

APPENDIX D

Education Campaign Concepts

MOTORIST & BUS RIDER EDUCATION CAMPAIGN IDEAS

The following campaign concepts and mock-ups are meant to illustrate creative ways to get people's attention about the subject of traffic safety, and only comprise an initial impression of these messages and narratives. Specific language about safety issues will be folded into a final campaign, and original photography and design will be used to execute these. All visual mock-ups provided below are made with found images and meant only to inform discussion, and not to be used as final campaign pieces.¹

Also note that any aspect of these campaign ideas and themes can be mixed with another. For example, the taglines and tactics presented in one proposed campaign could be adapted for another.

THEME1: SOLIDARITY AMONG COMMUTERS

While motorists and bus riders initially expressed animosity towards each other, as conversations turned to root causes of safety issues, both acknowledged northern New Jersey's geographical and infrastructure challenges as a shared responsibility. Recognizing this, and that a positive safety campaign could stand out among more doom-and-gloom efforts, ideas were explored that speak to solidarity and unity among commuters.

*Commuting in New Jersey can be tough.
We're in this together – let's look out for each other.*

Quotes from first round of focus groups:

- *"I feel that if you don't have a car in New Jersey, sometimes you're treated as a second class citizen because there aren't enough walkways..."*
—middle aged female motorist (East Orange)

- *"Unless you see that little tiny sign, you have no idea that's a bus stop. You just see a cluster of people standing on this triangle, and at certain times of the day there can be 15-16 people standing there, and there will be buses just one-two-three after the other. It's really dangerous. There's no place for the pedestrians to go. It's really scary whether you're walking or taking the bus or you're driving"*
—middle-aged female motorist on driving in the Meadowlands area (East Orange)

¹ All graphics in this chapter, unless otherwise noted, use stock materials from Getty Images and other sources and cannot be reproduced without permission.

A. “Preparing for the Daily Commute”

This campaign puts drivers in the shoes of pedestrians by framing the daily commute as a potentially dangerous experience. Commuters are shown near notoriously dangerous intersections and bus stops in full sports pads or a suit of armor (or bubble wrap, etc.). Drivers are reminded that they can make the commute less dangerous.

This is a poster treatment to convey the idea, but videos or television spots of mothers wrapping their kids in bubble wrap, or a woman shuffling up to an intersection in heavy armor could be used. During a TAC meeting, it was noted that the driver of the car in these images should be shown to emphasize that the driver behind the wheel plays a key role in safety.



Second round focus group reactions:

Most among both motorists and pedestrians thought it was confusing. About half liked the theme.

“It plays the pedestrian as being naive - we know we're not going to wrestle a car.”

— middle age male bus rider

“The wording speaks to me, but the armor is too weird.”

— middle age male bus rider

“I'm not sure what I'm looking at. I don't think anyone does want to make it a sport or a battle, but stay alert stay alive makes sense to me”

— older male motorist



B. “We’re All In This Together”

This campaign idea is the brightest and most optimistic of all the visual treatments, influenced by wartime and Great Depression-era communications emphasizing strength and hope through unity. It emphasizes the solidarity frame the most intensely.

Second round focus group reaction to campaign idea:

Bus riders were 100% extremely positive about this, while almost all motorists were skeptical or uninspired.

“We are all in it together, we do have to look out for each other. I am more comfortable now because there are individuals like me around me.”

— older female bus rider

“This speaks to my brainwaves better because it's simple. It would make me think things through before snapping at someone.”

— middle age male bus rider

“I think it's kind of hippy. I don't like it”

— younger female motorist

“We're past the 60s, but I like that it says drivers, bus drivers, and pedestrians and also us.”

— older male motorist



Original design by David Cagel of Fenton

C. “The New New Jersey Salute,”

A different treatment of the “We’re All In This Together” theme is a tongue-in-cheek visual paired with an audio treatment of an idea for a television spot or YouTube video (see script below).

Second round focus group reaction to campaign idea:

Both bus riders and motorists were a little confused and not at all inspired by this.

“I have this feeling that people are going to take this and corrupt it into something else gang sign.”

— younger female motorist

“It goes above what you’re trying to relate. It looks racial.”

— younger male bus rider

“It’s corny - race popped out to me, black and white.”

— middle age female bus rider

Both bus riders and motorists were negative about the audio treatment.

“There should be more story.”

— middle age male bus rider

“It didn’t match whatever he said after it - I don’t like it, it’s very disconnected.”

— younger female motorist

“Need simple, straightforward audio, like the second part.”

— middle age male motorist



“New New Jersey Salute” TV/VIDEO SCRIPT

Shot handheld style from outside the driver’s side of a car. A beefy middle aged male DRIVER shakes his arm out the window yelling gruffly in a Jersey accent. As the camera pans to the elderly female PEDESTRIAN crossing the street, it’s revealed that he is flashing ‘Peace’ and not giving her the finger. The PEDESTRIAN flashes Peace in response as she responds very loudly.

* * *

DRIVER: Hey! You! Yeah you! Thank you very much for wisely crossing at the crosswalk, you dazzlingly well-dressed pedestrian!”

PEDESTRIAN: You’re quite welcome, you obviously sophisticated and conscientious motorist! And also thank *you* for following the law and stopping until I cross!”

DRIVER moves on as PEDESTRIAN crosses, maybe some other Peace interactions take place in the background.

V/O: There’s a new New Jersey salute.

[Logo and tagline fade in.]

V/O: Pedestrians and drivers commute together, so let’s look out for each other.

END

THEME 2: REAL LIVES, REAL STORIES

The study's literature review and first round of focus groups found that eyewitness accounts and firsthand experiences resonate with audiences more than a generic PSA. Also apparent when reviewing sample PSA with the first round focus groups was the power of narrative and a personal touch. Participants had a more receptive reaction when they could imagine themselves, a family member, or friend they knew in a campaign story.

Car crashes are irreversible, and the consequences are forever.
Take responsibility for your safety and the safety of others.

Focus group quotes:

- *“Hearing from victims sticks with you. It’s better than any celebrity.”*
—middle aged male motorist (Old Bridge)

- *“I saw a woman get hit in the city. I’ve never seen something happen in front of me. It was a side street, so [the car] couldn’t have possibly been going very fast, and yet she went flying. I couldn’t believe how far she went...I’ll never forget that because the guy couldn’t have been going more than 5-10 mph. It really hit home how little it takes for this couple of tons to hit a human being.”*
—middle aged male motorist (Old Bridge)

“Irreversible”



Kris Winston was struck and killed by a driver speeding to pass a bus on Route 9 the morning of November 21, 2008.

Crashes are irreversible.

Stay alert. Stay alive.

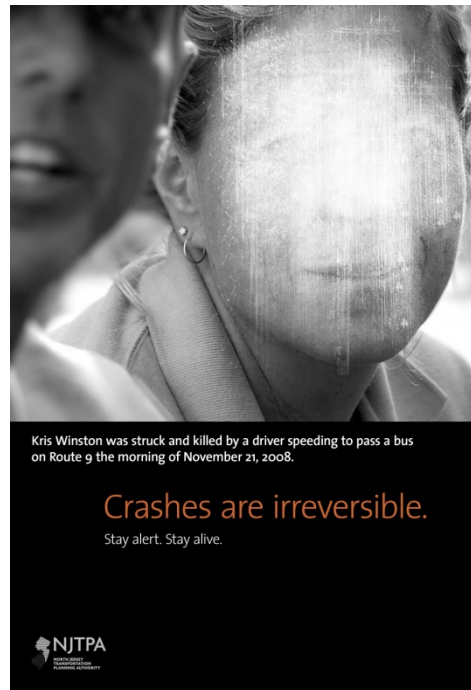


This campaign theme reminds drivers and bus riders that it isn't just the person who is injured or killed who is affected by crashes, but family, friends, coworkers, and the driver involved. It would highlight a person who has been killed in the past few years and throughout the campaign introduce other people who were touched by his or her death.

These print and outdoor advertisements can be complimented with radio or television testimonials from friends and family members of victims speaking on how they are reminded of a loved one's death every time they pass the intersection.

Another television or video idea can feature a driver trying desperately to put his car in reverse without any results. The audience wonders what's going on until it is revealed in the final scenes that he's just hit a pedestrian and is trying to turn back time. But his mistake is irreversible.

Paired with the advertising could be a series of ghostly, eye-catching sculptures, commemorating vehicular deaths at the most dangerous intersections to serve as a memorial, but also to get motorists and pedestrians buzzing about what these statues mean.



Focus Group Reaction to Campaign Idea:

Overall, both bus riders and motorists were moved by the "Irreversible" campaign idea, especially the personal, narrative aspect.

"It reminds you others are affected."
— older female motorist

"The husband's sad face draws me in."
— older male motorist

"This was somebody's mom. I have a mom."
— middle age male bus rider

"As you're going around, you see banners where loved ones have placed banners. If it's just a name, whatever. But when you see a picture, especially when it's a kid, oh God..."
— older female bus rider

Focus Group Reaction to Campaign Idea:

Reactions were mixed about the execution of the 'ghosts,' but most were very moved.

"Very sad - I'm not sure how I would react."

— younger female motorist

"I think it's a little weird and creepy, when you're driving it could be distracting."

— middle age male motorist

"I feel like it would be a good idea but there are going to be people who will vandalize them."

— middle age male bus rider

"The ghosts will make me stop and read."

— older female bus rider



THEME3: SATIRE

The first round of focus groups indicated that a direct, explicit message delivered in an exaggerated, over-the-top tone will draw attention to the safety of bus riders and motorists using grim statistics and stories in an engaging way that employs dark humor.

If you drive or walk carelessly, you will inevitably hurt or kill yourself or others.
Traffic safety is your business.

Focus group quotes:

- *“In today’s world, shock is everything. I found that as I got older the shock becomes bigger, because when you’re in your 20s and you see/hear about a kid getting hit, it’s sad. But when you have kids, grandkids it really rocks home.”*
—middle aged male motorist (Old Bridge)

- *“It’s like a horror film, you can see the climax beginning to build and you need a little bit of blood splatter to make you think somebody’s dead.”*
—middle aged male motorist (Newark)

A. "Here's My Card" Advertisement

Fictional characters Louie & Louie are entrepreneurs who dabble in insurance, law, funeral planning, plastic surgery, etc. – anything that capitalizes on carelessness in walking or driving. They advertise their services in an outrageous way that will capture people's attention to deliver a serious message.

Print, billboard, radio and television/video ads (see script below) would mock the over-the-top tone and cheap production values of small-time lawyers, ending in a serious message.

TOO BUSY TO WATCH FOR PEDESTRIANS?
You'll need Jersey's awesomest attorneys when you injure or kill someone.

LOUIE & LOUIE *Crashes are our business*

NJTPA
Slow down.
Traffic safety is your business.

LOUIE & LOUIE MD *Crashes are our business*

Too busy to cross at a crosswalk?
You'll need Jersey's awesomest plastic surgeons when you get hit by a truck.

Stay alert. Stay alive.
Traffic safety is your business.

NJTPA
Stay alert. Stay alive.
Watch for vehicles, especially near bus stops.
Traffic safety is your business.

B. “Here’s My Card” Fictional Characters

Advertising can be complemented with in-person appearances of the performers at dangerous intersections, where they can pass out fake business cards to pedestrians with the message that when they inevitably die from being hit by a car, come and contact this plastic surgeon (or lawyer, etc.). Cards and other collateral will direct users to various webpages that lead into a more sobering site about safety precautions.



C. “LOUIE & LOUIE” TV/VIDEO SCRIPT

BIG LOUIE & LITTLE LOUIE look like Mario & Luigi in cheap suits. They talk very fast. BIG LOUIE is tall and thin. He’s kind of nervous and shouts through his lines. LITTLE LOUIE is short and round. He is kind of tweaky and excited and blinks a lot. They both have absolutely ludicrous mustaches.

This should be shot on VHS or something so it looks low quality. The background could be either green screen carnage like in ridiculous lawyer ads, or wallpaper that looks like books, or a bookshelf that has terrible magazines and fast food garbage on it instead of leather bound books. The URL of the fake law firm blinks furiously at the bottom, and when they say words like “places to go,” words like “YOU GO PLACES FAST” flash brightly on the screen.

* * *

[BIG LOUIE and LITTLE LOUIE swing around opposite directions in chairs behind a desk. They sort of bump into each other awkwardly as they do. They start their lines right as they make awkward poses at the desk. BIG LOUIE has a massive open book in front of him and has his finger on it the whole time. LITTLE LOUIE has a very old laptop in front of him. Maybe also there are bobble head dolls or pizza boxes or comic books on the desk.]

OR

[BIG LOUIE and LITTLE LOUIE walk/march in place awkwardly in front of a green screen with images that show incidental vehicular injurists and maimers in their cars, or flames and carnage or something.]



BIG LOUIE: You're busy!

LITTLE LOUIE: You got places to go!

BIG LOUIE: Things to see!

LITTLE LOUIE: You can't look out for people getting off the bus!

BIG LOUIE: Or crossing the street!

LITTLE LOUIE: That's for other people!

BIG LOUIE: That's why you need us:

BOTH: Louie & Louie.

BIG LOUIE: We're Jersey's awesomest attorneys for incidental vehicular injurists and maimers.

LITTLE LOUIE: We're frickin' sweet.

BIG LOUIE: When you inevitably hit, maim, and slash-or kill a person crossing the street or waiting for the bus...

LITTLE LOUIE: ...and you will, cause you're an important frickin' person and don't have time to slow down for pedestrians!

BIG LOUIE: ...Louie & Louie will be there for you. We [*murmur*] try to [*normal voice*] defend you from getting jail time...

LITTLE LOUIE: [*cough*]...sometimes...

BIG LOUIE: ...and lawsuits.

LITTLE LOUIE: [*murmuring*]...we'll do our best?

[*beaf*]

BIG LOUIE: So I'm Louie.

LITTLE LOUIE: And I'm Louie.

Second round focus group reaction to campaign idea:

All bus riders had a very negative reaction to "Here's My Card," while about 2/3 of motorists had a very negative reaction. Those who liked it seemed amused but not moved.

*"It's disrespecting the profession, saying watch out for the attorney not the cars."
— middle age male bus rider*

*"It's totally off the point, making it into a joke."
— older male bus rider*

*"This is almost making a joke of it. I was hit recently, and it's not fun or a joke to deal with attorneys and things."
— middle age female motorist*

*"If they don't get it, they'll be so weirded-out they will talk about it."
— younger female motorist*

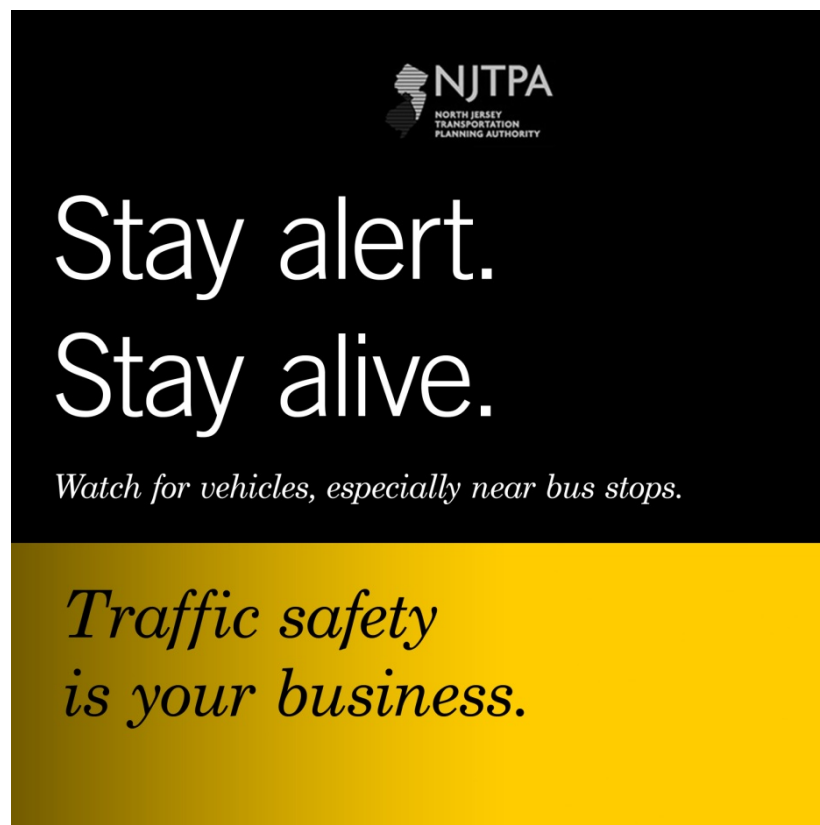
BIG LOUIE: Hey, that's my name!

LITTLE LOUIE: [*shrugs and hams at the camera*] So sue me!

[*BIG LOUIE one winks awkwardly. LITTLE LOUIE can't so he blinks real big. Both give two big fat thumbs up. Freeze frame and fade to black with campaign branding or tagline.*]

FEMALE VOICE: [*serious*] Slow down. Be alert. Watch for pedestrians, especially near bus stops. [*Because pedestrian safety is your business.*]

END



ADDITIONAL IDEAS



A. Sports theme: “Family Pep Talk”

In a video or radio ad a Mom gives safety tips and a pep talk to a family before they head to work and school. Print versions of this idea could include a family photo in the style of a sports team, each with car keys, metro card, etc. This type of idea fits best with the messages of campaigns within the solidarity frame.

B. Sports theme: “Contact Sport”



New Jersey Devils, New York Giants, or other area athletes appear in posters and ads alongside commuters preparing for their commute with the tagline, “Commuting shouldn’t be a contact sport.”

Second round focus group reaction to campaign idea:

Both bus riders and motorists were extremely positive about the family pep talk idea. Everyone agreed that real, relatable people are more effective than celebrities.

*“A pep talk is funny.
Everybody has family - it's
a team thing”*
— younger male bus rider

*“When you throw a
celebrity idea, it kind of
waters it down”*
— younger female
motorist



C. “Safe Jersey Commuter Pledge”

Gather real-life (hand-picked) northern New Jersey bus riders, bus drivers and motorists to talk through their frustrations with each other and their commute, ending in an agreement to work together and also take personal responsibility for their safety and each other’s.



Ads could be in the style of the Domino’s “Focus Group” ads and the agreement could be available for people to sign. This agreement or pledge could include an opportunity for sharing stories of other commuters looking out for each other (this is actually an idea of a focus group participant).



Focus group reactions:

Most liked a summit and pledge, and suggested people be able to share stories of people looking out for each other. Many were reminded of the Liberty Mutual “pay it forward” ads that feature strangers helping each other, which they found compelling.

“If you have a website and you could put up a story of an experience of how a person helped that would be great. You can pair it with the peace sign idea.”

— middle age female bus rider

“Not a bad idea - I wouldn’t take a bus driver job for nothing.”

— middle age male bus rider