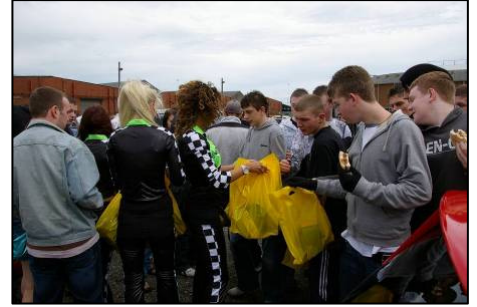


Experiential / Street Cruise Event, for Casualty Reduction Partnership



Client: West Yorkshire Casualty Reduction Partnership

Campaign Location: The Great Yorkshire Cruise, Elland Road Stadium Ground, Leeds

Core Audience: Boy Racers / Young Male Teens Aged 15-26 from across West Yorkshire

Brief: To create a credible event that will pull in the core audience of boy racers from across West Yorkshire, and provide a platform for communication and education of road safety issues.

Campaign Summary:

- A fully branded event was created and effectively promoted across all towns and cities within the target region using a mix of street media, website infiltration and targeted leafleting teams.
- The event included a wide range of motoring trade market stalls, interactive entertainment including racing simulators, catering, amateur car show and shine competitions for all to enter and driving demonstrations.
- Road safety messages were brought to the event by a rolling sequence events through the day, including casualty extrications by the fire brigade, army demonstrations, stunt driving demonstrations from famous stunt driving experts, the Institute of Advanced Motorists – and a roaming teams of attractive brand ambassadors who handed out 'goody bags' containing information and gifts themed around road safety.
- Principle focus was communicating road safety using a wide range of non-authority and role model figures.
- Data capture was conducted in conjunction with the experiential aspects of the campaign, greatly increasing overall impact and providing a strong basis for further marketing activities.

Results:

- Over 2,000 boy racers from across West Yorkshire attended the event, through the day with an average dwell time of 2.5 hours per person.
- Every person who visited went away with the safer driving info pack. All attendees had a number of opportunities to see firsthand the issues relating to safer driving, and discussing them with the varied teams of role model / non-authority figures.

