

MASS MEDIA CAMPAIGN REPORT

“We are not a number, respect the limit”
Bogotá, Colombia 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, 2025, 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. This was the second wave of the campaign, which first ran in December 2024.



The campaign’s public service announcement (PSA) showed life-saving enforcement in action—police checkpoints and technology—as well as the consequences of speeding, including a motorcyclist crash and an emergency room visit. Trauma surgeon Dr. Juan Manuel Martínez explained how enforcement saves lives by preventing these injuries, reinforcing that its purpose is public safety, not revenue collection.

The campaign’s objectives and focus were informed by 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. After analyzing the results of the first wave, the city decided to implement a new phase of the campaign with more emphasis on road-side out-of-home advertising and increased investment.

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

Campaign Objectives:

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

Coordinated with enforcement operation:

Yes

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

Press event: [Yes](#)

Media plan: [Yes](#)

Budget: 2nd wave US\$ 633,000, 1st wave US\$110,000

Duration: 1st wave December 2024; 2nd wave April to May 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 417 randomly selected drivers in high-traffic locations in Bogotá, from May 15 to June 5, 2025. The recall was measured by showing campaign images to 2- and 4-wheel male (51%) and female (49%) drivers aged 18 to 55.

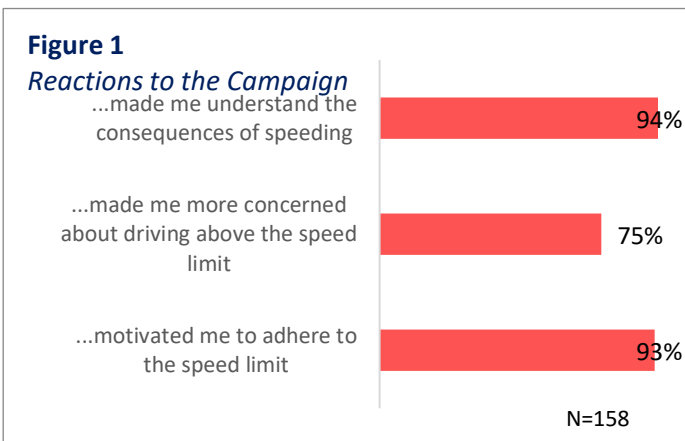
Campaign Reach

When prompted with campaign material, about **40%** of survey respondents recalled the campaign, which means that a campaign message reached a conservatively estimated **1,980,218** adults in Bogota (Calculated as 40% recall rate * total population of 4,950,544 aged 15-55) (DANE, 2023).

Television was the most frequently recalled source (59%), followed by social media (22%), out-of-home (21%), and radio (5%). On social media, respondents recalled seeing it on Facebook (57%), YouTube (39%), Instagram (18%), and TikTok (9%).

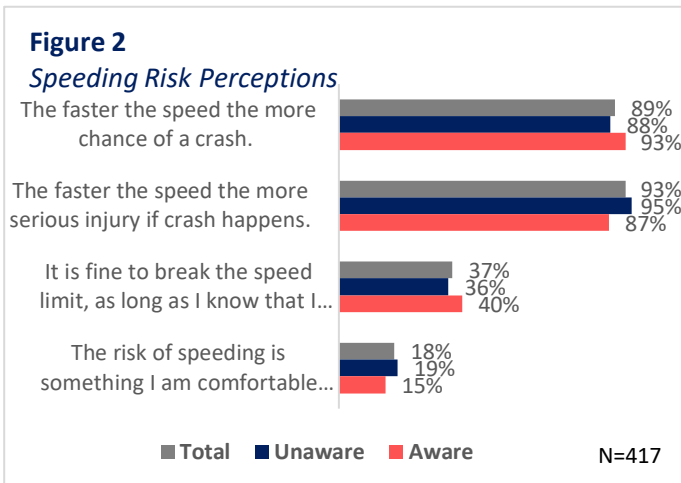
Response to the Campaign

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" (57%), and Respect speed limits" (39%).



Most of the participants (93%) perceived the ad as relevant. 90% agreed that it made them "stop and think," and 85% mentioned that it taught them something new. The campaign instilled concern about speeding and motivated respondents to comply with speed limits (Figure 1). About 42% of respondents reported trying to persuade others not to speed up.

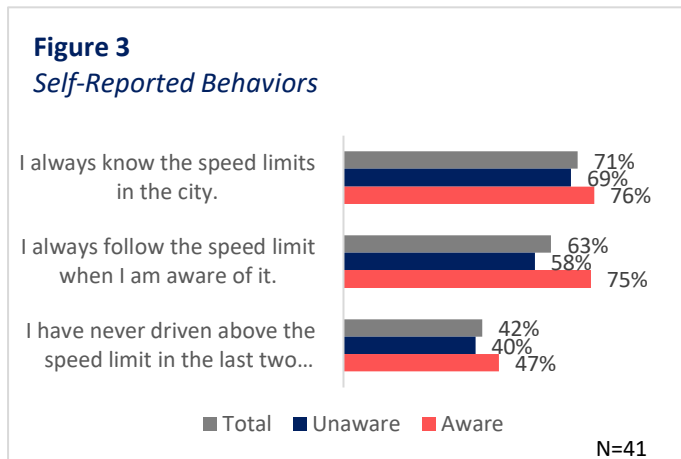
Campaign Impact



A significant majority of respondents, regardless of campaign awareness, acknowledged the dangers of speeding. However, nearly four in 10 said it was acceptable to exceed the speed limit as long as they were in control of their vehicle, and almost two in 10 reported feeling comfortable with the associated risks (Figure 2).

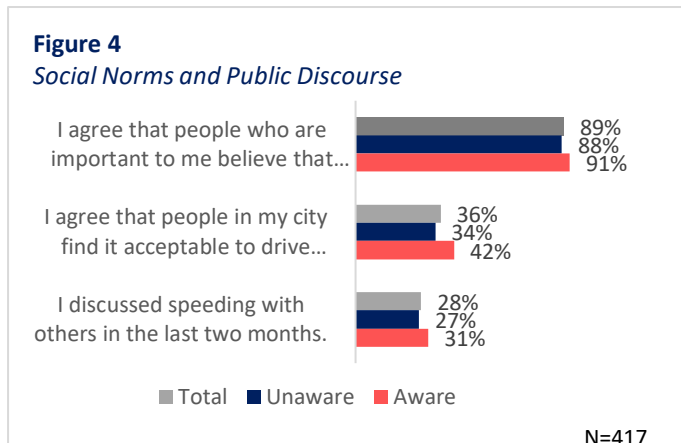
More two-wheel drivers than four-wheel drivers recognized the dangers of speeding. Yet, a higher proportion of two-wheel drivers also agreed it was acceptable to break the speed limit when they felt in control (39% vs. 34%). Additionally, 27% of respondents

believed it was safe to drive above the speed limit, with this view more common among the campaign-unaware group (29%) than the campaign-aware group (23%).



About seven in 10 respondents reported consistently knowing the speed limit. Slightly more than six 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.

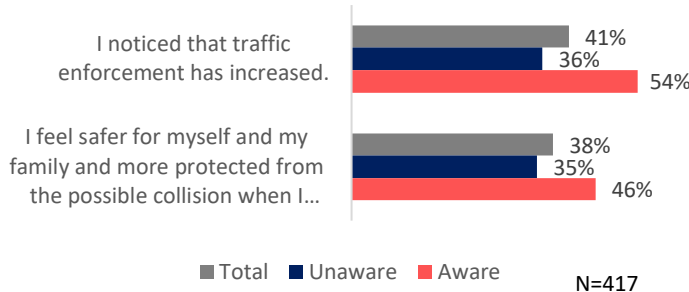
Four in 10 respondents reported never driving above the speed limit in the last two months, with more campaign aware than unaware reporting that (Figure 3). Notably, fewer two-wheel riders (61%) than 4-wheel drivers (65%) reported adhering to speed limit when aware of it.



Although most respondents felt that people important to them valued following speed limits, almost four in 10 believed people in the city accepted speeding, especially among those aware of the campaign (Figure 4).

Additionally, eight in 10 believed that people in their city drove above the speed limit, with more campaign-unaware respondents reporting this (82% vs. 78%)

Figure 5
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. Four out of 10 reported noticing traffic enforcement efforts (Figure 5). When asked about the likelihood of being stopped by the police for speeding, slightly more campaign-aware (26%) than unaware respondents (23%) considered it very or somewhat likely.

Other Findings

Vehicle use

- Most (81%) two-wheel respondents reported using their motorcycles as a mean of commuting to work or universities, a bit more than 6% reported using it for delivery services, 5% reported that they used to run errands, 2% reported using it for recreational purposes and less than 1% reported using it to transport family members.

Speeding and crash causes, safety strategies, and driving confidence

- Speeding was identified by 76% of drivers as the top risk factor on the road, followed by reckless driving (45%) and drink driving (41%).
- Drivers who admitted to speeding in the past two months cited rushing (43%), no specific reason (21%), and empty roads (15%) as the main reasons for speeding.
- Interestingly, when asked what kept them safe while driving, 43% mentioned respecting the speed limit—more frequently cited by four-wheel drivers (46%) than two-wheel drivers (41%). Wearing a helmet was mentioned by 40%, and following traffic rules by 39%, with also reported more often by four-wheel drivers (44%) than two-wheel drivers (35%).
- While most drivers were aware of speed limits in residential areas and on main roads, about 40% of respondents felt there were insufficient speed limit signs on the roads. Additionally, 40% said they were often confused by the speed limits due to poor visibility of signs, especially on Avenida Boyacá, Autopista Norte and Streets under maintenance or repair.
- 46% rated their driving skills as average, 35% as above average, and 15% considered themselves much better than average. A slightly higher proportion of two-wheel drivers than four-wheel drivers expressed this high level of confidence in their skills (16% vs. 14%).

Support for government road safety initiatives

- Approximately 77% of participants expressed support for government-led public health campaigns, with higher support among campaign-aware respondents (80%) compared to those unaware (76%).
- When asked which safety measures the government should undertake, public health campaigns were mentioned by 20% of participants, again with slightly higher support from the campaign-aware group (22%) than the unaware group (20%). Checkpoints were the next most recommended measure (15%), with more support among campaign-aware participants (17%) than those unaware (13%).
- The most frequently recalled government road safety measures were speed enforcement cameras (56%), speed bumps (28%), and traffic patrols (15%).
- Only 21% of respondents agreed with the statement, *“I think that speed limits should increase in residential areas.”*

Media consumption

- When asked about media consumption, daily use of social media (80%) was significantly higher than television (27%). However, television was viewed significantly more by those who recalled the campaign compared to those who did not (37% vs. 24%). About 21% of respondents reported listening to radio on a daily basis.

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.