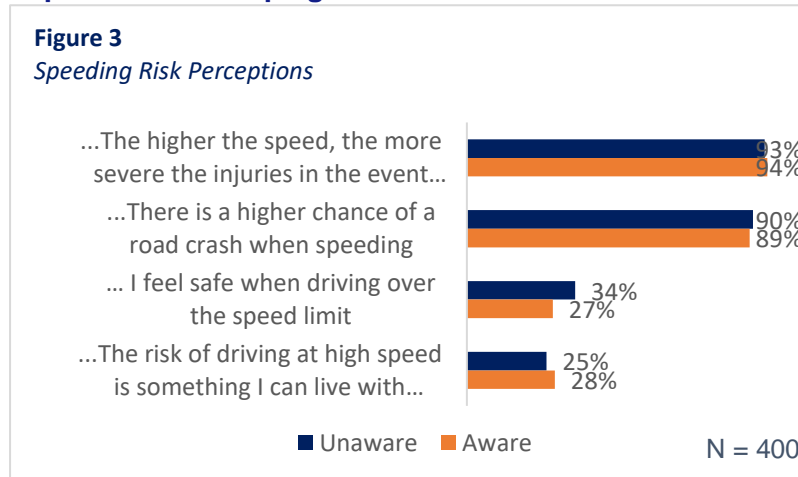
The campaign messages resonated well, with 92% reporting them as 'believable' and 89% deeming them 'relevant.' The majority (90%) could recall the specific message "Speeding is dangerous/kills/leads to death/crashes" and 50% recall that "It is important to respect/slow down and drive within established speed limits". The data highlights the campaign's success in conveying impactful messages to the audience.

<sup>1</sup> The respondent public consisted of motorbike riders living in city. Consequently, this estimate encompassing the entire population (motorbike riders and non-riders) may have a high margin of error.

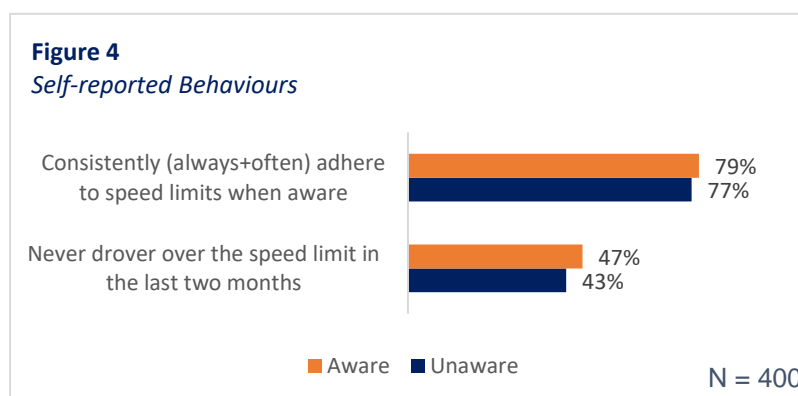
The campaign also generated the intended concern about speeding and motivated respondents to comply with speed limits (Figure 2).



## Impact of the Campaign



A significant majority among those aware and unaware of the campaign were cognizant of the risks of speeding. While some campaign-aware individuals expressed comfort with the risk of driving fast, others acknowledged feeling unsafe when going over the speed limit.

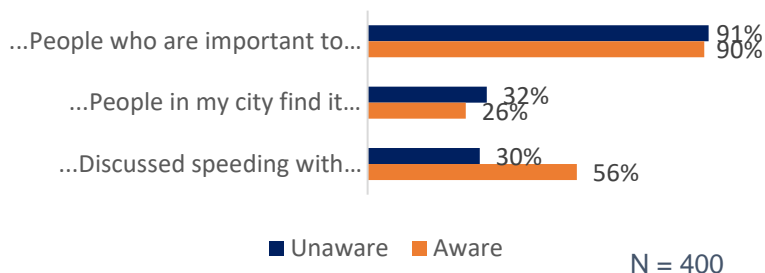


Over 77% consistently adhere to speed limits, with slightly higher compliance among those aware of the campaign, demonstrating a positive impact (Figure 4). However, more than half (51%) of all respondents still admit to sometimes (37%) or always (14%) driving faster than the speed limit in the city. Those most frequently exceeding the speed limit include individuals aged 18-39 (57%), those who drive both two and four-wheeled vehicles

(56%), males (54%) and those unaware of the campaign (52%).

**Figure 5**

*Social Norms and Public Discourse*



The campaign has spurred discussions, especially among those aware, leading to increased conversations about speeding risks with friends and family over the past two months.

## OTHER FINDINGS

- 55% of motorcycle riders think speeding oversight has increased in the last two months. Among those recalling the campaign, this percentage rises to 61%.

## RECOMMENDATIONS

- To change the driver's behavior, awareness-heightening campaigns must be sustained. To do so, data should be requested from City Hall departments to better understand the main places and peak times of year (if any) for crashes and speeding violations.
- Analyzing the target audience's media habits and assessing the campaign recall by media channels and specific mediums are necessary and crucial for cost-effective media planning.
- Engage with drivers to understand their specific experiences on the road, especially those that exceed speed despite concerns of risks, and incorporate their feedback into future campaign messages.
- This would be followed by planning traffic safety awareness campaigns that should run right before the period in which road crashes occur, aided by enforcement activities to engage and reinforce the message. To make sure the chosen period is right, an analysis of granular crash data (when, where, how the crashes happen) and consideration of speed management initiatives are needed.
- Expanding consideration of consequences beyond personal physical safety is critical to unlocking possible behavior change motivations and understanding if the crash involved a loved one, the driver would consider stopping speeding.
- In message testing, social media emerged as the primary channel for the target audience (young men aged 19 to 39 who ride motorcycles in Salvador), so perhaps, for future campaigns, if the objective still is to reach and engage with a younger audience, investing on social media might be the key.

## Focus on Major Offenders

- The most apparent targets for the campaigns are the segments that speed the most: young men between 18 and 39 years old. Unfortunately, it was this young group that recalled the campaign least. Thus, it is essential to explore the media most accessed by these youngsters (WhatsApp, Instagram, TV Globo, etc.) and aim to reach out to this audience through these means.