

THE HUMAN FACTOR

Using social marketing principals to create behavior change



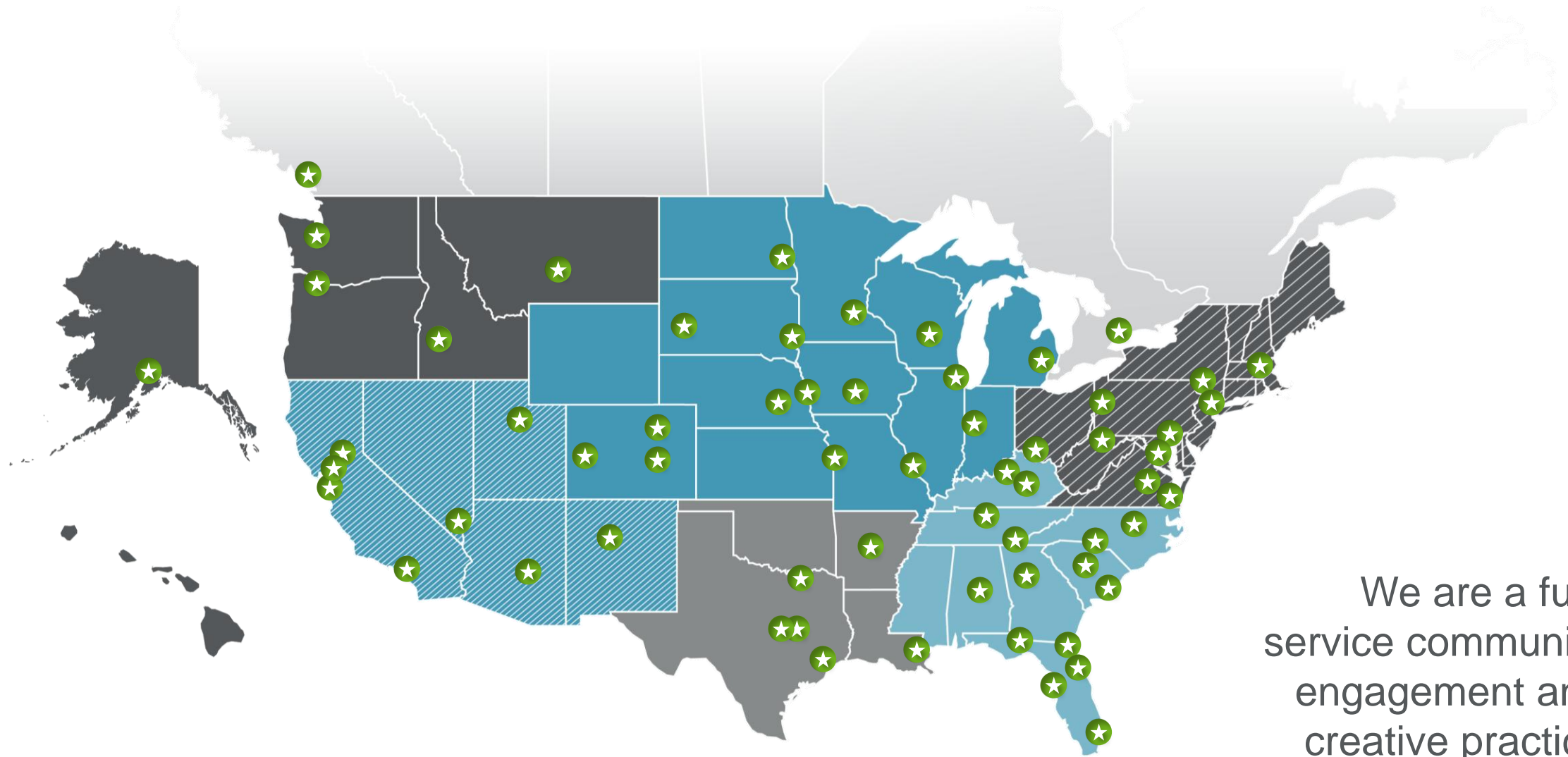


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HDR | Omaha, NE

**230+ Strategic Communications professionals across
the United States and Canada.**



We are a full-
service community
engagement and
creative practice

The Problem

We are in a vehicle crash epidemic.



40,000+ people were killed in 2023

522,000 fatalities + 36.8M injuries in the last
15 years

Crashes are the **leading cause of death** among
5 to 29-year-olds

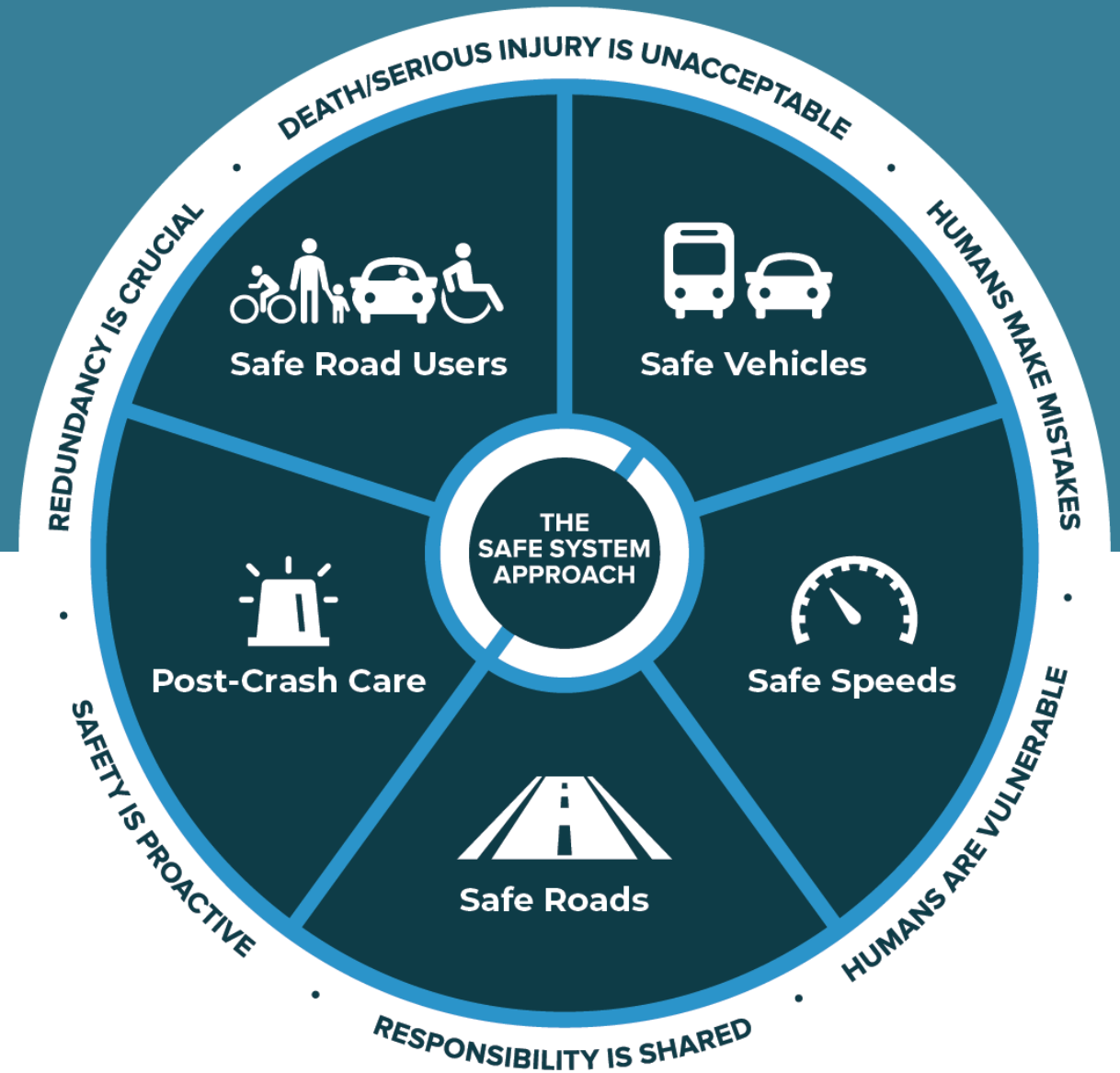




**Transportation agencies are
working hard to solve this problem.**

Safe System Approach

- All pieces are critical
- Education is key to safe road users





Humans make mistakes. The problem starts long before you get behind the wheel.

**How do we
address the
actions of a
driver behind
the wheel?**



We need a new approach.





Think about building a bridge.

We need similar inputs in communications.

- Who is our audience?
- What motivates them?
- When and where are they likely to see our messages?
- Why should they care?





**We have a social problem.
We can use social marketing
to help solve it.**

What is Social Marketing?

Social marketing is an approach aimed at changing or maintaining behaviors for the benefit of society.

It includes:

- Commercial marketing techniques like advertising, audience segmentation, brand awareness, social media, community building, online marketing and SEO
- Social sciences like social psychology, human behavior, attitudes, preferences and cultural nuances



FACT:
CATS ARE TWICE AS LIKELY
TO GET CANCER IF THEIR
OWNER SMOKES



Face editing removes blemishes, freckles and confidence.

This is a representation of how far retouching apps can distort beauty. Harmful and readily available, 80% of girls are already using them by the age of 13. It's no wonder their perception of beauty and their self-esteem are so distorted. Help reverse the damage. Download our new Social Media Confidence Kit.

Dove.com/confidence

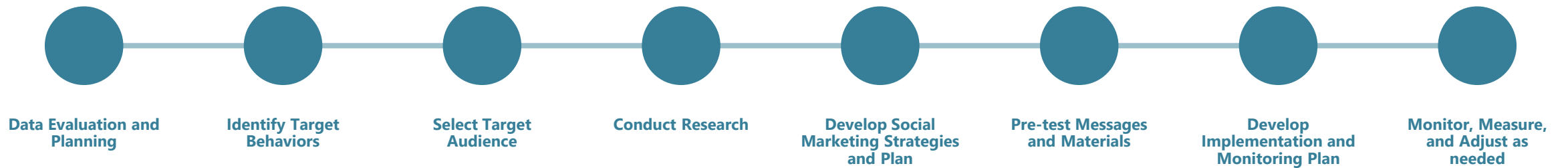

Self-esteem project

Why use Social Marketing?

It helps you decide:

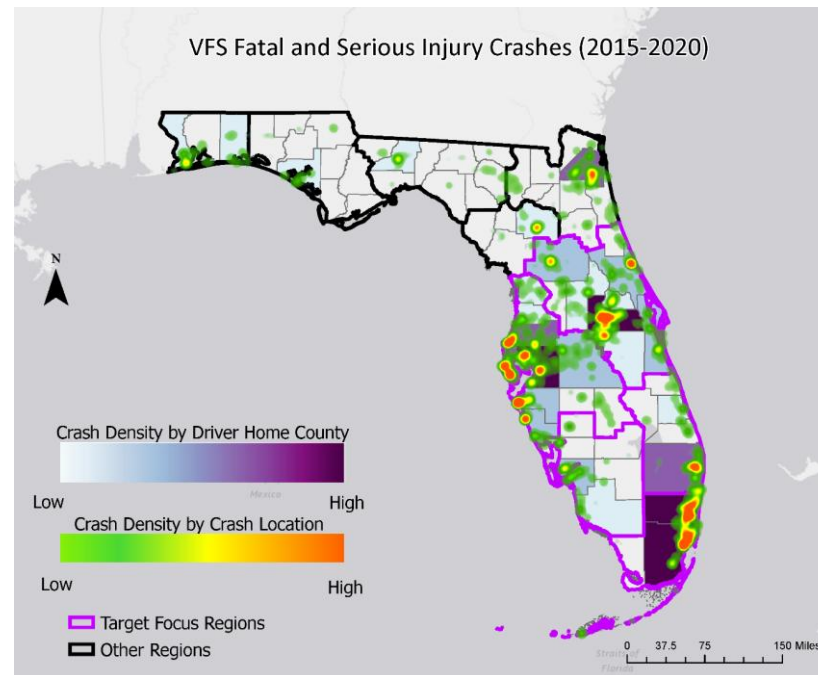
- Which people to target
- What behaviors to influence
- How to go about it
- How to measure it

Social Marketing Process



Data

- Where are crashes occurring?
- Why are they happening?
- Who is most frequently involved?





Understand your Target Audience

- Demographic Data: Age, sex, education level, ethnicity
- Psychographic Data: Lifestyle, interests, hobbies
- Sociographic Data: Social groups, cultural background
- Geographic Data: Location and geography





Conduct Research

Research

- What's currently in the marketplace
 - Nationally
 - Regionally
 - Locally
- How can visuals and imagery match the place and medium



Strategy & Marketing Plan

- Price/Budget
- Placement/Where
- Product/What
- Promotion/How





Pre-test your hypothesis

- Focus Groups
- A/B Testing Surveys
- Interviews
- Metrics/Observations

A/B Testing

- 75% of focus group participants preferred design A
- Feedback:
 - Everyone likes stick-figure animation
 - Stick figures are relatable to anyone
 - Simple design is eye-catching and different
 - Video and audio captured and kept my attention

A (New Design)



B (Previous)

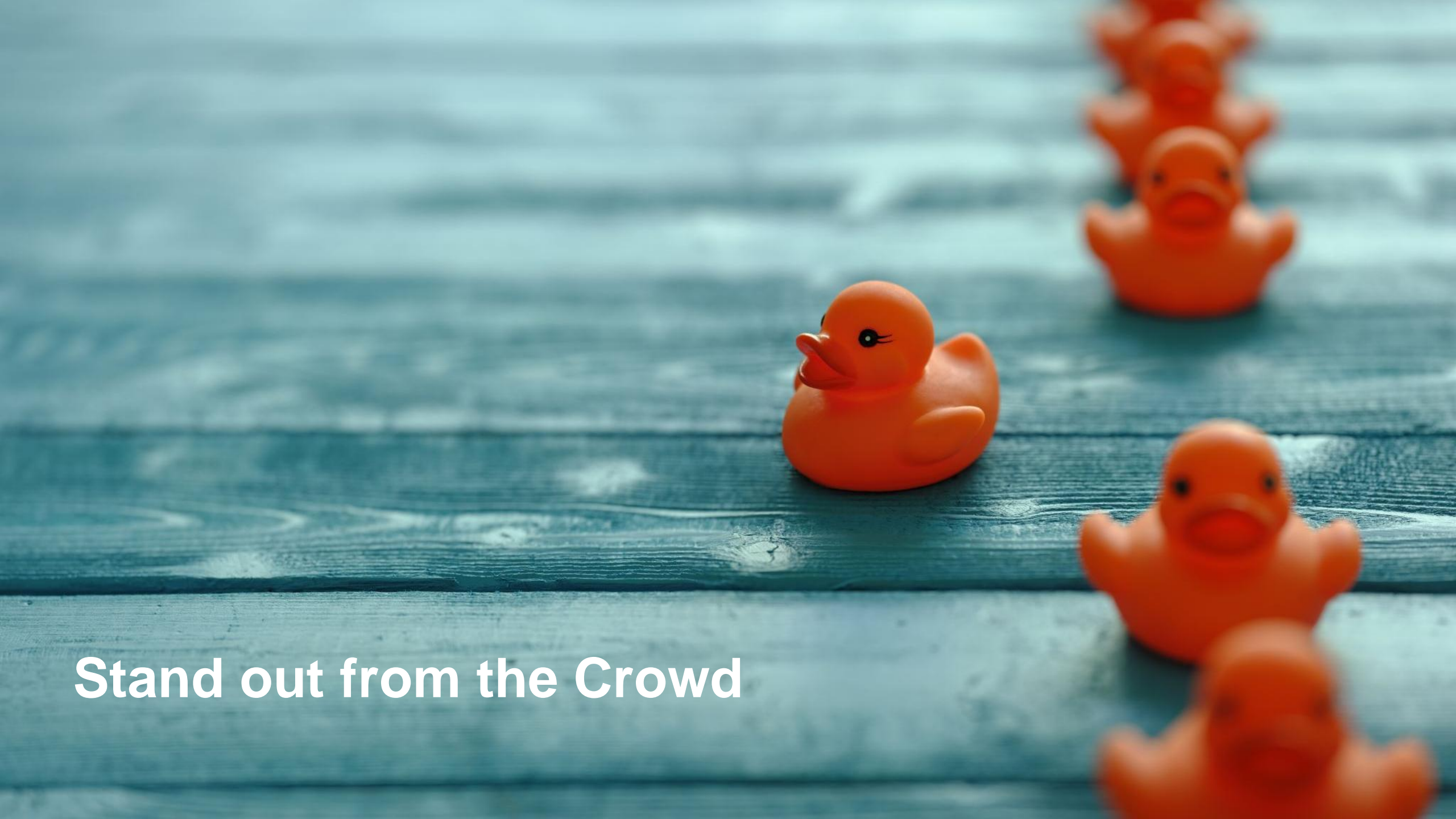




Monitor, Measure,
and Adjust as Needed

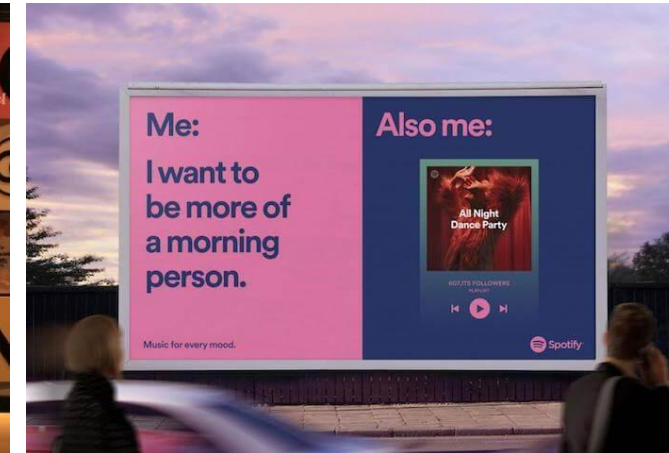
Implement, Measure, Adjust

- Impressions (how many people saw your message)
- Engagement (how many people engaged with your message)
- Conversions (how many people took an action)
- Sentiment (how do people feel about your message)



Stand out from the Crowd

Our Competition



Slow down in work zones!

More than 1 work zone crash happens each day in Oregon. Pay attention and slow down.



Wear **ORANGE**
on Wednesday, April 13
in support of Work Zone Safety.

#WZAW

WORK ZONE SAFETY
IS EVERYONE'S RESPONSIBILITY

Slow down.
Ditch distractions.
Be patient.
Expect the unexpected.

SLOW FOR THE
GIVE WORKERS A BRAKE.



ZONE.

Stay alert.
Better roads ahead!



VISION ZERO
zero deaths - zero serious injuries
MONTANA DEPARTMENT
OF TRANSPORTATION

GO ORANGE April 17th

**FOR WORK
ZONE SAFETY**

NATIONAL WORK ZONE AWARENESS WEEK

DIRECT
#Orange4

DON'T
ZONE OUT.

STAY ALERT IN WORK ZONES.



Don't Drive Distracted

pennsylvania
DEPARTMENT OF TRANSPORTATION

A Sea of Sameness

Case studies

Working with transportation clients across the U.S. to create [data-driven] safety campaigns focused on road user behavior.



Connecticut DOT: Know the Zone — Defining The Problem

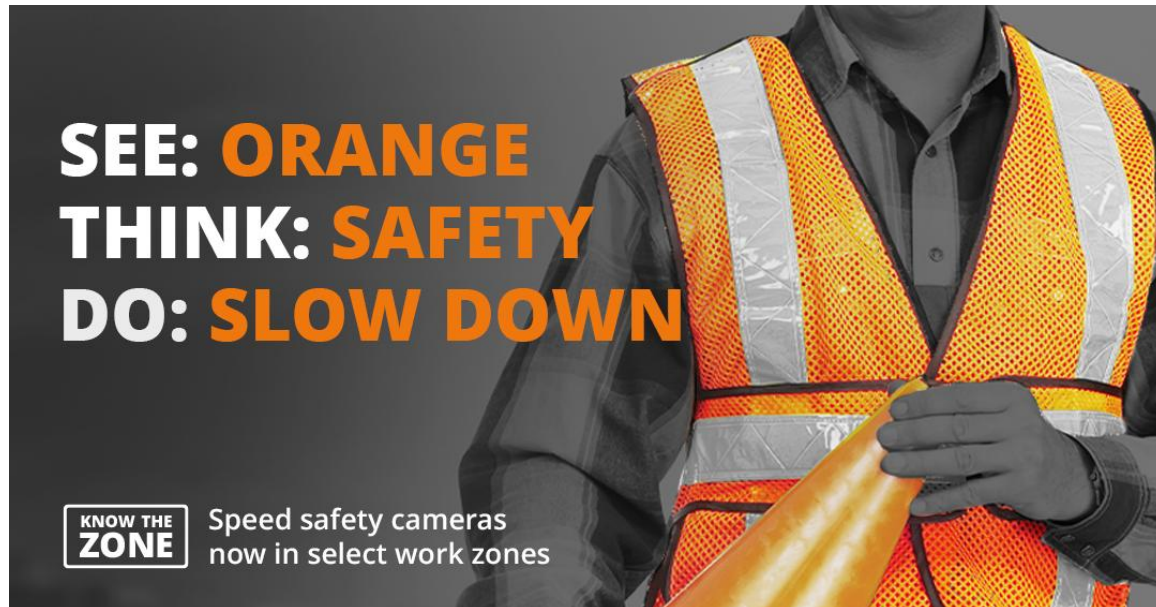


Reducing work zone crashes, injuries and fatalities by using **speed safety cameras** to monitor and enforce work zone speed limits — creating an environment in which everyone does their part to improve the safety of drivers, passengers and workers.

Solutions




- Introduced the problem through compelling messaging and visuals
- Transparent decisions, common sense solutions: pilot work zone speed camera program





The Results



- Of the five locations analyzed, all showed reductions in driver speeds, with two locations reducing **18 percent**.
- This reduction can be attributed to the active speed enforcement, signage, and public outreach through the **Know the Zone campaign**.

17.4 million impressions
via digital billboard ads 

 **6.8** million impressions
via cable TV ads

4.1 million impressions 
via Facebook and Instagram ads

All metrics were at least
▲ 10% higher than estimated

21 million additional impressions
from news media story pitching and
social media marketing activities

The Results



- Very little public debate, opposition
- Now a permanent solution





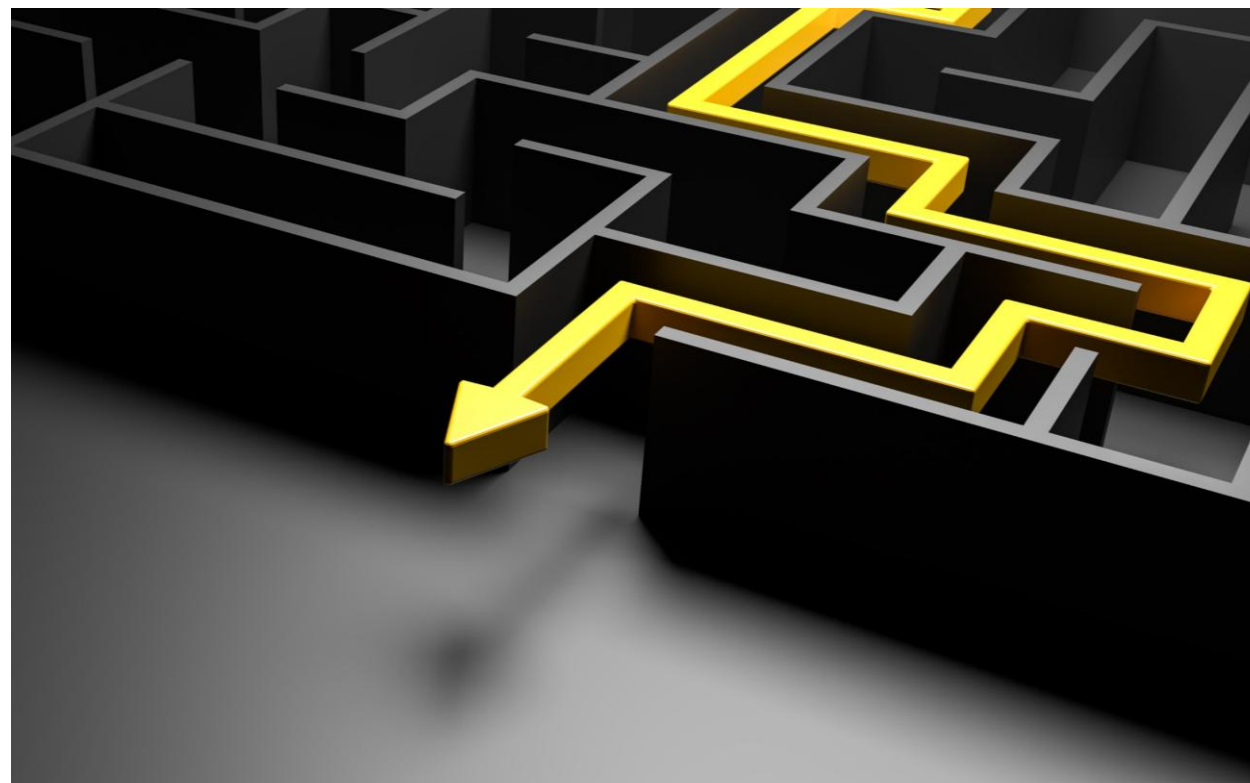
Florida DOT – Defining the Problem

- Over 50% of crashes in FL involve a young male driver
- Geographic hot spots and crash types
- Use of social marketing to best reach target audiences



Approach

- Focus groups helped determine what messages and visuals would resonate
- What we heard
 - No rules-based, parental-like messages
 - Desire to feel in control and admired
- Use humor in messaging



Time Management

Speeding



Stress Management

Aggressive Driving



Florida Department of Transportation

June 25, 2023 · 🌐

When you're behind the wheel, remember to keep your distance – embrace the space. Chill out and enjoy the drive.

#TargetZeroFL



YOUTUBE MUSIC PLAYLISTS

Looking for a way to make your rides more chill? We've got some playlists to help you vibe out for your next commute. Check 'em out below!



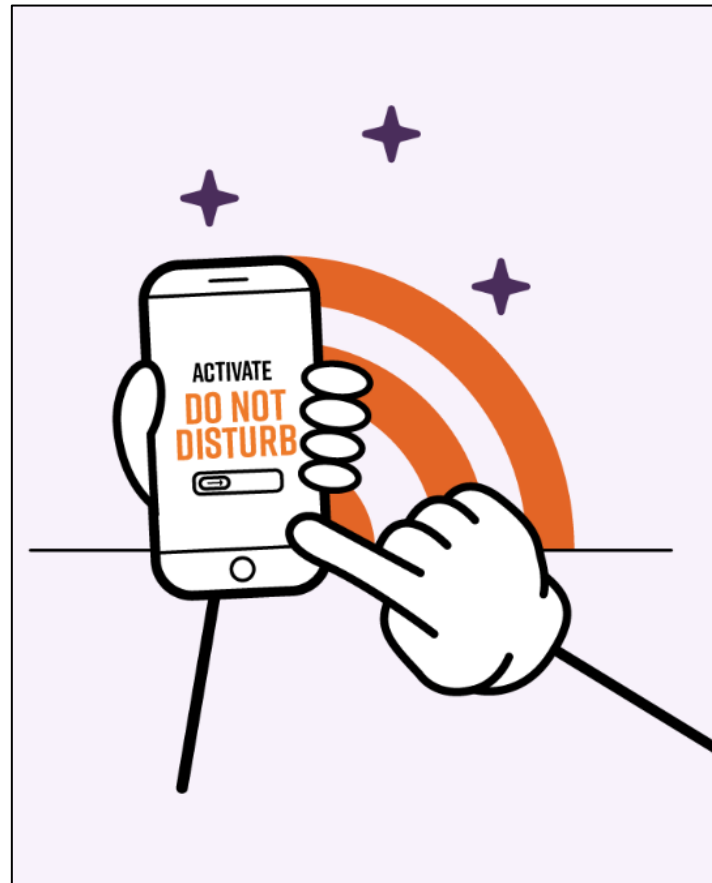
A collection of laid-back, lo-fi, electronic tunes to help drivers relax and vibe out on the roads.



A pop-centric playlist full of upbeat, positive songs to wash away stress and anger when you're behind the wheel.

Multitasking

Distracted Driving

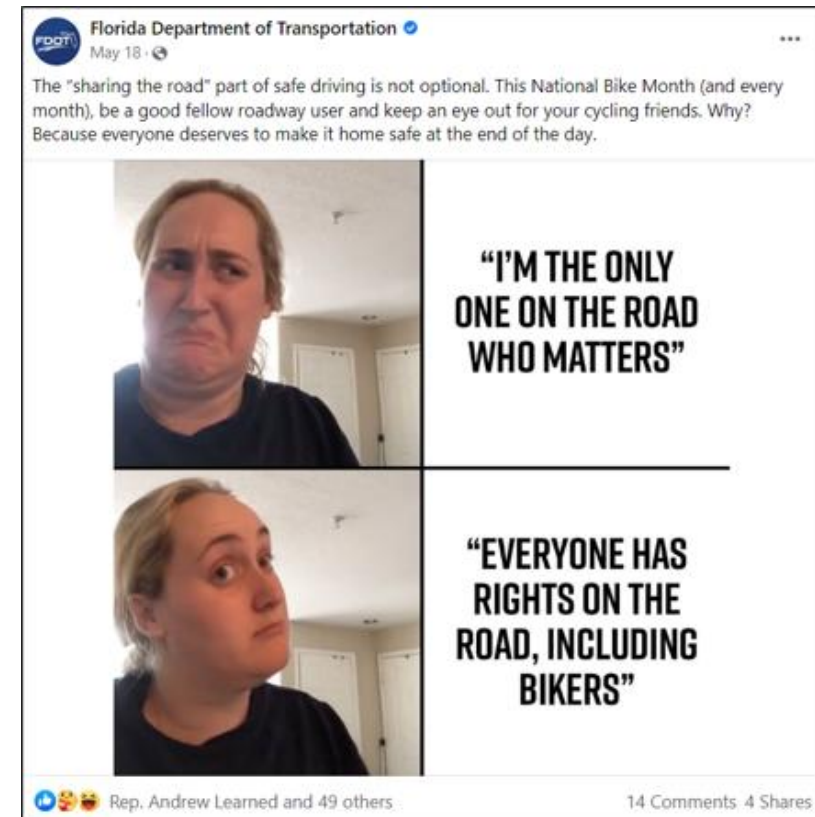


Sorry, fam. Driving and vibing rn. Can't talk but I'll get back to you when I'm there.

Currently operating a motor vehicle which requires me to not concurrently operate my cellular phone... you get it. I'll get back to you.

Thanks for your text. I'm driving right now though, so I'll get back to you when I get there.

Life altering crashes aren't funny. How can humor work?





Florida Department of Transportation

November 28, 2023

...

When you're behind the wheel, unplug and ride with Do Not Disturb. Focus on the road and enjoy your own company – that's all that matters. 🧘‍♂️

Find distraction-free driving tips at www.TargetZeroFL.com/Distracted (once you're done driving, of course).



Florida Department of Transportation

July 24, 2023

...

Come on Barbie, let's drive safely!

Even Barbie wants to help us reach zero fatalities on Florida roadways. Together, anything is possible #TargetZeroFL

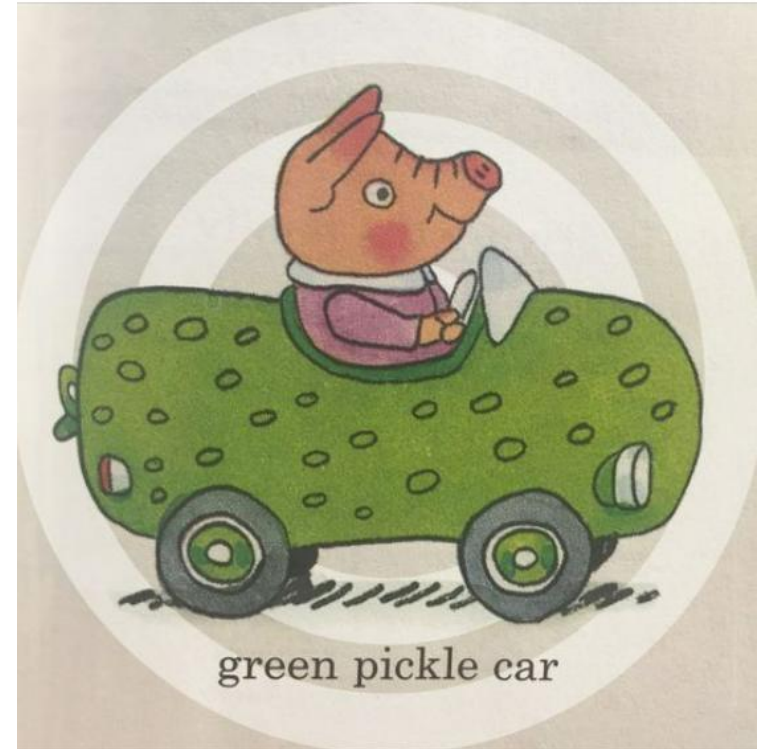


Florida Department of Transportation

July 29, 2023

...

Bus, train, car, bicycle, or green pickle car – no matter the mode, we want to make sure all Florida road users make it home at the end of the day. Learn more about how we're working towards zero roadway fatalities in Florida at <http://TargetZeroFL.com/>

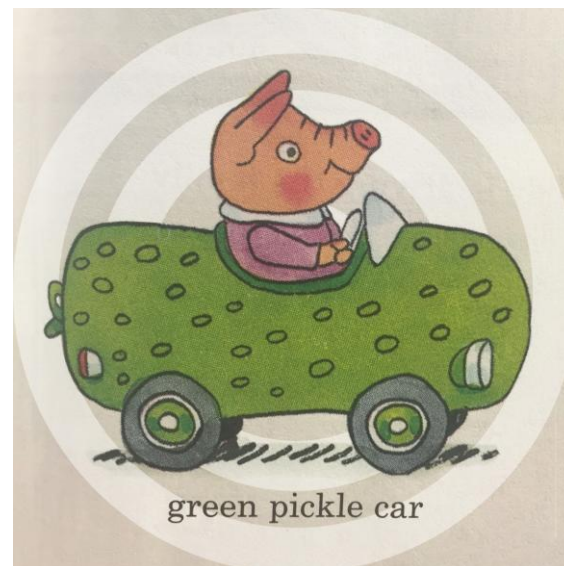


+ VISUAL BRAND

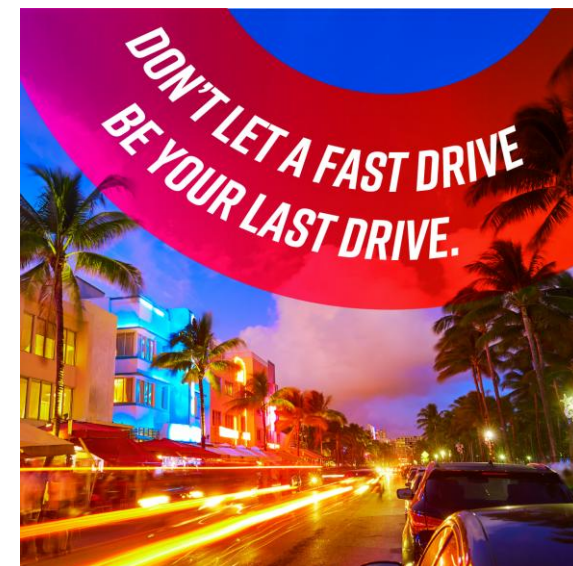


Drivers who tailgate others and honk when things don't go their way

Drivers who know how to share the road and keep it chill in the car



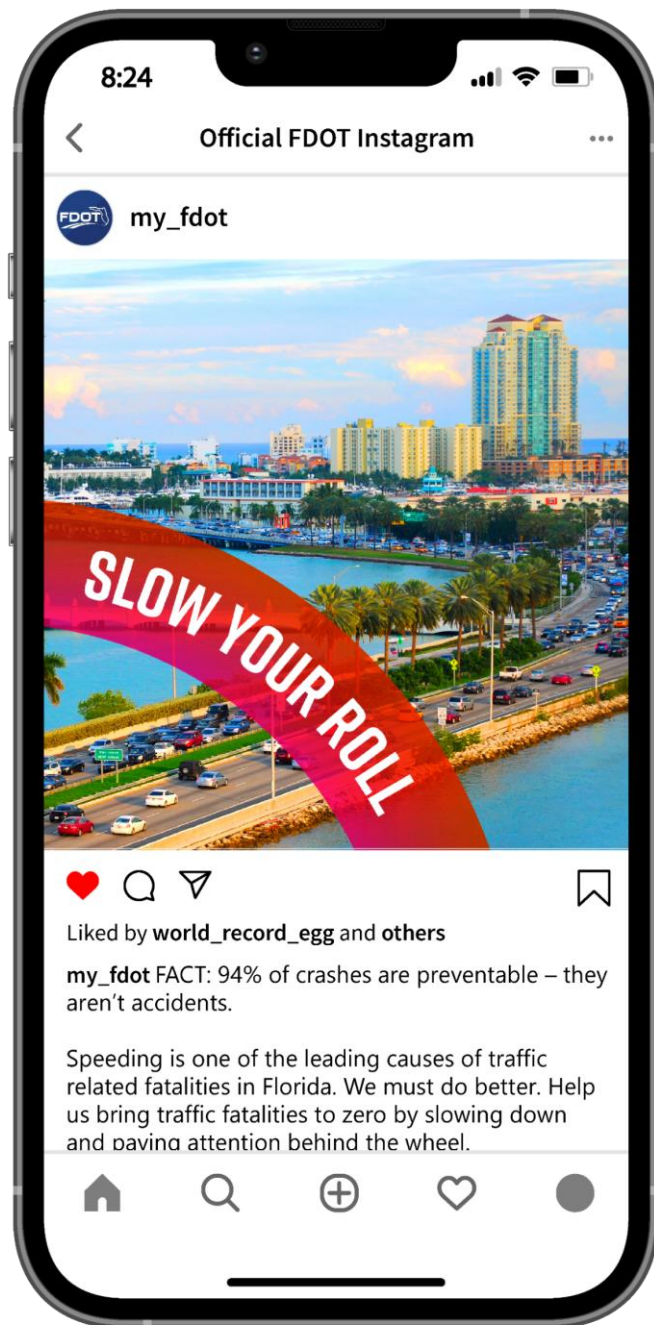
green pickle car



The Results

- A new and unique way for the DOT to approaching driver safety communications
- The four P's of marketing at the forefront
- Used holistically with a safe system approach
- Data-informed decisions and solutions





TARGET ZERO

FLORIDA'S TRANSPORTATION SYSTEM SAFETY INITIATIVE

SOCIAL MEDIA STYLE GUIDE

CONCEPT STATEMENT

Developed based on industry knowledge of what drives social media views and engagement, this style combines existing brand colors with more engaging, brightened colors in transparent gradient overlays that are fun and uniquely Floridian. With photos focusing on relatable experiences and recognizable locations, this concept provides a direct tie-in to driving in a way that is sure to capture interest and attention. The target logo is incorporated abstractly into images for brand continuity and recognition.



Reckless driving endangers everyone on the road, including you. Join us in pledging to slow down and pay attention behind the wheel.

We're on the road to zero fatalities.
#LetsGetEveryoneHome #TargetZeroFL



In 2021 alone, ## lives were lost due to preventable crashes. FDOT wants to bring that number down to zero. #LetsGetEveryoneHome #TargetZeroFL



Did you know? On average, 8 people are killed every day on Florida's roads. One fatality is one too many. FDOT's Target Zero initiative is working toward zero fatalities on our roadways. Will you help us? Let's get everyone home safe! #TargetZeroFL



- 167M paid impressions
- 180 social posts
- 121k web page visits

Florida DOT Target Zero is a statewide initiative to reduce the number of transportation-related injuries and deaths across Florida to ZERO.

The Big Takeaway

Things to remember:

- No one thing will solve the roadway safety issue, but **social marketing** is a unique and effective way to reach drivers
- Your audiences expect **tailored and individualized** communications— let's reach them where they are with messages that will resonate.
- Don't be afraid to push the creative boundaries in smart, thoughtful, **data-driven** ways.

What can your agency do?

- Break out of the “sea of sameness” through visuals, messaging, tactics, or more. Brainstorm with a range of professionals from across your organization for unique ideas.
- Get stuck? Follow the data!
- Identify target audiences. Go beyond "all drivers." What are some segments that make sense to focus on?

Question and Answer

- Have a question? Let us know!

Thank You!

