Click It or Ticket Creative Concept Testing

January 12, 2022

Stratacomm • Tombras
Culture One World

Design

Purpose

To evaluate concepts for advertisements designed to influence young men (ages 18- to 34-years-old) to wear their seat belt every time they drive or ride in a vehicle by promoting awareness of the costly consequences that go far beyond receiving a ticket.

Online Focus Groups
- 75-minute groups
- **8 English Groups (n=45)**
- **4 Spanish Groups (n=23)**

QUALIFICATION CRITERIA

APPLICABLE FOR BOTH AUDIENCES:
- National audience
- Lives in an urban or suburban area
- Male
- 18- to 34-years-old
- Doesn't wear a seat belt 100% of the time as a front seat passenger or a driver
- Has a driver's license
- Recruit for a mix of demographics (income, education, employment, census region)

SPANISH-SPEAKING AUDIENCE SPECIFIC:
- Spanish (or of Latino origin)
- Foreign-born
- Speaks Spanish most of the time at home
- Watches TV in Spanish most of the time at home

Objectives

1. Improve the agency's ability to engage the public through effective communications that clearly convey that seat belts save lives and should be worn to prevent deadly consequences
2. Inform NHTSA's messaging efforts to influence young men to wear their seat belt 100% of the time while driving or riding in a vehicle

Discussion Flow

Warm-up/Initial Discussion

Evaluation of Individual Concepts

Comparison of Concepts

Wrap-up and Close

English Findings

English Concepts Tested

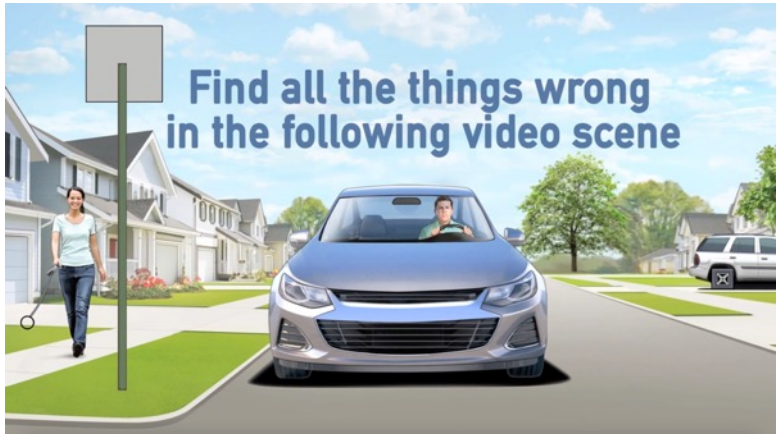
Concept W
Life Clock

The *Life Clock* concept shows viewers how **various circumstances can affect life expectancy, particularly not wearing a seat belt,** utilizing a life clock.

Concept V
Knock at the Door

The *Knock at the Door* concept displays the **aftermath for family members** caused by the decision to not wear a seat belt by the main character.

Concept Q
What's Wrong



The *What's Wrong* concept prompts viewers to identify **visual mistakes in the scene** being depicted and ties back to what should be the **most obvious mistake: not buckling up.**

Life Clock—Concept W

Main Message + Effective Elements

Overall, the concept does convey the importance of wearing a seat belt and it gives a **tangible feeling** to the consequences of the decision not to buckle up as shown through the **changing amounts of time on the life clock and how it flashes red when danger presents itself.**

Main Message

- **Life can change quickly; take control when and where you can**
- **One decision can put you in danger**
- **Your actions can help keep time on your life clock**
- **Not wearing a seat belt can put you in danger and reduce your life expectancy**

Effective Elements

67% (n=30) Graded A/B

- **Simple**—easily understandable
- **Attention-grabbing**—countdown clock specifically
- **Shows how quickly things can change**—changing of the countdown colors (red and green numbers)

"The story is easy to follow and it is clear that the actions are life threatening." - Brendan, 6PM 12/13 English Group

"The idea being knowing we make choices in life and that any decision that we make can be life threating and depending on the choice I make, I can make it long and everlasting or short and miserable." - Zacchaeus, 6PM 12/14 English Group

Opportunities to Improve

Respondents would improve this concept by replacing the consequences outside of the individual's control with something that the individual can control. Also, risk of noncompliance is implied.

"I felt like the skateboard was a little irrelevant…a skateboard was completely up to chance and in terms of the law enforcement, I think it's time we move away from the carrot and stick approach of making decisions. This is not the right time to use law enforcement to motivate positive decisions."
- George, 6PM 12/13 English Group

"I felt like he was putting on the seat belt for the cop, because it's the law, not because it could save them."
- Daniel, 6PM 12/14 English Group

- **Skateboard sequence is not considered to be a credible risk** and something beyond the control of the driver
  - Changing the skateboard aspect to walking while distracted on their phone
- The decision to buckle up in this **concept was driven too much by the presence of the police officer**
- **Potentially include the following:**
  - How actions impact others
  - More dramatics (i.e., an actual crash as a result of noncompliance)
  - More sentimental aspect (i.e., picture of loved one to motivate the decision to wear a seat belt)

"I would say that I didn't like that guy didn't put on his seat belt until he saw the cop because some may think to just buckle up when they see an officer."
- Abel 8PM 12/16 English Group

Knock at the Door—Concept V

Main Message + Effective Elements

Concept portrays a **realistic, relatable scenario, and has an emotional hook** through the focus on family, which helps the target audience see how **their actions impact others, including loved ones.**

Main Message

- You or your friends or loved ones can be in a severe car accident at any time
- Wear your seat belt or there can be serious consequences
- Wearing your seat belt is not just about you
- Your actions can affect loved ones

Effective Elements

84% (n=38) Graded A/B

- **Powerful visuals**—shows consequences of not wearing a seat belt (i.e., flying out of the window)
- **Strong emotional hook**—mother losing her son
- **Elicits feelings of guilt**—thought of leaving a loved one behind due to not wearing a seat belt
- **Police officer**—timing creates a moment of suspense; the role of delivering news is appropriate, credible and expected

"I liked that it made me think of the times I did not buckle my seat belt in the past and the consequences that I could've faced. It pulls on your emotions with the use of a mom and son."
- Abel, 8 PM 12/16 English Group

"Expecting someone to come home and they never make it is a very powerful image."
- Noam, 6PM 12/13 English Group

"I like how it stresses the issues beyond yourself, it talks about what it will do to others not only yourself if you choose to not wear a seat belt."
- John, 6PM 12/15 English Group

Opportunities to Improve

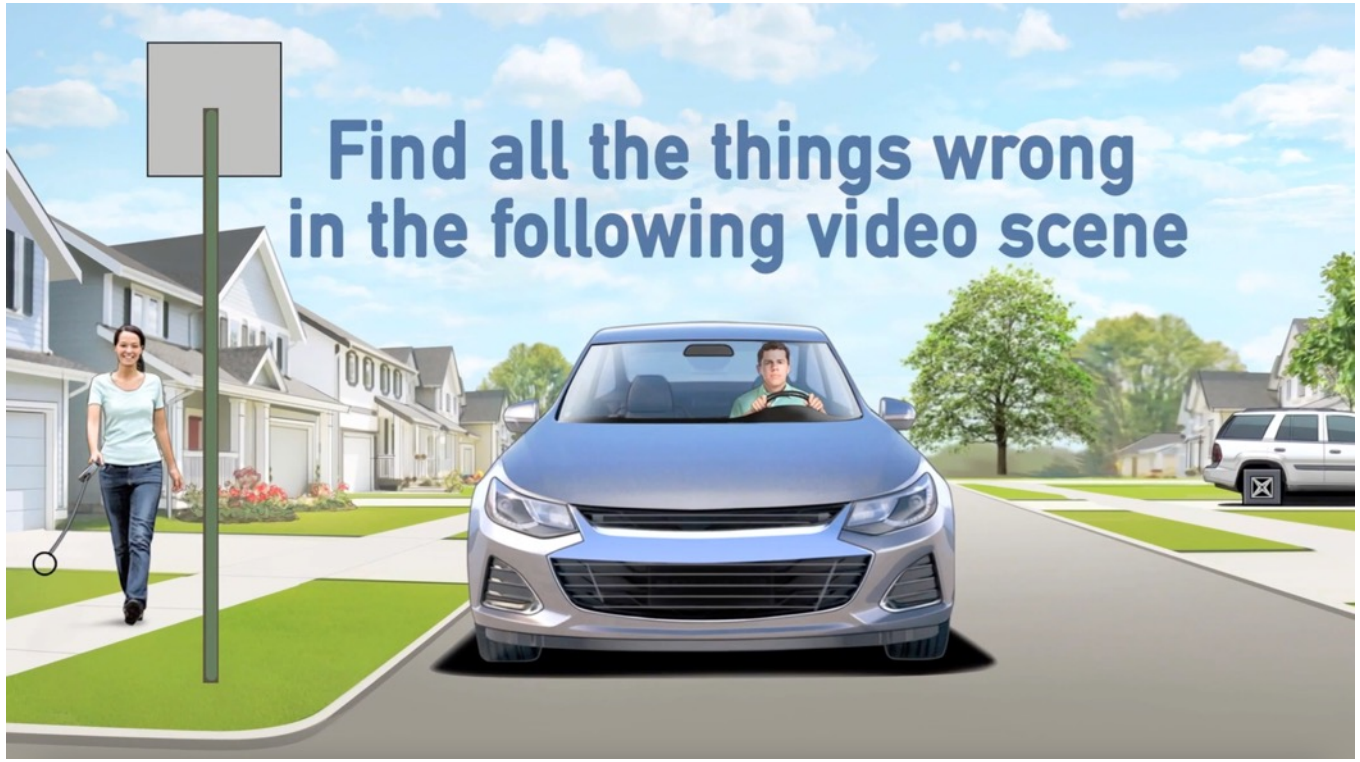
While the message of the importance of wearing a seat belt is clearly conveyed, some felt there was opportunity to further emphasize the decision not to wear a seat belt.

"The mom wasn't really that sincere about the death of her son. It sounded a little bit weird. I would expect her to be more emotional."
- Spencer, 6PM 12/13 English Group

"Focus more on crash part and say if he'd been wearing a seat belt it could have been avoided."
- Danish, 6PM 12/16 English Group

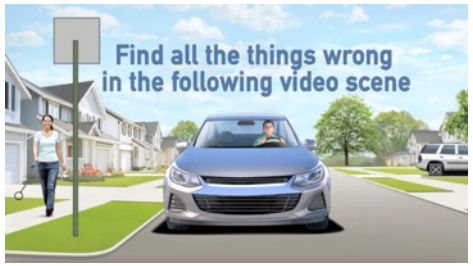
- Mother's **reaction could be more dramatic**—breaking into tears, placing her hands over her face or crying out in disbelief
- **Increased emphasis on not wearing a seat belt**
  - Potentially add a scene cutting to the driver entering the vehicle and not putting on a seat belt
  - Include the detail of son not wearing a seat belt in the conversation between the mother and police officer
- Build a **stronger connection to the son** by adding a cut scene to help build more of a backstory—limitations on time may not make this addition possible
  - One respondent mentioned including a picture of the mother in the car (or to have the mother looking at a family photo with her son)

What's Wrong—Concept Q



Main Message

Concept offers an **engaging approach to communicating the importance of wearing a seat belt** by showing a series of easter eggs of errors, and then calling out **not wearing a seat belt as the most critical mistake** and showing the driver smashing into the windshield as being one of the consequences of not buckling up.



Main Message

- **Pay attention to your surroundings; attention to details matters**
- **Seat belts are sometimes overlooked, but are the most important thing**
- **Things can go wrong in a single moment**
- **Not wearing your seat belt is the wrong thing to do and if you're in an accident and unbuckled, you can die**

Effective Elements

27% (n=12) Graded A/B

- **Imagery is direct**—shows HOW seat belt noncompliance is problematic
- **Unique**—not like other law enforcement ads
- **Could be memorable**—IF you watch and engage with the entire ad, and not everyone will engage

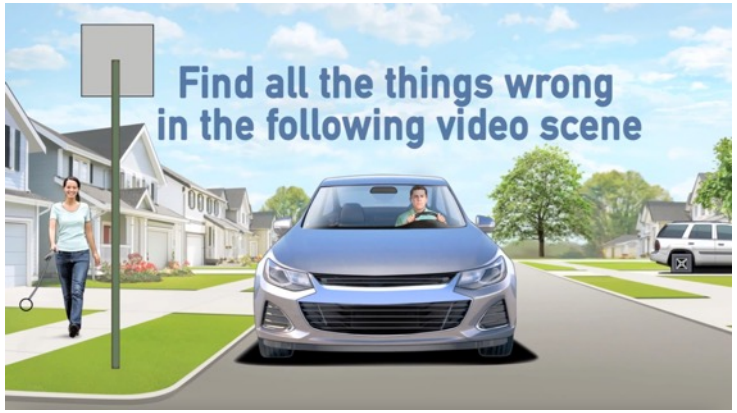
"I like that it was unique and used a similar ubiquitous idea of "spot what's wrong." It was memorable because it was a little weird."
- Nick, 8PM 12/15 English Group

"It directly shows HOW neglecting to wear a seat belt is problematic. The add is interesting and not overly preachy. It doesn't unnecessarily involve law enforcement."
- Noam, 6PM 12/13 English Group

"I believe the message is that anything can happen at anytime and a seat belt can help save your life especially if you are not paying attention."
- Pete, 6PM 12/16 English Group

Opportunities to Improve

Many felt this concept was confusing, lacked focus and takes too long to get to the message about the importance of wearing a seat belt.



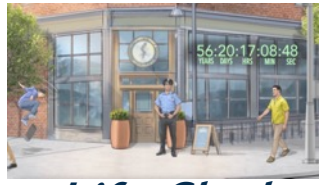
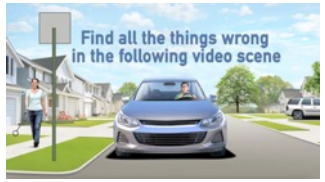
"If I was just a person watching this commercial there was no real emphasis on wearing your seat belt. I remembered more about the upside-down airplane than wearing my seat belt."
- Spencer, 6PM 12/13 English Group

"There are lots of distractions always happening around us and we might not always realize them right away and I think it mentioned like the stop sign being a weird shape and a plane flying upside down. So, maybe the driver is just daydreaming or not really paying attention."
- Pete, 6PM 12/14 English Group

- Some felt an **"I Spy" type of game isn't serious** and could **potentially trivialize the issue** or could be a message for distracted driving
- Others mentioned that **the strange observations** of a woman walking an invisible dog, a square blue stop sign and an upside-down airplane **implied the viewer might be impaired (drugs/alcohol) and thought that contributed to the crash**
- **Needs a stronger and faster focus on the main message** to wear a seat belt

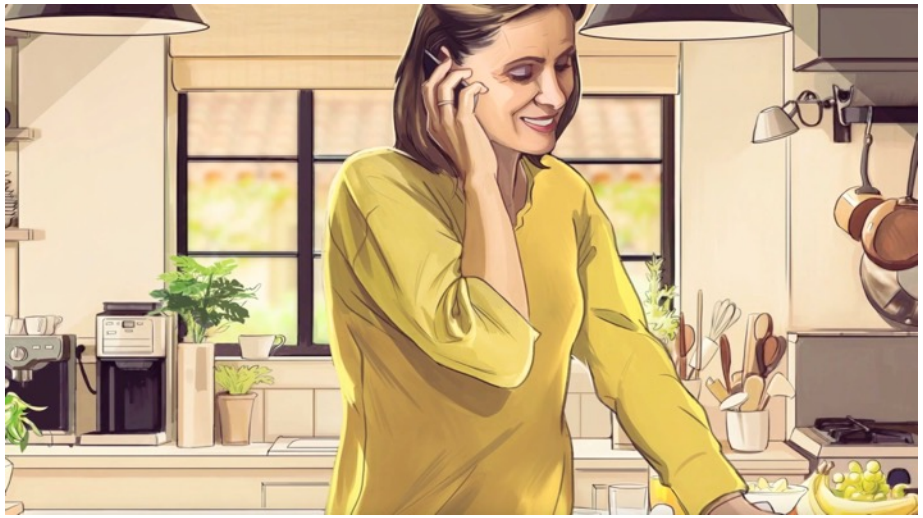
Concept Comparison

When comparing all concepts, there is a clear preference for *Knock at the Door* across all measures.

	 *Life Clock*	*Knock at the Door*	 *What's Wrong*
MOST effective in making you feel that *there are costly consequences that go far beyond a ticket**	21	**42**	9
BEST conveys the message: *Seat belts can save my life and should be worn to prevent deadly consequences—that's why law enforcement is active in my community.*	17	**26**	2
Most likely to *change your behavior and wear your seat belt every time you drive a vehicle*	3	**39**	3

= highest among concepts
All Participants (n=45)
*Multiple Responses Accepted

Strongest performer

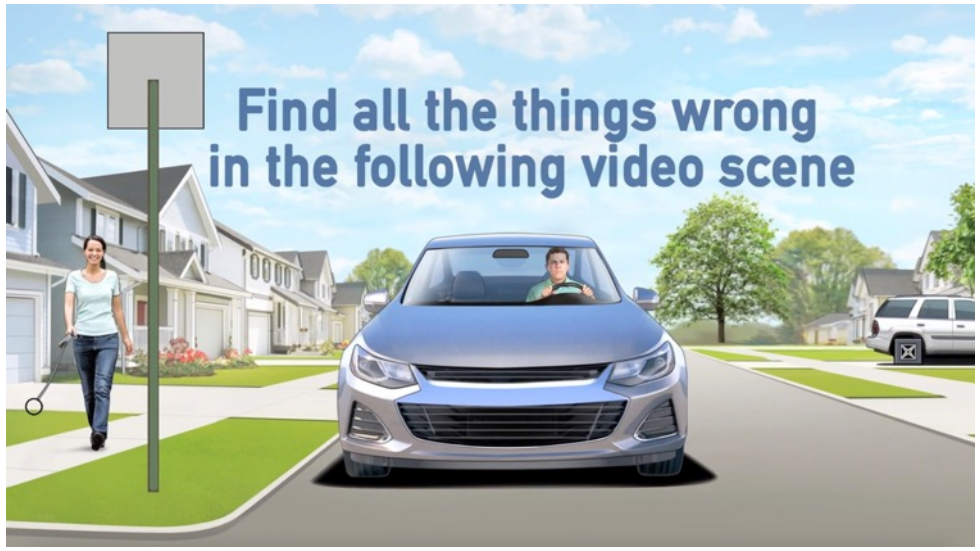


- MOST EFFECTIVE at motivating the target audience to wear a seat belt 100% of the time when riding or driving in a vehicle
- Powerful visuals, with a strong emotional hook
- Produces feelings of guilt—thought of leaving behind a loved one (particularly a mother) due to not wearing a seat belt
- Most appropriate use of police officer/law enforcement compared to all other concepts

Concept V
Knock at the Door

Concept W
Life Clock

- To the point—simple and easy to understand
- Gives real circumstances and consequences of the decision to buckle up by changing time on the life clock
- Skateboard aspect does not translate well—potentially replace with being distracted on the phone while walking
- Decision to buckle up was driven too much by the presence of the police officer and not focused on safety



- Unique take on law enforcement ad
- Imagery is direct and to the point, but all viewers may not engage in the “game”
- Intended message was lost due to imagery—some tied the message to driving while impaired because of the strange observations

Concept Q
What’s Wrong

Spanish Findings

Spanish Concepts Tested

Concept W
Life Clock

Concept V
Dos Segundos

Concept Q
Dia De Muertos

Spanish Concepts Tested

Concept W
Life Clock

The *Life Clock* concept shows viewers how **various circumstances can affect life expectancy** utilizing a life clock.

Concept V
Dos Segundos

The *Dos Segundos* concept displays the **aftermath for the individual and their family members** caused by actions made by the main character.

Concept Q
Dia De Muertos

The *Dia De Muertos concept uses the "Day of the Dead" imagery to portray the* ***dangerous consequences of driving without a seat belt.***

Life Clock—Concept W

Main Message + Effective Elements

This concept successfully **communicates the uncertainty of life and the risks we all face.** The idea of the **life clock** and how **one's actions influence risk is understood clearly**; however, the use of the skateboard doesn't connect for viewers in relation to risk.

Main Message

- **Life is full of uncertainties and accidents can happen at any moment**
- **It is important to take precautions to protect yourself**
- **Wearing a seat belt can extend your life**
- **There are a range of consequences of not wearing a seat belt, from getting a ticket to death**

Effective Elements

73% (n=17) Graded A/B

- **Clock visual**—attention-grabbing, easy to understand and a novel way to show risk
- **The changing colors (red and green numbers) and changing amount of time on the life clock show how quickly things can change**

"If you don't fasten your seat belt, you will get a ticket."
- Jose, 6PM 12/15 Spanish Group

"The lifetime marker seems spectacular to me. It lets you know the severity of certain decisions."
- Richard, 6PM, 12/15 Spanish Group

"It is very detailed and demonstrates the importance of taking precautions for a longer and safer life."
- Andres, 6PM 12/15 Spanish Group

Opportunities to Improve

Similar to the findings from the English groups, the use of the skateboard to reflect risk doesn't resonate well with viewers. Improvements mentioned most commonly related to the skateboard usage in this concept.

[Don't like] that they give the same force to preventative measures of the car and to that of walking down the street. The consequences are usually much worse in a car."
- Gianfranco, 8PM 12/14 Spanish Group

[Did not like] that there are people who do not fasten their seat belts for fear of a fine and not an accident."
- Isaac, 6PM 12/14 Spanish Group

"The scene with the skateboard is a bit irrelevant."
- Juan, 6PM 12/14 Spanish Group

- **Risk of death from a skateboard is seen as minimal versus the risks to one's life in a car crash**
  - Skateboard makes the message difficult to follow and feels unrealistic/exaggerated
- Making this **comparison between seat belt noncompliance consequences and something else** (i.e., standing on a train track) would **make this idea more credible**
- Presence of **police officer comes off as more of a threat of getting a ticket rather than being more safety-focused**

Dos Segundos—Concept V

This concept **clearly communicates the importance of using a seat belt**. By focusing on the **serious physical, life-changing consequences** that could occur, it is deemed as the **most realistic concept** out of all three that were tested.

Main Message

- **Wear your seat belt or there will be serious consequences**
- **Wearing a seat belt can save lives, money, medical costs and recovery time**
- **Two seconds can save your life**

Effective Elements

83% (n=19) Graded A/B

- **Realistic and believable**
- **Has a clear, direct message**
- **Portrays real life consequences**—physical and monetary
- **Physical consequences**—also include recuperation time
- **Effects others**—shows how family can be affected as well

"Due to these types of cases, it gives us [the viewers] a lesson that we must always use precautionary measures."
- Isaac, 6PM 12/14 Spanish Group

"I liked that they are trying to save lives and money of drivers by means of a warning."
- Ledian 8PM 12/15 Spanish Group

"I like that it uses the theme of fear to introduce the importance of the seat belt."
- Gabriel, 8PM 12/15 Spanish Group

Opportunities to Improve

Participants felt this concept could improved by adding visual cues to connect the cause of the injuries to not wearing a seat belt, as well as focusing more on the victims' consequences of not wearing one.

"It's very exaggerated. If you are going at a lower speed, it's very little risk. And that kind of thing can't happen to you." - Jorge, 6PM 12/14 Spanish Group

"It does not show the type of accident that people were in." - Andrews, 6PM 12/15 Spanish Group

"It seemed too dramatized and took too long to get to the point." - David, 8PM 12/15 Spanish Group

- **Stronger emphasis on the cause of the injuries** coming from not wearing a seat belt (occurring earlier in the ad)
- Potentially **add some visual cues** to make the connection between the injuries and the decision not to wear a seat belt stronger
- Greater **focus on the pain and suffering of the accident victim(s)**
  - This would make the ad more compelling and convincing to the target audience
- A few mentioned the Click It or Ticket element as it **comes across as a threat and doesn't carry the same weight as the health, recovery and monetary consequences** already featured throughout concept

Dia De Muertos— Concept Q

The **fasten seat belt message is clearly conveyed** in this concept. However, some say it is **targeted specifically for Mexican viewers** and not all Spanish viewers.

Main Message

- **Stresses the importance of wearing a seat belt**
- **Not wearing a seat belt can lead to death**

"[Message is] that if one does not buckle up, you may be the one who is celebrating on the day of the dead."
- Richard, 6PM 12/15 Spanish Group

"I liked that the moment he fastened his seat belt, everything went back to normal."
- Daniel, 6PM 12/14 Spanish Group

Effective Elements

57% (n=13) Graded A/B

- **Uses an unusual and interesting approach**—using people dressed up like the dead grabs your attention
- **The officer gives a prompt to buckle-up**—gives him guidance and an opportunity without giving him a ticket
- Shows how everything returns to normal after the driver buckles up

Opportunities to Improve

Respondents do not feel this concept will resonate with all Spanish-speaking audiences as Day of the Dead is a predominantly Mexican celebration.

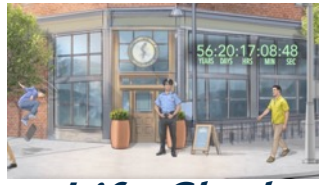
"Not everyone knows what the meaning of the Day of the Dead is, which is very focused on the most celebrated day in Mexico."
- David, 6PM 12/15 Spanish Group

"The way it is shown with a celebration such as the Day of the Dead, since it is not given the corresponding seriousness."
- Melvin, 6PM 12/15 Spanish Group

- **Not all Spanish viewers will connect** with this concept as it relates specifically to a Mexican celebration
  - Most respondents say they only learned about Dia de Muertos once they moved to the U.S.
- **Should include consequences of a crash**, similar to what was shown in the other two concepts
- **Not realistic or relatable**

Concept Comparison

When looking at all concepts head-to-head, there is a clear preference for *Dos Segundos* on all measures.



	Life Clock	*Dos Segundos*	*Dia de Muertos*
MOST effective in making you feel that *there are costly consequences that go far beyond a ticket**	17	**22**	15
BEST conveys the message: *Seat belts can save my life and should be worn to prevent deadly consequences—that's why law enforcement is active in my community.*	5	**18**	0
Most likely to *change your behavior and wear your seat belt every time you drive a vehicle*	4	**19**	0

= highest among concepts

All Participants (n=45)

*Multiple Responses Accepted

Strongest performer

Concept V
Dos Segundos

- MOST EFFECTIVE at compelling target audience to wear their seat belt 100% of the time
- Relatable and realistic storyline
- Message is clear and direct
- Shows how family/loved ones can be affected by your actions
- Needs a stronger emphasis on the cause of the injuries—potentially add visual cues to make the connection between the injuries and the decision not to wear a seat belt
- Physical and monetary consequences (e.g., missing work, hospital bills) have a stronger influence on behavior compared to the threat of a ticket

Concept W
Life Clock

- Visual of the life clock—changing colors when faced with a dangerous circumstance - is attention-grabbing
- The target audience has a difficult time connecting the skateboard to the risk of not wearing a seat belt—not on the same level in terms of risk
- Police officer's presence indicates the primary threat is getting a ticket—doesn't directly connect to a focus of safety

- Unique approach to this topic—people dressed as the dead is attention-grabbing
- Emphasizes the importance of wearing a seat belt
- Does not connect for all Spanish respondents—Day of the Dead is a Mexican-prominent celebration, thus this concept may only resonate with Mexican viewers

Concept Q
Dia De Muertos

Conclusions + Recommendations

Knock at the Door outperforms other concepts tested among the English groups and we recommend moving forward with this concept.

- Relatable and realistic
- Storyline grabs and keep the attention of the viewer
- Illustrates immediate impact of noncompliance on not only the driver, but the family members as well
- Performs well on emotional impact
- Law enforcement presence is most appropriate in this concept

SUGGESTED IMPROVEMENTS

- Mother's **reaction could be more dramatic** (e.g., breaking into tears, placing her hands over her face or crying out in disbelief).
  - Potentially build a stronger connection to the son for the viewers by cutting to a scene to build out a backstory.
- Further **emphasize the decision not to wear a seat belt** by including a cut scene to the son entering the car and not putting on a seat belt.
  - Include the detail of the son not wearing a seat belt in the conversation between the mother and police officer.

Among the Spanish-speaking target audience, *Dos Segundos* rises above all other concepts tested. We recommend moving forward with this concept.

- Relatable and realistic—believable
- Successfully and clearly communicates the message
- Illustrates the seriousness of the topic by showing the physical, life-changing consequences that could occur when you don't buckle up
- Conveys physical, emotional and financial consequences of not wearing a seat belt (e.g., cost of hospital bills, time off work to recover, etc.)

SUGGESTED IMPROVEMENTS

- **Emphasize the cause of the injuries** coming from not wearing a seat belt
- Potentially add visual cues to **make a stronger connection between the injuries and the decision not to wear a seat belt**
- **Greater focus on the pain and suffering** of the accident victim(s) will make this concept more compelling and convincing to the target audience
- **Click It or Ticket aspect comes across as a threat—not as much of a motivator** as health, recovery and monetary consequences already featured