



MEDIA CAMPAIGN REPORT

“Slow down, take it easy.”

Recife, Brazil, 2025

BACKGROUND AND CAMPAIGN DETAILS



On September 19, 2025, Recife City Hall, through its Traffic Department (CTTU), with technical support from Vital Strategies, launched the “[Slow down, take it easy.](#)” campaign. Initially developed as part of the Yellow May road safety month movement, the campaign was adjusted for the National Mobility Week to enhance the emotional impact. The campaign video targeting motorcyclists features the story of Labone

Cabral, a Paralympic athlete who lost a leg in a motorcycle crash linked to speeding. “We always think: it won’t happen to me. And maybe it won’t, not that day,” says Cabral in the campaign, emphasizing that the risk is never worth it, as the consequences can last a lifetime or end even more tragically. The campaign was broadcast in two waves across digital and social platforms, radio, TV, and out-of-home spaces with a US\$832,825 city media budget. These media efforts were coordinated with traffic enforcement across the city.

Target audience: Young men (18 to 29 years) driving two-wheelers in Recife.

Campaign objectives: To increase the perception of the risk of speeding and motivation not to speed.

Coordinated with enforcement operation: Yes.

Message tested: [Yes.](#)

Press event: Launch event at a media enforcement operation with press coverage.

Budget: An estimate of US\$432,730 (Yellow May) and US\$400,095 (September), with a total of US\$832,825.

Media channels: TV, radio, out-of-home spaces, social and digital media.

Duration: May 22- June 19 and September 19-30, 2025

Materials Available: Campaign PSA [here](#); key visuals [here](#).

EVALUATION

Methodology

The campaign was evaluated through a quantitative intercept survey using a structured questionnaire administered on tablets. A total of 600 interviews were conducted with men and women aged 18 to 55 who ride motorcycles in Recife at least three times per week. Questions about the campaign were asked for both respondents who had seen the PSA before the evaluation and those to whom it was shown during the survey. Fieldwork was carried out by the Federal

University of Pernambuco, between October 8 and 31, 2025, in two stages. Given the convenience sampling via intercept at flow points, such as parking lots and waiting areas, results should be interpreted as indicative of the profile of interviewed motorcyclists, rather than as strictly representative estimates for all riders in Recife. (See [full report in Portuguese here.](#))

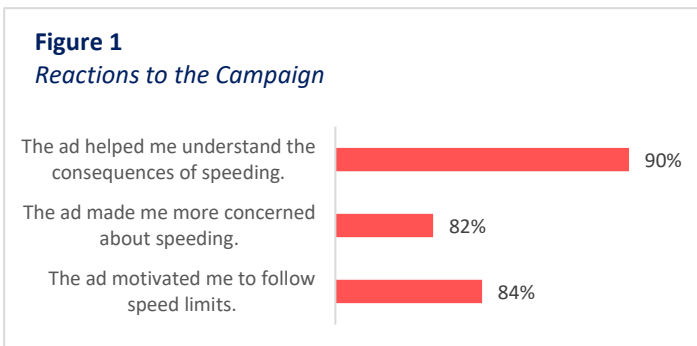
Campaign Reach

Approximately **38%** of respondents recalled the Recife speeding campaign, which suggests an estimated **604,000** people (18+) in the city of Recife reached by and able to remember the campaign message (calculated as a 38% recall rate × 1,588,376 adult population, according to IBGE, 2022).

Television was the most frequently recalled source (56%), followed by social media (33%), and out-of-home (3%). On social media, respondents recalled seeing it on Instagram (21%), YouTube (10%) and Facebook (2%). Although TV recall was higher among older audiences (73% among those aged 40–55), it still reached a meaningful share of younger respondents (37% among those aged 18–29). Social media recall was higher among younger respondents (40% among 18–29, compared with 30% among 40–55), suggesting that both TV and social media remain important for reaching the young drivers.

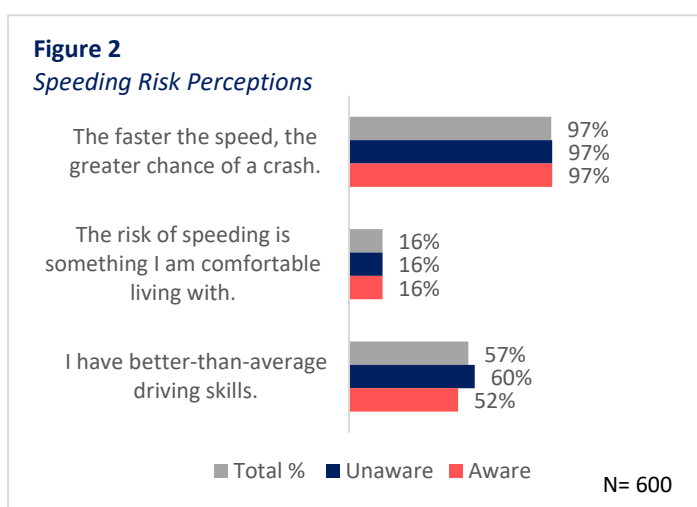
Response to the Campaign

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” (46%), “respect the speed limits” (44%), and “slow down: there is always someone waiting for you” (20%).



Most of the participants (92%) perceived the ad as relevant. 85% agreed that it made them “stop and think,” and 57% mentioned that it taught them something new. The campaign instilled concern about speeding and motivated respondents to comply with speed limits (Figure 1).

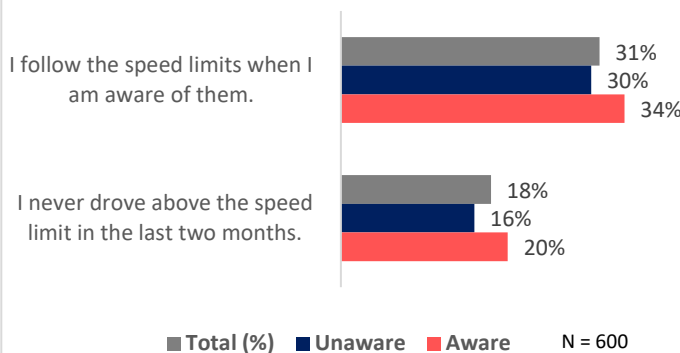
Campaign Impact



Most respondents—regardless of campaign awareness—recognized that speeding was dangerous. However, risky attitudes remain common: nearly four in 10 (36%) believed it was acceptable to exceed the speed limit if they feel in control, and almost two in 10 feel comfortable with the risks of speeding and report feeling safe driving above the speed limit. These perceptions did not differ significantly between campaign-aware and unaware respondents (Figure 2). At the same time, more than half of respondents rated their driving skills as above average, with this perception more common among those unaware of the campaign. This overconfidence may contribute to continued

acceptance of speeding.

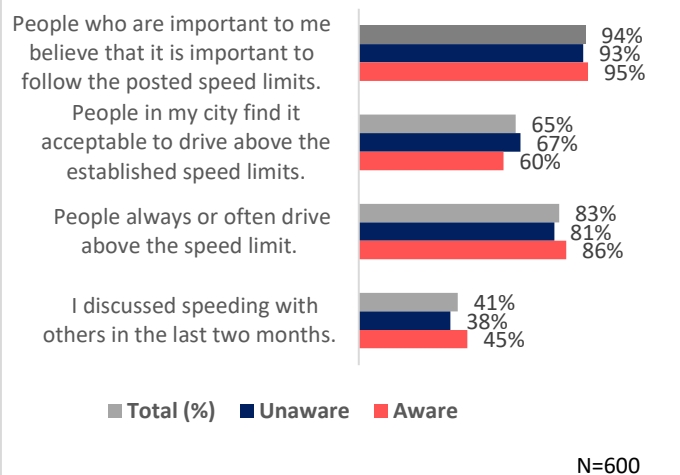
Figure 3
Self-Reported Behaviors



About eight in 10 (79%) respondents reported often knowing the speed limit. However, slightly more than three out of 10 reported always following the speed limit when aware of it, with higher compliance among those aware of the campaign than those not. Almost two in 10 respondents reported never driving above the speed limit in the last two months, with more campaign aware than unaware reporting this (Figure 3).

Almost all respondents reported that people important to them believe it is important to follow the speed limit. However, six in 10 said that people in their city find it acceptable to drive above the speed limit, and more than eight in 10 reported that people regularly drive above the speed limit. The campaign appeared to increase discussion about speeding. A significantly higher proportion of campaign-aware respondents reported talking about the issue with others (Figure 4). Consistent with this, many respondents who recalled the campaign reported discussing the campaign with others (29%) or trying to persuade someone not to speed (47%).

Figure 4
Social Norms and Public Discourse



Other Findings

Speeding and Crash Causes

- The main driver of speeding was “being in a hurry/running late” (49% overall), with a clear age difference: 56% among riders 18–29, 49% among those 30–39, and 38% among those 40–55.

- Other context-based reasons, such as empty streets, road type and tight delivery deadlines, concentrated among younger riders, indicate that context-related behavior also impacts speeding.

Road Safety Law and Enforcement

- Around half of respondents said they feel safer when they see traffic agents or speed cameras, 56% and 52%, respectively between aware vs unaware.
- When asked if speed enforcement had increased in the last two months, there was no significant difference between aware vs unaware groups, indicating that these views are shaped primarily by actual enforcement operations and local news, rather than campaign exposure alone.
- Six out of 10 reported noticing traffic enforcement efforts increase in the last two months. When asked about the likelihood of being stopped by the police for speeding, slightly more campaign-aware (23%) than unaware respondents (20%) considered it very or somewhat likely.

Media Consumption

- TV remains important, especially among older demographic groups (43% of 40-55 age group), while social media use is almost universal (18-29: 93%, 30-39: 89% and 40-55:

80%), particularly Instagram, with very high daily use among younger riders. Radio, magazines and online newspapers don't seem to have a relevant consumption within the target audience. This suggests that an integrated TV plus social media strategy, aligned with young riders' media habits, is crucial for future speeding campaigns.

Recommendations

1. Sustain campaigns in coordination with visible enforcement

- Maintain and sequence campaigns alongside visible speed enforcement operations to gradually shift attitudes, behaviors and norms around speeding.
- Use communication to frame enforcement as a lifesaving measure, not merely punishment, reinforcing that speed checks protect riders and their families.

2. Refine targeting and message framing for young, high-risk riders

- Prioritize young male riders (18–29), who are more likely to speed due to time pressure, empty streets and delivery deadlines, and who display higher confidence in their ability to “control the risk.”
- Explicitly challenge the idea that “if I’m in control, it’s safe to speed,” addressing optimism bias and social acceptance. Messages should emphasize that even skilled riders cannot control what others do and that a single mistake—by them or by others—can be fatal.

3. Optimize media planning: Keep TV strong, sharpen digital, reconsider out-of-home

- Keep TV as a strong pillar of the media plan, but not the primary one, since the target audience is mostly online.
- Prioritize digital platforms with proven recall (Instagram and YouTube) and explore native formats in line with Key Visuals and key message (short videos, stories, reels) with clear, early calls to action.
- Review out-of-home/digital out-of-home investment for motorcycle-focused campaigns, using them more selectively in high-risk corridors and points of concentration of riders, where presence can reinforce the message at moments of actual risk.
- Use language appropriate for each platform where the material is disseminated. Especially for TikTok, a potential to reach the target audience was observed that could be better exploited if the language were adapted to the format of the social network.

4. Strengthen narrative strategy and emotional resonance

- Continue using high-impact stories that show the broader consequences of speeding, its harm to families and lost futures and driver guilt, linking them to riders' personal aspirations and responsibilities.
- Integrate core messages that address the main reason for speeding, such as “being late,” with simple, memorable lines (e.g., “better late than dead”) adapted to the Recife context.
- Leverage family and close relationships as key motivators, particularly for a young audience that, while often without children, still values the expectations of parents, partners and peers.

5. Address social norms and make speeding socially unacceptable

- Use communication to shift norms, highlighting that many riders disapprove of speeding, even if they perceive it as common. This can reduce the sense that “everyone speeds” and make unsafe behavior less socially acceptable.
- Engage relatable peers, community figures and influencers to model safe riding, reinforcing collective responsibility and respect on the roads.
- Finding suitable influencers can also be a good strategy: not necessarily people who talk about motorcycles, but people who target the 20-29 age group.

6. Integrate insights into ongoing road-safety strategy

- Combine crash data, behavioral observations and social-behavioral research to refine campaign objectives, segment priorities and message angles over time.
- Systematically monitor media habits and recall across offline and digital channels to continuously optimize cost-effective media mixes for Recife's motorcyclists.