# Making Roads Safe... Towards Zero Fatalities on the Road



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Member of European Transport Safety Council (ETSC) Consultative Status with the United Nations (ECOSOC) Awarded by the European Parliament/European Citizen's Prize)

"Planning for Road Safety Campaigns/Events"





### **Statement upon Establishment**

"... to increase awareness & sensitivity among citizens, and most importantly to mobilize key Public & Private Organizations to act for Road Safety"





# Planning for Road Safety Campaigns/Events

## Attracting the MEDIA unpaid or "earned" media coverage

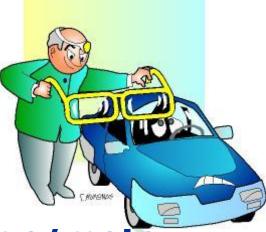






### **STRATEGY**

- **✓ SWOT Analysis**
- ✓ Specify the target audience
- √ Segment it
- ✓ Set quantifiable objectives
- √ State the communication message/moto
- ✓ Choose the media
- √ Implement a pilot
- ✓ Define the budget







### **CREATIVITY**

• Develop a unique concept in order to:

**Motivate** 

**Understand** 

**Attract** 

**Believe** 

**Adopt** 



i.e. rational, emotional, moral, humorous





### **Implementation & Engagement**

### **Identify**

partners stakeholders sponsors volunteers

## Collaborate with MEDIA

#### **Produce**

**Communications Materials Promotional gifts** 







## R.S.I. Campaigns

-Examples-





## Awareness campaign of social messages

 Launch of an awareness campaign of social messages through TV, Radio, publications, posters, digital media.

#### **Examples**

- European Night without Accident
- Flash Mob /traffic crashes prevention "STOP Road Crashes"
- Road Safety Festival "Safe driving, it's a matter of life!"





### Campaign strategy

#### Try to be

✓ unique

#### **Having**

√ measurable results

#### **Presenting**

✓ updated statistics

#### Considering

✓ factors that can influence decisions (e.g. famous Stars – positive role models)

#### **Securing**

√ timing, place & community involvement



in order to attract the Media



### **Communication strategy 1/2**

1) **Teasers** (SAVE THE DATE: internal & external audiences)

#### Internal communication

i.e. partners, employees, sponsors

#### **External communication**

i.e. state, media, relevant bodies

- 2) Publication of articles / interviews
- 3) Press Release providing statistics / cause-solution



road safety

### **Communication strategy 2/2**

5) Digital media

Corporate webs

✓ Facebook / fan

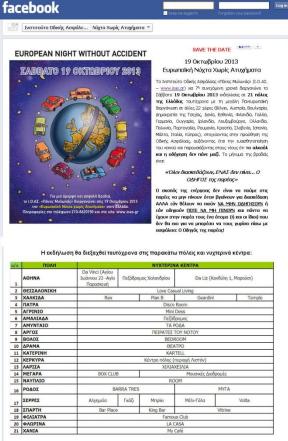
Twitter

✓ You tube

QR code

People reached	8346
Post clicks	3936
Share	163
Likes	397

i.e. Fan page @facebook R.S.I.



Κάντε LIKE & SHARE το παρακάτω μήνυμα!





# Key Issues in attracting & engaging the MEDIA

- → Networking & building relations (long process)
- → Ensuring creativity, quality & reliability
- → Exclusive characteristics in motivation & promotion of the campaign (they like numbers & innovation)
- → Provide support (prepare data & materials)
- → Make sure they are satisfied (their contribution is part of the success)





## Best practices 1 European Night without Accident



## Best practices 1 European Night without Accident

#### **Media Exposure**

**Press: 60** political newspapers & car magazines reported the event

**TV: 9** TV interviews & presentations took place related to the event

**RADIO: 16** Interviews took place related to the event

**DIGITAL media:** the event have been presented by **83** sites & blogs





## Best practices 2 Flash Mob "STOP Road Crashes"

**@Syntagma Square** 



## Best practices 2 Flash Mob "STOP Road Crashes"

**@Syntagma Square** 

#### **Media Exposure**

**Press: 15** newspapers & magazines reported the event

**TV: 7** TV interviews & presentations took place related to the event

**RADIO: 4** Interviews took place related to the event

**DIGITAL media:** the event have been presented by **25** sites & blogs





## Best practices 3 "Road Safety Festival"

**@Syntagma Square** 



## Best practices 2 "Road Safety Festival"

**@Syntagma Square** 

#### **Media Exposure\***

**Press: 35** newspapers & magazines reported the event

**TV: 2** TV interviews & presentations took place related to the event

**RADIO:** 6 Interviews took place related to the event

**DIGITAL media: 7** Web TV interviews & **89** sites / blogs

(\*until 30/5/2014)





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