

# Shlow Campaign Patrick Siebert:

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## Contents

Concerning the update:.....	1
Introduction:.....	1
Aim of the campaign:.....	2
Parts of my campaign:.....	2
Raise public awareness for the problems of speeding:.....	2
Target group of the campaign:.....	2
Cooperation between the Austrian Road Safety Board and the company business promotion media.	3
Facebook group „Drive slower for a better life“ .....	4
Other Successes so far:.....	4
Ideas/Brainstorming/Possible further actions:.....	5

## Concerning the update:

The major part of my campaign is the cooperation between the Kuratorium für Verkehrssicherheit and the company business promotion media. I could establish this cooperation recently, with concrete results coming soon.

Furthermore, my campaign has other parts, like the establishment of the facebook-group „Drive slower for a better life“. Here everyone who supports this can join the group and post information or receive advice.

Please find further information in detail concerning the different parts of my campaign below!

## Introduction:

You can differentiate campaigns by the three E's: Education, Enforcement and Engineering.

As my personal and monetary resources are quite limited, I mostly try to work on the Education and Information part. Enforcement and Engineering are not my special fields and therefore I want to persuade and support specialists here.

To make my campaign more applicable I decided to divide it into several steps. Some can be done simultaneously, others have to be implemented sequentially. The idea is to start small and have small

parts, which I can do separately to get slowly bigger.

### **Aim of the campaign:**

to get people **sustainably** to **drive slower** in **Vienna**, Austria, Europe and of course the world through means that are under my possibilities and to **have fun**

### ***Parts of my campaign:***

#### **Raise public awareness for the problems of speeding:**

through publishing articles

through contacting politicians and parties

through viral marketing (i.e. For example I publish every month on facebook one youtube-video about problems with speeding)

through talking to people in my environment (family, friends,...), because those are the people I can influence for sure

#### **Target group of the campaign:**

On the total of course everyone who drives a car (and a bike)

I want to start with people in my near field like family and friends, because here I have the biggest impact I guess. They believe me and I don't have the problem of having to prove my expertise on the subject.

Next group would be students because as being myself a student I know the target group best.

## Cooperation between the *Austrian Road Safety Board* and the company *business promotion media*

I could successfully establish a cooperation between the Austrian Road Safety Board (Kuratorium für Verkehrssicherheit, KfV, [www.kfv.at](http://www.kfv.at)) and the company *business promotion media* ([www.bpmedia.at](http://www.bpmedia.at)). The cooperation consists in the KfV having the possibility of using three different displays in Vienna to take out an ad concerning Speeding. Here you can see such a display at a major street right after the city-boarder, with an example of an information-ad:



The ad is going to be shown in those places (addresses and exact locations are coming soon, in the next update):

- Three different places in Vienna, on major streets mostly when entering the city
- One place in Linz (Capital of Upper Austria)
- One display at the ARBÖ ([www.arboe.at](http://www.arboe.at)), an Austrian Car-, Motorcycle- and biking Club in Vienna

In exchange, the KfV will publish a press release about the cooperation, with possible advertising-effects for bpmedia.

Next steps are going to be to design the ad, to get it in the right format and the release of the press-

article.

## Facebook group „Drive slower for a better life“

I founded a Facebook-group with the title: Drive slower for a better life!

You can join the group, get in touch with other people who are interested in the topic or just get some information. Today (november 2th 2009), the group already consists of **92 members!**

It can be reached under this url: <http://www.facebook.com/group.php?gid=85185739515>

Here you can see a screenshot of the group:



The screenshot shows the Facebook interface for a group named "Drive slower for a better life!". The top navigation bar includes "facebook", "Startseite", "Profil", "Freunde", "Postfach", "Patrick Seabird", "Einstellungen", "Abmelden", and a search box. The group header shows the name "Drive slower for a better life!" with a group icon and tabs for "Pinwand", "Info", "Diskussionen", "Fotos", and a plus sign. Below the header is a text input field "Schreib etwas ..." and a "Teilen" button. A post by "Petr Smilek" is visible, dated "1. November 2009 13:24" with a duration of "0:55". The post text reads: "I attended the crash test at Department of Forensic Experts in Transportation at my UNI. Car: Skoda Roomster, Figurine: 6yo child, 24kg, 122cm, Speed: 30kmph ...the results and consequences: see below....Petr". Below the text is a video player showing a crash test. The post has "vor 11 Stunden" and options for "Kommentieren", "Gefällt mir nicht mehr", "Teilen", and "Melden". A comment box below the post says "Dir gefällt das." and "Schreibe einen Kommentar ...". On the right side, there is a sidebar with "Werbeanzeige erstellen" and "Facebook-Seiten".

## Other Successes so far:

- Contacted every party votable for the European Parliament in order to get their positions concerning speeding. Answers so far: ÖVP, Julis, die Grünen, KPÖ
- I could convince my dad to drive slower from now on. It took him two hours longer to drive from Vienna to Frankfurt because he drove 130km/h and not 160km/h, but he felt more relaxed and was safer and it was safer for his environment – what a success:-)
- Ordered the CAST Manual for designing, implementing and evaluating road safety communication campaigns

## **Ideas/Brainstorming/Possible further actions:**

- In a conversation I was shown a black spot in the Prater, where the Prater Haupt-Allee was crossed by another street.
- Taxi drivers: If there was a brochure or something you could distribute to taxi-drivers: First of all they could read them. Second of all they could give them to their customers if they enter the taxi saying: „To the airport as fast as possible“
- Schools: A good way to work on the speeding mentality sustainable would be to go to schools and speak to children. They would speak with their parents and they would get to know the speeding problem very soon.
- Start a flash-mob to raise public awareness ([http://en.wikipedia.org/wiki/Flash\\_mob](http://en.wikipedia.org/wiki/Flash_mob))
- „I drive slowly“ Fanclub page on Facebook, to connect with members and raise awareness – done.
- Filmfestival to invite young people to think about the problem of speeding.
- My idea was to get in touch with the other Austrian students working on Slow-programs and to see if there was a possibility to use joint forces where needed. The advantages should be the exchange of ideas and motivation of and by like-minded people to pursue the aim of speed-reduction on streets with more enthusiasm.
- Idea of a public-private partnership. The company provides advertisement and information on big video-screens. The idea is to bring together a private company, a local authority and a road-safety institution. The goal is that there is a speed-reduction measure implemented (for example a feedback-sign), with no costs for the municipality.