

# re:act

inspiring change

campaign brief

**HARD EDGE™**

in collaboration with

**ual:** london college  
of communication

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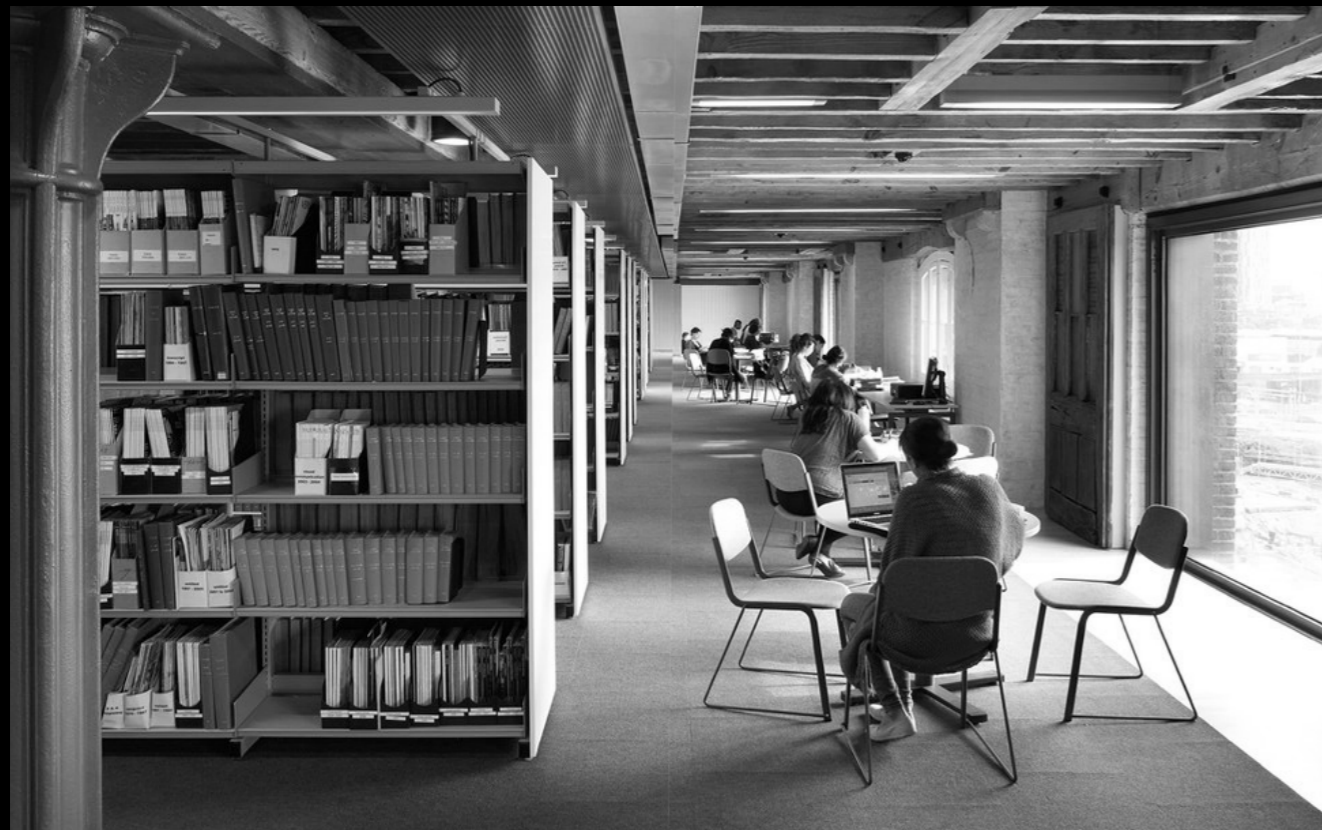
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Re:act is a program that challenges university students to raise awareness of road safety issues and change behaviour among 18-25 year olds.



# Re:act 2020 student brief

# Distraction

## Brief form

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|                            |                            |
|----------------------------|----------------------------|
| <b>Brief supplied:</b>     | <b>Jan 7th</b>             |
| <b>Student Q&amp;A:</b>    | <b>Feb 11th</b>            |
| <b>Student check in:</b>   | <b>March 10th</b>          |
| <b>Final presentation:</b> | <b>Late May/Early June</b> |

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### 1. Our challenge

Distraction on our roads, regardless of whether you're a driver, motorcyclist, cyclist, or pedestrian, is a serious road safety issue and can result in serious injury or death.

A distraction is anything that takes the driver's attention away from the task of driving, and includes physical, visual and cognitive distraction. Some distractions, such as using a mobile phone, involve all three types.

#### Drivers

- A distracted driver's focus is not on the driving task, increasing reaction time and stopping distances when responding to a hazard or something unexpected in the traffic.
- It only takes 2 seconds to lose control. Looking at or using a mobile phone, using a vehicle's interactive system or engaging with passengers while behind the wheel, all result in a driver's eyes and mind being off the road.
- When a driver's eyes are off the road for 2 seconds when driving at 50 km/h, they are essentially travelling 'blind' for up to 28 metres. An average person takes 1.8 seconds to react to an event. This means that up to 4 seconds can pass before the distracted driver responds.
- Research shows a distracted driver has 4 times the risk of crashing.

#### VRUs

- Vulnerable road users (VRUs) are cyclists, motorcyclists, and pedestrians. They are vulnerable because they have little or no protection on the roads, like the protective shell of a car.
- Our bodies are fragile. The strongest body cannot withstand the impact of road trauma, even at relatively low speeds.
- Using mobile phones, wearing headphones or other distractions, such as rushing or playing near or on the road, can lead to disaster.

This brief can be approached in 2 ways (please choose 1 approach):

1. A general campaign that raises awareness of the risks of any road user being distracted

or

2. A campaign that targets a specific road user group and the distraction/s that most commonly result in trauma or death for that group. For example, drivers using their mobile phones or pedestrians wearing headphones.

### 2. Target audience

18-25 year old VRUs and drivers.

### 3. Current attitudes & behaviours

Your research for this brief should investigate this in detail, with the insights feeding into your creative strategy. As a starting point, consider:

- Do they lack awareness of their behaviours that cause distraction on the roads?
- If they are aware, why do they do it?

### 4. Future/target attitudes & behaviours

- Clear awareness of the risks of distraction on the road.
- A positive, communal attitude to all other road users, regardless of mode of transport.
- The targeted road user should make safer choices and have greater awareness of their environment on the road.

## 5. What is the single-minded proposition?

Avoid distractions when interacting with the roads.

## 6. Like this (our tone)

- A clear tone should be developed as part of your creative and messaging strategy.
- While the tone needs to resonate with the target audience of 18-25 year olds, consider that the campaign will appear in public spaces and be supported by several corporate partners. As such, the messaging should be appropriate and not potentially offensive to any segments of the wider population.

## 7. Support

Your campaign strategy and concept should be underpinned by insights you uncover through your primary and secondary research.

## 8. Mandatories

Re:act, University, and Partner logos (logo lock-up will be supplied).

## 9. Deliverables

10 minute presentation including:

- Primary and secondary research findings and target audience insights
  - Concept development and messaging strategy
  - Campaign concept applied to multiple media channels, including (but not limited to) mandatory digital boards
- Specifications*
1. Digital Portrait (1080pxW x 1920pxH, 7 seconds), 2. Digital Landscape (1280pxW x 720pxH, 7 seconds)
- Campaign plan – how will you reach the target audience to effectively change their attitudes and behaviour?

## 10. KPIs

What are the quantifiable campaign objectives (overall and for individual channels/activities)?

Provide as much detail as possible.

How will we know it's been successful?

Others TBC.

## 11. Timing

|                     |                     |
|---------------------|---------------------|
| Brief supplied:     | Jan 7th             |
| Student Q&A:        | Feb 11th            |
| Student check in:   | March 10th          |
| Final presentation: | Late May/Early June |

## 12. Appendices

The following resources should be reviewed for further reference and insights.

- 🔗 [Driving & cycling safety](#)
- 🔗 [Contributory factors for reported road accidents \(RAS50\)](#)
- 🔗 [How to reduce the risk of driver distraction](#)

## 13. Three tips for Re:act success

- Keep it simple, and ensure there is a logical flow to your campaign and message
- Ensure you outline your research approach and the sample size that underpins your campaign
- Take the opportunity to ask questions of Re:act panellists at the Q&A, and incorporate their feedback

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## criteria

1. Demonstrate a clear understanding of the issue and the brief.
2. Primary research: Quality of research and articulation of insights on target audience attitudes and behaviours, relevant to the brief.
3. Strength of creative idea. Should be clearly based on insights. Quality of execution/design (visual and messaging).
4. Channel strategy and tactics to effectively engage the audience and change behaviour.
5. Feasibility: How prepared would a client be to take the idea to market as is? Is the tone/messaging appropriate?
6. Quality of presentation/professionalism.



**The Re:act program is a wonderful connector of generations, skill sets and ideas that inspires real answers to serious challenges.”**

– Ben Maguire, CEO, Australian Trucking Association



what's  
expected?

# are you ready to Re:act?

The creators of the selected campaign in this year's Re:act program with London College of Communication, UAL will receive:

- A budget to launch the campaign on campus;
- access to and support from the team at behaviour change creative agency Hard Edge to advise in development of the campaign;
- A 12 month subscription to an approved creative industry organisation.

The selected individual/team can expect:

- to be included in all PR after the event. This can include media releases, interviews across any media, website, digital content;
- to potentially be approached by partners to present for their organisations;
- to potentially be approached by partners for industry placement or to launch your campaign with them.

Any of the above or other unforeseen opportunities will be managed with the students by the university and Hard Edge.





# Re:act 2020 partner profiles



# Daniel Mc Guigan

**European Logistics and Fleet Environment,  
Health and Safety Manager**

Daniel Mc Guigan has worked in the Health, Safety and Environmental field for more than 20 years in a variety of roles and businesses. After graduating from the University of Salford with a BSc(Hons) in Applied Environmental and Resource Sciences, Daniel initially worked in the waste industry and quickly recognised the opportunities presented by developing expertise in both Environmental Management and Occupational Safety and Health. Whilst working he studied for a Post Graduate Diploma in Occupational Safety and Health and is a Chartered Member of the Institute of Occupational Safety and Health (IOSH).

Daniel worked in a number of business advisory and consultancy roles specialising in road transport operations and in particular the transportation of hazardous goods by road, as a Dangerous Goods Safety Advisor.

Since 2006 Daniel has worked directly in road transport operations in both the parcels industry and the Fast Moving Consumer Goods (FMCG) industry. Daniel is the European Logistics and Fleet Environment, Health and Safety Manager for PepsiCo International Ltd with strategic responsibility for approximately 11,000 vehicles.



# Paul Tacey

**Practice Leader  
– Workforce Strategies**

Paul leads the Workforce Strategies Practice within Risk Engineering UK for Zurich Insurance and is responsible for the motor fleet risk management function. This includes all aspects of the proposition, customer risk advisory services, strategic partnerships with third party specialists and thought leadership. Prior to joining Zurich in 2015, Paul's previous employment history includes more than 10 years in Health and Safety Management roles, with responsibility for fleet risk management at large FMCG organisations. Fleet mix ranged from company cars to light commercial vans and large HGVs. Paul has extensive experience of collaborating with third party logistics companies on outsourced and shared contact services. Paul has experienced excellence in motor risk management across a number of industries and has the proven ability to make the business case for change for the mutual benefit of the customer and insurer.

Paul is currently reading for an MSc in Business and Strategic Leadership with Cranfield University. He has held a UK driving licence for 24 years.





# Andrew Hardwick

**Managing Director**

Founder and Managing Director of Hard Edge, Andrew has built the agency through continually punching above its weight and a can-do attitude - something he acknowledges the team for.

Coming from a creative background as a designer, Andrew has attracted employees and clients through his passion for producing great work and pushing creative boundaries, with a strong interest in road safety and motoring. His knowledge in this space has been recognised with seats on various industry bodies, recently with a working group of the National Road Safety Partnership Program (NRSPP). In 2016 he founded Re:act in collaboration with Swinburne University and key industry partners.

**HARD EDGE™**



# Kate Turner

**Media and Public Affairs Manager**

Kate is the Media And Public Affairs Manager of the FIA Foundation and has worked with road safety and mobility projects across Europe, Asia, Africa and the Americas. The FIA Foundation is an independent UK registered charity that supports an international program of activities promoting road safety, the environment and sustainable mobility. Its aim is to ensure 'Safe, Clean, Fair and Green' mobility for all, playing a part to ensure a sustainable future through: promoting and disseminating research to provide information on issues including road safety, automobile technology, the protection and preservation of human life and public health, transport and public mobility and the protection of the environment; and promoting improvement in the safety of motor sport, and of drivers, passengers, pedestrians and other road users.

 **FOUNDATION**



# Peter Binham

**Managing Consultant**  
**TfL Commercial Consulting and International Operations**

Peter Binham is a Managing Consultant for Transport for London (TfL). He has more than 15 years' experience in delivering a wide range of transport policies, programs, and projects globally. These include leading the international award-winning; Construction Logistics programs, the Fleet Operator Recognition Scheme (FORS) and Construction Logistics and Community Safety (CLOCS).

Before joining TfL, Peter worked as a Logistics Consultant for Aecom and Arup, as well as a Policy Manager for the Freight Transport Association (FTA).





# Re:act 2020 lecturer profiles



# Katy Oswald

**Acting Course Leader**

Katy Oswald is a designer, creative director and Lecturer on the BA (Hons) Graphic Branding and Identity course at London College of Communication.

A graduate of Chelsea College of Arts, Katy has more than 20 years' experience as creative director of a design consultancy specialising in branding and packaging design – designing and developing the brand identities of accounts such as Burberry, Alfred Dunhill, and Gieves and Hawkes.

Katy also has experience of working in packaging design, surface graphic and physical packaging – designing paper and board constructions using environmentally-sourced materials and working on the development of patented paper and board constructions.

Katy has worked as an Associate Lecturer at London College of Communication since 2010, also assisting as a freelance design consultant across a number of courses at the College.

She aims to use her industry experience to align students' creativity with current and future industry requirements and practice.



# Siân Cook

**Senior Lecturer  
- Social Innovation and Strategic Design**

Siân is a Graphic Designer with more than 30 years' experience of teaching in Higher Education, specialising in social innovation, ethical issues, public messaging, campaigning and audience engagement.

Her career began in design for the music industry, but she has run her own design practice since 1994. Siân has volunteered within the HIV/AIDS sector for more than 25 years and her main research interest lies in archiving HIV/AIDS UK graphic ephemera. She is Co-Director (with Teal Triggs) of the Women's Design and Research Unit (WD+RU), which promotes women working in design and facilitating socially inclusive projects.

Siân is an RSA Fellow; Fellow of the Higher Education Academy; signatory of the First Things First 2000 Manifesto; and Member of the Design Action Research Hub (DARH) at London College of Communication.

# INCIDENTS



reactforchange.com

## Re:act contact

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