

## MEDIA CAMPAIGN REPORT

“Slow down. There’s always someone waiting for you.”  
Salvador, Brazil, 2025

### BACKGROUND AND CAMPAIGN DETAILS



In May 2025, Transalvador, Salvador’s Traffic Department, released the campaign “[Slow down. There’s always someone waiting for you](#)” as part of the Yellow May road safety month movement. Targeting motorcyclists, the campaign highlights how speeding can affect loved ones waiting at home, encouraging riders to respect speed limits. The campaign was formally relaunched on September 15 during the National Mobility Week to increase impact.

**Target audience:** Young men (20 to 29 years), driving 2-wheelers in Salvador.

**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:** The campaign was formally launched during an outdoor press conference held as part of the National Traffic Week.

**Budget:** US\$145,000 per wave (May and September) totaling US\$290,000.

**Media channels:** TV, radio, out-of-home (OOH) spaces, social media, digital media (programmatic ad on news channels) and digital OOH spaces.

**Duration:** May 5-30 and September 3-30, 2025 (some OOH media stayed longer).

**Materials available:** Campaign PSA: [here](#); out-of-home materials: [here](#).

## EVALUATION

### Methodology

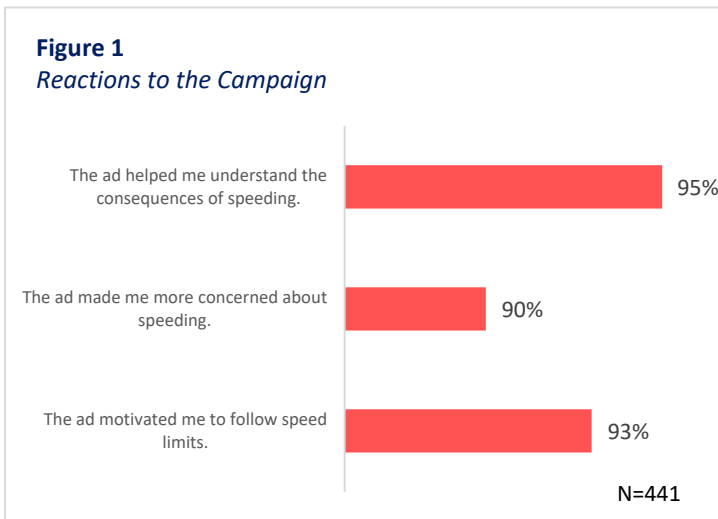
The campaign was evaluated by Transalvador through a quantitative intercept survey using a structured questionnaire administered on tablets. Between October 8 and November 6, 2025, a total of 614 interviews were conducted with men and women aged 18 to 55 who ride motorcycles in Salvador at least three times per week. Questions about the campaign were asked for both respondents who had seen the campaign materials before the evaluation and those who were shown the materials during the survey. 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 Salvador. (See [full report in Portuguese here](#)).

## Campaign Reach

The campaign achieved high recall, with **72%** of respondents reporting they had seen it, suggesting an estimated **1,740,728** people in the city of Salvador reached by and able to remember the campaign message (calculated as a 72% recall rate x 2,417,678 total population, according to IBGE 2022).

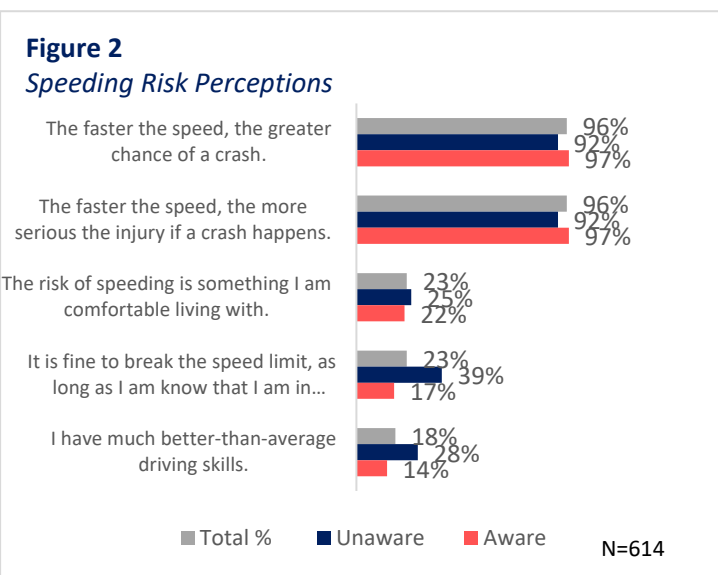
Most recalled seeing the campaign from OOH (67%), followed by TV (32%), digital (22%), and radio (19%)—suggesting a multi-channel mix with OOH and TV leading visibility. On social media, most recalled seeing the campaign on Instagram (63%), then Facebook (19%) and YouTube (14%).

## Response to the Campaign



Most of the participants (96%) perceived the ad as relevant: 93% agreed that it made them "stop and think," and 85% mentioned that it taught them something new. The campaign increased understanding of the consequences of speeding, instilled concern about speeding, and motivated respondents to comply with speed limits (Figure 1). About 49% of respondents reported trying to persuade others not to speed.

## Campaign Impact

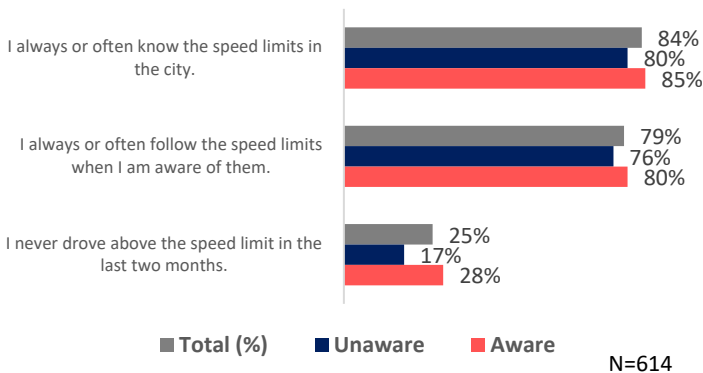


A significant majority of respondents, regardless of campaign awareness, acknowledged the dangers of speeding. However, nearly two in 10 said it was acceptable to exceed the speed limit as long as they were in control of their vehicle, and more than two in 10 reported feeling comfortable with the associated risks. Notably, a higher proportion of campaign-aware respondents expressed these risk-tolerant perceptions compared to those who were not aware of the campaign.

Additionally, two out of 10 respondents believed they have better-than-average driving skills, with this view more common among the campaign-unaware group than the campaign-aware group (Figure 2).

Knowledge of speed-related risk is high among motorcyclists

**Figure 3**  
*Awareness of Speed Limits and Self-Reported Behaviors*



in Salvador. More than eight in 10 respondents reported that they knew the posted speed limits on the roads they use.

Slightly more than seven 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. More than two in 10 respondents reported never driving above the speed limit in the last two months, with more campaign aware than unaware reporting that (Figure 3).

Although an overwhelming majority of respondents believed that people important to them think it is important to follow speed limits, eight in 10 respondents believed that people in their city drove above the speed limit. The campaign also appeared to stimulate public discourse, with a significantly higher proportion of campaign-aware respondents reporting that they spoke about speeding with others compared to those who were not aware of the campaign.

## Other Findings

### Vehicle Use

- A third (33%) of two-wheel respondents reported using their motorcycles for delivery and passenger transport services, while 28% reported using them for commuting to work, 20% reported using them for recreational purposes, and about 7% reported using them to transport family members.

### Speeding and Crash Causes, Safety Strategies, and Driving Confidence

- Reckless driving was identified by 32% of drivers as the top risk factor on the road, followed by speeding (24%) and drink driving (24%).
- Drivers who admitted speeding in the past two months cited rushing (24%), no specific reason (23%), and unknown area (15%) as the main reasons for speeding.
- When asked what kept them safe while driving, 17% mentioned helmet use. Avoiding distractions like cell phone use was mentioned by almost 11% and respecting the speed limits by another 11%.
- Most drivers were aware of speed limits in residential areas and on main roads, about 70% of respondents felt there were insufficient speed limit signs on the roads.

### Support for Government Road Safety Initiatives

- Approximately 96% of participants expressed support for government-led public health campaigns, with higher support among campaign-aware respondents (98%) compared to those unaware (89%).
- About 63% of respondents say they feel safer when they see traffic agents or speed cameras.
- Despite strong campaign visibility and response, perceptions of enforcement remain a key constraint: 78% of respondents see receiving a speeding ticket as “unlikely,” including among younger riders (18-29), where “extremely/very likely” is minimal (~9%).

## Media Consumption

- When asked about media consumption, daily use of social media (92%) was significantly higher than television (45% - mainly Record, TV Bahia and TV Aratu). However, television was viewed significantly more by those who are in the older group (40-55 years). About 25% of respondents reported listening to radio on a daily basis (mainly Metropolis, Bahia FM e Piatã stations).

## 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 checkpoints are on the streets to protect riders and their families.

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

- Prioritize young male riders (18–39), 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.

### 3. Optimize media planning: keep TV strong, sharpen digital, reconsider OOH

- Keep OOH and TV as a central pillar of the media plan for reach and impact, given its super-performance in recall relative to investment.
- Prioritize digital platforms with proven recall (Instagram and YouTube) and explore native formats in line with key visual and key message (short videos, stories, reels) with clear, early calls to action.
- Review OOH/digital OOH 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.

### 4. Strengthen narrative strategy and emotional resonance

- Continue to use high-impact stories that show the broader consequences of speeding, its harm to families, 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 Salvador’s 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.

### 6. Integrate insights into ongoing road safety strategies

- 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 target audience.