

## Regional advertising quick guide 2012-15

This *Regional advertising quick guide* is for the use of approved organisations and NZ Transport Agency (NZTA) staff. It links directly into the NZTA *Advertising guide*, which is a best practice document on producing and implementing effective advertising campaigns.

### Regional advertising process and plan for 2012-15

Based on the assumption that you have approved funding from the *National Land Transport Programme (NLTP)* work category 432, Promotion, education and advertising:

- Local advertising **must** meet the NZTA's advertising guidelines.
- Approved organisations/NZTA staff are encouraged to consult with the NZTA's National Office advertising team early in the development process for assistance. They can provide feedback on your brief and creative idea/s.
- Approved organisations/NZTA staff **must** complete an *Advertising brief* to use as a creative brief and to guide discussions when engaging advertising agencies or working with an inhouse team. If your advertising is audited by the NZTA, this document will be required.
- The NZTA's National Office advertising team **must** approve any concepts developed for campaigns that cost \$250,000 or more. For these applications, use the *Advertising approval application form*. If your advertising is audited by the NZTA, this document will be required.
- If advertising does not follow NZTA guidelines, the NZTA may request immediate removal and discontinuation of the advertising. This will be at the expense of the approved organisation and a return of funding for the campaign may be sought.
- The content of road safety advertising maybe subject to an audit by the NZTA.

### Why should I use this quick guide?

Use this document to link through to the relevant parts of the *Advertising guide*. This document is the best way to develop and implement your campaign.

Note that NZTA advertising resources for 2012-15 are outlined in the NZTA Knowledge Base <http://119.47.122.243/nzta/home/ao-local-transport-programmes-process/5-draft-update-transport-programme-and-input-to-ltp-online/road-safety-promotion/nzta-endorsed-resources/>

### Use of NZTA national advertising material

National advertising (outdoor, print, radio, online, ambient, etc) and taglines are available for use at a regional level where appropriate. This allows good alignment between national to local activity. It also gives you the opportunity to leverage your regional campaign alongside national campaign exposure to ensure the greatest potential out-take of key messages is achieved. There may be a charge for some products or files if you need to adapt them for your purposes, however, these costs will be minimal when compared with the cost of developing a new campaign. There may also be some talent/contract issues. This will depend on existing agreements with actors and may inhibit use on certain mediums. Consult the NZTA's website at [www.nzta.govt.nz/about/advertising/index.html](http://www.nzta.govt.nz/about/advertising/index.html) to see what advertising is currently available and contact the NZTA's advertising team [advertising@nzta.govt.nz](mailto:advertising@nzta.govt.nz) to seek permission to use any of the national images, taglines or existing ads.

## Quick guide

This symbol ➞ has been used to indicate where more information is available

- The Advertising brief template. ➞
- The Advertising approval application form. ➞
- An explanation of each part of these documents and help in completing them is available. ➞

## Key points

### 1 Developing advertising material ➞

This section outlines some of the essential components used to develop an advertising campaign:

- Advertising collateral vs programme resources.
- The national road safety advertising calendar. ➞
- Link into national advertising campaigns. ➞
- Role models and celebrities in advertising campaigns.

### 2 General rules for best practice advertising ➞

This section explains the key best practice elements needed to create effective road safety advertising:

- Less is more.
- Non-judgemental.
- Use of shock tactics.
- Numbers and statistics.

### 3 Testing and evaluating advertising concepts

This section looks at ways to test your concepts on your target audience and evaluate your campaigns to see if they've worked:

- Evaluating advertising concepts. ➞
- How to test concepts on a limited budget. ➞
- Evaluating advertising campaigns. ➞

### 4 Outdoor advertising ➞

This section outlines how outdoor advertising (billboards, bus backs, outdoor panels, etc) can be an effective way to get key messages across to many people:

- Rules around outdoor advertising.
- What colours and fonts are best used in outdoor advertising?
- How many items (elements) should a piece of outdoor advertising include?

### 5 Media ➞

This section shows how an effective media strategy will ensure your target audience sees or hears your advertising:

- How to plan a media strategy.
- Purchase appropriate media for your target audience.

### 6 Common mistakes in advertising ➞

This section looks at ways to avoid some common mistakes that are made in advertising:

- No advertising brief or poor advertising brief.
- Squashing too many messages into one campaign.
- Changing campaigns too often.
- Promoting the messenger over the message.
- Too many elements in outdoor advertising.