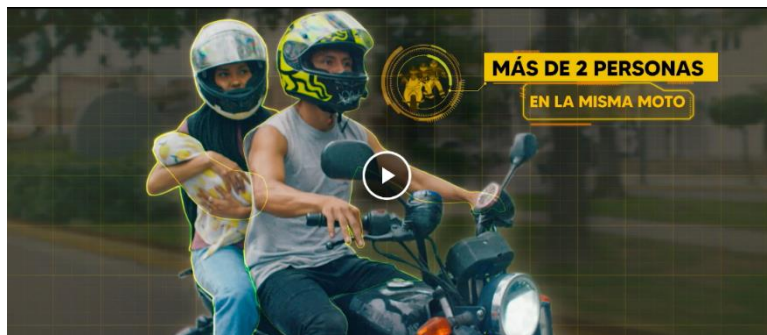


MASS MEDIA CAMPAIGN REPORT

Speeding Campaign “Don’t Risk It”

Guadalajara, Jalisco, México 2023

BACKGROUND AND CAMPAIGN DETAILS



In November 2023, the Guadalajara Directorate of Mobility and Jalisco State launched the road safety mass media campaign “[Don’t Risk it](#)”. The campaign addresses motorcyclists’ safety and encourages drivers not to take risks. The campaign promotes

following speed limits, always wearing a properly fastened helmet, riding with a maximum of one passenger and avoiding swerving between lanes. Motorcycles fleet increased by 10% from 2021 to 2022 in Guadalajara, changing mobility patterns and influencing road incidents, accounting for a 30% average of road deaths in both years. The “[Don’t Risk it](#)” campaign was Guadalajara’s first speeding campaign done with the support of Vital Strategies within the Bloomberg Philanthropies Initiative for Global Road Safety.

Evaluation results demonstrated that the campaign achieved its intended impact, particularly by changing perceptions and attitudes toward speeding and positively affecting social norms around driving.

Campaign objective: To increase motorcyclists’ awareness of the devastating consequences of risky behavior (speeding, not wearing a helmet, having extra passengers, swerving); their risk perceptions, and the likelihood that motorcyclists will obey posted speed limits and comply with traffic regulations.

Campaign target audience: Male, two-wheel drivers. Age range between 18-45 years old, low and middle socio-economic level.

Media plan budget: US\$315,683

Coordinated with enforcement: Yes

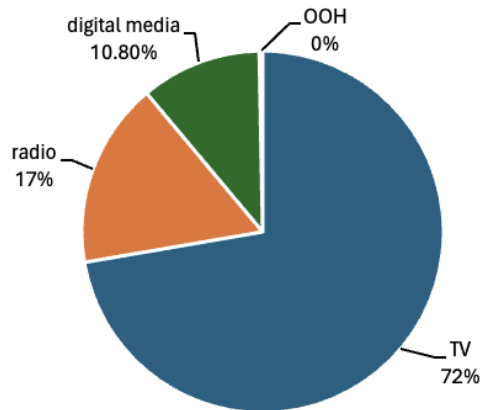
Message tested: Yes, see report [here](#).

Materials available: [30-second video PSA](#) adapted to 1 horizontal 15-second PSA, 1 vertical 15-second PSA; [out-of-home advertisement layouts](#).

Duration: November 23 to December 3, 2023.

Media channels: TV; radio; social media; billboards; pro-bono placements, including posters at public transportation shelters.

Media buying agency report: See the media buying report [here](#).



EVALUATION

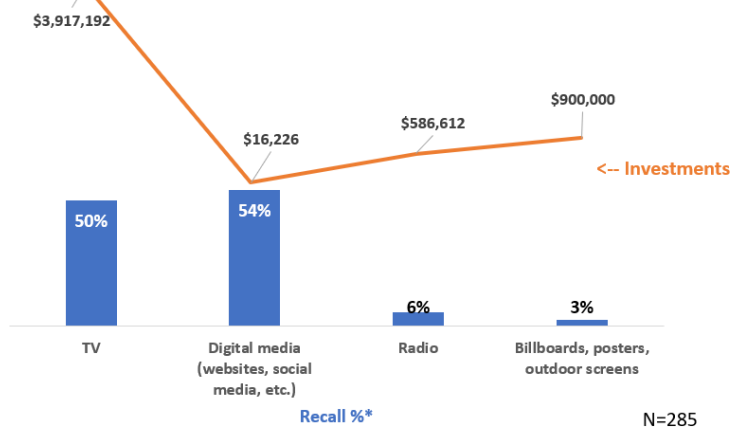
Methodology

The campaign was evaluated in January 2024 via household surveys involving 1,003 randomly selected 2- and 4-wheel vehicle drivers aged between 18 and 55 in Jalisco, Mexico's second-largest state. The sample comprised of three components: a general representative sample, two oversamples of delivery motorcyclists and campaign-aware 2-wheel drivers. Campaign recall was assessed by presenting key campaign images to the respondents.

Campaign Reach

About 25% of survey respondents recalled the campaign ad, meaning about 1,631,250 adults in Jalisco state (calculated as 25% recall rate, 6,525,000 of the adult population aged 15+ old)¹. Digital media was the most frequently remembered source (54%), followed by television (50%). On social media, the campaign was predominantly seen on Facebook (74%) and YouTube (32%).

Figure 1
Media Investment by % Recall



*Recall rates did not incorporate the oversampled data for campaign aware.

The analysis comparing media investments to recall showed that digital media investments were notably successful, while radio fell short of expected recall levels (Figure 1).

¹ INEGI 2020

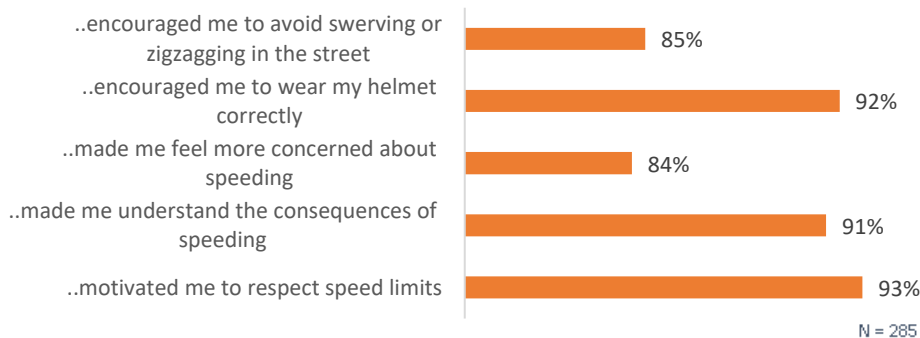
This discrepancy may be attributed to the survey findings, which indicated only 27% of 2-wheel drivers listened to radio broadcasts more than 2 to 3 times per week, and 66% stated they never tuned in to radio programs. In contrast, social media proved far more prevalent, with 90% of 2-wheel respondents reporting its usage.

Response to the Campaign

Campaign messages were received well by drivers. Most respondents who recalled the campaign found it easy to understand (95%) and credible (93%). Additionally, 88% of respondents perceived the advertisement as relevant, 89% agreed that it prompted them to "stop and think," and 81% stated that it "taught them something new." 88% regarded this as an effective anti-speeding advertisement.

The campaign messages were understood by the audience to differing extents. The top recalled message, with a recall rate of 53%, was about proper helmet-wearing. The recall rate was notably higher among 2-wheel drivers at 57% compared to other participants. Other key messages that were recalled included those addressing speeding, particularly "It is important to drive within the speed limit" (recalled by 34%) and "Speeding is dangerous/causes crashes" (recalled by 22%).

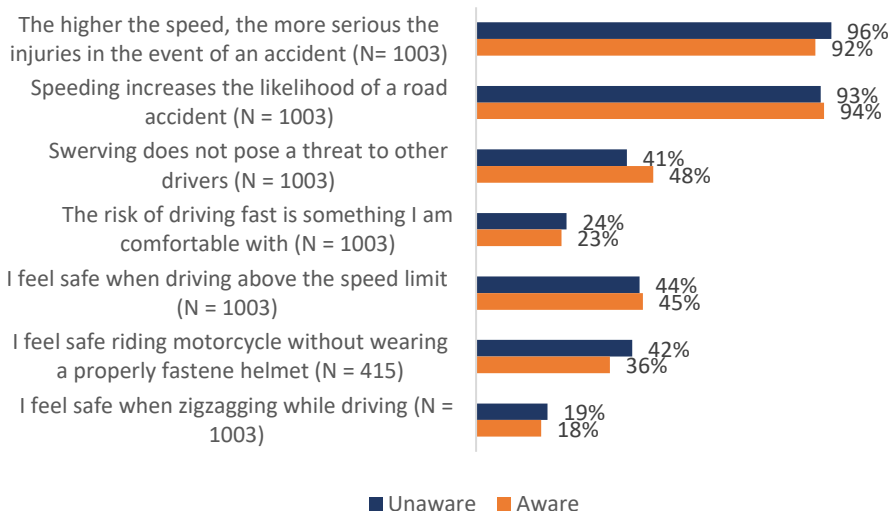
Figure 2
Reactions to the Campaign



The campaign generated the intended concern about risky driving behaviors, including speeding, helmet-wearing and swerving, while also motivating individuals to follow the rules of the road (Figure 2).

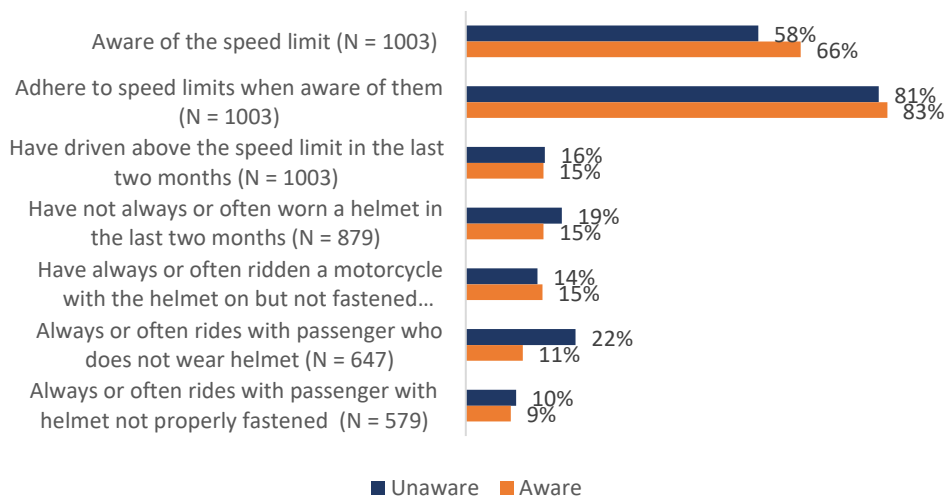
Impact of the Campaign

Figure 3
Risk Perceptions



The evaluation results revealed a gap between drivers' awareness of the risks associated with risky driving behaviors and their perception of safety or comfort when driving above the speed limit or not properly wearing helmets (Figure 3).

Figure 4
Self-Reported Behaviours



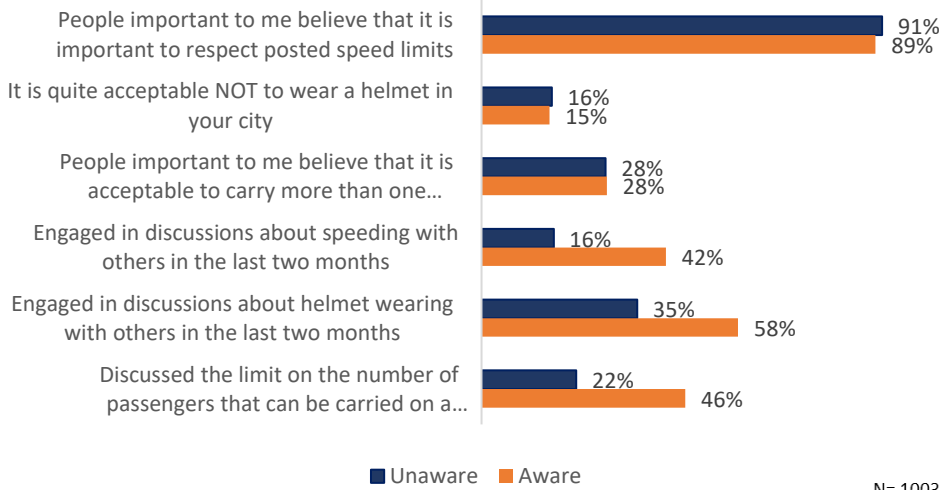
Despite misconceptions about risks associated with driving behaviors like swerving, wearing protective gear, and speeding, campaign-aware respondents showed better adherence to road safety rules. More campaign-aware respondents followed speed limits, while fewer drove without helmets or with

passengers not wearing helmets (Figure 4).

The campaign prompted discussions on risky driving behaviors, encouraging dialogue within the awareness group. This group actively discussed various risks with friends and family over the last two months, particularly focusing on helmet use (67%), speeding (66%) and driving with more than one passenger (18%). While nine out of 10 respondents reported that individuals in their close circle believed in adhering to speed limits, 28% believed that important people in their lives considered having more than one passenger acceptable (Figure 5).

Figure 5

Social Norms and Public Discourse

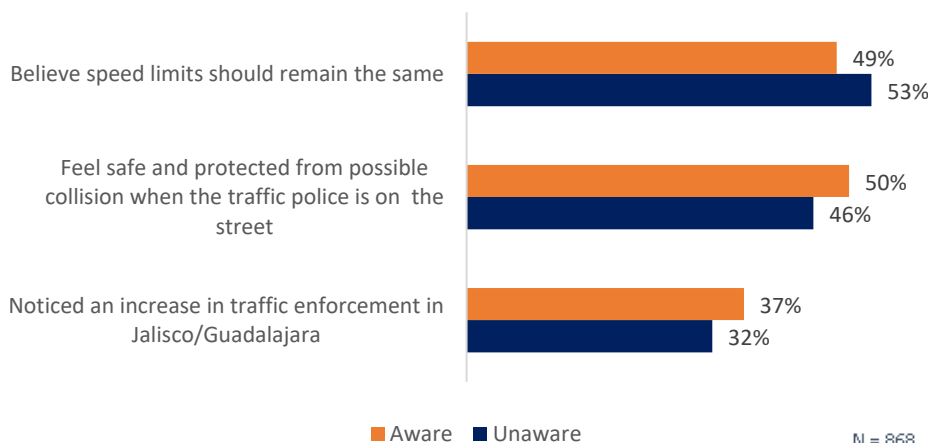


OTHER FINDINGS

Participants who were aware of the campaign demonstrated greater support for government road safety communication campaigns (70% of those aware versus 63% of those unaware), reported a more positive perception of the presence of traffic police on the roads and were more likely to notice an increase in traffic enforcement in Jalisco over the last two months (Figure 7).

Figure 7

Road Safety Laws and Enforcement



RECOMMENDATIONS

- Road safety campaigns must be sustained to gradually shift drivers' attitudes, behaviors and norms related to risky behavior.
- Speeding remains a critical risk factor that needs to be addressed.
- Avoid addressing several risk factors in one campaign. Focusing on one risk factor per campaign will allow for a clearer and more understandable message.
- During campaign implementation, communication strategies should be aligned with strong and visible enforcement to convey the perceptions and risks of being caught when exceeding speed limits.
- The 2024 campaign design should be informed by a detailed analysis of granular crash data (when, where, and how the crashes happen), consideration of planned speed management initiatives, and lessons from the 2023 campaign. Campaign target audiences, objectives, and strategic launch timing must be precisely defined to maximize the impact.
- Engage with drivers to understand their specific experiences on the road, barriers that prevent them from following traffic rules, and reasons behind risky behavior to incorporate their feedback into future campaign messages.
- Consider incorporating messages about consequences for others, such as the impact on families, the lost future of crash victims, and oneself. Remind others that the roads are a shared space. Expand consideration of consequences beyond personal physical safety. Refer to the message testing report for further details on this recommendation.
- Enhance recall by targeted and strategic media placement. Better funding and/or more targeted media planning is required to achieve adequate target population exposure to campaign messages.
- The target audience's nuanced media habits must be analyzed, and campaign recall must be assessed across media channels, including specific channels, for cost-effective media planning.
- Strengthen discourse on speeding through public relations, media engagement and community outreach.