

RESEARCH SUMMARY

Title	Safer Travel at Night communications development
Objective	Development of communications for the Safer Travel at Night campaign
Date	September 2009
Methodology	Qualitative: 6 focus group discussions with women aged 17-34 years who have used illegal cabs either regularly or occasionally travelling after 12am

Key findings

- Response to the creative routes was positive overall and gave a clear indication of which concepts would best meet the communications objectives as well as offering guidance for development
- To engage women and emphasise the importance of behaviour change, three core components are required:
- Shock the audience: in this instance shock tactics and demonstrating worst case scenarios, with or without visuals, is required to challenge current complacent mindsets of women when getting home at night
- Ensure the audience can't opt out of the message: the cinema ads presented which did not show a victim were particularly effective as they forced women to project themselves into the scenarios and consider the implications of travelling in an illegal minicab. Furthermore, strong taglines worked well to enforce these messages and encourage reflection.
- Promote a viable solution (Cabwise): the ads were effective at communicating and raising awareness of the Cabwise brand but a potential opportunity was identified to both more clearly explain the service and articulate USPs (such as GPS, speed of service) in order to provide a reason to use
- The research identified two cinematic routes with greatest potential 'Cars' and 'Calls' as they were performing successfully on the first two indicators.
- It was recommended that the print ads require further development to deliver greater impact as they need to use different devices to the cinema ads.
- The issue over what constitutes an illegal cab also requires further clarification (although potentially more suitable for below the line communications due to the complexity of the issue) and whilst on-car communications (as evaluated through PHV identifiers) are a step in the right direction, the message needs to be more consumer facing and instructional than the current proposed stickers.