

MASS MEDIA CAMPAIGN REPORT

“Every life matters, slow down” Campaign Quito, Ecuador, 2024

BACKGROUND AND CAMPAIGN DETAILS



Quito’s Secretary of Mobility launched the speeding campaign “Every life matters, slow down”. On November 27, 2024. The campaign highlights the direct link between speed and the severity of a crash—the higher the speed, the deadlier the consequences. According to data from the Metropolitan Traffic Agency (AMT), speeding in Quito has risen steadily in recent years, claiming the lives of 250 people in 2023.

Target audience: Male drivers in Quito aged 19 to 30.

Campaign objectives: To increase drivers’ awareness of the consequences of speeding, their risk perception, and the likelihood that they will obey posted speed limits.

Coordinated with enforcement operation: Yes

Message testing: Yes

Press event: Yes

Media plan: [Yes](#)

Budget: US\$102,439 including US\$8,000 from Vital Strategies

Media channels: TV, social media, radio, out-of-home, cinemas, and buses

Duration: November 27, 2024 to February 15, 2025

Materials available: Video PSA [here](#). Press release [here](#). Graphics [here](#).

EVALUATION

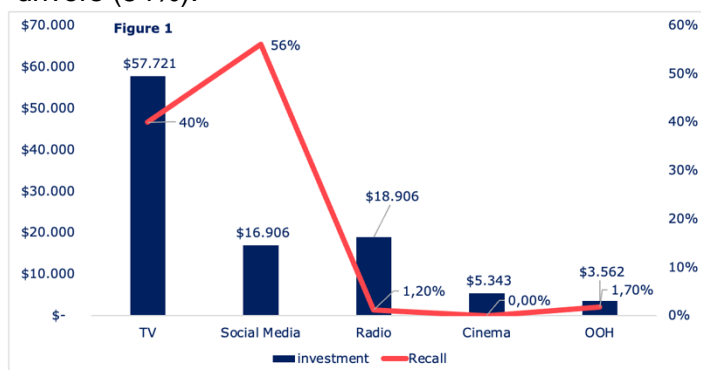
Methodology

Through a household survey conducted with 760 randomly selected drivers in Quito, the campaign was evaluated between February and March 2025. The sample included two- and four-wheel vehicle drivers, 75% men and 25% women, aged 18 to 55. Campaign awareness was assessed by showing selected campaign images.

Campaign Reach

Approximately 55% of respondents remembered the “Every life matters, slow down” campaign, meaning that an estimated **1.26 million** adult people in Quito were reached by the campaign message (calculated as a recall rate of 55% x 2.27 million adult people in Quito out of [2.9 million](#)

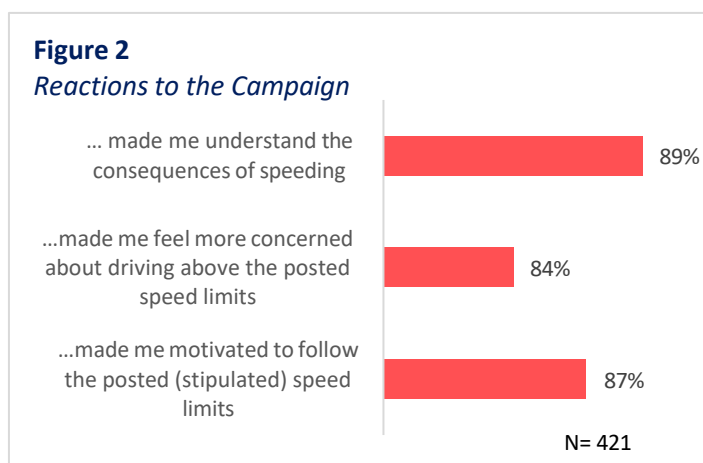
population). The campaign recall was higher among four-wheel drivers (57%) compared to two-wheel drivers (54%).



Most respondents recalled the campaign from social media, followed by TV, with limited recall from out-of-home and radio (Figure 1). Social media recall was highest among younger drivers (64% of 18–29, 60% of 30–39, and 50% of 40–55), while TV recall increased with age (35% of 18–29, 38% of 30–39, and 46% of 40–55). Among those recalling the campaign on social media, 55% cited Facebook, 35% YouTube, and fewer mentioned Instagram (6%) and X (4%).

These recall patterns reflect media consumption habits: frequent TV viewership (4+ times per week) was more common among older drivers (38% of 18–29, 47% of 30–39, and 55% of 40–55), while social media use was higher among younger drivers (74% of 18–29 and around 65% of those aged 30–55).

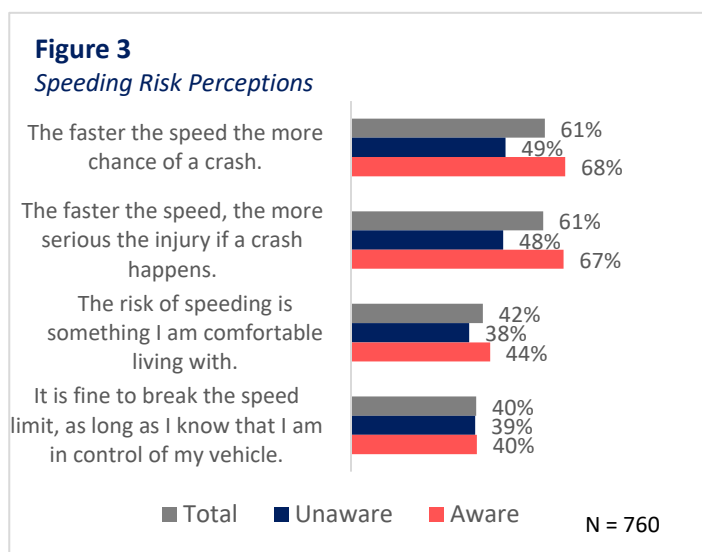
Response to the Campaign



Among those who recalled the campaign, 85% found it easy to understand, 83% said it made them “stop and think,” and 79% felt it “taught them something new.”

The campaign successfully conveyed key messages about the dangers of speeding. The most recalled messages were “speeding kills” (19%), “slow down” (16%), “respect the speed limits” (15%), and “speeding ruins families” (15%). It generated concern about speeding and motivated respondents to comply with speed limits (Figure 2).

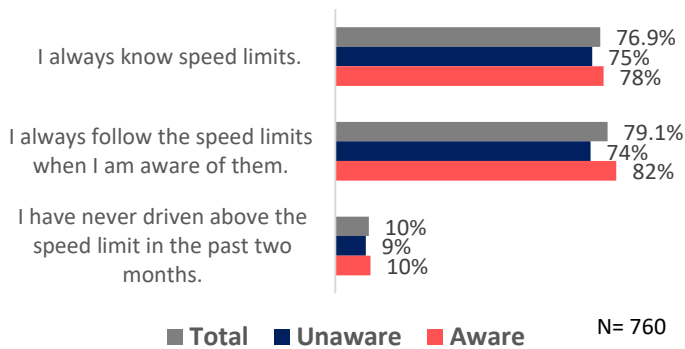
Impact of the Campaign



About six in 10 respondents were aware of the risks of speeding, with higher awareness among those exposed to the campaign. Almost four out of 10 drivers, both campaign aware and unaware, agreed that they felt comfortable with the risk of driving fast or acceptable to break the speed limits if they were in control of their vehicle (Figure 3).

Figure 4

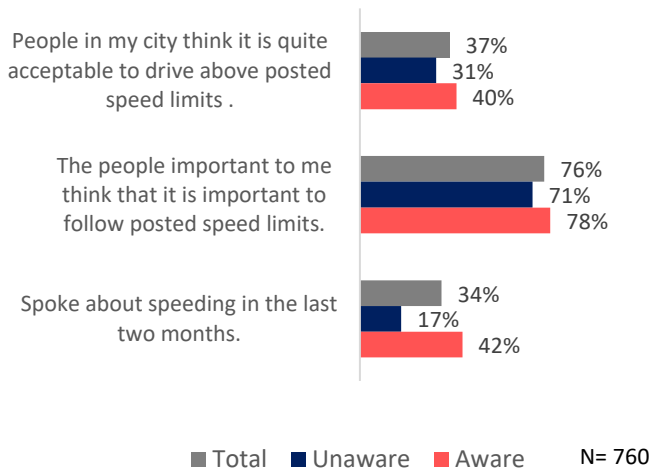
Self-Reported Behaviors



Campaign-aware respondents reported knowing and following the speed limit more than those unaware. They also more often reported never driving above the speed limit in the past two months (Figure 4).

Figure 5

Social Norms and Public Discourse



Almost eight in 10 respondents agreed that people who were important to them believed in the importance of following posted speed limits. However, four in 10 felt that people in their city found it acceptable to exceed speed limits (Figure 5), and 62% believed that drivers in their city often or always drove above the speed limit.

The campaign prompted dialogue around speeding. Respondents who were aware of the campaign reported having more conversations about the topic in the past two months, compared to those who were unaware (Figure 5).

Other Findings

Vehicle use

- 65% of the surveyed drivers primarily use four-wheeled vehicles, while 35% primarily use two-wheeled vehicles.

Speeding and crash causes, safety strategies, and driving confidence

- When asked about the leading causes of road crashes, 17% cited drink driving, 13% aggressive driving, and 13% speeding.
- The main reasons for speeding were empty roads, weather conditions, and trip lengths.
- The most followed safety actions are always wearing a helmet, avoiding distractions, and following traffic rules.
- 17% of respondents feel completely unsafe when speed limits are exceeded.
- According to [Quito Road Safety Data](#), there was no projected seasonal increase in fatalities during the December 2024 to February 2025 period compared to the same period from December 2023 to February 2024 (65 people died in road crashes during each period). In 2023 and 2024, the city imposed nighttime mobility restrictions due to national security concerns. The media campaign, coordinated with enforcement, also contributed to this positive outcome.

Enforcement perception

- Roughly two in 10 respondents said they felt safer from potential crashes when they saw traffic authorities on the streets (21% campaign-aware vs. 19% unaware)
- Nearly half (47%) of respondents felt they were unlikely to be caught or fined for speeding.
- About 21% of respondents noticed an increase in speed enforcement (22% campaign aware vs. 17% unaware).

Support for government road safety initiatives

- 71% of the people who saw "[Every life matters, slow down](#)" PSA, and 75% who saw "[The Transformation](#)" campaign, support governments that run road safety campaigns.

Media consumption

- Teleamazonas, Ecuavisa, and TC were the most watched channels in the television category; WhatsApp, Meta, and TikTok are the top platforms in the social media category, and Canela, La Otra, and América were the most listened to in the radio category.

RECOMMENDATIONS

- Sustain speeding campaigns coordinated with visible enforcement during high-risk periods to gradually change driver attitudes, behaviors, and social norms around road safety.
- Analyze granular crash data, risky behavior observations, social-behavioral insights, and the context of speed management initiatives together to refine campaign objectives and target audiences.
- Assess media habits and campaign recall across digital, TV and radio channels to optimize cost-effective media placement.
- Maintain billboards with key messages in high-risk areas to ensure visibility at moments and locations where risky behavior is likely.
- Ensure key messages and visuals remain consistent across all communication channels and products to maximize impact and reinforce each other.
- Balance the rational "science of speed" message with engaging, high-impact narratives on broader consequences, such as harm to families, lost futures, and driver guilt. Promote enforcement as lifesaving and speeding as socially unacceptable behavior.
- Support media campaigns with PR, magnifying enforcement efforts. Given the low perceived enforcement, increasing its visibility can enhance compliance with traffic laws.

- Maintain a single speed-focused campaign to consolidate efforts from all municipal departments. Combine the annual budgets of the various departments involved in road safety campaigns to create a yearly investment plan.