



#SAFELYHOME GETS IT'S MESSAGE ACROSS

Some of you will have seen the 'safely home' campaign that we ran from January to May this year.



The campaign contrasted the impression drivers have of themselves with the reality of their true ability.

We built this picture using IAM research papers: Contributory factors in accidents, The aging process and road safety, Young drivers – where and when they are unsafe and Young people's attitudes to driver training. We used up-to-the minute information, for example, the data collected by the police at crash scenes and freedom of information requests.

We commissioned new research into how people view their and other's driving so that we could compare the perception with the reality.

We started and finished the Safely Home campaign with high-profile news stories using new research:

- January: A breakdown on the highest licence points holders by region
- May: A breakdown of fastest speeding offences by region

In between, the campaign consisted of integrated press and social media work that examined the biggest cause of crashes – not looking – as well as targeting two priority groups, older and younger drivers.

To generate interest in social media we used quizzes, competitions and teasers in the two weeks leading up to stories and infographics to break them. We engaged with bloggers, politicians, manufacturers, journalists and road safety professionals whose endorsement gave the campaign momentum that was sustained by regional and national media coverage.

Building the campaign in this way achieved significant results:

- 1203 print and online clips including The Guardian, Telegraph, Times, Mirror, Mail, Sun, Express and Sunday Times, bbc.co.uk, MSN, and Yahoo news.
- 183 broadcast clips included BBC, ITV and Sky news, BBC Breakfast, Radios 2, 4 and 5 live. Many of these stories ran in news bulletins all day.
- Online, 390,000 people read our Facebook page; we increased Twitter followers by 14% to 6674; and two spikes of 10,000 extra visitors each coincided exactly with our opening and closing news releases.
- The highlight was the ITV Tonight show's How bad is your driving?, a half-hour

show with fun tests set by the IAM and featuring Peter Rodger throughout.

Far more important than these numbers was the evaluation that the communications team carried out on the impact of the campaign. They set up groups of fifty drivers – not members or associates – and tracked their opinion of us. The headline results were that:

28% of participants moved to rating the brand highly or very highly over the duration of the campaign. 29% changed their opinion that they are a good driver to thinking their driving needs to improve and 8% moved to considering further training.

It is clear to me that our research and communications campaigns are raising our profile, but this campaign was not just about activity in Chiswick. Every story was regionalised with local statistics and many group members took part in radio and television interviews in their area. There was some truly great local coverage, so if you haven't already, I urge you all to make the most of our communications team.

Simon Best
IAM Chief Executive



#SummerRides on camera



As part of our summer motorcycling campaign, we are running a social media photography competition - #SummerRides.

The winners will get a voucher prize of £250 for first place and £150 for second place.

As the campaign is aimed at summer riders, we want entrants to post photos of their favourite summer runs: "pull over and take a snap of your favourite run to be in with a chance of winning".

The competition is open to everyone on two wheels, members, associates and non-members.

To enter, people simply have to take a photo, upload it to Twitter or Facebook and hashtag it with #SummerRides.

The competition launched on Wednesday 18 June and will run until Friday 18 July.



IN THE MOVIES

#SummerRides will also feature 'how to' videos and a fun movie element – IAM commentary on famous motorcycle clips. Would Steve McQueen have made it to the border in the Great Escape if he'd taken Skill for Life? How much IPSGA is there in the Disney classic Tron?

You'll have to wait and see, but in the meantime we're still after people to help evaluate the motorcycling campaign. Contact ben.schofield@iam.org.uk for details.

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