

Distraction

Brief form

Student Q&A:	March 17th
Student check in:	April 7th
Final presentation:	May 8th

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.

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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.

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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.

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11. Timing

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12. Appendices

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

- [Drivers Distracted Every 96 Seconds](#)
- [Can Voluntary Apps Reduce Mobile Phone Use While Driving?](#)
- [State of the Roads: Mobile Phone Use & Distraction](#)
- [Driver Distraction: A Review of Scientific Literature](#)
- [Driver Crash Risk Factors And Prevalence Evaluation Using Naturalistic Driving Data](#)
- [Webinar: Busy Brain Syndrome – the Root Cause of Driver Distraction](#)
- [Webinar: Driver interactions with mobile phones – driving performance and safety implications](#)

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 panelists at the Q&A, and incorporate their feedback

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