

Together we are road safety

European Road Safety Charter

Call for Good Practices - to enter the selection for the:

Excellence in Road Safety Awards 2016

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions
Name of the organization	Automóvel Club de Portugal	
Type of organization	Automobile club	NGO, company, local authority, school etc.
Organization main activity	Protection and defense of drivers and mobility	Activity field
Country	Portugal	Of the organization
Website	acp.pt	Organization website
Contact person	Rosário Abreu Lima	For the follow-up of the application
Contact person's position	Director of Communications	
Contact person's email address	rosario.lima@acp.pt	
Contact person's phone	+351 912350291	
Partners in the initiative	D.A.M.A	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	Ongoing project since December 2014	The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process
Departments/persons implicated internally	Road safety and communication department/ 3 persons	In the case of persons, indicate their positions
Geographical scope of the activities	Portugal (all over the country)	Indicate where the activities were implemented
Summary of the initiative	The goal was to make a road safety campaign for young and future drivers, to be listened, to be noticed and more important than this to have results. With D.A.M.A, one of the most successful pop band in Portugal, we achieved the perfect match with our road safety cause. We want to pass the message : if you drink don't drive. "Granny's ride" is the campaign that innovates the way how to reach young people by using music and social media. With a cool message, the music was at the radios top 10 for more than 5 months.	Describe the initiative indicating the subject, its aim and the main activities it involves. Max: 100 words
Innovative character	The campaign, with national coverage, was launched with a showcase at ACP headquarters (more than 15.000 views online). After the launch in cinemas, radios and newspapers, the band started to play the campaign's music "O maior" in every concert always preceded by a short introduction to call people's attention to this cause. The videoclip reached more than 1,7 million views on Youtube. The band won the MTV Social Responsibility Award "Much more than a music 2015" and since January played more than 180 concerts and 4 million people impacted. Members of D.A.M.A. became the road safety ambassadors of ACP.	If applies, describe to what extent the proposed initiative will lead to new approaches and practices Max: 100 words
Issues that are addressed with the initiative	Road safety campaigns targeted to young people normally are not attractive and have no success either because nobody cares nor because no one pays attention. We aim to be listened and to be noticed: Young people are big fans of music and we believe that social media is the main vehicle to communicate with them. Thus, we planned to launch a national campaign featured by a pop band with major success so everybody could pay attention and could sing their musics.	Describe which issues were identified that lead to implement the activities Max: 100 words

<p>Activities developed</p>	<p>The “Granny’s ride” campaign and the music “O maior” were launched in a very unique moment with DAMA performing a show case at ACP headquarters in December 2014, just before the season holidays (one of the most tragic period of the year for road safety. This mini concert was broadcasted directly on Sapo – the biggest net portal in Portugal – with over 15 thousand views.</p> <p>It had a huge impact since nobody thought that a centenary automobile club could made a partnership with one of the most popular pop band in Portugal. As a result we had more than 20 pieces of media coverage of the launch across national and regional print, online and broadcast media.</p> <p>Then, we kept on promoting the campaign with Media coverage (national TV, radio, internet and newspapers) spots on tv and movie theaters and also mupis on subway stations.</p> <p>During Easter season we carried out a 2nd phase to improve the campaign with tv and radio spots meanwhile the band, still on national tour and many events, won the MTV Social Responsibility Award “Much more than a music 2015” with the campaign song.</p> <p>We also promote mini concerts of DAMA at ACP Kids roadshow and also at educational events for university target, both with media coverage. During the most popular summer festivals the videoclip was played on plasma Tv screen during the concert breaks and also with photocalls with the band at our car parkings.</p> <p>In all D.A.M.A. concerts during their national tour the song was played and a reference to ACP campaign was made. During the concerts the band’s staff were always wearing ACP campaign t-shirts.</p> <p>A facebook community was created by ACP “O Maior- ACP/DAMA” to check all the activities of the campaign. At the end of the first week the page had more than 4.000 likes. Sharing posts with the oficial facebook pages of DAMA and ACP was the best strategie to achive this results and contributed to a major efficiency.</p> <p>To improve the campaign during summer holidays (another high risk period of the year for road safety) we launched a facebook contest. By taking a photo in a photocall placed in all the ACP stores (27) and at the DAMA’s concerts, participants were challenged to promote the message as well as the photos with the largest possible number of people. In fact the sum of the daily range troughout the contest on facebbok page of the contest was more than 574.000 people. The winner was awarded with a private band show at his place.</p> <p>Presently we are already planning the next step of the campaign for Christmas holidays. DAMA will launch a new album by the end of the year. We will use some “candid camera” videos in our</p>	<p>Describe all the activities involved in the initiative and where appropriate indicate the participation arrangement for each partner</p> <p>Max: 600 words</p>
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	<p>Driving Schools performed by the band and our students. We aim to be listened and to be noticed and to continue promoting this road safety campaign with the help of D.A.M.A who will play the music "O Maior" in all concerts during their 2016 national tour.</p>	
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<p>Genesis</p>	<p>Portuguese young drivers (18-24 years old) have the highest risk of road accidents with a risk of death of 40%, more than the rest of the population. Casualties occur mainly on weekends and during the night. Young people face road safety messages as a boring subject and we want to change this attitude. To be listened and to be noticed is the major challenge. By using a cool message with the support of a very popular music band we can call people's attention for this major cause and to get the interest of the community in general.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>The band popularity among groups of all ages allowed ACP to take this important message to several communities. To use music to spread road safety messages is a new approach to prevent road casualties among young people and until now it is being carried out very successfully and exceed all our expectations.</p> <p>In fact, we had more than 1 million views of the videoclip during the the first 5 months on Youtube (now it increased to 1, 75 million). Since last December, the band played over 180 concerts with an impact on about 4 million people. Today, the members of D.A.M.A. are officially the ACP Road Safety ambassadors and support all the campaigns of the club. On the other hand, the band received the prestigious MTV social responsibility award "Much more than a music" with campaigning music.</p> <p>More than 20 pieces of the campaign launch were covered by the media on national and regional print as well as broadcasted. Until now and before each concert, the campaign is always reported by local media.</p>	<p>Describe to what extent the proposed initiative will allow the transfer, general spread, dissemination or application of the results, experience, knowledge and good practice on a large scale</p> <p>Max: 200 words</p>
<p>Promotion and dissemination</p>	<p>The main strategie was based on facebook account specially created for the campaign, ACP and DAMA's. All these pages shared posts and promoted many initiatives. Ads in newspapers, radio and tv spots during vacations and holidays season as well as to have mupis on the subway stations and spots on movie theaters were also part of this media plan. Also in the summer festivals we promoted the campaign during the concert breaks and on the car parking areas managed by ACP. In other ACP road safety actions</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>

	the song was played in flashmobs like during the world campaign “Save kids lifes”.	
Continuity	Our aim is to pass on the message by repeating the campaign on media mainly during holidays. We are now working in a private showcase for D.A.M.A.’s fans who won the summer contest promoted by ACP on facebook. At Christmas holidays more concerts are expected, for instance, at ACP headquarters, a showcase broadcasted on facebook for all DAMA’s fans. To promote this show and to get more engagement with young people we will use some “candid camera” videos performed by the band with the support of students from our Driving School .	Indicate if there is a plan to continue some activities in the coming years Max: 100 words
Evaluation of the activities	It is too early to be able to get the results of the campaign that began just a few months ago. Portuguese data is very cruel and very dramatic in what refers to deaths and severe casualties with young people. Furthermore young people are not aware and do not care about road safety messages because they think that nothing will happens to them. So, nowadays our major concern is to spread the message, to be listened and to be noticed. Our goals are being achieved but we expect to have even better results during 2016.	If relevant, describe the proposed evaluation method and the quality of the result indicators in relation to the expected objectives Max: 100 words
Other important aspect that you want to underline	This campaign has a new total approach regarding the previous campaigns that have been carried out in Portugal until now. For the first time music is being used “to spread” a road safety message without negative or shocking contents. The tune is cool but the “serious issue” is there: If you drink don’t drive. The campaign music has been played during 10 months in more than 180 concerts. For us this are the very best news. Please have a look at the video specially made for this campaign and join the cause.	Any information that could help the jury to pick up your initiative Max: 100 words