

## MASS MEDIA CAMPAIGN REPORT

“We are not a number, respect the speed limit.”

Bogotá, Colombia 2024-2025

### BACKGROUND AND CAMPAIGN DETAILS



Motorcyclist safety is a significant issue in Bogotá. According to the [Bogotá Secretariat of Mobility](#), motorcyclists accounted for 47.3% of traffic fatalities in 2024—267 out of 565 deaths. Bogotá has had more motorcyclist fatalities than any other city in Colombia each year

since 2021, per [the National Road Safety Agency](#).



On November 14, ahead of the holiday season, the Bogotá Secretariat of Mobility, with the support of Vital Strategies, strategically launched the “[We are not a number, respect the limit](#)” mass media campaign to curb speeding among motorcyclists. The campaign’s public service announcement (PSA) showed life-saving enforcement in action—police checkpoints, technology—as well as the consequences of speeding, which include a motorcyclist crash and emergency room visit. Featuring trauma surgeon Dr. Juan Manuel

Martinez, it highlighted speeding risks and the need to slow down.

The campaign’s objectives and focus were informed by the previous research and evaluation studies, including a [message-testing](#) study of speed reduction advertisements, previous campaign evaluation results and [exploratory formative research](#) with local motorcyclists.

**Campaign target audience:** Male drivers between 18 to 45 years old.

#### Campaign Objectives:

- Increase drivers' awareness and concern about the risk of speeding.
- Change perception of the enforcement.
- Motivate compliance with speeding regulations.

#### Coordinated with enforcement operation:

Yes

**Message tested:** Yes. [Motorcyclist study](#).

**Press event:** [Yes](#)

**Media plan:** [Yes](#)

**Budget:** US\$350,000 in two phases

**Duration:** First wave: December 13 to December 24, 2024. Second wave: January 13 to February 14, 2025

**Materials available:** TV PSA: “[We are not a number, respect the limit](#)” TV ad [here](#)

**Media channels:** TV, radio (national and local), social media, digital media, out-of-home advertisement (billboards, bus stop posters). Roadside billboards (see picture) on the main roads of the city

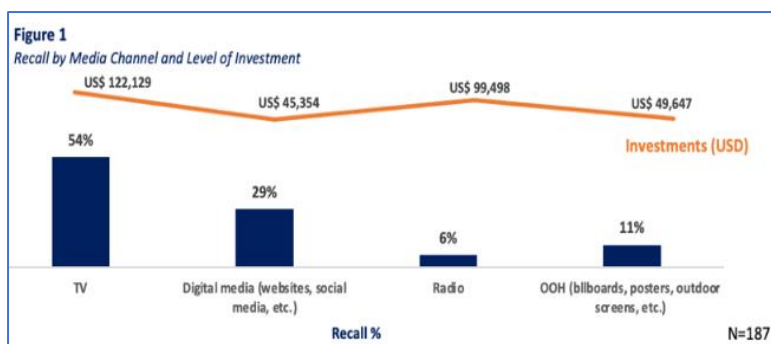
## EVALUATION

### Methodology

The campaign was assessed through face-to-face interviews with 700 randomly selected drivers in high-traffic locations in Bogotá, D.C., from February 18 to March 2, 2025. The recall was measured by showing campaign images to 2- and 4-wheel male and female drivers aged 18 to 55.

### Campaign Reach

When prompted with campaign material, about 26% of survey respondents recalled the campaign ad with significantly more 4-wheel drivers (31%) than 2-wheel riders (22%) recalling it.

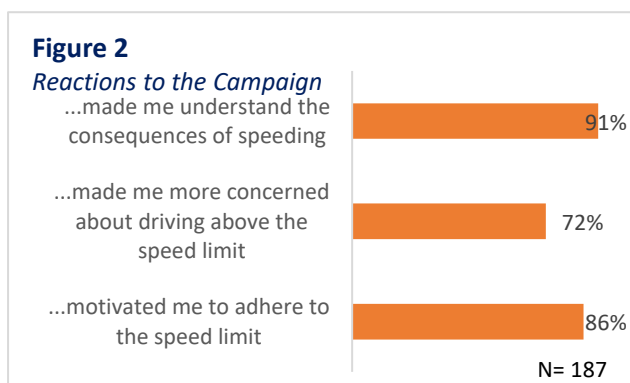


Television was the most frequently recalled source, followed by social media, out-of-home, and radio (Figure 1). Half of both 2- and 4-wheel drivers remembered seeing the campaign on TV, mainly on Caracol (57%), RCN (21%), and City TV (16%). On the radio, 4-wheel drivers recalled the campaign more than 2-wheel riders (10% vs. 1%). Conversely, more 2-

wheel riders (41%) than 4-wheel drivers (20%) saw the campaign on social media, primarily on Facebook (53% vs. 45%) and YouTube (54% vs. 22%)

### Response to the Campaign

The campaign messages were positively comprehended and accepted by survey respondents. The main messages recalled from the ad were consistent among respondents, emphasizing themes like "Speeding kills/leads to death" (65%), "Respect speed limits" (35%), and "You can save lives by following the speed limits" (24%).



Most respondents who remembered the campaign found it easy to understand (93%) and believable (86%). Additionally, 82% perceived the ad as relevant, 88% agreed that it made them "stop and think," 69% mentioned it "taught them something new, and 81% said this was an effective anti-speeding ad.

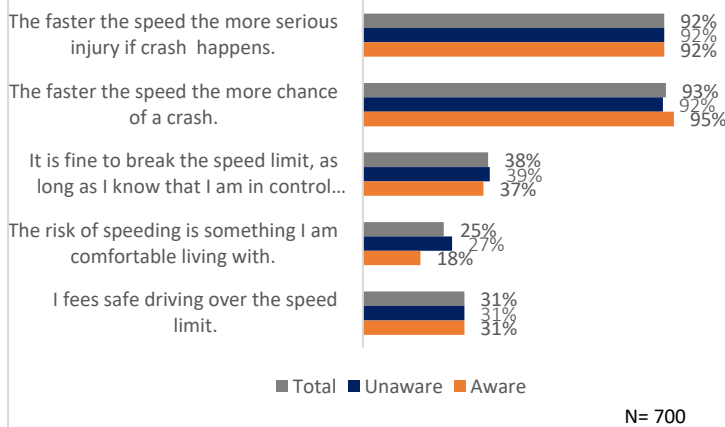
The campaign instilled concern about speeding and motivated respondents to comply with speed limits (Figure 2). About 40% of respondents reported trying to persuade others not to speed

up, and three out of 10 searched for more information on road safety after seeing the campaign.

### Campaign Impact

**Figure 3**

*Speeding Risk Perceptions*

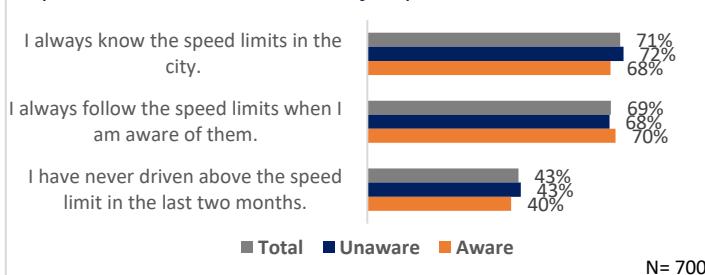


A significant majority—aware or unaware of the campaign—recognized the risks of speeding. However, despite this awareness, three out of 10 respondents expressed a sense of safety driving at high speeds and felt comfortable living with the risk of speeding (Figure 3).

Notably, a higher percentage of 2-wheel riders than 4-wheel drivers believed it was acceptable to exceed the speed limit if they felt in control of their vehicle (43% vs. 32%), and more 4-wheel drivers than 2-wheel riders reported feeling safe (35% vs. 28%) and comfortable (26% vs. 25%) while speeding.

**Figure 4**

*Speed Limit Awareness and Self-Reported Behaviors*

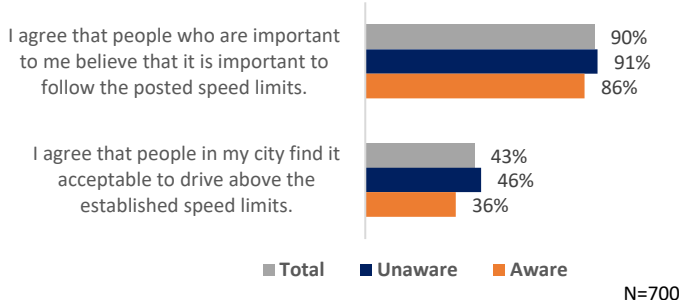


About seven in 10 respondents reported consistently knowing the speed limit. Approximately seven in 10 also reported adhering to the speed limit when aware of it, with higher compliance among those aware of the campaign than those not.

Four in 10 respondents reported never driving above the speed limit in the last two months (Figure 4). Notably, fewer 2-wheel riders (39%) than 4-wheel drivers (49%) reported never exceeding the speed limit in the past two months. Additionally, fewer 2-wheel riders reported always following the speed limit when they knew it (63% vs. 76%).

**Figure 5**

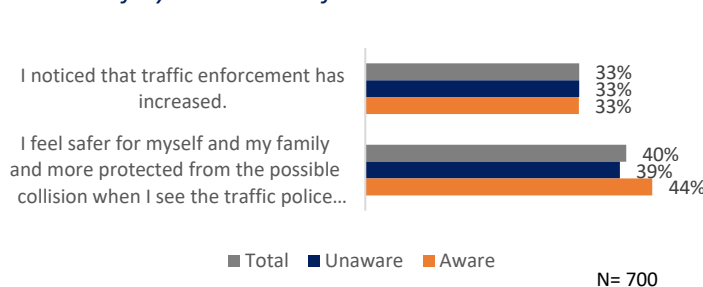
*Social Norms and Public Discourse*



Although most respondents felt that people important to them valued following speed limits, four in 10 believed people in the city accepted speeding, especially among those unaware of the campaign (Figure 5).

**Figure 7**

*Road Safety Laws and Enforcement*



The campaign appeared to enhance trust in enforcement efforts, as more campaign-aware respondents reported feeling safer for themselves and their families with police presence on the streets. Additionally, one-third of respondents reported increased traffic enforcement efforts (Figure 6). When asked about the likelihood of being stopped by the police for speeding, more campaign-unaware participants (55%)

than aware ones (45%) considered it moderately likely or unlikely.

## Other Findings

- About 43% of respondents reported that the number of speed limit signs on the roads was insufficient, with more among campaign unaware (54%) than aware (37%) reporting this. Additionally, 50% of respondents, especially riders, reported that the signs were often hard to see.
- Regarding the statement "I think that speed limits should increase in residential areas", more campaign unaware (22%) than aware (17%) agreed with it.
- A higher proportion of campaign-aware respondents (93%) compared to campaign-unaware respondents (82%) reported supporting public health campaigns. Additionally, more campaign-aware individuals (41%) than those unaware (21%) reported discussing speed-related issues with others, such as family members and friends. Notably, more campaign-aware respondents than unaware ones reported discussing speeding with police officers (25% vs. 13%).
- Drivers identified speed (83%) as the highest risk factor, followed by alcohol (51%) and recklessness (41%).
- Overall, around three out of 10 respondents reported watching the television daily, and 28% of them reported listening to the radio daily, with more campaign-aware viewing TV (43% vs. 26%) and listening to the radio (49% vs. 21%) daily compared to being unaware. About 73% of respondents used social media daily.

## RECOMMENDATIONS

- Pair speeding campaigns with enforcement to sustain a gradual change in drivers' attitudes, behaviors and norms related to speeding.
- Improve campaign recall by optimizing media placement based on media habits and strategic locations for roadside posters.
- Define campaign objectives, target audiences, and strategic times to launch more precisely. Contextual analysis of granular crash data (when, where and how the crashes happen) and consideration of speed management initiatives needed.
- Consider campaigns focusing on 2-wheel riders to address their higher acceptance of speeding and reinforce the consequences of exceeding speed limits.
- Review formative study findings (barriers and motivators, risk perception, safety strategies and possible misbeliefs) to craft compelling messages that the audience will relate to.
- Start dissemination ahead of risky periods. Avoid launching the campaign after December 15, as public attention is focused on holiday-related advertising during the festive season. This saturation can cause consumer fatigue, making them indifferent to new messages, so launching when attention is less diverted will increase the chances of success.
- Continue enforcement messages and support enforcement with an intensive PR strategy to make it more visible and raise the perception of being caught when exceeding speed limits.
- Consider a message emphasizing collective responsibility and inclusivity as formative studies indicate drivers tend to blame others for crashes.