

Designing a Motorcycle Media Campaign (for All Budgets)

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A CASE STUDY FEATURING:



MOST

Motorcycle Operator Safety Training



Today's presentation

- ❑ Campaign research
- ❑ Campaign execution
- ❑ Leveraging partnerships
- ❑ Measuring results
- ❑ Evaluation
- ❑ Campaign on a budget
- ❑ Framework for designing your own campaign

Colorado at a glance

- ❑ Motorcycle registrations: 180,000.
- ❑ Endorsements: 380,000.
- ❑ 87 fatalities.
- ❑ 550 serious injuries.
- ❑ No helmet law.



2013 data

MOST - Colorado Motorcycle Operator Safety Training program

- ❑ Funded by:
 - ❑ \$2 surcharge on motorcycle endorsements
 - ❑ \$4 surcharge on a motorcycle registration
 - ❑ \$1 million collected
 - ❑ Used to regulate and oversee the basic training program
 - ❑ Provided by 13 vendors
- AND
- ❑ \$250,000 set aside for marketing to increase training

Designing the MOST marketing campaign (2014)

STEP 1) Start with Research – Identified our target audience & messages

Gather Data: Fatality rates; Causes; Helmets; County; Age;

- ❑ RESULTS: 45-65 y/o males.
 - ❑ 56% of fatalities involved riders 45 years or older
 - ❑ 66% of riders were “at fault” in the fatal crash
 - ❑ Top 3 citations to riders: Careless riding; Following too closely; Reckless riding
 - ❑ 40% fatal crashes involved only the motorcycle
 - ❑ 58% motorcycle operators killed were not wearing a helmet



STEP 1) Start with Research

One-on-one intercepts of target audience

- ❑ Visited dealers to get qualitative and quantitative data via interviews with riders of target audience, 45-65 year old males

Questions:

- ❑ Identify **motivating factors** to go through training courses;
- ❑ Identify **barriers and negative perceptions** towards motorcycle training

STEP 1) Start with Research

RESULTS

- ❑ Think they know how to ride already and don't need basic training
- ❑ Peer recommendations are important to these riders
- ❑ Want to know that peers respect training and benefit from it
- ❑ Cost and time – biggest deterrents

GOAL of CAMPAIGN

- ❑ Change these perceptions

STEP 1) Start with Research

Online surveys via Survey Monkey

- ❑ Additional insight on attitudes.
- ❑ Distributed to partners, riders, etc. to send to their networks.

Focus groups

- ❑ MOST Advisory Committee – CDOT, DOR, CSP, vendors, dealers, insurance, riders.
- ❑ Ensured wide-range of opinions.
- ❑ Share campaign concepts, timing, target audience.

Step 2) Conceptualize the Campaign

Campaign Name: **Ride Wise**

Older male riders (45+) are starting to get on their motorcycles again after years of not riding and need training

Showcase real Colorado riders who rely on safety training to stay safe

- Included a variety of riders: Harley and sport riders.
- Designed the creative with a vintage motorcycle look/feel that all riders can relate to.



Step 3) Involve partners

- ❑ Dealers;
- ❑ Riding Groups;
- ❑ Insurance companies;
- ❑ DMV;
- ❑ Remain impartial – Don't favor one vendor over another

Step 4) Execution of campaign

Kicked off in June 2014

Method: Series of video and print advertisements featuring real Colorado riders whose stories illustrate the value of training.

The media buy included:

Biker Bars

- Message in front of bikers while they are in a social motorcycle environments
- Major towns and cities along the Front Range
- 1,000 coasters and posters
- 6"x6" mirror cling to each venue

Step 4) Execution of campaign



Step 4) Execution of campaign

Billboards

- Billboards in the greater Colorado Springs, Denver and Ft. Collins Markets

Print

- Niche motorcycle magazines
- Full and half page ads - Thunder Roads, Scooter News



Step 4) Execution of Campaign



Step 4) Execution of Campaign

Online

Banner ads and pre-roll video

- Behavioral Targeting: we targeted online users based on motorcycle search history
- Contextual Targeting: we targeted websites specifically on motorcycles and riding (rides, blogs, news)

:15 Pre-roll



Step 5) PR Strategy

- Complements paid advertising
- Press releases with announcing the campaign
- Riders be available for interviews
- Received significant coverage front-page story in the Denver Post and coverage on 9News.



Evaluation

- ❑ On-line impressions: 8,300,021
- ❑ Billboard impressions: 8,060,280
- ❑ Magazines impressions: 12,000

Translated into riders trained:

- ❑ Number trained: 10,643

Smaller budget - tips

- ❑ Earned media! PR stunts – Ask media to participate; safety demonstration, awareness rides;
- ❑ Be creative to attract public's interest
- ❑ Be experts – practice messaging; know research
- ❑ Capitalize on key events / research – new data, local crash
- ❑ Borrow from other states or trafficsafetymarketing.gov
- ❑ Social media – FB, twitter
- ❑ Expand audience via partners - dealers, clubs, safety groups

Framework for designing your own campaign

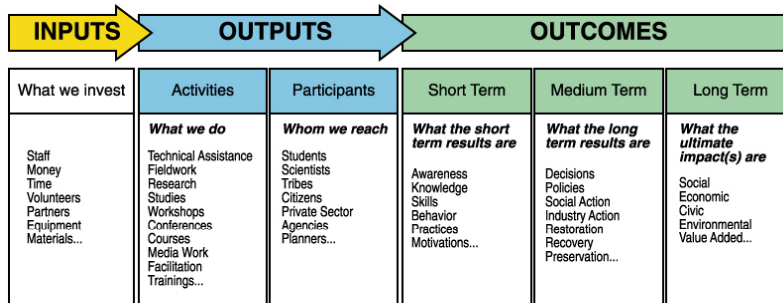
In a nutshell

1. Evaluate your inputs - available assets and resources
 - Funds, staff, volunteers
 - Partners and connections
 - Collateral available
 - Social media reach
2. Execute campaign activities
 - Research and data
 - Target audience
 - Geographic area
 - Tactics
 - Key messages
 - Timing

Designing your own campaign

3. Gather outputs
 - Number of people reached and how
4. Gather outcomes
 - How people benefitted
5. Identify impact
 - How the community benefitted

Logic Model - template



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Thank you