

MASS MEDIA CAMPAIGN REPORT

“Do what you have to do without speeding” Campaign São Paulo state, Brazil, December 2024

BACKGROUND AND CAMPAIGN DETAILS



crash fatalities, with 83% of those cases involving young men.

On December 5, Detran-SP, the traffic department of São Paulo state, launched the “[Do what you have to do without speeding](#)” campaign. This campaign was the state’s first under the Bloomberg Philanthropies Initiative for Global Road Safety and was a significant effort, considering São Paulo’s status as the most populous state in Brazil, with 44 million residents and a growing fleet of motorcycles. The campaign’s public service announcement (PSA) highlights motorcyclists’ passion for riding and their life goals, emphasizing that slowing down saves lives and helps achieve those goals. The PSA underscores the significant risks motorcyclists face, citing alarming statistics: from January to July of 2024 in the state, motorcycles were involved in 42% of traffic

Target audience: Young men (20 to 24 years) with two-wheelers from the state of São Paulo.

Campaign objectives: To generate positive behavior change among motorcyclists by raising their ‘risk perception’ related to speeding.

Coordinated with enforcement operation: Yes

Message tested: Yes

Press event: No

Budget: US\$950,000, including production and media plan. US\$224,050 for TV, US\$186,110 for radio, US\$234,590 for out-of-home, US\$133,150 for digital media, and US\$44,000 for social media

Media channels: TV, radio, out-of-home spaces social media (Facebook, Instagram, YouTube, TikTok and Kwai) and digital media (Uber ads, news portals, Spotify, sports app)

Duration: December 5-18, 2024

Materials Available: Campaign PSA: [here](#); out-of-home materials: [here](#); digital materials: [here](#); radio spot: [here](#)

EVALUATION

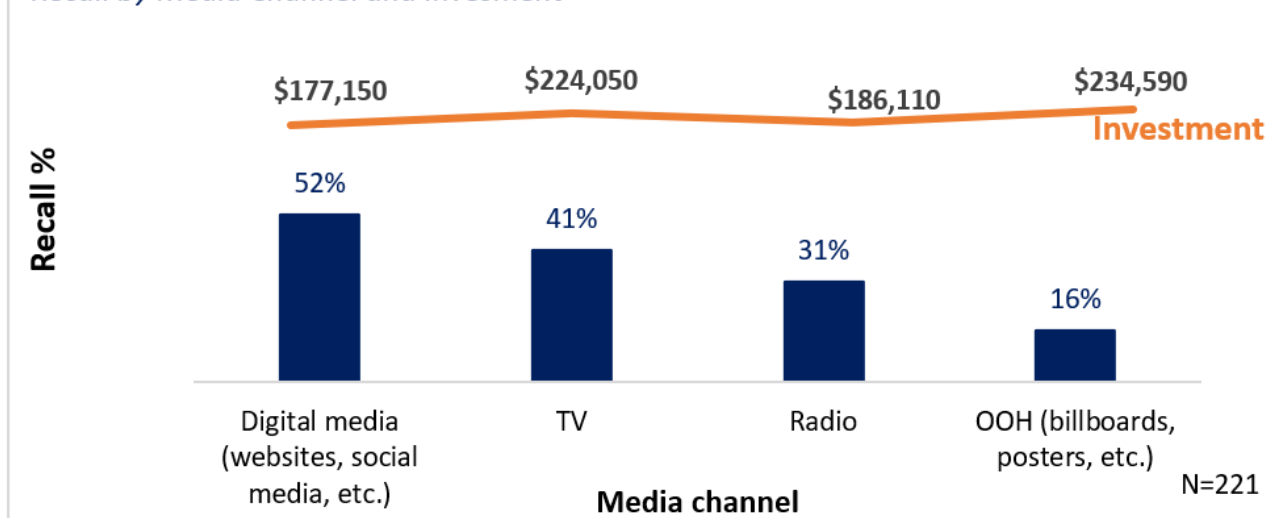
Methodology

The campaign was evaluated using an intercept survey design and administered through face-to-face interviews with 815 randomly selected respondents in São Paulo state between December 20, 2024, and January 28, 2025. Men and women who drove two-wheeled vehicles more than three times a week, aged 18 to 55, participated in the study. The prompted recall was measured by showing the still images from the video PSA, radio, the internet, and out-of-home media. (See the [full report](#)).

Campaign Reach

Figure 1

Recall by Media Channel and Investment



Approximately 27% of respondents, which is an estimated 8.71 million adults in the state of São Paulo, were reached and remembered the campaign message (Calculated as 27% recall rate x 32.2 million population aged 15-64). Most participants recalled the campaign on social media, followed by television, radio, and out-of-home placement (Figure 1). On social media, the campaign was seen primarily on Instagram (39%), Facebook (30%) and YouTube (28%). US\$133,150 was invested in digital media, including a variety of news portals and media ads, but respondents did not recall seeing the campaign there.

Response to the Campaign

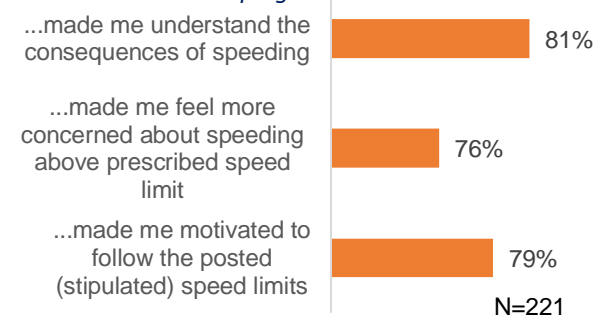
The campaign messages proved salient among drivers. The majority of respondents who recalled the campaign found it easy to understand (88%) and believable (80%). About 76% said the campaign was relevant to them, 77% agreed that the campaign made them “stop and think” and 65% said it “taught them something new.” Eight out of 10 campaign-aware respondents said that the PSA was an effective anti-speeding ad.

The campaign effectively communicated the high risks and serious consequences of speeding. Respondents consistently recalled key messages, with the most prominent being: “Respect the speed limits” (49%), “Speeding kills” (22%), “Slow down” (18%), and “Don’t let speeding ruin your dreams” (12%).

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

Figure 2

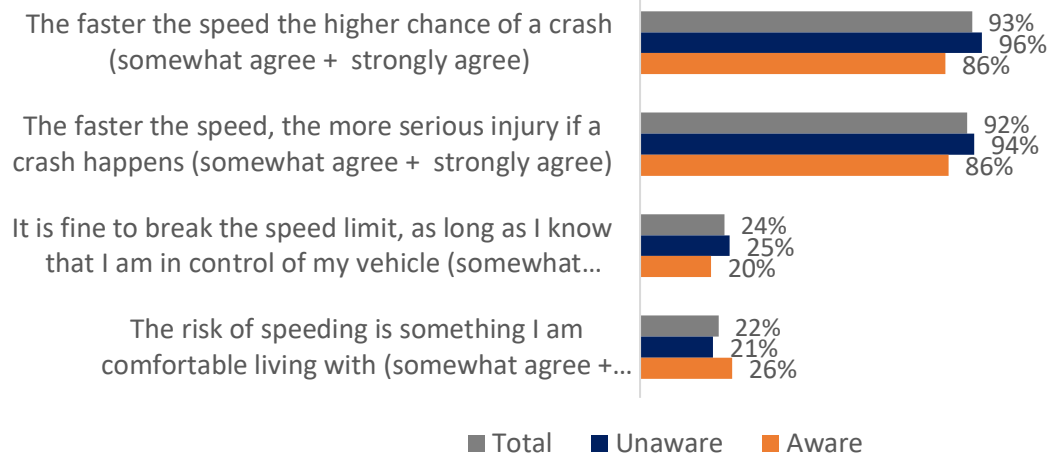
Reactions to the Campaign



Campaign Impact

Figure 3

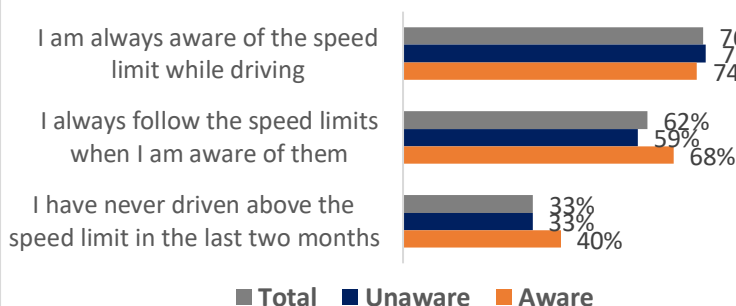
Speeding Risk Perceptions



Most respondents indicated they were highly aware of the risks associated with speeding. However, nearly two out of 10 respondents expressed ease with speeding, feeling safe driving above the speed limit and comfortable breaking it as long as they felt in control of the vehicle. Respondents aged 18 to 29 were significantly more likely to take risks compared to those aged 30 to 55. (Figure 3).

Figure 4

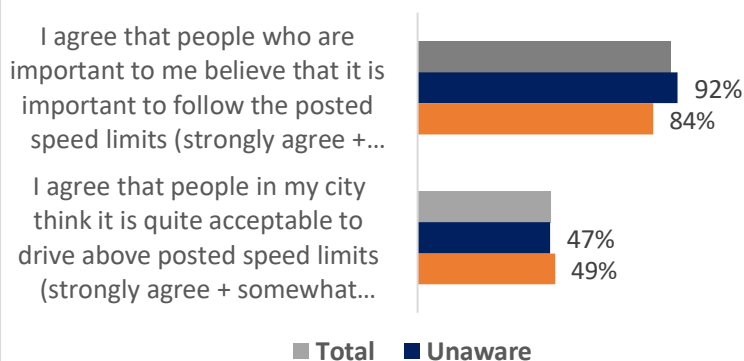
Self-Reported Behaviors



The campaign appeared to positively influence drivers' behavior, with campaign-aware respondents reporting higher compliance with speed limits and no speeding in the past two months (40% vs. 33%). About seven out of 10 drivers admitted to always knowing the speed limit, with more campaign-aware drivers following it when aware (68% vs. 59%). (Figure 4).

Figure 5

Social Norms



When asked about the limit, most estimated it between 30–40 km/h, with a higher percentage of campaign-aware respondents correctly identifying it as 30 km/h.

While nine in 10 respondents agreed that their close circle valued following speed limits, nearly eight in 10 believed drivers in their city often speed, and six in 10 felt speeding was generally accepted, with no significant difference between aware and unaware respondents (Figure 5). A

third (35%) of the respondents who saw the campaign said they discussed it and encouraged others not to speed after seeing it.

Other Findings

- About 42% of total respondents noticed that law enforcement related to speeding had increased in their city during the two months before the interview.
- A significant number of respondents (62%) agreed that they were unlikely to get a ticket for speeding.
- Seven out of 10 motorcyclists felt the penalties were fair, with slightly more campaign-aware respondents sharing this view.
- About two-thirds of respondents reported feeling safer and people more protected from potential collisions when traffic police were present on the streets. This perception was slightly higher among those who saw the campaign (68% vs 65%).
- Nearly seven in 10 respondents showed their support for the government to run campaigns addressing speeding, regardless of their awareness of the campaign ad.
- 39% of respondents watched TV at least four times a week, naming Globo, Record, and SBT as the main watched channels; 82% used social media 4-6 times per week or daily, especially Instagram (84%), followed by Facebook and WhatsApp.
- Magazines and online newspapers were the least utilized channel, with 62% of respondents indicating they never read it, followed by radio (56%). However, the findings also indicate that social media is stronger among the youngest, TV among women and radio among seniors.
- 47% of drivers admitted speeding because they were late or in a hurry.
- 44% think they are above-average drivers, with younger drivers expressing more overconfidence.

RECOMMENDATIONS

- Sustain speeding campaigns coordinated with visible enforcement over time to gradually change drivers' attitudes, behaviors and norms related to speeding.
- 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 style to increase recall rate, enhance target audience exposure and create more impactful materials. For instance, having more strategic media placement aligned with the target audience's media habits.
- 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.
- For social media, consider using alternative formats (native to each platform) and start with strong engagement, including a clear call to action to ease understanding of the key message.
- Reinforce that speeding significantly increases crash risk and can affect anyone—even skilled drivers—because others make mistakes. While drivers understand the risks of speeding, they often perceive its benefits as greater than the potential consequences. Optimism bias ("it won't happen to me"), social acceptance, and peer pressure contribute to this behavior, especially among young drivers who believe they are highly skilled.
- Use engaging, high-impact narratives to show the broader consequences, such as harm to families, lost futures, and driver guilt.
- Promote enforcement as a life-saving measure and make speeding socially unacceptable.
- Highlight causes and effects more directly.

- Use real-life stories, testimonials, and dramatizations that create a personal connection.
- Leverage key motivators like family to reinforce the message effectively.
- Incorporate messages like “Better late than dead” to address the main reason for speeding.
- Expand the focus beyond personal safety to emphasize the impact on others, including families and the community.
- Strengthen social norms by promoting collective responsibility—since “lack of respect” ranks as a key psycho-emotional factor—through influencers and relatable peers.