



Community Road Safety Programme
advertising guidelines

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Contents



Section	Topic	Page
1	Background	3
2	Purpose of the guidelines	3
3	How is the \$1m allocated?	3
4	What's the difference between national and regional road safety advertising?	4
5	How does an advertising initiative qualify for funding?	4
6	How is the CRSP advertising funding split between regions and who manages it?	4
7	What process will ensure the most effective and cost-effective advertising will be delivered?	6
8	Who approves the funding?	7
9	When can applications for this funding be made?	8
10	The contract	8
11	Monitoring and reporting	8
12	The role of the National Office advertising team	9

1 Background

As a result of the review of the Community Road Safety Programme (CRSP) completed in 2001/2002, it has been agreed that the \$1m allocated for safety promotion within the programme should be administered by the marketing, education and communications division, in accordance with an operational policy established by the division.

The \$1m funding allocation for CRSP advertising originates from a government (Cabinet) decision in 2000 to allocate funding for *'local Maori and Pacific communications initiatives'*.

'Communications initiatives' include any legitimate activity such as advertising, promotions and promotional collateral, eg brochures. For the purposes of this paper, communication initiatives will be described as 'advertising'.

2 Purpose of the guidelines

This document is designed to outline the operational policy for the delivery of CRSP road safety promotion from the 2003/2004 business year onwards. In particular, the guidelines:

- explain how the \$1m is allocated
- clarify the relationship between the national road safety advertising campaign, regional Land Transport New Zealand (Land Transport NZ) advertising and CRSP advertising activity managed by the regions
- explain the intent of the CRSP advertising funding
- outline the allocation of the CRSP advertising funding and its management
- provide a set of criteria by which CRSP advertising initiatives can be assessed as meeting the intent of the funding
- explain the process that should be used for developing advertising and against which advertising initiatives will be assessed
- explain the approval and contract processes for committing the CRSP advertising funding.

3 How is the \$1m allocated?

Amount	Purpose
\$100,000	Overheads, eg contribution to regional education adviser (REA) salaries
\$300,000	Development of generic advertising and promotional materials for use by all regions (managed by the Marketing, Education and Communications division)
\$600,000	Advertising in support of community road safety initiatives (split between Land Transport NZ regions)

4 What's the difference between national, regional and CRSP road safety advertising?

The national road safety advertising strategy addresses the areas of greatest road safety risk – speeding, drink-driving, failure to give way at intersections and safety belt use. Funding is also specifically committed to addressing areas of risk for Maori and Pacific people.

From 2004/2005, a new stream of funding for regional advertising was introduced. This funding enables Land Transport NZ partnership offices to carry out advertising campaigns (often in partnership with agencies like the Accident Compensation Corporation (ACC), Transit and regional councils) that can no longer be funded through CRSP advertising because they do not support a community development activity and/or do not have specific benefit for Maori or Pacific people. A regional advertising initiative addresses one high priority road safety issue in a region, eg speed, intersections, fatigue etc and runs for at least 12 months.

CRSP advertising is designed to support community development initiatives that address local road safety issues identified by the community. Such initiatives may address the same areas of risk that are the focus of the national road safety advertising strategy (speeding, drink-driving, failure to give way at intersections and safety belt use). However, CRSP advertising is likely to address other road safety issues identified by local communities as being specific to their area.

5 How does an advertising initiative qualify for funding?

To qualify for funding, an advertising initiative must:

- demonstrate that it is intended to **support a community development initiative or initiatives that address road safety issues identified by the community**
- demonstrate that **Maori, Pacific People and/or other ethnic groups will benefit** from the activity (note: the benefit need not be restricted to these groups) and
- **adhere to the development process outlined below**. This process is to ensure that advertising effectiveness and cost-effectiveness are achieved.

Example: A community has identified that low child restraint wearing rates are an issue, particularly amongst Maori. They have created an initiative to inform parents about the higher risk of death and injury for children who aren't restrained. As part of the initiative, a radio advertising campaign has been identified as an effective way to raise the profile of the issue and encourage a change in behaviour amongst parents. Radio has been identified as the most effective media channel for reaching the target audience with a 'call-to-action' message.

6 How is the CRSP advertising funding split between regions and who manages it?

The advertising funding has been allocated using the CRSP formula and in proportion to the Dedicated Fund within the CRSP.

Annual funding is allocated as follows:

2006/07 Community Road Safety Programme allocations
(\$)

Regional Area	Community Advertising funding
Northland	\$45,500
Auckland	\$172,900
Northern Region	\$218,400
Waikato	\$81,100
Bay of Plenty	\$57,500
Taranaki	\$14,700
Midlands Region	\$153,300
Gisborne	\$22,100
Hawke's Bay	\$34,600
Manawatu-Wanganui	\$46,800
Wellington	\$48,100
Marlborough-Nelson	\$11,900
Central Region	\$163,500
Canterbury	\$33,100
West Coast	\$5,100
Otago	\$17,300
Southland	\$9,300
Southern Region	\$64,800
Total funding	\$600,000

The advertising budget will be allocated to each regional budget, for which each partnership manager has delegated authority.

7 What process will ensure the most effective and cost-effective advertising will be delivered?

Advertising is most likely to be effective and cost-effective if the development process outlined below is used. This process highlights the key areas that need to be considered before the production of any advertising initiative. It includes all of the main points that should be included in a creative brief to an advertising or design agency.

1 Problem identification

- What road safety issue are you seeking to address?
- What data and information has been used to identify the issue or why has the community chosen to address the issue? *Data and information from Land Transport NZ, NZ Police and other road safety partners or relevant sources might have been drawn upon to identify the issue. Alternatively, there should be evidence that the community has identified the issue as a priority.*

2 Target Audience

- Who are you targeting?
- What research evidence is there to back this up? *Age, sex, income group, lifestyle description. Can you describe them as a person? How are Maori, Pacific people and/or other ethnic groups identified in the target audience for the advertising?*

3 Road safety outcome/s

- What road safety outcome/s will the advertising contribute to achieving (this should be measurable), eg a reduction in crashes at intersections?
- What activities (community development initiative) is the advertising supporting to achieve that outcome?
- What timeframe is the initiative taking place in and how does the advertising campaign timeframe relate to that? *The outcome of the community development initiative should be clear and the timeframe over which the outcome will be achieved should be explicit.*

4 Advertising objective

- What will the advertising achieve, eg raised awareness of the dangers of crashing at intersections?
- How will it contribute to the achievement of the road safety outcome? *The advertising should be seeking to improve awareness of the community development initiative and improve the likelihood of it being successful. In some instances, the advertising should be able to influence a behaviour change in the target audience.*

5 Key messages

- What message/s should the audience take from the advertising? *Be clear about the key messages you want your audience to take from the advertising. This is critical to ensuring the creative idea will deliver on the advertising objective.*

- 6 **Creative idea**
- What is the creative idea/concept (ie design or artwork), eg using a photo of a crashed car or simply using words to get a message across?
*How are you going to get your message across?
 Can you be confident the creative concept ensures the audience will receive the key message/s?*
- 7 **Media**
- Which media channels will be used to deliver the creative idea/concept? *The choice of media channels should suit the creative idea and be the best way to reach the target audience, eg print, billboard or radio. Are there alternatives that might be more cost effective, ie you can spend less and reach the same number of people? Does the timing and duration of the advertising placement support the community development initiative?*
- 8 **Testing**
- What pre-testing has been undertaken to ensure the advertising creative and media channel choices are going to work? *Where possible, pre-testing should be undertaken independently of the advertising agency. For very small initiatives, testing may not be cost-effective at all. For modest initiatives you might use some students to do a street survey. For larger initiatives, a more formal testing process would be expected.*
 See the *CRSP manual* pages 32–34 for more information about data collection.
- 9 **Evaluation**
- What process will be used to evaluate the effectiveness of the advertising and what measures will be used? *Advertising recall, key message recall and effect on behaviour should be measured. Changes to the crash/fatality/injury statistics could be measured to assess the achievement of the road safety outcome, however, this achievement should not, in isolation, be attributed to the advertising.*
 See the *CRSP manual* pages 28–30 for more information about evaluation.

Bearing in mind that advertising initiatives will range in size and financial commitment, a 'horses for courses' approach should be adopted. Having said that, if the steps above are followed, you can have confidence that your budget is going to be put to good use, no matter how big or small the project.

8 Who approves the funding?

- 1 The funding allocation for community advertising initiatives will sit within Land Transport NZ partnership budgets as per the funding allocation outlined in section six.
- 2 The manager marketing, education and communications (or an appointed delegate, eg the advertising manager) is responsible for giving **first approval** to an advertising initiative. However, before it comes through to national office, the REA should be happy that it meets the criteria outlined in these guidelines. This will be based on the supply of evidence that eligibility criteria (section five) have been met and the advertising development process (section seven) has been used.
- 3 The partnership manager has delegated authority for their regional budget and gives **final approval** to the advertising initiative. The partnership manager's

approval is based on the initial approval of the manager marketing, education and communications as outlined above.



9 When can applications for this funding be made?

CRSP advertising funding can be applied for in two ways:

- at the beginning of the financial year when contracts are being negotiated, or
- during the financial year.

If an application is made at the beginning of the financial year when a new contract is being negotiated, the group applying may not have yet worked through the full advertising process. Therefore, these applications are required to meet the **three criteria outlined in section five**, the **budget** and **proposed timeline** only. The group will need to report in detail on how they have worked through the full advertising process in their progress and final reporting.

If an application is made during the financial year, the initiative will need to meet the criteria outlined in **section five** and detail the full advertising process, as outlined in **section seven**, up front at the time of applying.

10 The contract

Relevant and appropriate details of the advertising initiative should be registered in the schedule of the Community contract. Relevant and appropriate details include:

- a description of the advertising initiative
- the timeframe for the advertising initiative
- the budget
- high level details of the community development initiatives that the advertising is intended to support
- reporting requirements including the need for a final report to be provided to national office at the completion of the financial year.

No contract for (or including) CRSP advertising funding should be signed without the advertising activities being approved by the manager marketing, education and communications (or an appointed delegate, eg the advertising manager). There is no minimum limit for this requirement; it applies to all CRSP advertising funding.

11 Monitoring and reporting

Monitoring the progress of CRSP advertising activities is the responsibility of the REA. Ideally, reporting should be incorporated in the quarterly reporting required for all CRSP initiatives. The national advertising team requires a copy of the final report at the end of the financial year.

If an REA is unhappy with the progress of an advertising initiative, it is their responsibility to work with the deliverer. National office will support the REA in doing this.

12 The role of the national office advertising team

The role of the national office advertising team is to support regional staff to ensure that the advertising activities undertaken are as effective and efficient as they can be. National office will:

- approve all CRSP advertising applications in the first instance to ensure they meet the requirements laid out in these guidelines
- receive a final report from each funded CRSP advertising activity
- support regional staff to ensure the funding is understood, well utilised and evaluated.