

# CRSP advertising



## application for funding

Name of organisation: West Cape Youth Council

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Advertising initiative: 'Text Control'

What community development initiative is your advertising supporting? Text control initiative focusing on young drivers and text messaging while driving.

Proposed timeframe for the advertising: June 2006-July 2007

**Estimated total CRSP advertising budget required: \$ 7500**

### Summary

How will the advertising support a community development initiative?

*Attach supporting documents where possible.*

Advertising activity will raise the awareness of the initiative taking place and promote the messages developed as part of the initiative.

How will Maori, Pacific people and/or other ethnic groups benefit from the advertising?

*Attach supporting documents where possible.*

Twenty percent of the teenagers in West Cape are Maori. Forty percent are Pacific people. This initiative will target these teens.

### Problem identification

What specific community road safety issues will the advertising address?

*Attach supporting data and information where possible, eg local statistics or anecdotal information.*

A Youth Council survey at the intersection nearest the High School saw 67% of students texting while driving. There was a major crash involving a carload of students in February last year where the cause of the crash was texting while driving.

### Target audience

Who are the people that the advertising will target? What information do you have about these people?

*Be as specific as possible, eg 17–22 year old Maori male drivers.*

West Cape teenage drivers 15-19.





## Road safety outcomes

What road safety outcomes will the advertising contribute to, eg reduced crashes at intersections?

*This should be measurable.*

To reduce teenage car crashes in the West Cape region.

## Advertising objectives

What do you hope the advertising will achieve, eg improve awareness of the community development initiative and seek to improve likelihood of its success? This will hopefully contribute to achieving the road safety outcome.

- Raise awareness of the consequences of texting while driving.
- Raise awareness of the alternatives to texting and driving.

## Key messages

What message/s do you want the audience to take from the advertising once they have seen it, eg if I'm driving too fast, I can easily lose control?

- If you text and drive you are more likely to crash.
- Good mates concentrate on their driving.
- Pledge not to text and drive.

## Creative idea

What creative idea will work best with the target audience?

*Are you confident the creative idea will ensure the audience will receive the key message?*

The community is running an awareness week. The week will culminate in a 'pledge' to ignore the cellphone or pull over and stop to text. (We plan to have a good phrase to push this message but the youth council wants to test some choices on lots of students first).

As well, key messages will be highlighted in an original way in the first week of every month of the school term so that we build a habit of safe text behaviour.

*Estimated production budget: \$\_2000\_\_\_\_\_*

## Media

What media channels will be used?

*The choice of media channels should suit the creative idea and be the best way to reach the target audience.*

Posters for canteens, common rooms, classrooms, etc

A special designer container to keep cellphones in, in the car, with a key message and/or the pledge on it.



Estimated media budget: \$\_\_5000\_\_\_\_\_

## Testing

What pre-testing has or will be taken to ensure that the advertising will work?

*Note: It is not cost effective to test small initiatives. For modest initiatives you might use students to do a street survey. For larger initiatives a more formal testing process would be expected.*

- The Youth Council is made up of students, and some older teenagers who have left school. It includes 16 guys and 38 girls as members.
- People who are close friends of the guys who were seriously injured in the crash are helping us with this activity.
- We are surveying students and interviewing a cross section of ages and key groups in the local high school so that we are sure that our messages are popular with all the students. The school Guidance teacher is helping us with this.

Estimated testing budget: \$\_500\_\_\_\_\_



**Evaluation**

Outline the process you will use to evaluate the effectiveness of the advertising.

*A requirement of the funding is a final report at the end of the financial year that outlines how the advertising money has been spent and how it has been split between various mediums.*

What measures will you use?

Surveys will be carried out after the awareness raising week and compared with the pre-activity data of 67%. The surveys will be repeated at the 6 month stage and in May 2007.

Qualitative interviews with a random sample of year 11-13 students will take place before, after the awareness week, and again six months after the week, to see if we have met the two objectives.

*Estimated production budget: \$ \_\_\_\_\_*

**Approved**

Advertising Manager..... Date.....

Regional Manager..... Date.....