



NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

CLICK IT OR TICKET
CONCEPT TESTING



TOPLINE FINDINGS

February 22, 2023



AGENDA

1

Research Design

2

Key Findings

RESEARCH DESIGN



Purpose & Methodology

Purpose

Evaluate advertising concepts 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 a ticket.



Research Objectives

- 1. Evaluate concepts**
- 2. Identify most compelling elements**
- 3. Diagnose potential areas of improvement**
- 4. Measure the likelihood to influence behavior**



Methodology

Online Focus Groups

- Eight groups
 - Four groups ages 18- to 26-years-old
 - Four groups ages 27- to 34-years-old
- 75-minute groups
- n=47 participants

QUALIFICATION CRITERIA

- National audience
- Male
- Ages 18- to 34-years-old
- Licensed driver
- Wears a seat belt less than 100% of the time

Concepts Tested & Discussion Flow

Concept L	<p>What Are You? My Mother?</p>
Concept M	<p>This Story</p>
Concept O	<p>Not Just for Yourself</p>
Concept P	<p>Three Guys</p>

Warm-Up/Initial Discussion

Evaluation of Individual Concepts

Assign Grade	Main Message	Effective Elements	Potential Improvements
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Comparison of Concepts

Memorable Elements	Most Influential
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Wrap-Up and Close

NOTE: Order of concepts rotated between each online focus group.

KEY FINDINGS



What Are You? My Mother?

(Concept L)



What Are You? My Mother?

appeals to participants who relate to the protectiveness mothers show for their sons. For some of the younger (ages 18- to 26-years-old) participants, the sudden appearance of the mother adds a humorous element.

Effective Elements

- It clearly presents a mother's message of concern regarding her son's unsafe driving behavior
- The message speaks to the importance of wearing your seat belt—not just for yourself, but for loved ones
- The sudden appearance of the mother is humorous for some audience members



*"I felt like what the [concept] was trying to convey **really resonated with me**... I have a very anxious mother, and it's like I always have her [subconsciously] talking to me in the back of my head, saying 'you should do this. **Don't make me worry.**'"*
—Male, Age 18- to 26-years-old



What Are You? My Mother?

(Concept L)



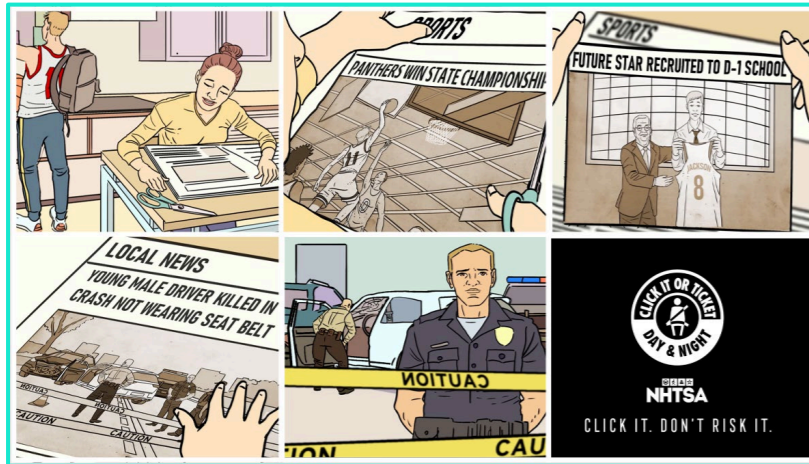
What Are You? My Mother? fails to communicate the severity of the risk of driving without a seat belt, since it does not include dire consequences. In addition, some participants find the concept unrealistic and, therefore, unrelatable.

Opportunities for Improvement

- Need to more effectively demonstrate the dire consequences that can come from not wearing a seat belt
- Some struggle with understanding the sudden transition between the friend to the mother
- Clarify the mother's arrival to prevent misconceptions that this is a DUI-related concept
- Perhaps shift setup so that the spot begins with the mother already in the passenger seat to avoid an unintentional comedic element or confusion about whether this is DUI-related

“ “[The concept] wasn't that effective for me. I thought it was a little **unrealistic and kind of cheesy**... realistically, in the moment, if I'm with a friend or something, I wouldn't necessarily think of what my mom is going to tell me or how it would make me feel if I didn't wear a seat belt.”
—Male, Age 27- to 34-years-old

This Story (Concept M)



Graded the
Concept A/B:

70%
(n=33)

Ability to Influence
Behavior Rank:

3rd
(n=9)

This Story is effective in communicating the theme of lost potential. Viewers resonated with this theme regardless of their personal experience (or lack thereof) with sports. For many, previous experience with losing friends in crashes made the concept immediately relatable.

Effective Elements

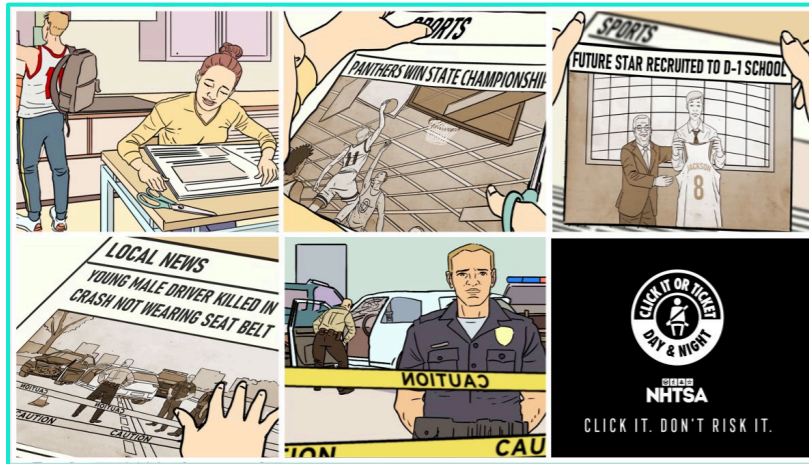
- Resonates across the board—concept extends beyond the sports example and taps into a broader, compelling theme of lost potential and how one bad decision can ruin a bright future
- Credible consequences—many viewers have heard similar stories and know that this sort of tragedy can occur



“I like the [star athlete character] because it gets you to invest in that character and him having those accomplishments. I think him being an athlete and being super successful really [communicates] the theme of lost potential. I think that's the concept's strong suit. It lays the groundwork [of the story].”
—Male, Age 18- to 26-years-old



This Story (Concept M)



Graded the
Concept A/B:

70%
(n=33)

Ability to Influence
Behavior Rank:

3rd
(n=9)

This Story is not received well by some participants who do not like the final message by law enforcement. These participants saw the messaging as cliché and a detraction from an otherwise compelling concept.

Opportunities for Improvement

- The law enforcement angle should be reworked—the pivot to law enforcement delivering a message to the viewer at the end is often considered cliché and detracts from the concept
- Consider showing law enforcement responding to the crash in the background while allowing another emergency responder or family member delivers the message
- Consider adding voiceover to make the opening more attention-getting and to help reinforce the overall message
- Perhaps instead of showing the protagonist's death, it could show him suffering a life-changing injury and losing the opportunity to participate in D1 sports



"I felt like [the concept] was rushed. They did a good job with the intro and there was no bridge in between... I felt like [the law enforcement officer's] message was kind of short and apathetic saying 'this is what happened. This is what will happen if you don't wear a seat belt.' He sounded like a [jerk] to be honest."

—Male, Age 27- to 34-years-old



Not Just for Yourself

(Concept O)



Not Just for Yourself effectively communicates that your decisions don't just affect yourself. Viewers resonate with the mother's pain and say they don't want to put their family through that.

Effective Elements

- The spot makes viewers consider how their decisions impact others—especially the decision of whether to wear a seat belt
- Several participants noted the engaging music and visual design
- Viewers emotionally connect to the mother's grief at the loss of her son
- The inclusion of detail (e.g., “ejected from the vehicle”) effectively communicates the potentially dire consequences of not wearing a seat belt



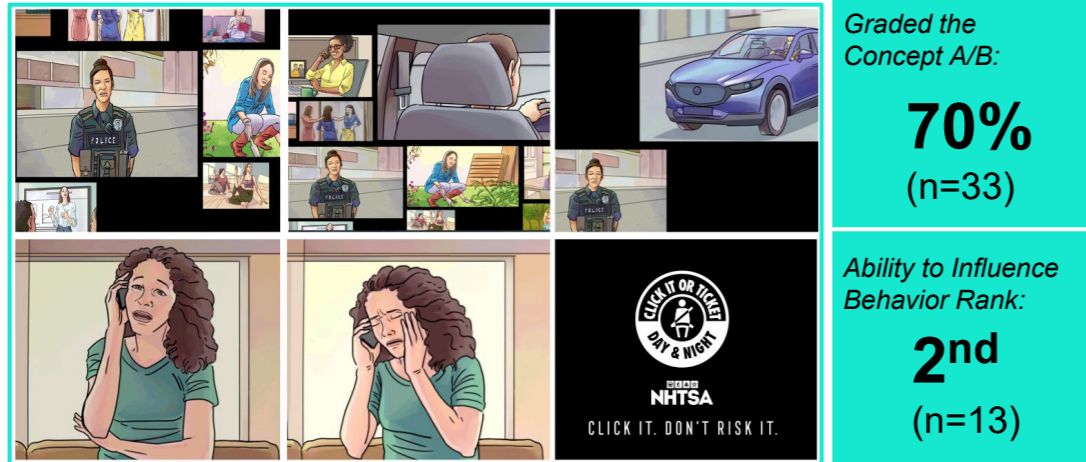
*“My reaction was mostly positive. I felt like it was speaking to my demographic. It mentioned young men. I felt like it was relatable and raised a point I wouldn't normally think of... [that] **your safety is about other people too**, not just you. I think [ads] are usually framed that your safety is for you [alone].”*

—Male, Age 18- to 26-years-old



Not Just for Yourself

(Concept O)



Not Just for Yourself is less effective because it focuses on the pain of the mother to the exclusion of other family members who would also be affected by the death of a loved one. Some participants noted that too little was shown of the victim and the family to produce an emotional reaction.

Opportunities for Improvement

- Strengthen the concept by focusing less exclusively on the pain of the mother and including other family members
- Increase emotional impact by showing more detail about the victim and the family
- Having law enforcement deliver the news could be an effective way to show law enforcement in the concept in a more connected way

“I really dislike this concept. It felt very cold. It didn't really make me want to change my behavior... **it felt very cold or robotic, like an infomercial. Very little emotion, very little warmth**, almost like you should [wear a seat belt] because it's the right thing to do more so than your family [missing] you or your pet or anything like that.”

—Male, Age 27- to 34-years-old

”

Three Guys (Concept P)



Graded the
Concept A/B:

64%
(n=30)

Ability to Influence
Behavior Rank:

1st
(n=18)

Three Guys is the most effective at influencing seat belt-wearing behavior. This concept effectively shows how buckling up—even as the result of a ticket—can save your life. The ending clearly demonstrates the pain not wearing a seat belt can cause for your family.

Effective Elements

- Features three different behaviors and their outcomes shows how one's choices have consequences
- Effectively communicates not just the personal risks associated with not wearing a seat belt, but also the harm it can bring to your family
- The theme of seat belts protecting your family from the pain of losing you resonates even for those who aren't married and don't have children
- The message (to wear one's seat belt) is readily understood even for those who find the concept somewhat confusing

“*I like the idea of trying to create a comparison story, since you're able to see the dynamics of someone [doing] something right and [they make it home], and someone [doing] something wrong and [they get into a crash].*”
—Male, Age 18- to 26-years-old

Three Guys (Concept P)



Three Guys is an ambitious concept, and some participants found it confusing and difficult to follow. A few participants also misunderstood the concept to be a statistical statement that drivers who do not wear seat belts have a one-in-three chance of dying.

Opportunities for Improvement

- Streamline the visual presentation of the concept to make it easier to follow
- Make the concept more personal by showing interaction between the drivers (e.g., having them all leave from work together)
- Naming the three characters would make it more personal—helps connect what’s happening to whom; but might change the rhythm of the delivery
- Ensure in production that the spot does not communicate a “one-in-three chance” or any statement about statistical probability

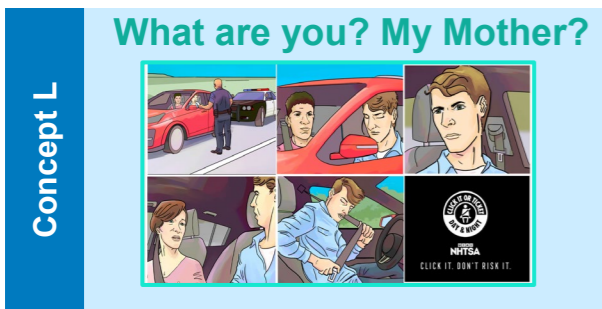
“The pacing is a little bit off... a bit too quick. Made it hard to follow three different people on the screen at once, so **[I] would like for it to be slowed down a little bit.**”

—Male, Age 27- to 34-years-old



How to effectively portray law enforcement

Law enforcement presence lends credibility, but needs to be portrayed in a way that doesn't cause the viewer to disengage. Participants disengage when they perceive law enforcement as "lecturing" or "preachy." Additionally, some audiences show sensitivity around enforcement measures due to strained relationships between law enforcement and minority communities. Showing the benefits of enforcement along the lines of Concept P, or having law enforcement deliver news of an accident, is credible and avoids the hard enforcement angle.



What Are You? My Mother? prompted fewer comments about the role of law enforcement due to the subdued presence of law enforcement in the spot.



In *This Story*, the law enforcement presence is viewed negatively. Law enforcement delivering a direct message to the camera: 1) detracts from the emotional buildup of the first half of the spot, 2) seems "cold" and "matter of fact" and 3) seemed "cheesy" for breaking the fourth wall. One participant says this could be more effective if it was more like the *Knock at the Door* spot.



While less objected to than in Concept M, law enforcement in *Not Just for Yourself* seems "authoritative" rather than "informative." Some say law enforcement's delivery undermines the emotional appeal and this could be strengthened by law enforcement directly communicating the tragedy to the family.

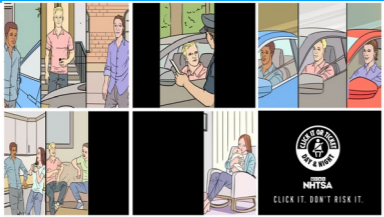
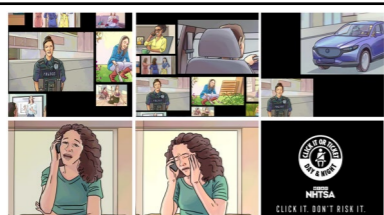
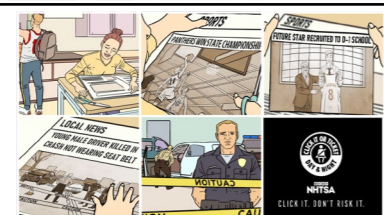
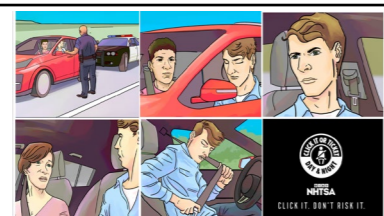


Perceptions of law enforcement in *Three Guys* were more positive. Rather than showing enforcement or a "matter of fact" voiceover, Concept P shows the benefits of enforcement—the character who receives a ticket goes on to survive a deadly crash.

“There's another seat belt ad that is pretty effective, I don't know if you've seen it. They have an officer knocking on doors for his different interactions, and the last one's like *'This is one knock I always hate,'* and it's the one where he's delivering the news about the accident.”
 –Male, Age 27- to 34-years-old

CONCEPT COMPARISON

Not Just for Yourself, This Story and *Three Guys* receive similar grades with a slight advantage going to *Not Just for Yourself*. *Three Guys*, however, proves most effective at influencing participants to wear a seat belt every time they drive a vehicle.


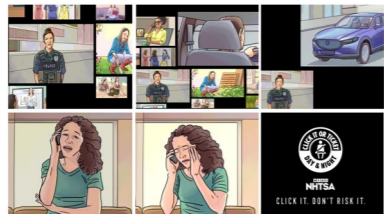


Concept Assessment	Graded A or B Select one grade (#)	Influences Behavior Select one concept (#)
 <p>Three Guys (Concept P)</p>	<p>30_{/47} Graded A: n=10 Graded B: n=20</p>	<p>18_{/47}</p>
 <p>Not Just for Yourself (Concept O)</p>	<p>33_{/47} Graded A: n=12 Graded B: n=21</p>	<p>13_{/48}</p>
 <p>This Story (Concept M)</p>	<p>33_{/47} Graded A: n=10 Graded B: n=23</p>	<p>9_{/48}</p>
 <p>What are you? My mother? (Concept L)</p>	<p>17_{/47} Graded A: n=6 Graded B: n=11</p>	<p>7_{/48}</p>

NOTE: Gold highlights highest score among concepts; pink highlights lowest score among concepts

- Q3. How many of you graded this an "A"? "B"? tally all grades. What changes need to be made to make the concept more effective?
- Q6. Which one of these concepts would be most likely change your behavior and wear your seat belt every time you drive a vehicle?

CONCEPT COMPARISON BY AGE

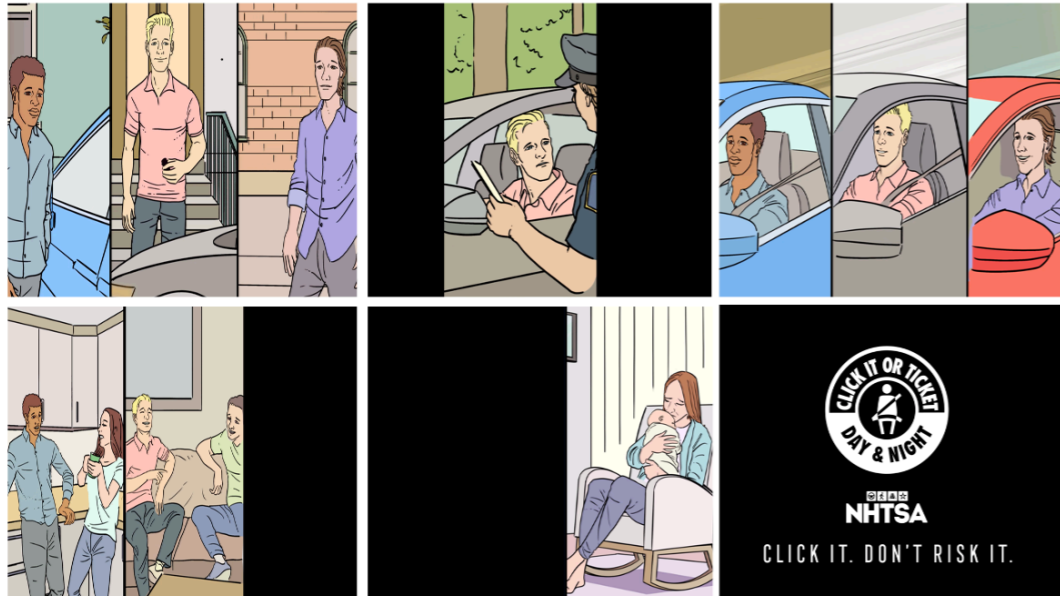
While *Three Guys* is far and away the most effective spot for motivating behavior change among 27- to 34-year-olds, a broader range of concepts are almost equally effective for those 18- to 26-years-old.

Concept Assessment	18-26	27-34
 <p>Three Guys (Concept P)</p>	5 _{/23}	13 _{/24}
 <p>Not Just for Yourself (Concept O)</p>	8 _{/23}	5 _{/24}
 <p>This Story (Concept M)</p>	6 _{/23}	3 _{/24}
 <p>What are you? My mother? (Concept L)</p>	4 _{/23}	3 _{/24}

NOTE: Gold highlights highest score among concepts; pink highlights lowest score among concepts

- Q3. How many of you graded this an "A"? "B"? tally all grades. What changes need to be made to make the concept more effective?
 Q6. Which one of these concepts would be most likely change your behavior and wear your seat belt every time you drive a vehicle?

RECOMMENDATION



We recommend moving forward with *Three Guys* since it demonstrates the greatest ability to shift behavior and receives strong grades. We recommend the following improvements to maximize the effectiveness of this concept:

RECOMMENDATIONS:

1. Streamline the visual presentation of the concept to ensure the story can be understood with or without voice-over
 2. Consider production variables that allow for multiple edits -- create alternate "Three Guys" and "Two Guys" concepts to evaluate which one makes a stronger impact
 3. Ensure the spot does not communicate any statements about the statistical probability of a crash or a ticket
 4. The original ending is the most powerful and resonant, even amongst the youngest cohort and those who do not currently have a partner or child
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APPENDIX



General Market (n=47)

Demographics

		TOTAL			TOTAL
Age	18- to-26-years-old	49%	4 Point Census Region	Northeast	21%
	27- to-34-years-old	51%		Midwest	17%
Ethnicity	Non-Hispanic-White	47%		South	45%
	Non-Hispanic-Black	15%		West	17%
	Non-Hispanic-Asian	9%	Seat Belt Usage	0%	-
	Non-Hispanic-Other	4%		1-9%	-
	Hispanic	26%		10-19%	4%
Education	HS or less	4%		20-29%	-
	Some college/vocational/tech	32%		30-39%	4%
	College graduate	51%	40-49%	9%	
	Postgraduate	13%	50-59%	11%	
Household Income	Less than \$50K	13%	60-69%	15%	
	\$50K-\$99K	57%	70-79%	15%	
	\$100K+	30%	80-89%	19%	
			90-99%	23%	
			100%	-	