

Swinburne Safe Driving Campaign

'Don't Truck Around' - Campaign Report
2018

Introduction

The 2018 Re:act brief presented to Swinburne Communication Design Honours Students was to create a campaign to promote safe driving, cycling and walking around trucks. Most importantly, the campaign's aim was to educate the 18-25 year old audience on the safety risks when interacting with trucks on the roads.

The developed campaign, 'Don't Truck Around', used colloquial and bold language to draw in the audience and create a meaningful and retainable message. In particular, the campaign intended to highlight the importance of recognising a truck's blind spots, the time trucks need to stop and turn, and to humanise truck drivers.

Target Audience

The campaign's target audience was road users aged 18-25. While this sample of young people has displayed basic awareness regarding the oversized nature of trucks and their difficulty moving around roads, there is little awareness about the specific risks and their impact, for example limited visibility and many blind spots.

As a result, this campaign intended to use bold messaging and design to catch the audience's eye and consequently educate them using truck safety statistics and messages.

Communication Strategy

Our strategy was to create a campaign with a strong educational message. For it to reach our desired audience, we used colloquial language to create our two primary messages.

Our first message, 'It's Time to Give a Truck,' revolved around the concept that it is time to care about trucks on the road, and therefore take responsibility for our own safety by educating ourselves about how trucks behave and the risks to be aware of.

Our second message, 'Don't Truck Around,' became the face and logo of the campaign, urging our young audience to behave safely around trucks on the road. Focusing on a strong yet witty tone of voice to resonate with our audience, this message highlighted the serious nature of road safety and warned our audience to avoid becoming another statistic by being smarter around trucks.

Our campaign became one of diversification. We highlighted truck safety statistics and warnings that were relevant to all drivers and vulnerable road users. This ensured that we did not favour car drivers over pedestrians and cyclists.

Deliverables

Print Advertising

A0 Posters

Promotional

Swinburne Open Day

Merchandise

Interactive Truck Poster

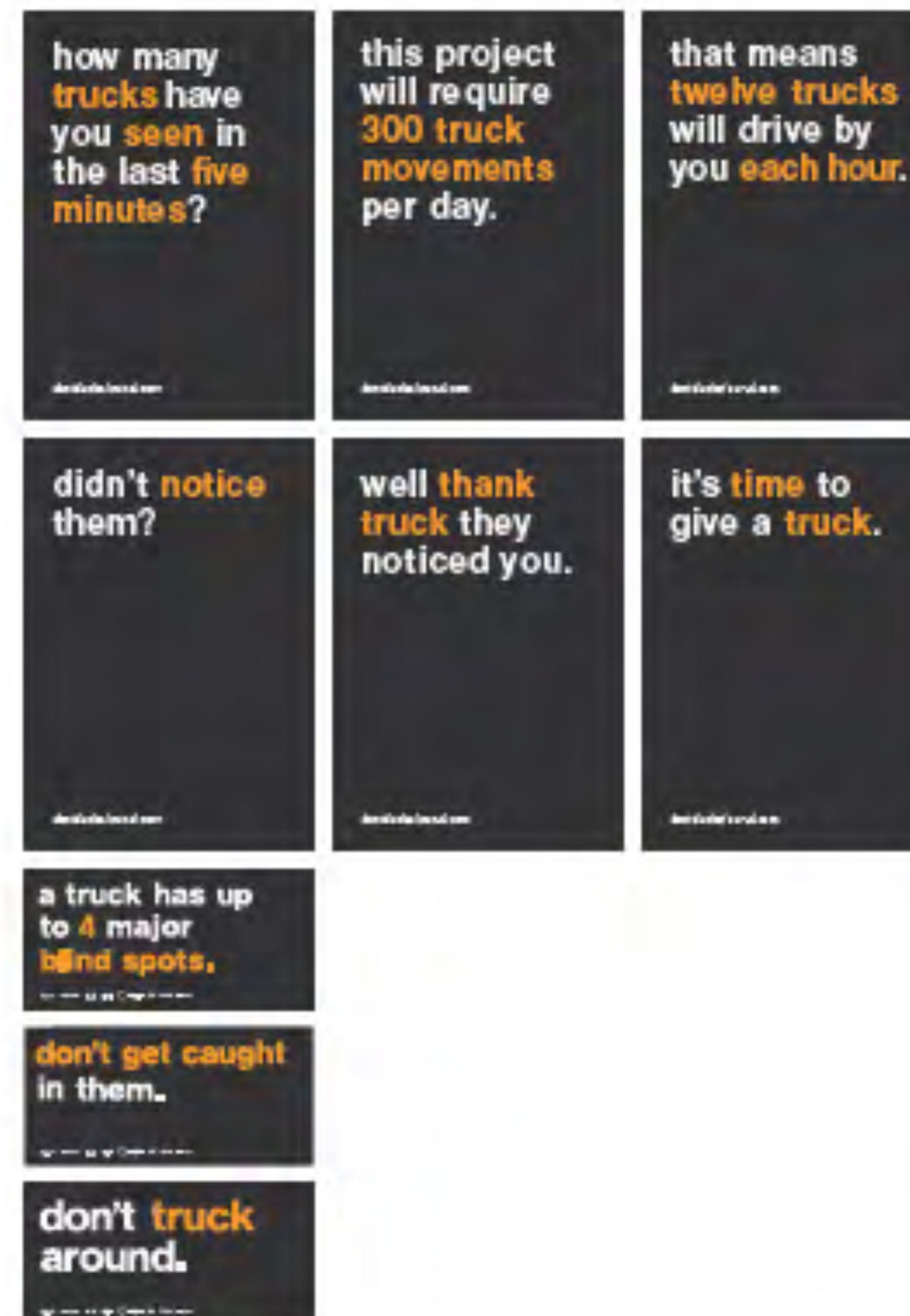
Articles

Digital Advertising

Social Media Sites

Website

Print Advertising



Promotional posters placed around Swinburne, Hawthorn and Glenferrie area.

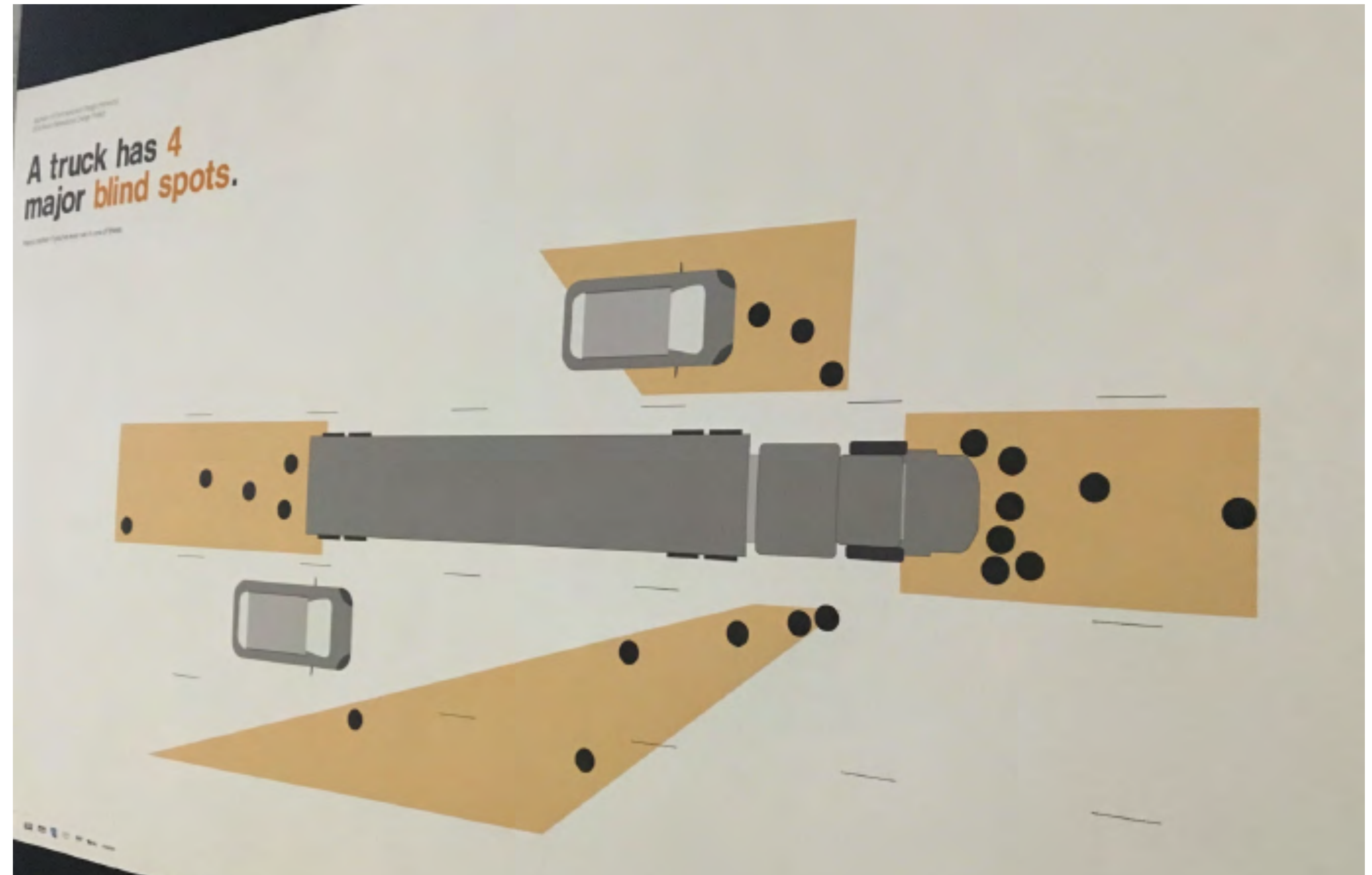
Promotional



Swinburne Open Day

A stall was set up at Swinburne Open Day to educate the target audience. The campaign website was on display and merchandise including hats, air fresheners, car bumper stickers and t-shirts were handed out to all that stopped by.

Promotional



Swinburne Open Day

An interactive poster display invited viewers to place a dot on an area that they didn't realise was a truck's blind spot. This was greeted by many as an informative tool that made them realise they didn't know everything about road safety.

Promotional



Promotional accessories for the 'Don't Truck Around' campaign.

Promotional

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Re:act 2018 names campaign winner

Posted on Friday 6th, April 2018. [Email](#) [Print](#)

'Don't Truck Around' has been the named winner of the Re:act 2018 road safety campaign aimed at 18-25 year olds sharing the road with heavy vehicles.

The campaign was created by Caitlin Preyser, Charlotte Hicks and Grace Kirby – three of the 30 third-year Swinburne University Communication Design students who took part in the program.

The Australian Trucking Association (ATA) partnered with strategic creative agency, Hard Edge, for the challenge and will use the results to inform the design and messaging of the safety exhibition inside the Volvo ATA Safety Truck.

"Not only has the Re:act project allowed us to engage with a young audience, but we have been able to gain insights into how they want to hear road safety messages and how they want us to communicate with them," said ATA Safety and Skills Adviser, Melissa Weller.

"This is a chance for us to gain insights into possible future directions for the Volvo ATA Safety Truck safety exhibition and displays, and ensure this great resource is as effective as possible in educating drivers and future drivers about how to share the road safely with trucks," she said.

The Re:act behavioural change project is now a compulsory course requirement for third year design students at Swinburne University. Each year's creative challenge is centred around making 18-25 year olds consider their actions by increasing awareness of the dangers they may face on the roads.

"We believe this is the first time a behavioural change campaign about vulnerable road users around trucks has been specifically targeted at the 18-25 year old segment," said Hard Edge Managing Director, Andrew Hardwick.

"Previous projects have focused on safer use of mobile phones in vehicles and driving the morning after drinking. With the number of trucks on our roads expected to double in the next 20 years, the 2018 campaign is another significant step in improving road safety among inexperienced drivers," he said.

'Don't Truck Around' will now be translated into a \$6,000 campaign across Swinburne's Hawthorn campus during the university's second semester O Week. Representatives from each of the top three finalists will also pitch their

advertisement

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Young drivers told 'Don't Truck Around' in ATA-supported safety campaign

Three students at Victoria's Swinburne University have urged their peers "Don't Truck Around" as part of a new campaign supported by the Australian Trucking Association.

Students Caitlin Preyser, Charlotte Hicks and Grace Kirby designed the campaign as part of the Re:act behavioural change project, which is a part of the Communication Design course at the university.

The 'Don't Truck Around' campaign and others will be used to help further develop the exhibits in the ATA's Volvo Safety Truck

Each year, the creative challenge centres around making 18-25 year olds consider their actions on the road, with the 2016 campaign focusing on mobile phone use and 2017 looking at driving the morning after drinking.

This year, the campaign aimed to encourage 18-25 year olds to interact safely with trucks while on the road – making them aware of the risks and urging them to change their behaviour where necessary.

Andrew Hardwich, the managing director of strategic creative agency Hard Edge that partnered with the ATA for the campaign, says he believes this was the first time a truck road safety campaign had been targeted to that age group.

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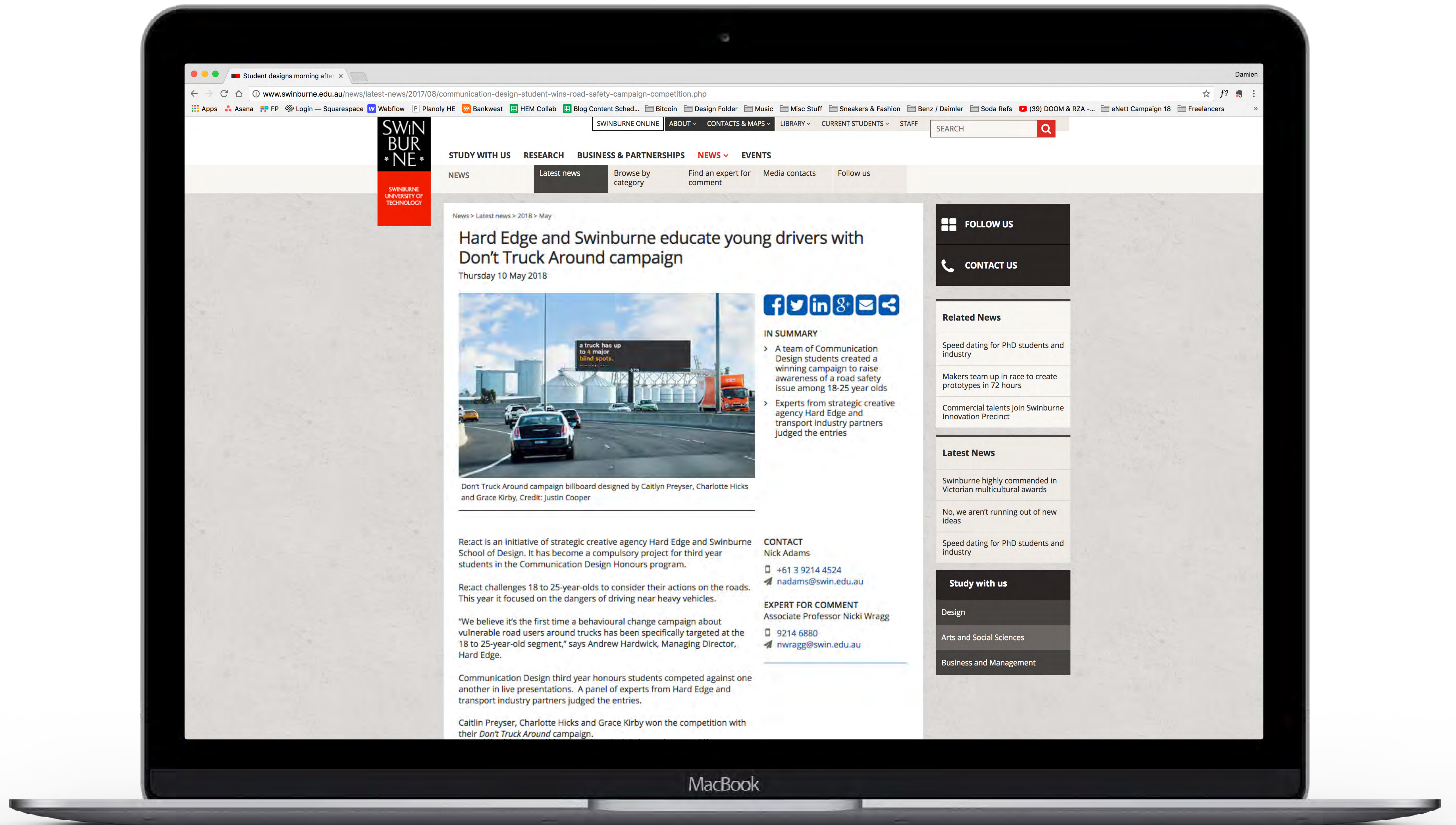
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[graysonline.com](#) **CONSTRUCTION**

The winning campaign was featured on notable websites such as the Swinburne Knowing and Swinburne University websites, Mumbrella and Australasian Transport News.

Promotional



Student designs morning after x Damien

www.swinburne.edu.au/news/latest-news/2017/08/communication-design-student-wins-road-safety-campaign-competition.php

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Hard Edge and Swinburne educate young drivers with Don't Truck Around campaign

Thursday 10 May 2018

Don't Truck Around campaign billboard designed by Caitlyn Preyser, Charlotte Hicks and Grace Kirby, Credit: Justin Cooper

IN SUMMARY

- > A team of Communication Design students created a winning campaign to raise awareness of a road safety issue among 18-25 year olds
- > Experts from strategic creative agency Hard Edge and transport industry partners judged the entries

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Re:act is an initiative of strategic creative agency Hard Edge and Swinburne School of Design. It has become a compulsory project for third year students in the Communication Design Honours program.

Re:act challenges 18 to 25-year-olds to consider their actions on the roads. This year it focused on the dangers of driving near heavy vehicles.

"We believe it's the first time a behavioural change campaign about vulnerable road users around trucks has been specifically targeted at the 18 to 25-year-old segment," says Andrew Hardwick, Managing Director, Hard Edge.

Communication Design third year honours students competed against one another in live presentations. A panel of experts from Hard Edge and transport industry partners judged the entries.

Caitlin Preyser, Charlotte Hicks and Grace Kirby won the competition with their *Don't Truck Around* campaign.

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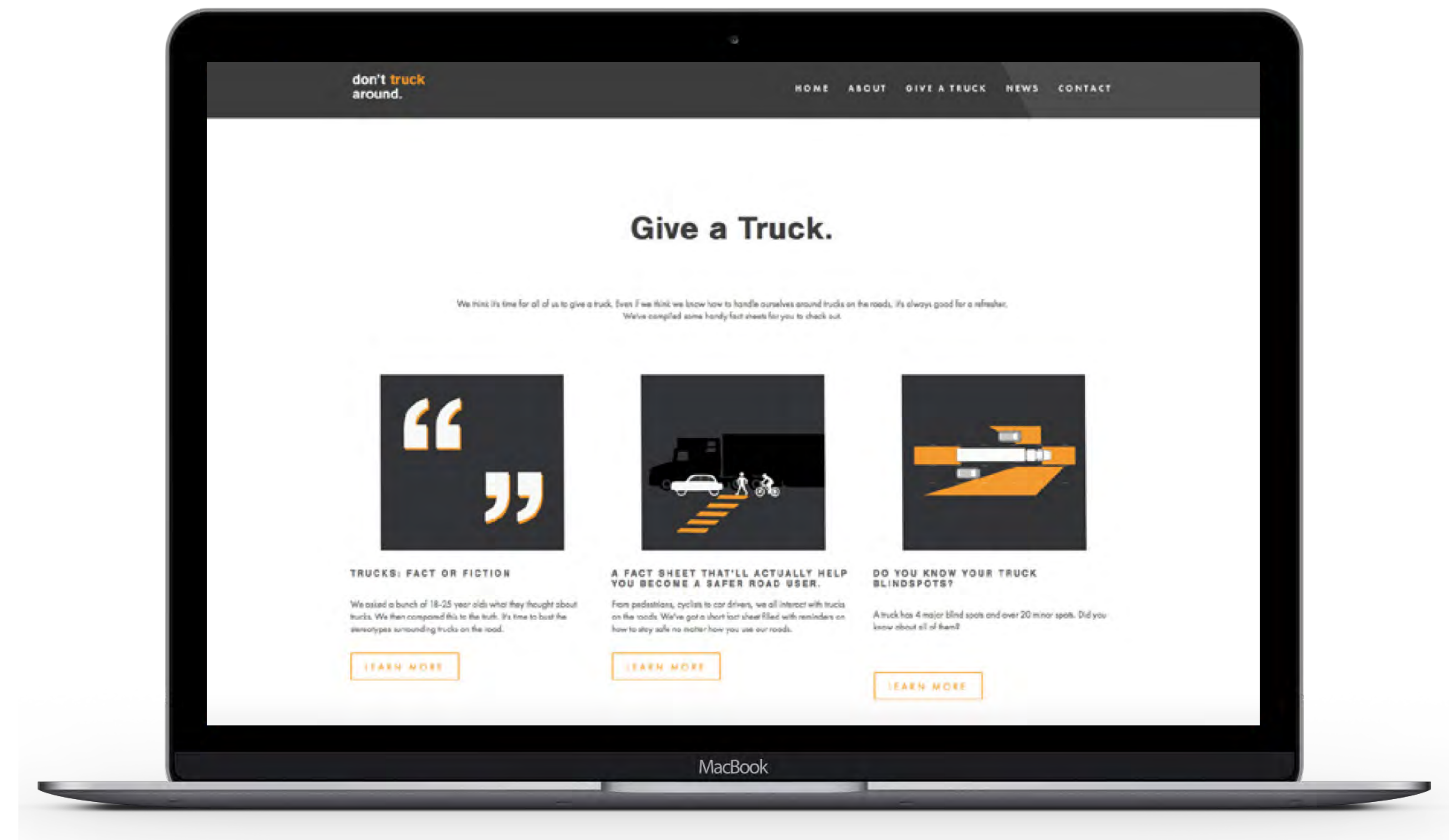
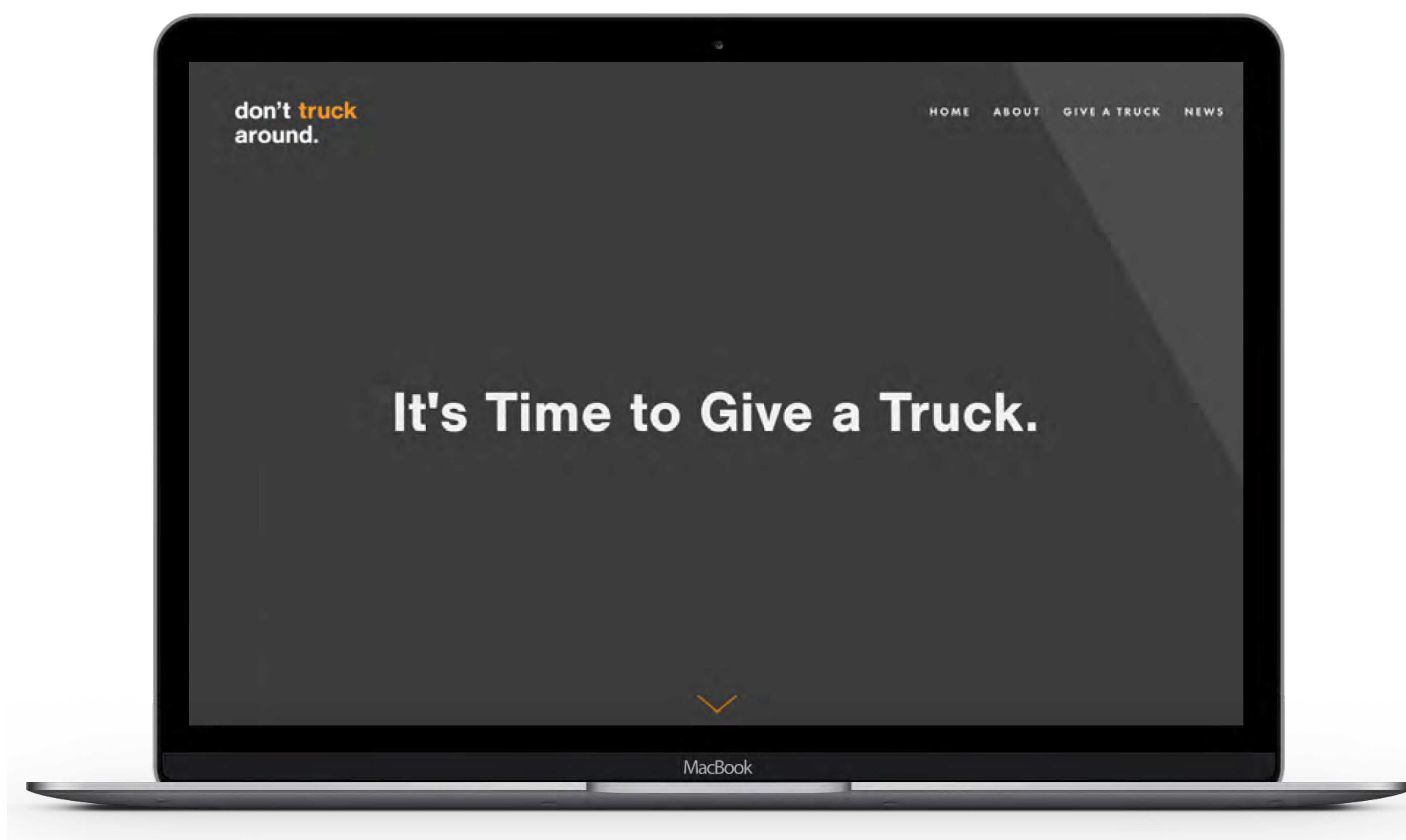
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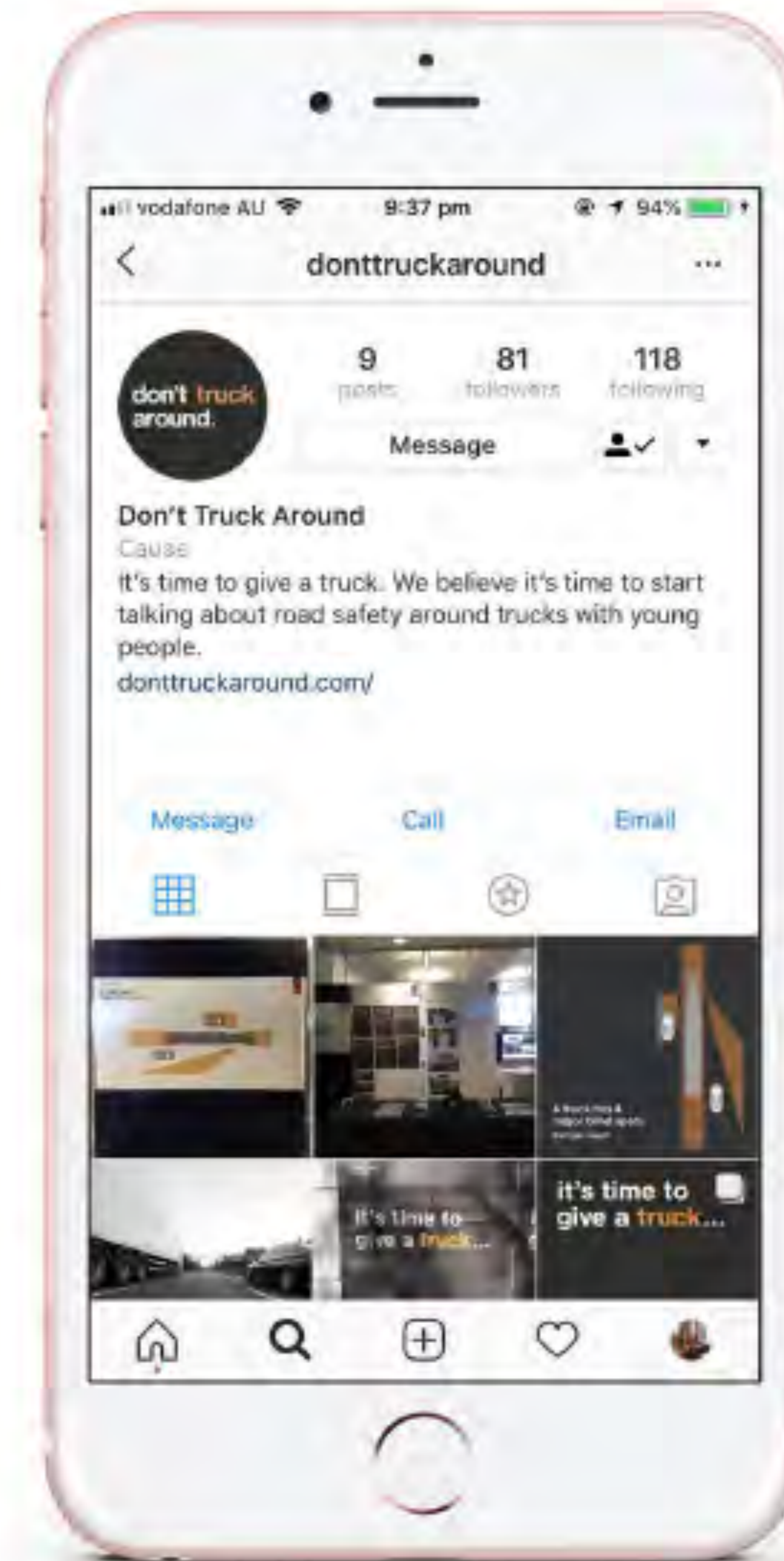
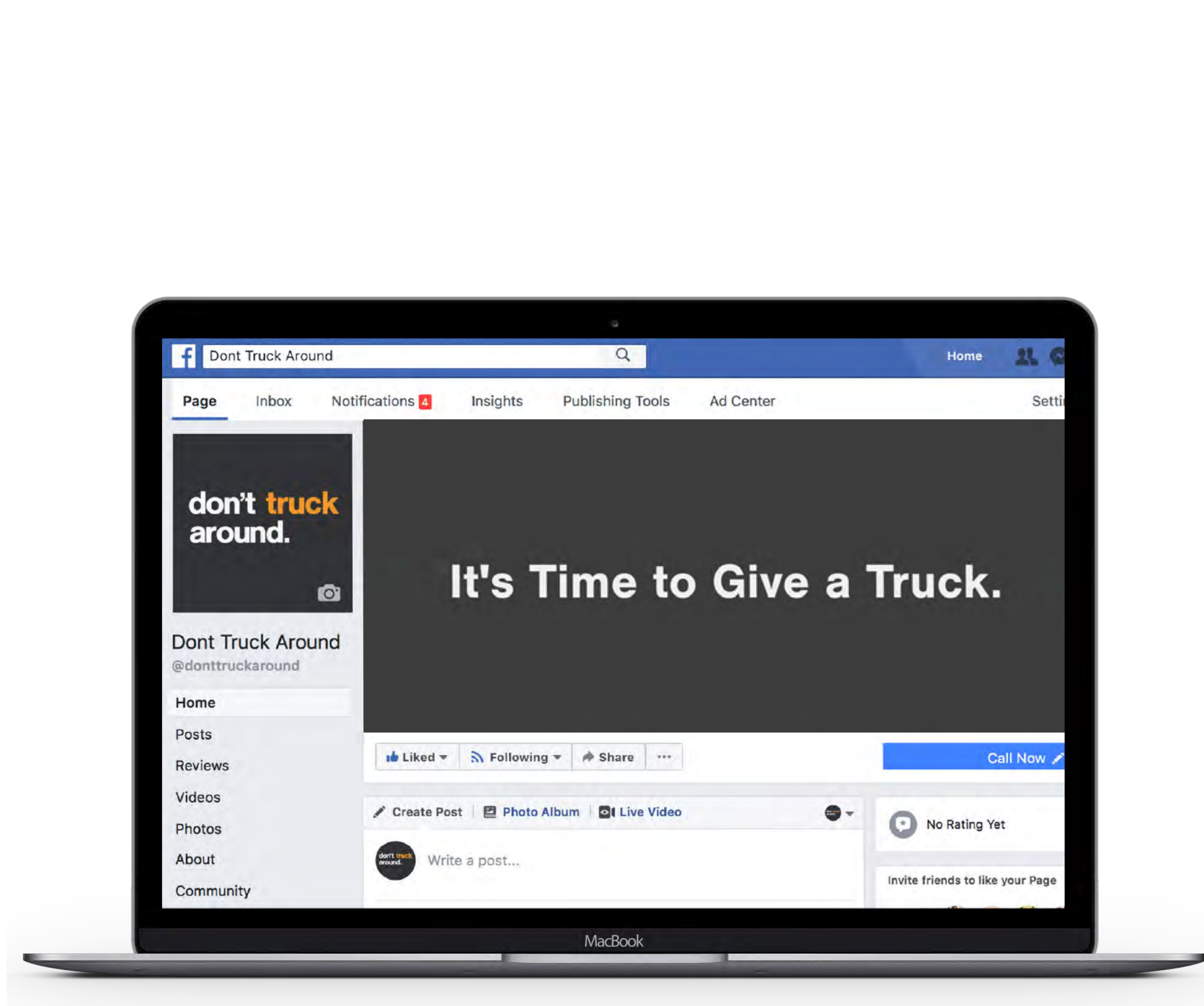
- Design
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- Business and Management

Digital Advertising



A website was created for the 'Don't Truck Around' campaign. This can be found at www.donttruckaround.com

Digital Advertising



Facebook and Instagram accounts were created for the campaign. Facebook in particular brought a sizeable amount of traffic to the 'Don't Truck Around' website.

Results

The 'Don't Truck Around' campaign was a success. Feedback from the Swinburne Open Day was positive and indicated the campaign was educational and a smart way to attract the attention of our young age group.

The website has received 346 unique visitors resulting in 909 website page views. Our Facebook page reached over 33,000 people in sponsored posts with 310 link clicks. This drove more than 60% of our website traffic.

The successful results of the 'Don't Truck Around' campaign raised awareness of being safe around trucks and achieved our campaign goals.

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