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Initiative for Global
Road Safety

Vital
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MASS MEDIA CAMPAIGN REPORT

Speeding Campaign “Motorcycle Reconstruction” Karnataka, India, November 2024

BACKGROUND AND CAMPAIGN DETAILS



On January 19, 2024, Dr. N V Prasad, Secretary of Transport Department in the Government of Karnataka, launched a mass media campaign titled “[Motorcycle Reconstruction](#)” following the World Day of Remembrance for Road Traffic Victims, 2024.

The campaign, developed and launched with the technical support of Vital Strategies, gives an instructional-style message in which an expert explains the science of crashes. The ad shows two scenarios: one where a motorcyclist is speeding and crashes with a car, and another where the motorcyclist follows the speed limit and avoids a crash. The campaign features road safety expert Dr. G. Gururaj, Road Safety Advisor, Former Director and Professor, National Institute of Mental Health and Neuro-Sciences (NIMHANS), and shared the message: “Even a slight difference in speed can decide the chance of a crash, its severity, and whether you will live or die.”

Target audience: Two-wheeled vehicle driver primarily

Campaign objectives: Raise concerns about speeding and motivate drivers to follow posted speed limits.

Coordinated with enforcement operation: Yes.

Message tested: Yes

Press event: Yes

Media plan: [Here](#)

Budget: US\$ 2.2 million

Media channels: TV, radio, cinema, out-of-home billboards/hoardings, social media and newspaper ads

Duration: November 19, 2024 to January 31, 2025

Materials available: [PSA campaign](#)

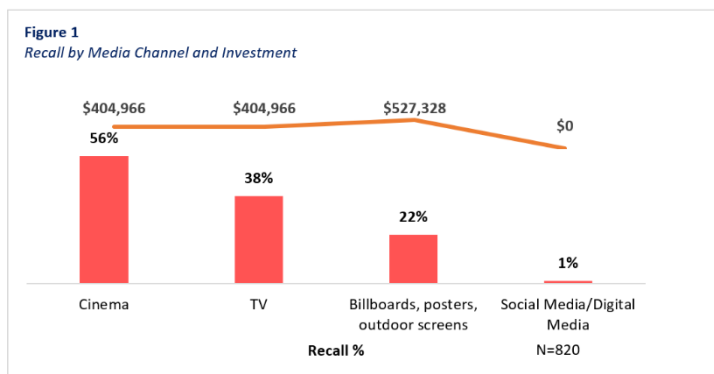
EVALUATION

Methodology

The campaign was evaluated using a survey design administered through face-to-face household interviews with systematic, multi-stage random sampling. The survey was conducted with 1414 respondents in Karnataka between 8th February 2025 and 24th February 2025. Men and women who drove two-wheeled and four-wheeled vehicles, aged 18 to 55, participated in the study. The prompted recall was measured by showing the still images from the video ad, radio, the internet, and out-of-home media. Through a technical partnership with NIMHANS, Bangalore, we are also

assessing campaign impact, triangulating with speeding and police data. See [full report](#) and [questionnaire](#).

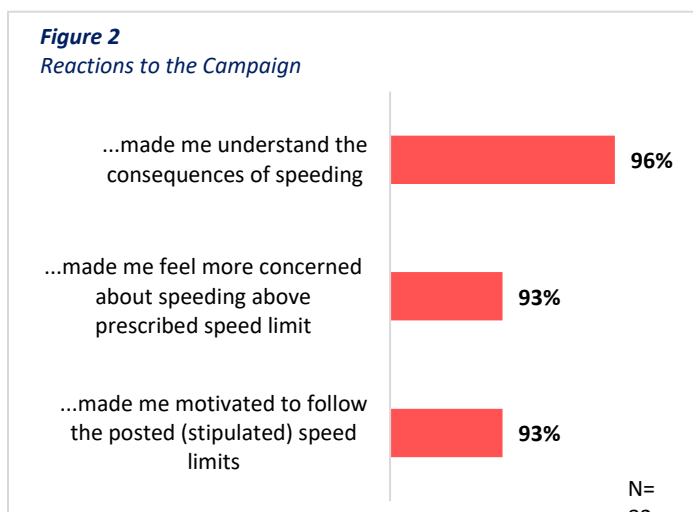
Campaign Reach



Approximately 58% of respondents recalled the campaign, which translates to an estimated 5.03 million adults reached in Karnataka (calculated as the recall rate multiplied by the total urban population aged 15 and above). Cinema was the most frequently recalled campaign source (56%), followed by television (38%) and billboards, posters, and outdoor screens (22%).

Response to the Campaign

About 95% of respondents strongly agreed that the campaign material was relevant to them, and 93% found it believable. In addition, 92% agreed that it taught them something new, 95% said it made them “stop and think,” and 94% agreed that it was an effective anti-speeding ad.



The campaign instilled concern about speeding and motivated respondents to comply with speed limits (Figure 2). After watching the campaign, one-third of respondents (32%) discussed the ad with others, about 38% tried to persuade others not to speed, and 31% of respondents searched for new information on road safety.

Campaign Impact

A large majority—whether aware of the campaign or not—recognized the risks of speeding. Yet nearly three in 10 still felt comfortable taking that risk, believing it was acceptable to speed as long as they were in control of the vehicle (Figure 3). More four-wheeled vehicle drivers (37%) than two-wheeled vehicle drivers (22%) expressed this feeling. About 12% of respondents mentioned they feel safe while driving above the speed limit, with more campaign unaware (14%) than campaign aware (10%) reporting this sentiment.

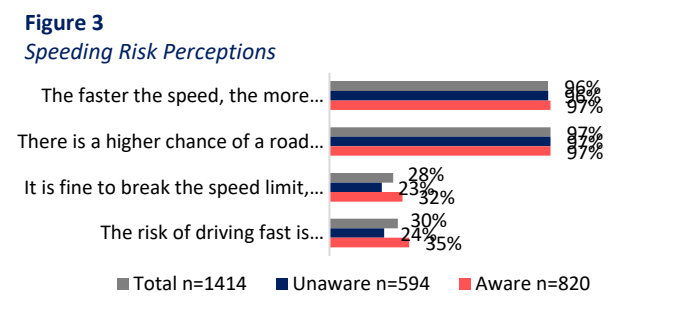
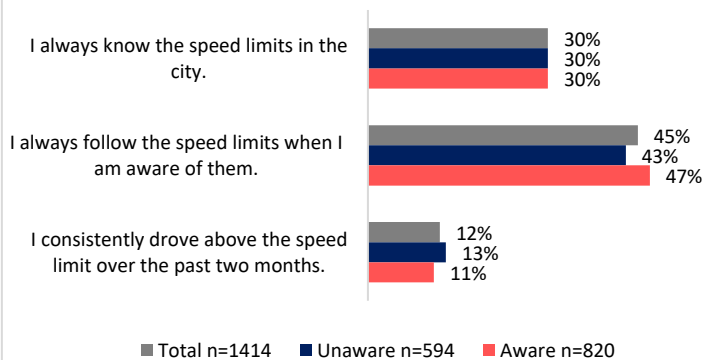
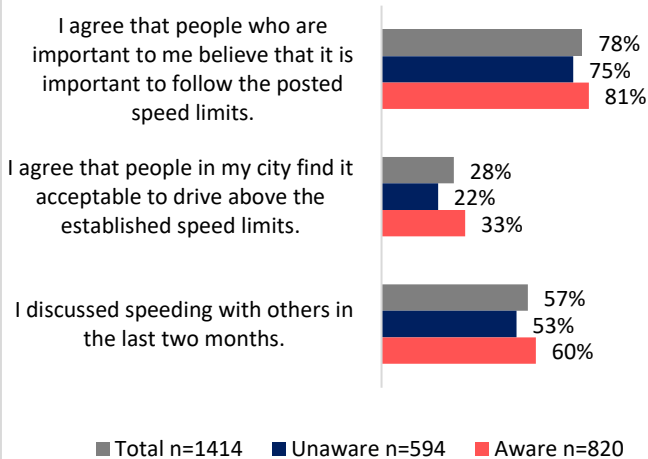


Figure 4
Self-Reported Behaviors



Only about three in 10 respondents reported consistently knowing the speed limit. Less than five 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 (Figure 4). Notably, two-wheelers showed higher awareness of speed limits (34%) compared to four-wheelers (25%). In the past two months, 13% of two-wheeler riders and 11% of four-wheeler drivers reported always driving over the speed limit. In urban areas, about 23% of respondents said they were always aware of the speed limits.

Figure 5
Social Norms



Although eight in 10 believed that people important to them valued following speed limits, about three in 10 believed people in the city accepted speeding, especially among those aware of the campaign (Figure 5). Notably, around 33% of respondents believed that people in the city drove above the speed limit.

The campaign helped prompt dialogue around speeding. Respondents who saw the campaign reported having more active conversations about speeding, compared to those who were unaware (Figure 5).

Regarding vehicle use, more than 90% of both two- and four-wheelers reported using their respective vehicles for commuting to work. About 5% of the four-wheelers were taxi drivers, and among two-wheelers, about

2% were delivery drivers, and a similar 2% used a motorcycle as a taxi.

Other Findings

Vehicle use

- More than 90% of both two- and four-wheelers reported using their respective vehicles for commuting to work. About 5% of the four-wheelers were taxi drivers, and among two-wheelers, about 2% were delivery drivers, and a similar 2% used a motorcycle as a taxi.

Speeding and crash causes, safety strategies, and driving confidence

- Most respondents (97%) identified speeding as the leading cause of road crashes, followed by drink-driving (82%) and swerving (49%).
- While 44% of drivers said they had felt confused about the speed limit due to signs being hard to see, missing, or unclear, only 12% felt that the number of speed limit signs on the roads they usually drove was sufficient to keep them aware of the limit.
- When asked about their top safety practices, drivers reported wearing seat belts (72%), following speed limits (68%), and wearing a helmet (65%).
- Drivers who admitted to speeding in the past two months cited being in a hurry as the main reason.

- 38% rated their driving skills as above average, and nearly half (49%) considered themselves much better than average.

Enforcement perception

- Only 4% of respondents said that enforcement of speeding had increased in the past two months.
- About one-third (31%) thought it was very unlikely they'd be fined for speeding, and 44% said the fines were too low to discourage it.
- However, about 61% said they felt safer and more protected from collisions when speeding was enforced.

Support for government road safety initiatives

- About 74% of respondents expressed support for government-run campaigns targeting speeding, regardless of whether they were aware of the campaign.

Media consumption

- Eight out of 10 respondents reported watching television daily, with the most-watched channels being Udaya TV (58%), Zee Kannada (55%), and Colors Kannada (47%). Additionally, 93% reported using social media daily, with Facebook (96%) and Instagram (71%) being the most used platforms. Nearly 94% also reported using WhatsApp. Radio had the lowest reach, with only 1% of respondents reporting that they listened to it.

RECOMMENDATIONS

- Pair media campaigns with enhanced enforcement to maximize impact.
- Sustain speeding campaigns to shift driver attitudes and behaviors gradually.
- Define target audiences and campaign objectives with precision, utilizing granular crash data and insights from speed management initiatives (e.g., new enforcement technologies) to assess the campaign's impact.
- Analyze audience media habits and assess campaign recall to guide cost-effective media planning.
- Enhance social media strategy by utilizing targeted, paid content to increase message recall and reach.
- Inspect speed limit signage to address low driver awareness.
- For future campaigns, consider messages like "Know and Follow Speed Limits – They're There for a Reason," which emphasize community impact and target overconfidence among young drivers.