

Excellence Awards - 2024 Entry
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Entry ID: 15398

Third Party Authorization

Are you entering on behalf of, or in association with, any third party?: Yes

If yes, please tick here to confirm you have the third party's permission to submit this entry: Checked

Basic Information

Category: 09. Integrated Campaign

Entry Information

Entrant company name (To be used in all awards materials/ presentation): Golley Slater x Transport for Wales

Entry title:

No Second Chances

Entry Text:

BRIEF, OBJECTIVES AND BUDGET

By 2023, the installation of new Overhead Line Equipment (OLE) along the railways of South Wales was well underway. The construction of these metal wires would pave the way for new electric tram trains, designed to be smoother, quieter and more environmentally friendly than the existing diesel trains. This project would benefit everyone in the community...well, unless you were a teenage boy, that is.

In 2022, there were around 1,000 cases of antisocial behaviour and trespass on railway lines around Cardiff and the valleys. Usually this involved young lads mucking about on the railway lines, daring each other to run across tracks or getting up to mischief on the platforms.

Now, mischief is part and parcel of being young – but this particular mischief resulted in 15 preventable deaths over a 12-month period alone. And that's before any electric wiring had even been installed. With the new OLE on the way, Transport for Wales knew it would be crucial to communicate the increased risk of trespassing – with railway lines now carrying 25,000 volts of overhead electricity, what was once a fun game might be the end game for local teenagers.

Our objectives were to...

- Raise awareness of the new electrification
- Increase awareness of the dangers of electrified OLE
- Ultimately, reduce the number of trespass incidents on the core valley lines by 30%

THE IDEA, RESEARCH AND PLANNING

To find a solution to the problem, we needed to think, primarily, like a teenage boy. We started by looking at academic research into the psychology of this audience. We found that a key characteristic of adolescence, in general, is impulsivity and a desire for short term reward. What differentiates boys from girls, however, is that males tend to perceive dangerous behaviours as less risky and are less sensitive to negative outcomes than females.

Our own research corroborated this – focus groups revealed our target male audience to be very focused on the moment. They were accustomed to a life of instant gratification – content at their fingertips, products a click away, entertainment on tap. The idea of waiting, of delay, or even what might happen tomorrow, was rarely on their radar. Consequences, therefore, felt far off and remote, something intangible that didn't really affect them. The kinds of things preached about by boring authority figures, like teachers and parents.

We needed to get across the idea of consequences to teenagers. But it needed to do it on their terms – not those used by authority figures.

STRATEGY, CREATIVITY AND INNOVATION

Rather than making our point through traditional safety messages, our strategy was to piggyback on the stuff that interested them and find the answer in their cultural sphere. In short, we needed to get them to understand the risks of railway safety, without talking about railway safety.

So, we tapped into one of the most prevalent youth trends of today - the world of pre-loved clothes. Thrifting apps like Vinted and Depop are awash with second-hand items, where an old Nike hoodie or a Fila bum-bag can live on, seemingly forever. We took the idea of invincibility, and the concept that everything has a second chance, and subverted it by creating our own pre-loved clothing brand - 'No Second Chances'. But our clothes had a twist. They had been owned by people who had lost their lives while trespassing on railways. The ultimate message? While the clothes might live on, trespassers on electrified tracks won't.

DELIVERY/IMPLEMENTATION OF TACTICS

Activity ran across PESO channels over a 12-month period. We started by designing a new brand and a range of unique clothes that populated our own Depop style website, supported by social ads and digital six sheets across South Wales. Then we brought the brand to life by creating a pop-up store in Cardiff's St David's shopping centre.

Actors, posing as shop assistants, showed youngsters around the store, offering items that had once been fashionable but were now torn and scorched. Each piece carried its own label with the tragic story of the person who last wore it. We even created a 'behavioural changing room' where we replaced the usual mirrors with screens showing the stories of victims.

To generate mass awareness, we prepared and issued a press release to Welsh local and national media announcing the opening of the new clothing shop and recruited a campaign ambassador – Nathan Stephens – who was injured while trespassing on the railway lines to act as a spokesperson for broadcast media, lending a human-interest angle to the story and helping to secure national broadcast opportunities with Global Radio and BBC Radio Cymru.

The experience at the store was filmed and shared on Transport for Wales' website and owned social channels, targeted at the young audience we needed to reach. Digital six

sheets, scattered around Cardiff, directed people to the store and encouraged young people to visit. These carried a more hard-hitting message showing the effects of electrification on the clothes that young people wear.

We made a selfie frame for young people to take photos within the shop for their own social media channels, increasing organic reach amongst our key target audience, and engaged young Welsh influencers popular among our target audience to create content in their own unique style to help us communicate the risks of trespassing. We purposely stepped back from involvement in the content creation process so that the influencers could communicate in their own authentic way.

MEASUREMENT, EVALUATION AND IMPACT

Our campaign results exceeded expectations, delivering a tangible impact in the form of a significant reduction in incidents of railway trespass.

Did we raise awareness of the new electrification?

- 4.6 million opportunities to see our media coverage
- 227,000 views on our influencer content
- Awareness of the new electrification tracks increased by 17% (from 55% to 64%)

Did we increase awareness of the dangers of electrified OLE?

- Awareness that the electrified cables are 'always on' increased by 12% (from 67% to 75%)
- Awareness of death risk of OLE increased by 4%
- During and post campaign, 5,000 new visitors visited the website to find out more about the risks of OLE

Did we reduce the number of trespass incidents on the core valley lines by 30%?

- 50% reduction in trespass on railway lines in Cardiff and The Valleys YOY.

Supporting Information

Additional supporting information (images, artwork, clippings and other media):

Provided

Campaign image (if entering individual/team awards, upload headshot/team photo here):

Provided

Company logo:

Provided

Please write a 30 word entry summary in the third person:

Golley Slater was briefed by Transport for Wales to create and deliver a hard-hitting safety campaign to reduce incidences of railway trespass in Cardiff and The