RESEARCH SUMMARY

Title   **Safer Travel at Night (STaN) communications development**

Objective To explore response to new STaN executions, to discourage people from taking illegal cabs

Date   September 2010

Methodology Three x one hour groups of women: group one with university students aged 18-22, group two with non-students aged 18-23, and group three with non- students aged 24-27. Good mix of locations and SEGs. Half in each group use unbooked minicabs and half would consider using them

Key findings

- Two creative routes were tested: 'Strangers' and 'Wise girls'.   The former warned of the dangers of illegal cabs, the latter gave advice as to how to ensure a cab is legal

- The 'Strangers' ad was unanimously considered the most effective route in terms of changing people's behaviour in regards to using unbooked minicabs, and resonates with the audience on a number of levels:
    - It clearly and powerfully communicates 'just a strangers car' and the link to minicabs is quickly made. This 'new news' provokes a strong reaction and causes re-appraisal of behaviour, as well as a desire to pass the message on to peers
    - The message resonates on an emotional level and lingers; 'don't talk to strangers' is ingrained from an early age
    - The level of shock feels right; the ad hints at the consequences rather than overtly displaying them, which can lead to denial or rejection. The ad also represents a point in time when evasive action can be taken, which is felt to be empowering
    - The realistic context draws the viewer in; it's an instantly recognisable scene, but the line adds a sinister, creepy overtone. The lack of people in the ad also allows for self-projection
    - The fact that the warning is aimed at everyone is seen as a positive; it is not singling out 'vulnerable women'

- Although the three-step advice approach in 'Wise girls' is felt to be easy to understand, the route did not work well as an advertisement. The messages were deemed to be more suitable for below-the-line work to complement the main advertising

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