

Making Roads Safe...

Towards Zero Fatalities on the Road



Vassiliki Danelli – Mylona
President of R.S.I. "Panos Mylonas"
The Hellenic Road Safety Institute

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"

www.ioas.gr



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



Together we are
road safety

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



◎ **Determine Appeal**

i.e. rational, emotional, moral, humorous

Implementation & Engagement

Identify

partners
stakeholders
sponsors
volunteers

Collaborate with MEDIA

Produce

Communications Materials
Promotional gifts



Γ. ΜΥΛΩΝΑΣ

www.ioas.gr

Together, we are
road safety



R.S.I. Campaigns

-Examples-

www.ioas.gr

Together we are
road safety



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

SAVE THE DATE

Τετάρτη 28 ΜΑΪΟΥ 2014 - Πλατεία ΣΥΝΤΑΓΜΑΤΟΣ
(ώρα 9:00-19:00)

ΦΕΣΤΙΒΑΛ ΟΔΙΚΗΣ ΑΣΦΑΛΕΙΑΣ

Προσμοιωτές και βιωματικές εφαρμογές για την οδική ασφάλεια

Εθελοντική Αιμοδοσία για τα τροχαία

Εκπαιδευτικό πρόγραμμα για μαθητές Β/θμιας Εκπαίδευσης

Σεμινάριο παροχής Πρώτων Βοηθειών

Μήνυμα οδικής ασφάλειας σε T-Shirts

Χρήσιμο έντυπο για το όχημα

Ασφαλής
οδήγηση,
ζήτημα ζωής!

Σύμπραξη για την οδική ασφάλεια



ΕΘΝΙΚΗ
Η ΠΡΩΤΗ ΑΣΦΑΛΙΣΤΙΚΗ

ΧΟΡΗΓΟΙ
ΕΥΡΩΠΑΪΚΗ
ΠΙΣΤΗ

Συνεταίριστη
Ασφάλιστική

ΣΥΜΜΕΤΟΧΟΙ

ΑΣΦΑΛΙΣΤΙΚΗ
αλλάζουμε / το δρόμο

INTERAMERICAN
PART OF ACORDIA

ΥΠΟΣΤΗΡΙΚΤΗΣ

υδρόγειος

Communication strategy 2/2

5) Digital media

- ✓ Corporate webs
- ✓ Facebook / fan
- ✓ Twitter
- ✓ You tube
- ✓ QR code

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

The screenshot shows the Facebook profile of the 'Ινστιτούτο Οδικής Ασφάλειας - Πάνος Μυλωνάς (ΙΟΑΣ)'. The cover photo features a poster for 'EUROPEAN NIGHT WITHOUT ACCIDENT' on Saturday, October 19, 2013. The poster includes a map of Europe surrounded by cars and the text 'ΣΑΒΒΑΤΟ 19 ΟΚΤΩΒΡΙΟΥ 2013'. The page has a blue header with the Facebook logo and login fields. The main content area displays the event details and a call to action to 'SAVE THE DATE'.

The screenshot shows a Facebook post from the 'Ινστιτούτο Οδικής Ασφάλειας - Πάνος Μυλωνάς (ΙΟΑΣ)' fan page. The post includes a cartoon illustration of a car with a person inside, and the text 'Κάντε LIKE & SHARE το παρακάτω μήνυμα!'. The post also mentions the date '19 Οκτωβρίου 2013' and the event 'Ευρωπαϊκή Νύχτα Χωρίς Ατυχήματα'.



The screenshot shows the Facebook fan page for 'Ινστιτούτο Οδικής Ασφάλειας - Πάνος Μυλωνάς (ΙΟΑΣ)'. The page has a blue header with the Facebook logo and login fields. The main content area displays the event details and a call to action to 'SAVE THE DATE'.

Η εκδήλωση θα διεξαχθεί ταυτόχρονα στις παρακάτω πόλεις και νυχτερινά κέντρα:

α/α	ΠΟΛΗ	ΝΥΧΤΕΡΙΝΑ ΚΕΝΤΡΑ			
1	ΑΘΗΝΑ	Da Vinci (Αγίου Ιωάννου 23 - Αγία Παρασκευή)	Πεζόδρομος Χολοκράνου	Da Liz (Κονδυλίου 1, Μαρσίον)	
2	ΘΕΣΣΑΛΟΝΙΚΗ	Love Casual Living			
3	ΧΑΛΚΙΔΑ	Rex	Plan B	Geardini	Temple
4	ΠΑΤΡΑ	Disco Room			
5	ΑΓΡΙΝΙΟ	Mini Discs			
6	ΑΜΑΛΙΑΔΑ	Πεζόδρομος			
7	ΑΜΥΝΤΑΙΟ	ΤΑ ΡΟΔΑ			
8	ΑΡΓΟΣ	ΠΕΙΡΑΤΕΣ ΤΟΥ ΝΟΤΟΥ			
9	ΒΟΛΟΣ	BEDROOM			
10	ΔΡΑΜΑ	ΘΕΑΤΡΟ			
11	ΚΑΤΕΡΙΝΗ	KARTEL			
12	ΚΕΡΚΥΡΑ	Κέντρο πόλης (Περικλή Αντωνίου)			
13	ΛΑΡΙΣΑ	ΧΙΛΙΑΚΕΛΙΑ			
14	ΜΕΓΑΡΑ	BOX CLUB	Μουσικές διαδρομές		
15	ΝΑΥΠΛΙΟ	ROOM			
16	ΡΟΔΟΣ	BARRA TRES		MYTA	
17	ΣΕΡΡΕΣ	Αλχημεία	Γκλόζ	Μηρίκι	Μύλη-Γάλα
18	ΣΠΑΡΤΗ	Bar Place	King Bar	Vitrine	
19	ΦΛΩΙΔΑΤΑ	Famous Club			
20	ΦΛΩΡΙΝΑ	LA CASA			
21	ΧΑΝΙΑ	My Café			

Κάντε LIKE & SHARE το παρακάτω μήνυμα!

The screenshot shows a Facebook post from the 'Ινστιτούτο Οδικής Ασφάλειας - Πάνος Μυλωνάς (ΙΟΑΣ)' fan page. The post includes a cartoon illustration of a car with a person inside, and the text 'Κάντε LIKE & SHARE το παρακάτω μήνυμα!'. The post also mentions the date '19 Οκτωβρίου 2013' and the event 'Ευρωπαϊκή Νύχτα Χωρίς Ατυχήματα'.

People reached	8346
Post clicks	3936
Share	163
Likes	397

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)*

www.ioas.gr

Together we are
road safety



Road Safety Institute "Panos Mylonas"

2 Nemesseos Str.
112 53 Athens

www.ioas.gr

info@ioas.gr

Tel.: 0030-210-8620150

www.ioas.gr

Together we are
road safety

