

SAFER COMMUNITIES, SAFER ROAD USERS

Community Road Safety Programme advertising 'how to' guide

Information to help you implement
an effective advertising project.

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Community Road Safety Programme (CRSP) advertising 'how to' guide

Information to help you implement an effective advertising project

This resource has been written to help regional offices, road safety co-ordinators and community providers develop and implement effective advertising initiatives through the CRSP advertising fund. The information in this resource is based on the most frequently asked questions. The list of topics is not exhaustive and we are always happy to provide advice about a specific initiative or issue.

The information contained here is separate from that provided in the *CRSP advertising guidelines*, which focus on applying for funding. This 'how to' guide will help ensure you have thought through the best way to develop and implement your advertising initiative. After all, the more thorough your proposal is, the more likely it is to get funding; and the more thorough your preparations, the more likely you are to achieve your objectives.

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How do I make sure an advertising or design agency develops appropriate material for me?

The best way to make sure an agency delivers appropriate and effective creative material is to give them a creative brief when they first become involved in the project. A creative brief is a written document that outlines all the information an agency needs to develop creative ideas that will achieve your objectives. A good creative brief contains the following information.

- **Problem identification**

What road safety issue are you seeking to address?

What data and information has been used to identify the issue or why are you focusing on this issue?

- **Target audience**

Who are you specifically trying to target and what do you know about them? Can you describe them as a person?

Are there different audiences?

What research evidence is there to back this up, eg age, sex, income, lifestyle?

- **Marketing objective/s**

What do you ultimately hope to achieve? This should be measurable, eg reduced number of crashes at intersections in Waipawa.

- **Advertising objective/s**

What do you specifically aim to achieve with this advertising, eg improved awareness of the dangers at intersections?

- **Key messages**

What messages should the audience take from the advertising? Being clear about the key messages is critical to ensure that the creative idea will deliver on the advertising objective.

- **Creative idea**

What is the creative idea or concept? This means the design or artwork, for example using a photo of a crashed car or words only to get your message across.

Can you be confident that the creative concept ensures the audience will receive the key messages?

- **Media**
Which media channels will be used to deliver the creative idea or concept, eg television, radio, billboard or print. The choice of media channels should suit the creative idea and be the best way to reach the target audience.

Are there alternatives that might be more cost effective, ie that allow you to spend less and reach the same number of people?

Does the timing and duration of the advertising placement support the community development initiative?
- **Timeline**
When is the advertising needed and for how long?
- **Budget**
How much do you want to spend?

How do I understand advertising jargon?

There can be a lot of jargon in advertising. Here are some terms you might come across:

- **Flight**
The length of a particular advertisement's media schedule. Generally, our television advertisements run for three weeks at a time, ie a three-week flight.
- **Graphic**
An image (either photographic, type, illustration or similar) which is used on advertising material.
- **Media schedule**
Shows exactly what media, eg television, radio, magazines etc, has been bought and which 'spots' are due to run on a particular day/week/month.
- **Skin**
Billboard artwork that is printed onto an acrylic 'skin' and then stretched across a billboard frame.
- **Spot**
One appearance of an advertisement on a schedule, eg there are three spots running on Monday.
- **Tabloid**
Newspapers which are smaller in size than most of the daily newspapers and the Sunday Star Times, eg the Sunday News is a tabloid size (approximately 30 x 40 cm).
- **Tagline**
The standard end line for an advertisement, eg 'Always wear your safety belt'.

How do I use banners so that they are most effective?

There are occasions when banners are used as the only promotional tool, eg at a sponsored event. However, as with merchandise, the one-off use of banners alone is not generally the most effective way to promote a message. Messages on banners are most likely to be noticed, understood and acted on when used as part of a larger promotion, eg when someone talks about the message or there is an activity around it.

Whenever you use a banner make sure:

- the message you are promoting is appropriate to the audience and the place where you are using it
- the message isn't competing with too many other messages, especially if these are going to be much more dominant
- the banner is clear, easy to read and attractive to the target audience
- the banner is hung somewhere where it will be seen and can be read.



Banners can be expensive to print, so where possible, invest in good storage bags or boxes and include packaging instructions so that if someone else is putting up and taking down the banner, it is less likely to get damaged.

How do I develop an effective billboard?

Strategically placed billboards can be a good way to get a message across to a lot of people (particularly drivers) and can give longer life to radio or television advertising. As with messages on merchandise, the most effective way is to promote one message per billboard. If you crowd in too many messages, people can end up not taking in any of them. A good rule to follow is no more than eight words per billboard.

To get good recall of the message, you should think about keeping the same skin up for at least two months. Highlighting too many messages can bombard and confuse your target audience — resulting in low awareness of any of the messages.

For best effect, you should rotate three or four skins each year on the same road safety theme, eg speed. Rotating too often can mean your target audience doesn't see them often enough to really take in the message. On the other hand, not rotating regularly enough can result in your target audience getting used to and/or sick of the specific skin.

Choose a font (type of print) that is easy to read. Avoid using curly or slanting fonts. Tall, thin letters are often easier to read than shorter, thicker letters.

Also think about the colour of the words and how this will stand out against the background colour. As a general rule use dark writing on light backgrounds and vice versa. Remember an effective billboard is simple and easy to read.

How do I use the Land Transport Safety Authority (LTSA) logo or road safety messages?

LTSA logo and CRSP logo

The LTSA logo **does not need** to be included on CRSP promotions or resources. If a logo must be included (which is not always necessary), we prefer that the organisation or community group that has developed the promotion or resource, brand it with their own logo. This shows their community that it has been developed locally and is relevant and meaningful to them.

If you would like to acknowledge LTSA sponsorship or funding, use the CRSP logo (not the LTSA logo) with the following provisions:

- The logo or brand is represented as it was originally designed and is of good quality. The CRSP advertising team has clear guidelines about the size, colour and quality of the CRSP logo. Contact the national CRSP co-ordinator for specific details, phone 04 931 8864.
- Use is approved by the national CRSP co-ordinator who must sign off a proof before it goes to print. *Please note that this requirement is to ensure that the CRSP team is aware of the demand for and use of the logo.*

LTSA road safety messages

These are road safety messages promoted by the LTSA in logo or brand format, eg

PREPARED TO SPEED? BE PREPARED TO KILL.

These messages are used in national advertising campaigns, and regions are welcome and encouraged to use them in regional and local campaigns with the following provisions:

- The message is used with an appropriate audience.
- The activity it promotes is relevant to the audience and will not allow the message to be held up to ridicule.
- The message logo or brand is represented as it was originally designed and is of good quality (this information is available from the advertising team, phone 04 931 8845).
- Use of the message logo is approved by the national office advertising team and a proof is signed off by them before it goes to print, phone 04 931 8845. Please note that this requirement is to ensure that the national office advertising team is aware of the demand for and use of the logo, and that the messages do not conflict with other advertising activities. You need to allow around five working days when getting sign-off to use a message from the national office.



Talk to your regional education advisor in the first instance. They'll be able to help you get the information and advice you need.

LTSA road safety messages or brands should, in almost every case, stand alone, ie without the LTSA logo. They are generally more appropriate to use in promotions than the logo eg on a banner. This is because the most important out-take for an audience is the road safety message, not the organisational name. People are sometimes more likely to believe the message is an important one and buy into it when it is delivered by their peers and/or influencers. Our concern is not that an audience sees that a message is delivered or owned by the LTSA, but rather that they and their community own the message and take it on board.

LTSA road safety messages or brands include:

Campaign	Road safety message
Speed	If you're prepared to speed, be prepared to kill. The faster you go, the bigger the mess.
Alcohol	If you drink and drive, you're a bloody idiot. If you drink and don't drive, you're a bloody legend. It only takes a few drinks to become a bloody idiot. County people die on country roads.
Maori	Sober driver kia kaha.
Safety belts	Always wear your safety belt.
Pacific people	Our kids are being run over, the road's no playground. <i>This is aimed specifically at parents, caregivers and older siblings of Pacific Island children.</i>
Failure to give way	Take another look at intersections.
Holiday	Please drive carefully these holidays.

How can I get merchandise such as t-shirts, stickers and posters etc from the LTSA?

The LTSA produces some merchandise that you can use in your project. For a full list visit www.crsp.net.nz/resources/documents/index.php

To order merchandise contact the LTSA helpdesk on 0800 699 000. Please note that some merchandise has limits on the amount you can order.

Sometimes the advertising team produces merchandise to support specific events. We will let your regional education advisor know when it is available.

How do I create merchandise that effectively promotes a message?

Merchandise or giveaways by themselves are not likely to have much impact on people's attitudes or behaviour. However, if they are used to support an event or project that has the same visible message, they may add value. Before developing merchandise think about:

- who the target audience is and what things they are likely to respond to. If the audience doesn't like the merchandise, they'll just throw it away
- whether developing merchandise is the best way to get your message across
- how long the merchandise will last, eg stickers put on clothing may come off in the wash. Longevity is ideal
- how safe the merchandise is, eg small parts might come off and be a danger to young children etc
- whether the merchandise is appropriate to the community, eg some colours could identify a local gang.



To get the most out of any merchandise, we recommend you keep to promoting one simple message and one (if any) organisational logo. The less clutter there is, the more likely people are to take out the message you are promoting — less is best.

How do I link into the national advertising campaign?

The LTSA produces a road safety calendar each financial year. It shows which road safety themes, eg speed, drink-driving, failure to give way or safety belts, are being focused on and when during the year. The national campaign follows enforcement undertaken by the New Zealand Police, eg when the Police are focusing on speeding drivers, the national advertising campaign will also focus on speeding.

Where appropriate, it's a good idea to link your local campaign in with the national theme, eg you could promote speed when the national campaign is promoting speed. Copies of the calendar are available from your regional LTSA office.

You could also link into the national campaign by using an LTSA road safety message or brand in your local campaign (see road safety messages section on page 6).

How do I make sure I get the most for my money out of radio advertising?

Local radio can be an effective way to reach people with road safety messages, especially with drivers, because you will be reaching them at the 'moment of truth' or at a time when they can make a choice about their behaviour on the road.

When you are purchasing air time from a station, don't be afraid to ask questions. You need to find out:

- when your target audience listens to their station (what days and times)
- how much it will cost you to reach them at these days and times.

Stations may offer you packages with bonus air time. Be careful of these deals, as the 'free' air time may not be at a time when your target audience will be listening. It may work out cheaper and more effective to buy specific 'spots', or specific days and times.

How do I use role models in my advertising project?

Using a local or nationally recognised role model in your advertising project can help get your message out to the public. Before using a role model you need to consider the following:

- Will using a role model actually add any value to my project?
- Will my target audience respond to a role model or will they turn off?
- Who will my target audience respond to?
- Will that person be appropriate for my message?
- Is the person I am asking, able and willing to be a role model?
- Has the person ever been involved in something that could mean people dismiss them and the message?

The public and the media are very savvy. If they think a person is not worthy of being a role model, they will quickly dismiss them and your message too.

How do I implement sponsorship of an event?

Sponsoring an event can be an effective way to promote a road safety message or product. It can add value to a message, community development initiative or programme. As a general rule of thumb, whatever amount the sponsorship costs you, you will need to spend around twice as much in terms of promotional support to be sure you get the exposure required.

While sponsorships can be an excellent way of increasing the profile of your road safety group, please be wary of promoting your own group's profile ahead of the message.

In terms of evaluating a specific sponsorship opportunity, we suggest you take the following into account:

- Be sure that the organiser can actually deliver to the audience you are trying to reach in terms of numbers, profile etc.
- Make sure the organiser has a good track record in terms of the event of the programme.
- For best effect, make sure you are not 'buried' amongst a lot of other sponsors, otherwise your message will go unnoticed.
- Make sure there are plenty of acknowledgements during the event — in the programme, in the advertising and in all supporting material that acknowledges the sponsorship.
- It might be obvious but make sure the sponsorship has some synergy with what you're trying to do. It's no use sponsoring a swim carnival if your focus is on road safety. The best sponsorships have a very close fit with the topic/event/programme.
- Make sure you have thought of every possible way to attract the most attention during the event and allow enough time/budget to produce support material, handouts etc that are relevant and not likely to get thrown in the bin once out of sight.
- Make sure you have enough helpers at the event to cope with crowds and help set up, clear away etc.

How do I translate road safety messages and resources into other languages?

If you are working with an audience that requires road safety information or messages in a language other than English, (or if the resource you are using was originally developed in another language) you can have it translated into the language you require. A few things to think about are:

- Check with the LTSA that the resource or message has not already been translated and that the information you want to translate is current and not about to change.
- Make sure that the translator is reputable and experienced.
- Test translated material with the target audience and/or with a translating professional before going to print. This will help you make sure the translation is correct and true to the original document.
- Show the final material to the LTSA. This helps us know what has been translated in case other people ask for the same information.
- Acknowledge the original source of the information. Name the original document, the year it was produced and who produced it.

How do I word my promotions?

In most cases, less is more. Keep your text short, simple and appropriate to the audience. Use words that they will understand and, where appropriate, words that they use too.

There is some vocabulary that the LTSA always uses. To be consistent we encourage you to use it too. For example, use **safety belts** rather than seatbelts and **crashes** rather than accidents.



Avoid using words like 'boy-racer' and 'speedster' as they can glorify behaviour that we want to discourage.

How do I get more information about CRSP advertising?

All enquiries about CRSP advertising should be directed, in the first instance, to the regional education advisor at your local LTSA regional office.

LTSA regional offices

WHANGAREI

Level 1, Post Office Building
Cnr Rathbone and Robert Streets
PO Box 1664

Phone 09 459 6314
Fax 09 459 6318

AUCKLAND

Level 6, Bledisloe House
1 Queen Street
Private Bag 106 602

Phone 09 969 9800
Fax 09 969 9813

HAMILTON

183 Collingwood Street
Private Bag 3081

Phone 07 958 7840
Fax 07 958 7866

NAPIER

Level 3, Housing
New Zealand Bulding
215 Hastings Street
PO Box 972

Phone 06 974 5520
Fax 06 974 5529

PALMERSTON NORTH

Level 3, IRD Building
Cnr Ashley and Ferguson Streets
PO Box 1947

Phone 06 953 6296
Fax 06 953 6203

WELLINGTON

Level 5
Master Builders House
234-242 Wakefield Street
PO Box 27 249

Phone 04 931 8900
Fax 04 931 8929

CHRISTCHURCH

Level 5, BNZ Building
129 Hereford Street
PO Box 13 364

Phone 03 964 2866
Fax 03 964 2855

DUNEDIN

Level 1, AA Building
450 Moray Place
PO Box 5245

Phone 03 951 3009
Fax 03 951 3013