

## Safe interaction of 18-25 year old road users with trucks

### Brief Form

<b>Brief supplied:</b>	<b>February 23rd, 2018</b>
<b>Student Q&amp;A:</b>	<b>February 27th, 2018</b>
<b>Completion and presentation:</b>	<b>April 3rd, 2018</b>

### Background/business issue

Representing just 4 per cent of vehicles on Australia's roads, heavy vehicles are involved in more than 15 per cent of the nation's road fatalities. Approximately 60 per cent of persons killed in heavy truck crashes are light vehicle occupants. Another 20 per cent are vulnerable road users (motorcyclists, pedal cyclists or pedestrians). Data from truck insurance company NTI indicates 80 per cent of these events are primarily the responsibility of the other party in the collision.

Most road users have limited understanding of the basic physics of driving a truck and, as a result, are unaware of the realities of what entails safe behaviour around trucks. Young road users are also over represented in the number of fatalities and serious injuries on the nation's roads. This may be because they are still learning how to be safe, have yet to experience what the consequences can be from a poor decision, or feel a sense of invincibility.

Compared to a crash between two cars, a crash between a car and a truck is a lot more unforgiving, due to the sheer size and mass of the vehicle involved.

With the number of trucks on Australian roads expected to double in the next twenty years, the interaction between young road users and trucks is only going to increase – in both urban and regional areas.

With the infrastructure boom hitting Victoria, an unprecedented number of trucks will be moving through the city of Melbourne to service these projects. The Melbourne Metro Rail project alone will add a new truck and trailer movement to Melbourne's streets every three minutes for five years.

As such, it is vital that awareness of safe behaviours around trucks is increased – particular among 18-25 year olds – to minimise the incidence of road fatalities and serious injury.

## Competitive environment

There is a lot of 'noise' in this category, with several major road safety and other public injury prevention and health promotion campaigns running at any one time. As such, the creative execution for this campaign will need strong cut-through to stand out from the crowd, and reach and make an impact on the target audience.

## Marketing objective

To educate the target audience on the risks of sharing the road with trucks, and to positively influence their behaviour to reduce crashes and 'near misses' with trucks.

## Target market (demographics, attitudes/behaviour, insights)

18-25 year old Australians with a driver's licence, and their peers. They are a very socially active demographic and most likely to discuss and influence the behaviour of their peers about issues such as this.

- They feel disconnected from trucks, truck drivers and the trucking industry
- They are largely ignorant of the realities and basic physics of truck driving and the risks of interacting with trucks, whether as a driver, pedestrian, or cyclist. As a result they may unknowingly take risks around trucks.
- They may hold a negative stereotype of truck drivers – aggressive, low skilled, middle-aged men

It is recommended you conduct your own primary research with the target audience to gain insights that can inform your campaign strategy.

## Deliverables

- A presentation of your campaign (pdf), which you will present to the panel on screen in a boardroom, that includes:
  - o Your approach to the brief and the thinking behind the campaign creative concept. Consider primary and secondary research, and target audience insights and messaging strategy.
  - o Creative concepts for the campaign, applied across various media (at least two different media applications).
  - o A basic activity/media plan showing how, where and when the campaign will be executed and explaining how the target audience will engage with the campaign.
- A printed A1 poster of your concept.

## Media

Consider which media will be most effective in reaching the target audience with the campaign message and achieving the marketing objectives of the campaign.

## Budget

\$500,000 media budget as a guide. Unlimited creative/production budget.

## Timing

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## Appendices

The following links provide resource material and statistics that are relevant to this brief.

- [NRSPP Quick Fact: Do Not Overtake A Turning Vehicle](#)
- [NRSPP Quick Fact: Don't Cut In Front of Trucks](#)
- [NRSPP Quick Fact: Truck Blind Spots](#)
- [NRSPP Quick Fact: Interactions Between Heavy Vehicles and Light Vehicles](#)
- [Webinar: The Safe Commute: Tips for Cyclists and Motorists on Sharing the Road Safely](#)
- [Webinar: Toll NQX Talks Heavy Vehicle Safety](#)
- [ATA Truckies Top Tips](#)
- [The Truckie's Top Ten Tips for Sharing the Road](#)
- [Be Truck Aware – Blind Spots](#)
- [ATA Safety Truck Video – Don't Cut in Front of Trucks](#)
- [ATA Safety Truck Video – Don't Overtake Turning Trucks](#)
- [ATA Safety Truck Video – Keep Out Of Truck Blind Spots](#)

## Appendices cont.

Here are some additional statistics from “Heavy Truck Safety: Crash Analysis and Trends”:

- Heavy trucks account for only 2.4 per cent of registrations and approximately 7 per cent of vehicle-kilometres travelled.
- Articulated trucks do a large proportion (80 per cent) of their travel outside a capital city area. Heavy rigid truck travel is evenly split between capital city and rest of state.
- Rates of annual fatal crashes per kilometre travelled or per registered vehicle are higher for heavy truck-involved crashes than for passenger car-involved crashes.
- Approximately 80 per cent of fatal crashes involving heavy trucks are multi-vehicle crashes.

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