

# re:act

inspiring change

campaign brief

re:act  
inspiring change

in collaboration with

ual: london college  
of communication

## Safer motorcycling: Be aware, avoid risk and ride to the conditions

### Brief form

<b>Student Q&amp;A:</b>	<b>Jan 26</b>
<b>Student check in:</b>	<b>Mar 16</b>
<b>Final presentation:</b>	<b>May 4</b>

### 1. Our challenge

As a share of road traffic casualties, motorcycles have matched cars as the leading cause of road traffic casualties in the 18-25 year old age group, according to unpublished data for July 2018 to June 2021.

The majority of those seriously injured on UK roads in that age group are motorcyclists, accounting for more than a quarter of both serious and slight injuries, with a large proportion of injuries in London in the city's southern boroughs.

#### Road casualty statistics show that:

- There were almost 15,000 reported crashes in Great Britain in 2020 involving motorcycles, with the majority in the 51cc-125cc power range followed by motorcycles over 500cc.
- Weekday peak hour was the peak time for motorcycle killed or seriously injured casualties between 2015 and 2020, closely followed by the middle of the day on Sundays.
- 92 per cent of motorcycle killed or seriously injured (KSI) casualties were male; among 16-24 year olds, females made up just 2 per cent of all motorcycle KSI casualties compared with 27 per cent for males aged 16-24.
- Rider or driver error or reaction has consistently been a contributing factor in about 40 per cent of crashes in Great Britain over the past 5 years, with failing to look properly topping the list followed by a rider or driver failing to judge the other vehicle's speed.
- Riders or drivers being careless, reckless or in a hurry was a contributing factor in 18 per cent of crashes in 2020.
- Almost one in five motorcycle casualties are in single vehicle road crashes, while 64 per cent involve one car.

Sources: Transport for London provisional data, Department of Transport statistics

The challenge of this brief is to develop a campaign that raises awareness among 18-25 year old motorcyclists in the UK of the main risks impacting their safety on the road, particularly from their own attitudes and behaviour, and to positively influence their attitudes and actions to make motorcycling a safer mode of transport and help reduce motorcycle-related fatalities and injuries.

### 2. Target audience

18-25 year old motorcyclists..

### 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:

- Are motorcyclists fully aware of other vehicles on the road?
- Are riders proceeding with patience and caution, particularly at high risk times?
- Are motorcyclists speeding or not riding to the conditions, including in the wet, or abiding by road rules?
- Are motorcycles and riders adequately seen by other road users?

### 4. Future/target attitudes & behaviours

- Motorcyclists are more aware of their surroundings.
- Riders are educated to recognise and avoid hazards, including other vehicles.
- Motorcyclists ride to the conditions, including at appropriate speeds.

### 5. What is the single-minded proposition?

As a motorcyclist, be aware of your surroundings, potential hazards, and the conditions, and ride safely.

### 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, consideration should be given to the fact the campaign will appear in public spaces and be supported by a number of corporate partners. As such, the messaging should not be inappropriate or potentially offensive to any segments of the wider population.

## 7. Support

- The single-minded proposition is aligned with and supported by a Safe System approach to road safety. (see page 12 for more information).
- Your campaign strategy and concept should be underpinned by insights you uncover through your primary and secondary research.

## 8. Mandatories

- Re:act lockup logos. EPS file can be downloaded [here](#).
- Apply your creative concept to one landscape and one portrait orientation. Specifications available [here](#).

## Specifications

1. Digital – 1080px (w) x 920px (h) (10 Seconds)
2. Digital – 1216px (w) x 288px (h) (10 Seconds)

## 9. Deliverables

5-10 minute presentation including:

- Primary and secondary research findings and target audience insights.
- Concept development and messaging strategy.
- Campaign concept applied to multiple media channels.  
Apply your creative concept to one landscape and one portrait orientation.  
Specifications can be found in mandatories.
- 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.

## 11. Your pitch

Use the below as a guide to the steps you should take in developing your campaign and the structure of your final presentation.





- Brief recap of the brief - your interpretation of its key points.
- Your research approach.
- Summary of insights/findings from your research.
- Introduce your concept: key messaging, look and feel.
- Campaign activation ideas.

## 12. Timing

Student Q&A:	Jan 26
Check in:	Mar 16
Completion and presentation:	May 4

## 13. Appendices

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

-  [Reported road casualties in Great Britain: motorcycle factsheet, 2020](#)
-  [Reported road casualties Great Britain: road user risk, 2020 data](#)
-  [Reported road accidents, vehicles and casualties tables for Great Britain](#)
-  [Reported road casualties Great Britain, annual report: 2020](#)

