Speed campaign-Through My Eyes

Communications and engagement plan

BIANCA STABLES

17 January 2023

Version 1

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Background

Speeding continues to be a key road safety issue in Aotearoa, with over 500 people being killed or seriously injured in speed-related crashes each year. While speed is often not the only factor contributing to a crash, it's a crucial factor in determining the severity of a crash.

The latest speed campaign, through my eyes, focuses on enforcement while also leaning into the wider story around speed having consequences (whether that's through an infringement, injury or death).

Our challenge is to shift the current perception of speeding being acceptable amongst New Zealanders. Drivers have a variety of 'reasons' and excuses for their speeding and don't believe they will be caught or have a crash. The Police hear the same excuses every day and have also seen the potential consequences.

The campaign launched on 11 December 2022 and will go live in two phases. Phase 1 will feature activity across social media, radio, outdoor (street posters and bus shelters) and digital display activity. Each media channel is targeting our audience in highly relevant locations as they kick off their summer breaks.

Phase 2 flows directly on from Phase 1, launching 22 January 2023. This portion of the campaign will have a very heavy video focus with activity across TV and digital video (YouTube and TVNZ+). It will also be supported by radio, outdoor (billboards) and social media activity.

Approach

The campaign will have both an internal and external launch for phase 2 (TVC and supporting above the line activity going live). The intent of launching the campaign is to ensure key stakeholders are informed of the campaign before it goes live as well as providing them with resources and collateral to support the campaign.

As well as the launch, communications activity will also be planned to extend the reach of the campaign beyond the above-the-line campaign through coordinated storytelling from other voices including advocates and other government organisations.

Objectives/Outcomes

- To extend the reach of the above-the-line campaign to tell a wider story around speed
- To raise awareness of the campaign with Waka Kotahi staff, NZ Police staff, as well as key partners and stakeholders
- To work with partners, specifically NZ Police, and stakeholders to build support for, and amplify, campaign messaging
- To provide resources and collateral to Waka Kotahi staff, partners and stakeholders to help them demonstrate their support of the speed campaign.

The sign-off process for collateral and communications produced will be:

- Amanda Duncan
- Glenn Conway (where appropriate)
- Karen Jones (where appropriate)
- NZ Police marketing and communications teams, and spokespeople (where appropriate)

Key messages

- Everyone should be able to get to where they're going safely, no matter how they travel
- A significant portion of New Zealanders continue to travel at speeds that are too fast for the conditions, and above the posted speed limit
- Too many people are killed and seriously hurt due to speed on New Zealand roads
- NZ Police are out on the roads, keeping everyone safe by enforcing the speed limit
- There are no excuses for speeding
- While speed may not be the only contributing factor in a crash, the speed determines the severity

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Campaign details

- This campaign is split into phases, having launched ahead of the high-risk summer period
- Phase 1 of the campaign launched on 11 December 2022, featuring activity across social media, radio, digital and outdoor (street posters and bus stops)
- Phase 1 takes the concept of 'excuses' and shows the consequences of going "a few k's over"
- Phase 2 of the campaign, with the hero TVC, will run from 22 January 2023. This will also be supported by radio, outdoor and social media activity
- The TVC will initially launch during the 'Black Clash' cricket game on 20 January 2023
- Our goal is to shift the acceptability of speeding amongst New Zealanders
- Drivers have a variety of 'reasons' and excuses for their speeding and don't believe they will be caught or have a crash. This campaign aims to show how little these excuses mean when you're faced with the consequences
- Future flights of the campaign are planned to reinforce the message.

Target audiences and stakeholders

Internal	External
Waka Kotahi Board	Minister and Associate Minister of Transport
Executive Leadership team (ELT)	Minister of Police
People Leaders	NZ Police
Road to Zero executive sub-committee group	Te Manatū Waka Ministry of Transport
Road to Zero programme leadership group	Auckland Transport
Road to Zero portfolio team	ACC
Road Safety team (in Office of the CE)	Worksafe
System Management Leadership team	Local Government
Speed and Infrastructure Programme team	Road Safety Coordinators
Safety Camera System Programme team	SADD
Regional Leadership Teams	Brake
Relationships Road Safety team (led by Trish Rudolph)	AA
Te Matangi	NZ Police staff (TBC)
Engagement and Partnerships	RtZ cross agency marcomms group (NZ Police, Auckland Transport, Te Manatū Waka, AC, Worksafe, Local Government)
Regulatory Services	

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Transport Services	
All Waka Kotahi staff	

Advocates/influencers

Below are advocates and influencers as well as their channels, that can amplify the campaign message as well as contribute to a broader conversation on speed. Ahead of the campaign going live, we will reach out to each influencer/advocacy organisation to confirm what level of involvement or support they may be able to offer. We will provide each advocate/influencer with collateral and resources to share across their channels and with their networks.

Influencer	Channels
SADD	Website, social media, newsletter
AA	Directions magazine, media interviews/comment, social media
Brake	Website, social media, media interviews/comment
Victim Support	Website, social media
David Cliff	LinkedIn
Steve Greally (NZ Police)	LinkedIn
Jessica Rattray (Waka Kotahi)	LinkedIn
Bryan Sherritt	LinkedIn, media interviews/comment
Key RtZ partner agencies (Auckland Transport, Te Manatū Waka, ACC, Local Government)	Social media channels
Regional, district and city councils	Website, social media channels

Risks/issues and mitigation

Internal

Risk	Mitigation
Some internal teams may feel out of the loop	Share campaign information with key audiences Ensure campaign information is shared on all available internal channels before go-live

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Timing of campaign launch means not all staff will have an opportunity to view the campaign before go-live	Share initial internal communications with staff for phase 2 launch. Ensure all campaign information is available for all staff to find easily when they're returned to work following the holiday break

External

Risk	Mitigation
The public and stakeholders think the ad is too focused on speed and should be focused on specific driver education activities instead, or is perceived to be too focused on driver behaviour	Messaging to explain the role speed plays in a safe system. Reinforce the role of driver behaviour as part of a system, not just one focus. Sell the vision in communications and reinforce there isn't one 'fix' for a safe road system.
Speed advertisement detracts from wider Road to Zero public awareness campaign/messaging	Link all supporting communications back to wider RtZ vision
Government criticised for focusing on a road safety campaign instead of issues such as mental health and environmental issues	Lead with the vision/the why in our communications. Back pocket messaging to explain the importance of making changes in road safety to keep people safe on our roads.
People contributing to the conversation say the roads are rubbish and Waka Kotahi needs to fix them	Sell the vision in communications and reinforce there isn't one 'fix' for a safe road system. Link in NLTP/maintenance messaging.
Waka Kotahi is criticised for not spending enough on infrastructure and road safety due to constrained funding environments within the 2021-2024 NLTP	Continue to be open and transparent with stakeholders about funding constraints. Emphasise we're working with what we've got, and we've had to prioritise.
Waka Kotahi is criticised for spending money on this campaign while there are constrained funding environments within the 2021-2024 NLTP	Acknowledge there are competing priorities, and this has been taken into account. Reiterate the key message that there are things we can do now to keep people safe on our roads. The message of a cost of a life saved vs the cost of the campaign. We have this line in our RtZ comms.

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Action plan

Internal and external communications and engagement activity to support the campaign launch.

Audience	Action	Channel	Responsible	Timing	Status
RtZ cross agency marcomms group	Campaign advisory	Email/regular meeting	Matt	WC 5 December	Complete
Engagement and Partnerships	Campaign update	E&P pānui	Matt	WC 5 December	Complete
All staff (Waka Kotahi)	Campaign update	ELT live call	Bianca	WC 5 December	Complete
Te Matangi	Campaign update/preview	Email	Matt/Amanda	WC 16 January	Complete
ELT	Campaign advisory	Email	Matt via E&P GM EA	Tuesday 17 January	Complete
Waka Kotahi Board	Campaign advisory	Email	Matt via CE EA	Tuesday 17 January	Complete
E&P GLT	Campaign advisory	Email	Matt/Amanda	Tuesday 17 January	Complete
Minister's office	Campaign advisory	Weekly report	Bianca via Ministerial Services	Wednesday 18 January	In progress
Minister and Associate Minister of Transport	Campaign advisory	Weekly report	Bianca via Ministerial Services	Wednesday 18 January	In progress
Minister of Police	Campaign advisory	Weekly report/Minister briefing	Police	Wednesday 18 January	In progress
RLTs	Campaign update	Email from DRR	Bianca via DRR	Wednesday 18 January	In progress

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RtZ portfolio team/programme leadership group	Campaign update	Email	Bianca	Wednesday 18 January	In progress
Safety Camera System Programme team	Campaign update	Email	Bianca	Wednesday 18 January	In progress
Speed and Infrastructure Programme team	Campaign update	Email	Bianca	Wednesday 18 January	In progress
System Management programme team	Campaign update	Email	Bianca	Wednesday 18 January	In progress
Customer services team	Campaign details/timings	GOTCHA	Matt via email to Myra Mumford	Wednesday 18 January	Complete
Brake/AA/SADD	Campaign advisory	Email	Bianca	Wednesday 18 January	In progress
Road safety coordinators	Campaign advisory	Email/newsletter	Bianca via Emily Weston	Wednesday 18 January	In progress
RtZ cross-agency marcomms group	Email	Campaign preview + supporting collateral	Matt/Bianca	Wednesday 18 January	In progress
All staff (Waka Kotahi)	Campaign update	OnRamp article	Bianca via internal comms	Thursday 19 January	In progress
All staff (NZP)	Campaign launch	TenOne	Bianca via Police	Friday 20 January	In progress
Engagement and Partnerships	Campaign update	GM newsletter	Bianca	Friday 20 January	In progress
Regulatory Services	Campaign update	GM newsletter	Bianca	Friday 20 January	In progress
All staff (Waka Kotahi)	Campaign launch	Lock screen	Bianca via Channels/Internal comms	Friday 20 January	In progress

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Public	Publish TVC on website	Waka Kotahi website	Matt via Channels	Friday 20 January	
		Phase 2 (TVC) go-live			
Public	Editorial from Police officer POV	Media – NZ Herald/Dom Post	Bianca/Media team/Police	Sunday 22 January	TBC
All staff (Waka Kotahi)	Campaign launch	Yammer	Bianca	Monday 23 January	
Public/media	Launch campaign	Media release + media pack	Bianca via Media team/Police	Monday 23 January	
Public	Update website homepage image	Waka Kotahi website	Channels	Tuesday 24 January	
Public	Update cover images on social media	Waka Kotahi social channels	Channels team	Tuesday 24 January	
Public	Publish TVC on social media	Waka Kotahi social channels	Matt via Channels	Tuesday 24 January	
Public	Campaign launch	Police social media	Police	Tuesday 24 January	
Transport Services	Campaign update	GM newsletter	Bianca	WC 23 January	TBC
All staff (Waka Kotahi)	Campaign launch	The Way We Move	Bianca	WC 23 January	
Public/industry	Share campaign	LinkedIn (Steve Greally)	Police	Tuesday 24 January	TBC
Public	Share campaign	Brake social media	Bianca	WC 23 January	TBC
Public	Share campaign	AT social media	Bianca/AT	WC 23 January	TBC

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Public/industry	Share campaign	DRR LinkedIn (Linda Stewart)	Bianca	Tuesday 24 January	
Public/industry	Share campaign	LinkedIn (David Cliff)	Bianca	WC 23 January	TBC
Public	Share campaign + message around support	Victim Support social media	Bianca/Victim Support	WC 23 January	TBC
Public	Share campaign	ACC social media	Bianca/ACC	WC 30 January	TBC
Public/industry	Share campaign	DRR LinkedIn (James Caygill)	Bianca	Friday 27 January	
Public	Share campaign	SADD social media	Bianca	WC 30 January	TBC
Public/industry	Share campaign	LinkedIn (Jessica Rattray)	Bianca	WC 30 January	
Public/industry	Share campaign	DRR LinkedIn (David Speirs)	Bianca	Tuesday 31 January	
Public/industry	Share campaign	DRR LinkedIn (Steve Mutton)	Bianca	Friday 3 February	
Public	Share campaign	Te Manatū Waka social media	Bianca/Te Manatū Waka	WC 6 February	TBC
Public/industry	Share campaign	DRR LinkedIn (Emma Speight)	Bianca	Friday 10 February	
All staff (Waka Kotahi)	Lunch and learn	Live call (Karen, Matt, Bianca)	Bianca via internal comms	Early Feb	TBC
Public/media/industry	Campaign update	RtZ newsletter	Bianca	WC 20 February	TBC
Industry	Campaign update	Te Pae Kaa Kaa	Bianca via Regulatory comms	TBC	
All staff (Waka Kotahi)	Lunch and learn invite	Email/calendar invite	Bianca via internal comms	Late Feb	

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All staff (Waka Kotahi)	Lunch and learn	Live call	Bianca via internal comms	Friday 21 April

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Evaluation

MBM will monitor and report on campaign metrics. This will include reach, frequency and engagement information.

For communications and engagement activities, we will measure each objective set out in this plan.

Objective	Measurement	Responsible
To extend the reach of the campaign and tell a wider story around speed	• Sentiment of media coverage • Level of media coverage	Bianca
To raise awareness of the campaign with Waka Kotahi staff, NZ Police staff, as well as key partners and stakeholders	• Yammer post views/engagements • OnRamp article likes	Bianca
To work with partners, specifically NZ Police, and stakeholders to build support for, and amplify, campaign messaging	• Level of support from partners in sharing campaign collateral/messaging	Bianca
To provide resources and collateral to Waka Kotahi staff, partners and stakeholders to help them demonstrate their support of the speed campaign	• Number of partners sharing collateral • Website page views • Website resource downloads	Bianca

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Internal communications content

OnRamp article

Through My Eyes—new speed campaign launches

This Friday our latest speed campaign goes live, with the launch of an above the line campaign, featuring all new creative across multiple media channels including TV.

Following an initial launch of advertising asking people to slow down during the holiday period, the new campaign shows how little excuses for speeding mean when faced with the consequences. The ad, which features a real police officer, shows how the police have heard every excuse for speeding, continuing to reinforce that it's not acceptable.

Our goal is to shift the current acceptance of speeding amongst New Zealanders.

"We know that education and marketing, together, play an important role in shifting 'accepted' behaviours, but it is only one piece of the puzzle." says Amanda Duncan, Marketing Manager.

"This campaign lines up with an increase in enforcement from Police, helping to reinforce that the consequence of being caught speeding is real, which is a key part in influencing the behaviour change we want to see."

The campaign will initially run for one month across television and OnDemand channels, as well as being supported by radio, billboards and social media activity. Future flights of the campaign are planned to reinforce the message.

Yammer post

Over the weekend our latest speed campaign went live. The campaign, which features a real Police officer, shows that there are no excuses for speeding and asks people to slow down. The campaign is supported by a new tv ad, radio, billboards, digital and social activity.

Following an initial phase of advertising to slow down during the holiday period, the campaign shows there are consequences for speeding. The ad follows a police officer who has seen it all and has heard every excuse, continuing to reinforce that there are very real consequences for speeding.

CE talking points

- Last month our latest speed campaign launched
- We ran an initial print and digital campaign ahead of Christmas, reinforcing that there's no excuse for speeding – and asking people to slow down. You may have seen these posters and ads across social media and around the place
- The second part of the campaign is video focused, and you may have already seen the new TV ad – which went live on 20 January
- The ad follows a police officer who has seen it all and heard every excuse – the ad continues to reinforce there is no excuse for speeding and shows that the excuses mean very little when your faced with the potential consequences.
- Our goal is to shift the current perception of speeding being acceptable amongst New Zealanders
- This ad lines up with the increased Police enforcement, and we continue to working closely with Police to change these perceptions around speed.

The Way We Move

Through my eyes—new speed campaign launched

This month the new tv ad in our latest speed campaign went live. The campaign, which features a real Police officer, shows that there are no excuses for speeding and asks people to slow down. The campaign is supported by a new tv ad, radio, billboards, digital and social activity.

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Following an initial phase of advertising during the holiday period, the campaign shows there are consequences for speeding. The ad follows a police officer who has seen it all and has heard every excuse, continuing to reinforce that there are very real consequences for speeding.

The campaign runs across TV and TV on demand, as well as being supported by radio, billboards and social media for 1 month with future flights of activity planned for rest of the year.

You can learn more about the campaign on OnRamp [link]

Group newsletters

Engagement and Partnerships

Our new tv ad in our latest speed campaign, focused on reinforcing that there are no excuses for speeding and asking people to slow down, launches this Friday evening.

Following an initial phase' of street posters and digital ads during the holiday period, this new campaign follows a police officer who has seen it all and heard every excuse for speeding to reinforce that there are no excuses—and very real consequences when speeding.

Since the campaign looks at the role on enforcement as part of the wider speed story, we've worked closely with NZ Police on this campaign—and will continue to work together on other storytelling opportunities.

Learn more about the campaign on OnRamp [link] or catch it live during Friday's Black Clash cricket game this Friday evening.

Regulatory Services

This Friday our latest speed campaign goes live, with the launch of a new campaign that shows that there are no excuses for speeding and asks people to slow down.

Following an initial phase of advertising asking people to slow down during the holiday period, the campaign shows there are consequences for speeding. The ad follows a police officer who has seen it all and has heard every excuse for speeding, continuing to reinforce that there are very real consequences for speeding.

Learn more about the campaign on OnRamp. [link]

Transport Services (likely post go-live)

Last month our latest speed campaign went live, with the launch of new TV, billboard, radio and digital creative each reinforcing that shows that there are no excuses for speeding and asks people to slow down.

Following an initial phase of advertising during the holiday period, the campaign shows there are consequences for speeding. The ad follows a police officer who has seen it all and has heard every excuse and reinforces that there are no excuses—and very real consequences when speeding.

Learn more about the campaign on OnRamp. [link]

External communications content

Media release

There are no excuses for speeding—new advertising campaign launches to reinforce importance of following speed limit

There are no excuses to speed – that's the simple concept of a new road safety marketing campaign which has today been launched by Waka Kotahi NZ Transport Agency and NZ Police.

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Superintendent Steve Greally, Police's National Road Policing Director, says officers hear the same old excuses from drivers when they're caught speeding, time and time again. But Police also have to witness the sometimes horrific consequences when there's a crash. Drivers have a variety of reasons to justify their speeding and many simply don't believe they will be caught, crash or hurt anyone.

"There's just no reasonable excuse for speeding. We see the unnecessary harm on our roads as a result of excessive speed every day. Police are committed to making Aotearoa New Zealand's roads safer, but we need everyone to play their part in reducing the number of deaths and serious injuries," says Superintendent Greally.

"We want you to get to your destination, so slow down, drive to the speed limit and drive to the conditions. And know that you can expect to see Police out on the roads – anytime and anywhere."

Tara Macmillan, Portfolio Manager Road to Zero, says excessive speed or driving too fast for the conditions are contributing factors in almost all crashes that either kill or seriously injure drivers and their passengers, and speed plays a crucial role in determining the severity of a crash, no matter what caused it.

"Travelling at the safe and appropriate speed is incredibly important in reducing the current level of harm on our roads. Alongside enforcement, ensuring the speed limits on streets and roads are appropriate plays a large role in keeping everyone safe, no matter how they travel," says Macmillan.

"Waka Kotahi and local councils are implementing safe speeds across the motu, contributing towards creating a safe transport system—and we want New Zealanders to do their part by driving to the conditions and under the posted speed limit."

Through My Eyes launched on 11 December, with an initial run of digital and out of home ads. On 20 January the second portion of the campaign launched on television, radio, video-on-demand and YouTube. It is also rolling out on digital and social channels, running through February.

View the ad here.

Download all campaign collateral here.

Website content

Too many people are being hurt and killed on Aotearoa New Zealand's roads, with around 500 people being killed or seriously injured in speed related crashes a year. While speed is often not the only factor contributing to a crash, it's a crucial factor in determining the severity of a crash.

A significant portion of the driving population still chooses to travel at speeds that are too fast for the conditions or the posted speed limit, putting themselves and others who share the roads with them, at risk.

The target audience

This is a broad awareness campaign aimed at all New Zealand drivers, however males aged 18-35 years are overrepresented in death and serious injuries in crashes in which speed is a factor.

Building on this insight, the campaign aims to show that there are consequences for speeding whether they be fines, injuries or death.

Our approach

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Our goal is to shift the current perception of speeding being acceptable amongst New Zealanders. Drivers have a variety of 'reasons' and excuses for their speeding and don't believe they will be caught or have a crash. Police hear the same excuses every day and have also seen the potential consequences. This campaign aims to show how little these excuses mean when you're faced with the consequences.

The campaign

The campaign runs from December 2022 through to February 2023, and is split into two phases:

Phase 1:

- Launched 11 December 2022
- Featured activity across social media, radio, outdoor (street posters and bus shelter) and digital display activity
- Targeting the audience in highly relevant locations ahead of the summer holiday period.

Phase 2:

- Launched 20 January 2023
- Heavy focus on video, with hero television ad across TV, video-on-demand, YouTube
- Supported by radio, billboards and social media activity

Campaign cost

This new public awareness campaign is a part of the wider National Road Safety Promotion Programme, which delivers marketing campaigns and education programmes that support, enable and contribute to Road to Zero outcomes.

The cost to develop and produce our latest public awareness campaign on speeding, 'Through My Eyes', is $1.33 million. This includes the production of a 60 second television advertisement and a range of other assets for radio, digital, social media, print and out of home channels.

Phase 1 creative

[insert collateral]

Phase 2 creative

[insert collateral/embed video]

Speed editorial/pitched interview

Speeding is an ongoing issue that is causeing too much harm in our communities. Superintendent Steve Greally, National Road Policing Director talks about why addressing speed is so important in keeping ourselves and others safe—and shares his experience in being a front-line Police officer seeing the devastating outcomes of speed.

Why do you see speed as such an issue?

Steve to talk through role speed has when a crash does happen + speeding (above limit) being a cause of crashes etc

What has your experience been in seeing the outcomes of speeding?

Steve to share insights/stories from frontline (where appropriate)

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How are Police addressing people who speed?

Talk about operational focus on RIDS with emphasis on speed

What else can be done to prevent the number of people dying on our roads?

Talk about role speed plays, and how it's only one part of the system. Would be good to touch on infrastructure and vehicle safety too? Keen to highlight other parts as well as speed and driver behaviour.

Why is it important for Police to be involved in these campaigns?

Talk through being partners with Waka Kotahi/key agency under RtZ

Campaign information:

Through My Eyes, a new speed campaign was launched by Waka Kotahi and NZ Police on 11 December. The latest tv advertisement as part of the campaign launches today, which follows a police officer who has seen it all and has heard every excuse for speeding, continuing to reinforce that it's not acceptable.

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