

CRSP advertising



application for funding

Name of organisation: *Snogsville Road Safety Group*

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Postal address: *PO Box 3789, Snogsville*

Email address: *roadsafety@snogsville.co.nz*

Advertising initiative: *Promoting driver licence courses*

What community development initiative is your advertising supporting? *Snogsville Road Safety Group driver licence courses running from November 2004 through to May 2005*

Proposed timeframe for the advertising: *August 2004-May 2005*

Estimated total CRSP advertising budget required: \$10,000

Summary

How will the advertising support a community development initiative?

Attach supporting documents where possible.

By encouraging people to want to get their licence and promoting the fact that courses are running we will help to increase the number of people enrolling in the courses we are running.

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

Attach supporting documents where possible.

Fifty-five percent of the Snogsville population are Pacific people. 33% are women aged between 35 and 50. This advertising is targeting pacific women aged 35-40 years old.

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.

2002-2003 local Police and Land Transport New Zealand data (see appendix A) shows that approximately 30% of drivers in Snogsville drive without a licence.

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.

Local pacific women aged between 35 and 40 years. These women have driver all their lives without a licence and don't see the need to have one. They are the single largest group that drive unlicensed.

Road safety outcomes

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

This should be measurable.

To contribute to all drivers in Snogsville to hold an appropriate drivers licence by the year 2010.

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.

- *To raise the awareness of the consequences of driving without a licence.*
- *To increase the number of people enrolling in courses.*

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're caught driving without a licence you will be fined and your car will be impounded.*
- *Snogsville Road Safety Group offer cheap driver licence courses.*
- *Doing a course could save you \$500 in fines.*

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?

Use images of Police pulling over women when they are picking up kids before and after school – use on simple message.

Estimated production budget: \$_____



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.

Ads in local paper

Local radio ads

Supermarket carparks and entranceway displays and leaflet drops

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.

Talk to local mothers Plunket groups and parent groups from schools to get their feedback on the concept and the proposed media channels.

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?

Record the number of people enrolling in courses and how they found out about the course.

Conduct pre and post surveys to ascertain awareness levels of pacific women about the consequences of driving unlicensed

Approved

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

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