

MASS MEDIA CAMPAIGN REPORT

“Slow down. 10km/h makes the difference between life and death”
Córdoba, Argentina, September 2025

BACKGROUND AND CAMPAIGN DETAILS



On September 4, 2025, the Municipality of Córdoba, Argentina, and the Undersecretariat of Urban Mobility and Transport launched the "[Slow down. 10km/h makes the difference between life and death](#)" campaign. Focusing on speeding among motorcyclists, the public service announcement shows two riders under identical conditions: one follows the speed limit and arrives safely, while the other exceeds it and suffers a fatal crash, highlighting how just 10 km/h can change the outcome.

Target audience: Motorcycle drivers

Campaign objectives: To increase drivers' awareness of the devastating consequences of speeding, the risk perception of speeding and adherence to posted speed limits.

Coordinated with enforcement operation:

Yes, ongoing speed cameras surveillance.

Message tested: Yes.

Press event: Yes.

Budget: US\$160,000

Media channels: [Television](#), [radio](#), [billboards](#), [back-of-bus posters](#) and [social media](#).

Duration: September 4-28, 2025

Materials available: A 30-second video, two 15-second videos, a 30-second radio spot, out-of-home designs, back of bus posters, social media 30- and 15-second videos.

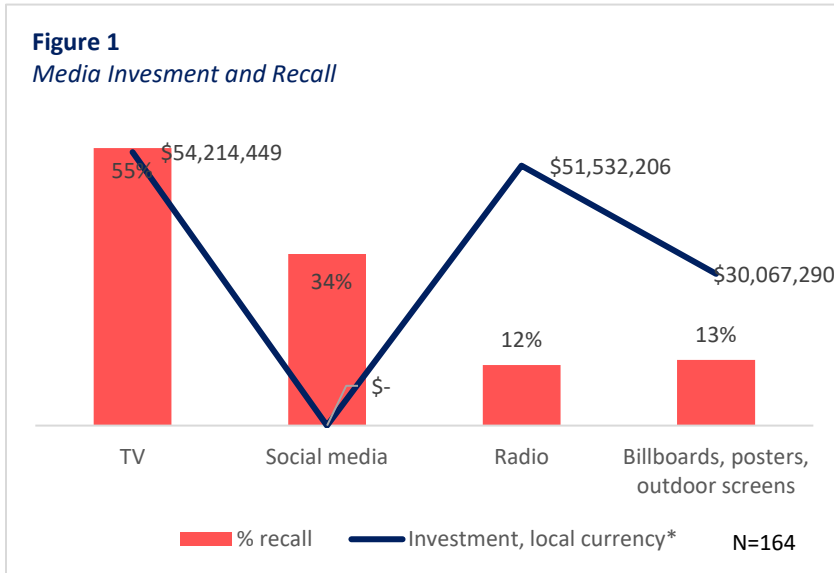
EVALUATION

Methodology

The campaign was evaluated using a random intercept survey design and administered through face-to-face interviews in Córdoba between October 27 and November 17, 2025. To minimize selection bias, every third person passing through the intersection was invited to participate. Two- and four-wheel vehicle drivers aged 18 to 55 participated in the study. 701 people completed the questionnaire (65.9% four-wheel drivers; 20.5% two-wheel riders; 13.6% both four-wheel drivers and two-wheel riders). See full report [here](#).

Campaign Reach

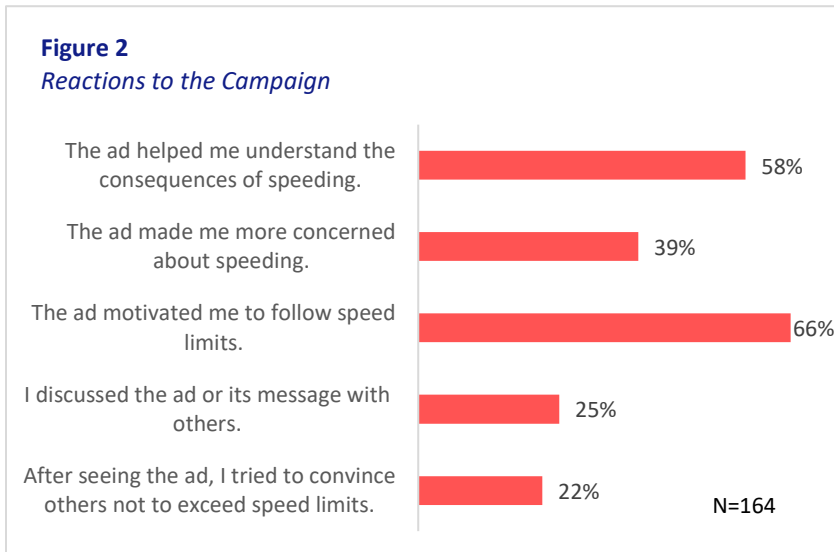
23.4% of respondents recalled the campaign, which means an estimated **196,328** adults were reached in Córdoba (calculated as a % recall rate of 839,009 total urban population aged 18+ years).



Most participants recalled the campaign from television, social media, outdoor channels such as billboards, posters, and screens and via radio. Among social media platforms, the campaign was predominantly seen on Instagram (20%) YouTube (9%) and Facebook (8%) (Figure 1).

Response to the Campaign

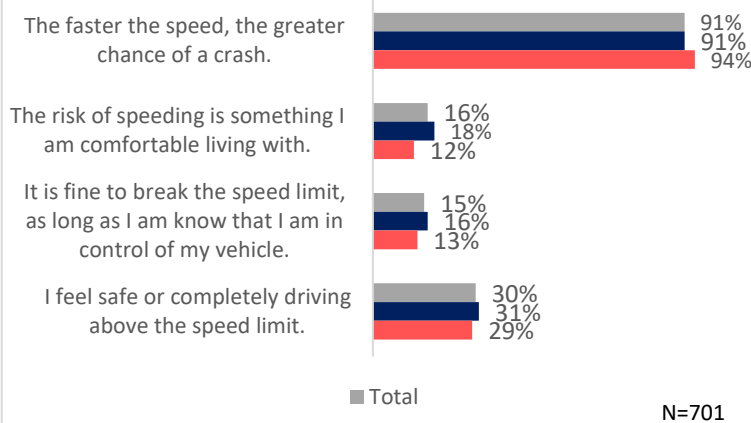
Overall, the campaign messages were well received. The three most recalled messages were “respect the speed limits” (34%), “speeding leads to death” (31%), and “10 km/h can make a difference between life and death” (28%). Most respondents reported that the message was easy to understand (97%) and believable (82%). Over half found it relevant (57%) and effective overall (50%). Additionally, 37% said the message made them “stop and think,” while 27% reported that it “taught them something new.”



The campaign raised awareness of the consequences of speeding and motivated respondents to follow the speed limits. After seeing the ad, at least two of 10 people reported trying to persuade others not to speed and reported discussing the ad with others (Figure 2).

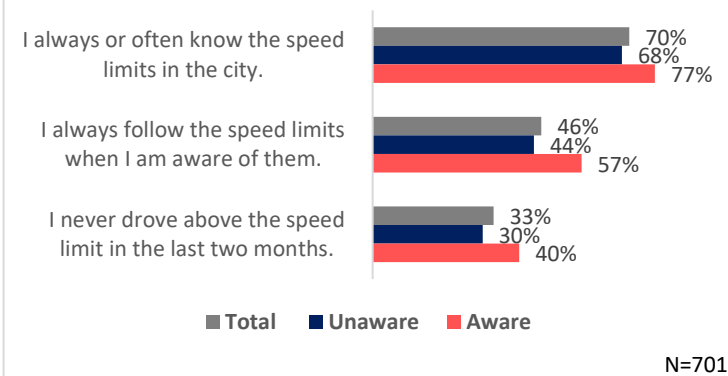
Campaign Impact

Figure 3
Speeding Risk Perceptions



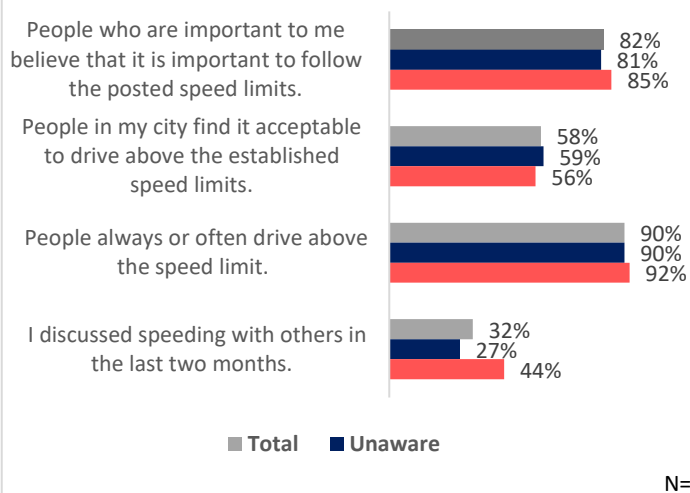
The majority of respondents demonstrated high awareness of the risks associated with speeding. This was slightly more pronounced among those who were aware of the campaign. However, nearly three in 10 felt safe while speeding. Additionally, about 15% of respondents said it was acceptable to break the speed limit as they felt in control of their vehicle. These lower risk perceptions were more pronounced among those who were not aware of the campaign (Figure 3). This belief was more common among two-wheel drivers (19%) than four-wheel drivers (13%). The majority of drivers believed they had better driving skills than average.

Figure 4
Awareness of Speed Limits and Self-Reported Behaviors



Drivers who were aware of the campaign were more likely to report knowing and following speed limits. The campaign translated to action: fewer campaign-aware drivers reported speeding compared to unaware. Despite high awareness of speed limits, only three out of 10 respondents reported never driving in the last two months, with more campaign-aware respondents reporting complying with speed limits in the last two months (Figure 4).

Figure 5
Social Norms and Public Discourse



A significant majority of respondents reported that their social circles believe drivers should adhere to speed limits. Nevertheless, a substantial portion (58%) perceived that speeding remains normalized among the broader city population. Interestingly, a vast majority of participants (90%) maintained the perception that driving above the speed limit is a constant occurrence.

However, those exposed to the campaign were notably more likely to discuss speeding with others (44%) than their unexposed counterparts (27%), suggesting that the initiative successfully stimulated dialogue regarding safer driving practices (Figure 5). There were no important differences in any of these results between four-wheel and two-wheel drivers.

Other Findings

Driving Confidence

- The majority of participants believed they had better driving skills than average.

Enforcement Perception

- No substantial differences exist between those who saw the campaign and those who did not in terms of noticing speed enforcement or believing they could be caught or ticketed for speeding.
- Those who saw the campaign (45%) feel safer when traffic police were present compared to those who did not see it (39%), suggesting a modest positive shift in how enforcement is perceived.
- While a higher proportion of motorcyclists (40%) reported observing speed enforcement compared to four-wheel vehicle drivers (33%), they simultaneously reported lower feelings of safety upon encountering traffic police (36% vs. 43%, respectively). This suggests that a more visible police presence does not necessarily translate into a heightened sense of security for motorcyclists.

Support for Government Road Safety Initiatives

- Support for reducing speed limits was significantly higher among drivers aware of the campaign (42%) than those unaware (28%); two-wheel drivers expressed greater support (40%) compared to four-wheel drivers (28%).
- Overall, there was significant public backing for government initiatives, with half of the sample expressing full support (54%) and an additional third (27%) supporting them with some reservations. This support was notably stronger among participants who were aware of the campaign, with 57% expressing full support compared to 46% among those who were unaware.

Media Consumption

- 85% of respondents reported using social media daily—primarily Instagram, Facebook, and WhatsApp—while 39% listened to the radio daily, with the most popular stations being Cadena 3, La Popular and Radio Mía. Additionally, 30% reported watching TV daily, with the top channels being Canal 12, Canal 8 and TN.

Recommendations

- Run multiple campaigns each year to gradually shift attitudes, behaviors, and social norms around speeding.
- Pair campaigns with visible enforcement. Low perceived risk of being caught remains a gap, even though government action is viewed positively.
- Integrate prevention messaging into enforcement. Use campaign messages during enforcement activities to clearly link checks and penalties with crash prevention.
- Address social norms directly. Speeding is still seen as normal—prioritize messaging and community engagement that challenges this and shifts what is considered acceptable behavior.
- Strengthen community outreach. Use interpersonal communication and local engagement to reinforce campaign messages with drivers.
- Segment audiences more clearly. Tailor approaches for motorcyclists and four-wheel drivers, as their behaviors and risk levels differ.
- Improve understanding of speed limits. Expand efforts to clearly communicate rules and regulations, as many drivers are still unclear.
- Invest in the right media channels. Use a mix of mass media for reach and social/digital platforms to target audiences where they are and improve recall and message salience.