

MASS MEDIA CAMPAIGN REPORT

Speeding Campaign [“Respect speed limits”](#)

Buenos Aires, Argentina, October 2024

BACKGROUND AND CAMPAIGN DETAILS

On October 24, the Municipality of Buenos Aires, AUSA (Urban Highways of Buenos Aires), and the Infrastructure Ministry launched their first speeding mass media campaign supported by Vital Strategies. The [“Respect speed limits”](#) campaign illustrates a social experiment where a driver travels at different speeds to demonstrate the dangers of exceeding speed limits. The campaign highlights how even small variations in kilometers per hour can significantly affect a person’s braking distance and overall ability to stop a vehicle and prevent a crash.



Target audience: Car drivers.

Campaign objectives: To increase drivers’ awareness of the consequences of speeding, their risk perception and the likelihood that they will obey posted speed limits.

Coordinated with enforcement operation:

Ongoing speed camera surveillance and [strategic checkpoints](#).

Message tested: Yes

Press event: No

Budget: [US\\$838,000](#). Media Share –Television (17,1%), OOH (47,6%), Digital (18,7%), Radio (16,6%).

Media channels: [Television, radio, billboards and social media](#)

Duration: October 24 to November 30, 2024

Materials available: A 30-second video, a 20-second radio spot, out-of-home designs, social media 30-and-15 seconds videos.

EVALUATION

Methodology

The campaign was evaluated using a random intercept survey design and administered face-to-face interviews with 700 respondents in Buenos Aires between December 11 and December 20, 2024. Four-wheel vehicle drivers aged 18 to 55 participated in the study. (See [the full report](#) and the questionnaire in [English](#) and [Spanish](#).)

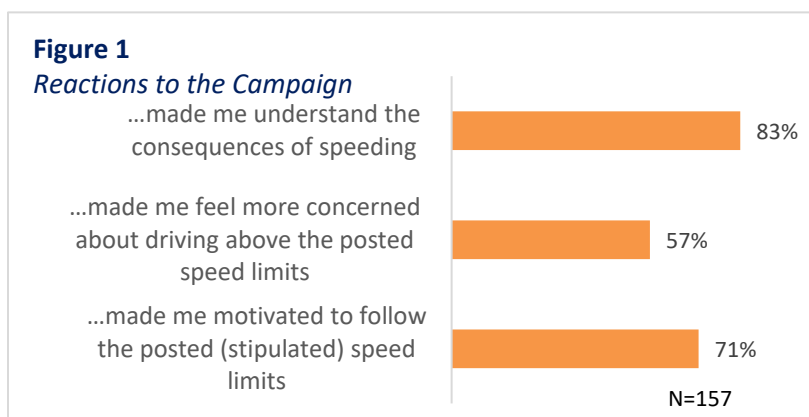
Campaign Reach

Approximately 22% of respondents recalled the campaign, which means a conservatively estimated 288.296 adults were reached in Buenos Aires (calculated as 22% recall rate of 2.217.668 total urban population aged 15+ years).

Most participants recalled the campaign from outdoor channels such as billboards, posters, and screens (41%), followed by television (28%), digital media (27%) and radio (10%). Among social media platforms, the campaign was primarily seen on YouTube (66%), followed by Instagram (26%), Facebook (24%), and X (formerly Twitter) (8%).

Response to the Campaign

Most of the respondents who recalled the campaign reported that it was easy to understand (88%) and believable (86%). About 64% of respondents said the campaign was relevant to them, 52% agreed that the campaign made them “stop and think,” and 41% said it “taught them something new.” Seven out of 10 campaign-aware respondents said that this campaign was an effective anti-speeding campaign.



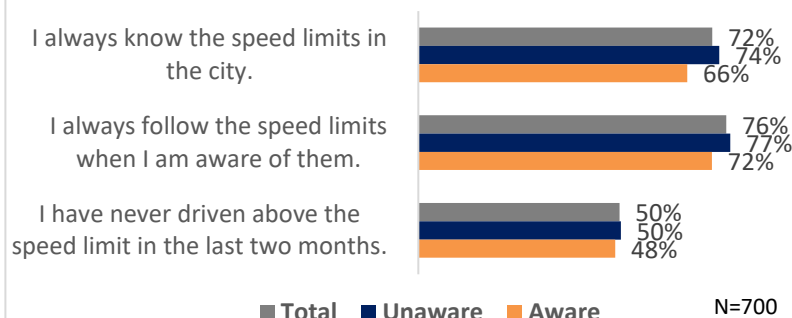
This campaign successfully conveyed key messages related to the high risks of serious consequences caused by speeding. The main messages recalled from the campaign were consistent among respondents. The top three most prominent messages for respondents included: “Speeding kills/leads to death” (59%), “Respect the speed limits” (46%)—which was the call to action—and “You can save lives by following speed limits”

(26%). The campaign also generated the intended concern about speeding and motivated respondents to comply with speed limits (Figure 1).

Campaign Impact

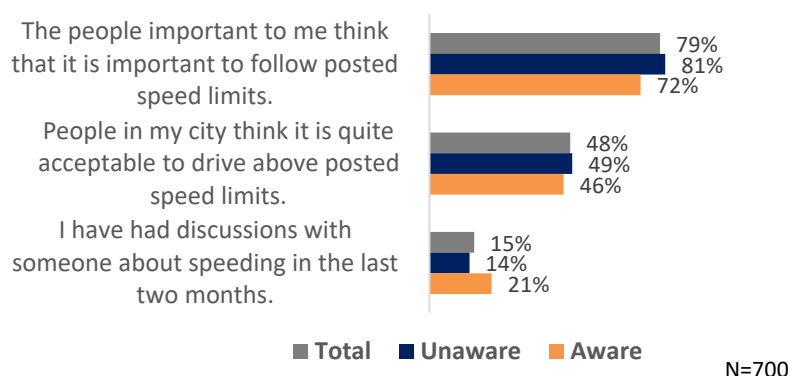
Most respondents indicated they were highly aware of the risks associated with speeding. However, nearly two in 10 drivers felt safe while speeding and comfortable with the risk of driving at high speed, with significantly more campaign unaware reporting having this feeling.

Figure 3
Speed Awareness and Self-Reported Behaviors



About 72% of drivers reported always being aware of the speed limit when driving, with 76% of them following the speed limit when aware. Fewer campaign aware than unaware reported knowing about the speed limit 66% compared to 74% of campaign unaware. Among those aware of speed limits, seven out of 10 reported following them when aware, with minimal difference between those aware of the campaign and those unaware (72% vs. 77%). (Figure 3).

Figure 4
Social Norms and Public Discourse



About eight in 10 respondents agreed that people who were important to them believed following posted speed limits was essential. A higher proportion of campaign-unaware participants, compared to those aware of the campaign, believed that people in their cities found driving above the established speed limits acceptable. The campaign appeared to spark discussions about road safety, as campaign-aware respondents were more likely than those unaware to report

discussing speeding in the past two months (Figure 4).

Other Findings

Enforcement

About 30% of respondents aware of the campaign and 25% of those unaware believed speeding enforcement had increased over the past two months during the campaign period. Only 4% of respondents reported noticing enforcement always, with slightly more campaign-aware (6%) than campaign-unaware respondents (4%) during this time. About 85% of respondents said they felt it was unlikely they would be stopped by police for exceeding speed limits. This belief was more common among those unaware of the campaign (86%) than those aware (81%). Interestingly, the city organizes speed enforcement every day and speed checks with mobile cameras in which vehicles exceeding the speed limit are detected and fined. More than half of respondents reported feeling safer and more protected from potential collisions when traffic police were present on the streets.

Policy Support

Only 7% of respondents believed that speed limits in residential areas should be decreased, with more campaign-aware respondents (23%) supporting this compared to those unaware (15%). (Currently, the speed limits are 40 km/h in residential areas and 40, 50, 60 and 70 km/h in urban areas, while the WHO recommends 30 km/h.)

Meanwhile, the vast majority (73%) felt speed limits should remain the same, with a slightly higher proportion among the campaign-unaware group (74%) than the campaign-aware group (68%).

Media Consumption

71% of respondents report using social media daily, while 22% watched TV and 21% listened to the radio every day. Only 13% read online magazines or newspapers daily.

- Digital & social media: The most popular platforms were Instagram (85%), Facebook (56%), and WhatsApp.
- TV: The most-watched stations were Telefe/Canal 8/Canal 11 (47%), followed by El Trece/Canal 13 (29%) and TN (26%).
- Radio: La 100/99.9 was the most-listened-to station, followed by Aspen (17%) and Urbana Play/104.3 (13%).
- The most-read online news sources included Infobae (48%), La Nación (31%), and Clarín (28%).

RECOMMENDATIONS

- Sustain speeding campaigns coordinated with visible enforcement during high-risk periods to gradually change driver attitudes, behaviors, and social norms around road safety.
- Analyze granular crash data, risky behavior observations, social-behavioral insights, and the context of speed management initiatives together to refine campaign objectives and target audiences.
- Improve media planning, message framing and execution to enhance target audience exposure and create more impactful materials.
- Assess media habits and campaign recall across digital, TV and radio channels to optimize cost-effective media placement.
- Maintain billboards in high-risk areas to ensure visibility at moments and locations where risky behavior is likely.
- Ensure key messages and visuals remain consistent across all communication channels and products to maximize impact and reinforce each other.
- Balance the rational "science of speed" message with engaging, high-impact narratives on broader consequences—such as harm to families, lost futures, and driver guilt. Promote enforcement as lifesaving and speeding as socially unacceptable behavior.
- Support media campaigns with PR magnifying enforcement efforts. Given the low perceived enforcement, increasing its visibility can enhance compliance with traffic laws.
- Only four out of 10 drivers knew the posted speed limit. Assess the need for improved signage, infrastructure updates, or enhanced communication to increase awareness.