ROAD SAFETY
Communications based on… opinion leaders

ALCOHOL CAMPAIGNS TARGETED AT THE GENERAL PUBLIC
"Quand on tient à quelqu’un on le retient" ("When you hold someone dear, you hold them back")
More than 50 TV and radio hosts all networks combined (Private - Public)
Road safety education is done well in France

Road users know the rules and the risks. They are fully aware that when they break the rules they are taking a risk.

For road safety communications, this raises the question: "Why do they do it?" and how can we encourage good behaviour by other means, when risk education and fear of the police are not enough.
The nudge

Road safety communications are informed by research done on behavioural sciences, known as behavioural economics. The technique used to put this research into practice is called "the nudge". The fathers of the nudge, Daniel Kahneman and Richard Thaler, were awarded a Nobel Prize in Economics in 2002 and 2017 respectively.
Nudges units were set up in 2010 by David Cameron, and in 2013 by Barack Obama, and work has been carried out in France, on the initiative of an organisation called the Secretariat général de la modernisation de l'action publique (General Secretariat for the Modernisation of Public Action), and ministries or commissions, such as the road safety commission.

Road safety communications
So what is nudge?

This approach - called Behavioural Economics" - has shown that the decision-making process in humans is mostly subconscious - to put it simply, we decide on autopilot". As for the minority of conscious decisions, they are not - contrary to what Cartesian beings like us, especially in France, might imagine - influenced by rational factors. We are constantly influenced by the emotions we feel in the moment, permanent "illogical" reasoning, the context in which we make decisions, social interaction and preferences, and how choices are presented to us.
Why is this so important? Behavioural Economics has revealed the core decision heuristics that underlie our behaviour and it seems that using rational arguments to inform and convince an individual who is not, will not change his or her behaviour. Road safety communications have been revised in the light of these findings.
Road safety communications

Two well-known and eye-catching examples...

Amsterdam Schipol Airport puts fly stickers in its urinals to encourage users to improve their aim, helping to reduce maintenance costs and improve the airport's image.
Road safety communications

Two well-known and eye-catching examples...

Chicago altered its road markings at the approach to bends to give motorists the impression they are going faster than they really are. The result was a 36% drop in accidents - something prevention campaigns and penalties had failed to do.
Communications based on... the emotions
Communications based on... the emotions

Onde de choc (Shockwave) film (January 2016)
Communications based on... the emotions

A l’avant comme à l’arrière, attachez votre ceinture attachez-vous à la vie
( Front and rear: fasten your belt, save your life ) (November 2017)
Communications based on... encouraging good behaviour
Communications based on... encouraging good behaviour

SAM : THE DRIVER DOESN T DRINK

Drink driving campaign aimed at young people
Campaigns that offer solutions rather than give lectures : Sam, the person chosen to drive before we go out
Communications based on... encouraging good behaviour

SPIDERSAM
Sam and Spiderman team up to save lives (June 2017)
- One film
Communications based on... opinion leaders
Communications based on... opinion leaders

C'est jaune, c'est moche, ça ne va avec rien, mais ça peut vous sauver la vie.

Gilet et triangle deviennent obligatoires dans chaque véhicule. Équipez-vous dès maintenant.

www.securite-routiere.gouv.fr
Communications based on... opinion leaders

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ROAD SAFETY AND BUSINESS

An appeal launched by big companies to increase road safety for their employees centred on 7 commitments (launched on 11 October 2016)
Communications based on... engaging content
Communications based... on engaging content

Skin test  film
Communications based... on engaging content

BICYCLE HELMETS COMPULSORY
for the under 12s since 22 March 2017
POSTER
COMPULSORY GLOVES
A prevention and information campaign to remind motorcycle users that it is compulsory to wear gloves, in a way that convinces them they are useful.
- A concept that can be used in press announcements, events, on digital equipment, etc.
Communications based... on engaging content

Distracters campaign - Posters 4x3 - March 2019
Thank you