

NHTSA/GHSA National Strategic  
Communications Forum  
2011

Using Problem Identification  
Techniques to Identify Target  
Audiences in Delaware

Case Study: *Respect the Sign* Aggressive  
Driving Campaign



***Respect the Sign* Aggressive Driving  
Campaign and Segmentation**

- ▶ You will continue to get the same results if all you do is continue what you've been doing.
- ▶ So how do we change our analysis techniques to define target audiences?



## ***Respect the Sign Aggressive Driving Campaign and Segmentation***

### **▶ Benefits of Problem Identification**

- Identifies priority areas
- Provides baseline data for evaluation
- Justifies resource allocation
- Eliminates “entitlement” programs
- Identifies “hot spots”
- Conserves resources by addressing priorities
- Supports the development of countermeasures
- Identifies the population that needs to hear your message!



## ***Respect the Sign Aggressive Driving Campaign and Segmentation***

### **▶ Steps for problem identification (specific to development of aggressive driving countermeasures)**

- Identify data elements
- Identify data sources
- Identify data display options
- **Analyze and interpret data**
- Identify priority areas
- Review and analyze data further if necessary



## ***Respect the Sign Aggressive Driving Campaign and Segmentation***

- ▶ Crash data analysis revealed the following for 2010:
  - 46 persons killed (110 in three yrs) and 3,338 (9,650 in three years) persons injured in agg driving-related crashes
  - Primary ages 17–26; secondary ages 27–36
  - More males killed than females, yet more females injured than males
  - Primarily occur between 2pm and 4am from Tuesday through Friday
  - Worst months? May, June, July, Aug and November
  - Top primary contributing factor? NOT speed, but failure to yield



## ***Respect the Sign Aggressive Driving Campaign and Segmentation***

- ▶ So what do we do with this information?
  - Enforcement mobilizations are crafted around this data, but so is the outreach plan.
  - Data is shared with our media contractor who prepares a Direction Sheet based on this information.
- ▶ Direction sheet includes key marketing objective (what do we want to accomplish) and key marketing strategies (how are we going to accomplish it).



## ***Respect the Sign Aggressive Driving Campaign and Segmentation***

- ▶ Direction sheet outlines the communications message for the target audience and outlines how to best reach them (i.e. the creative strategy)
  - Radio, tv, transit and online ads
  - New tagline (based on top four aggressive driving behaviors)
  - Collateral materials—find creative ways to reach audience
  - Partner with Racing Limos and Alliance Sports Marketing



## ***Respect the Sign Aggressive Driving Campaign and Segmentation***

- ▶ Important to note that the data analysis revealed that speed wasn't the top contributing factor in aggressive driving crashes anymore—failure to yield led the list with speed, stop signs, and driving left of center following closely behind.
  - So, it was important to craft the message for the audience to understand that this isn't a speed campaign.



## Respect the Sign Aggressive Driving Campaign and Segmentation



2011 Strategic Communications Forum  
ATLANTA, GA

## Respect the Sign Aggressive Driving Campaign and Segmentation



2011 Strategic Communications Forum  
ATLANTA, GA

***Respect the Sign* Aggressive Driving  
Campaign and Segmentation**

Questions?

Jana Simpler  
Director, DE Office of Highway Safety  
jana.simpler@state.de.us

