Road to Zero Public Awareness Campaign

Board update – August 2021

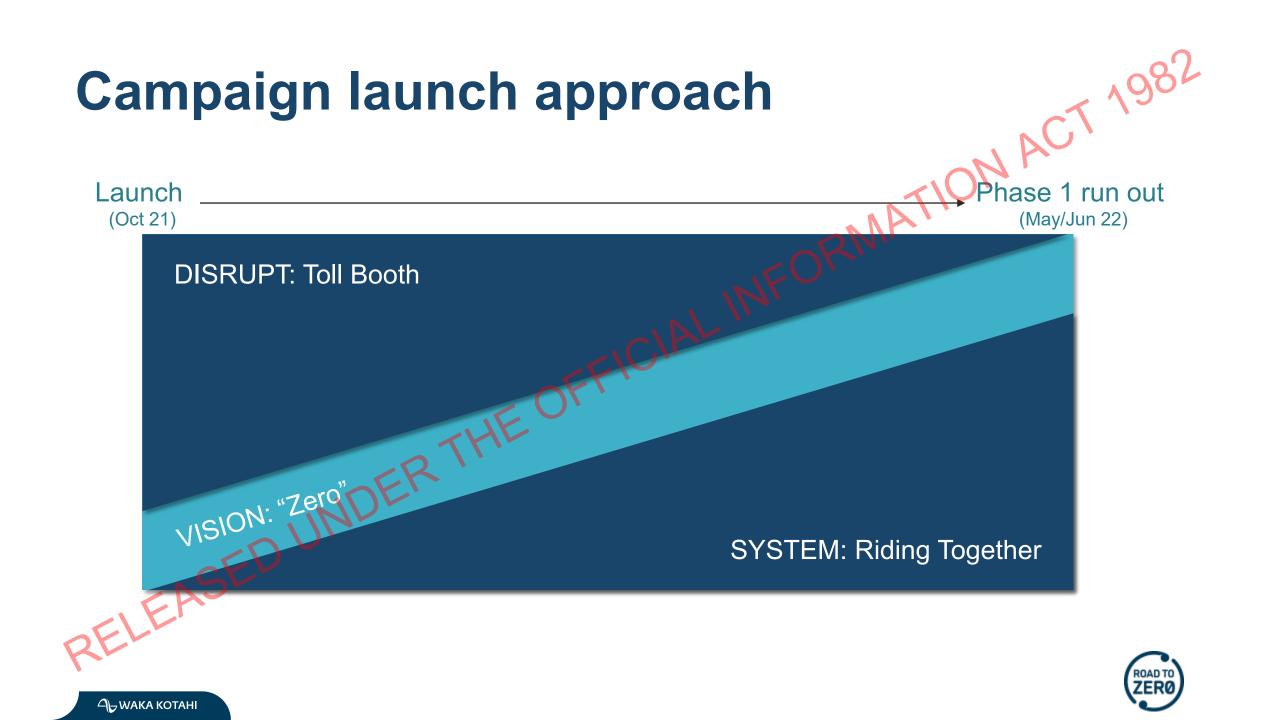


New Zealand Government

Our outcome

Road to Zero public awareness campaign: 10-year vision of success There is social licence for Road to Zero, underpinned by public belief that zero deaths and serious injuries on our roads is possible and in our collective control		
There is public awareness and growing understanding of Road to ro and the Safe System approach.	There is public understanding of Road to Zero and the safe system and a growing demand for the necessary actions to be taken to achieve a reduction in deaths and serious injuries.	There is public demand for the necessary actions to be taken to achieve Road to Zero.
Measure of success:		
olic awareness of Road to Zero		

ROAD TO



Go live plan

A multi channel, multi partner launch to make an impact

- ATION ACT 1982 Week 1: campaign launch at Parliament with Minister Wood and Nicole
- Week 1: disrupt with *Toll Booth*
- Week 2: vision announcement (activation activity and newspaper takeover)
- Week 3: launch system with Riding Together
- Week 4 and beyond: continued focus on vision and system through multichannel approach, interspersed with *Toll Booth* to prevent complacency



Engagement of key partners

A comprehensive plan to bring others on the journey

- ATION ACT 1982 A working group with key strategic partners has been established
 - NZ Police, ACC, Auckland Transport, Ministry of Transport, WorkSafe and AA
- A specific engagement plan for local government is being developed
- Partnership initiatives to reach particular audiences and those affected by deaths and serious injuries on our roads
 - e.g. Māori, young people (SAAD, Victim Support, Brake)
- Resources and collateral are being developed to help other organisations get involved



DISRUPT





DISRUPT TVC TOLL (WIP) 60"

We open a Dad, his teenage son, and five year old daughter on a day trip as they explore and play around a beautiful South Island lake. Life's good.

Cut to them driving home along along an open road. They're relaxed and chatting away to each other as the car goes into a sweeping corner.

As they come out the other side we're surprised to see there's a toll booth with a barrier arm across the road up ahead.

Dad looks surprised. A toll In the middle of nowhere? Strange.

Nevertheless he slows down, and pulls up next to the booth. He winds down his window and is greeted by a middle aged woman. Something feels a bit off but we can't put our finger on it.

"Hey, err what's this?" asks Dad confused.

"Just a toll"

the woman replies offhandedly like a worker who's been in the same job for years.

Still confused Dad asks; "Err. OK. How much?"

The woman leans in for a closer look at the car and it's passengers. Peering into the back she spots the guy's daughter in her carseat.

"Just the little one thanks."

We see Dad's face as the penny drops and his confusion melts into dread. We fade to black.

Endframe:

It's time we stopped paying the road toll.

We've got a plan to reach zero deaths on our roads by 2050.

The **Road To Zero** logo fades up with the **Waka Kotahi** logo and URL underneath.



VISION





FUTURE NEWS

First of its kind PR stunt to launch Road to Zero and the key benefit of the system – that it lets us grow old together.

'Coming up' promo

VO: "Also – ever wondered what the roads of the future will be like in New Zealand – we have! Stay tuned – we'll see you in 30 years.

In a futuristic Seven Sharp studio – with older looking Hilary and Jeremy and date stamp of 2050. VO: A massive milestone on New Zealand roads today – with confirmation that for the first time since records began – we've had ZERO road deaths in the last year. In a moment, we'll talk to XXX about the news. But first, how we got here.

Interview: with an instantly recognisable kiwi who is relevant to the story.

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ROAD TO ZERO: LET'S GROW OLD TOGETHER



We will follow up the TV launch with an unmissable press placement on Page Zero (i.e. the cover) of every major newspaper in New Zealand.

It features a huge '0' and is accompanied by the copy:

...DEATHS ON OUR ROADS BY 2050

It's horrifying to think we're paying the road toll in human lives. That's why, today, we're putting a stake in the ground. It might sound impossible, but we have a plan to get there.

The first step is to get every Kiwi on the same page. That's why you'll see this ad on page zero of every major newspaper in New Zealand today.

We have to all agree that when it comes to road deaths, there's only one acceptable number.

The countdown to zero starts today.

<Road To Zero/Waka Kotahi logos>



SYSTEM



SYSTEM TVC RIDING TOGETHER (WIP) 60"

We open on a guy driving down a 100km road with his family in a small and modern hatchback. Suddenly we see a possum in his path; **"Argh day possum!"** he yells as he swerves to avoid it.

He corrects the vehicle and pulls off to the side of the road, hitting into a barrier with a steep drop off on the other side. Getting out of the car he looks shaken but OK. A passing cyclist asks; **"Mate, you all good?"**

Our guy replies **"Phoar, yeah good thing** I was wearing my seatbelt."

His family gets out and his Mrs says, "Good thing we stopped you having beers at lunch."

A grease-covered mechanic and apprentice holding a garage creeper exit the vehicle. "Good thing I sold you the right tyres and not the cheap ones."

A dog climbs out of the car and barks. Subtitles: "Good thing I was correctly restrained to avoid becoming a projectile."

Things are getting a bit surreal now.

Next, a whole crew of road workers clamber out, slapping the barrier one says, "Good thing we put this barrier in aye boys." They're all slapping it proudly. A pair of cops get out holding speed laser guns. **"Good thing we keep your speed nice and safe around here"** The mechanic rolls past on the creeper and they beep him.

Next we see a pair of identical female engineer twins in lab coats exit from the boot. They talk in unison **"Good thing we made** sure this car was worthy of a five-star rating."

A fish-out-of water celebrity cameo (TBC) exits the car and says a line that doesn't relate to Road To Zero. Someone yells, **"Wrong ad!"**

We see some more people clambering out of the car and one woman begins saying **"Good thing we..."** but she's faded out by the endframe:

It takes everyone to get to no one.

The **Road To Zero** logo fades up with the **Waka Kotahi** logo and URL underneath.





NTTANK



