

Excellence Awards - 2024 Entry  
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Entry ID: 15220

### Third Party Authorization

*Are you entering on behalf of, or in association with, any third party?:* No

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

### Basic Information

*Category:* 15. Travel, Transport or Tourism Campaign

### Entry Information

*Entrant company name (To be used in all awards materials/ presentation):* Lynn x Welsh Government

*Entry title:*

#Readyfor20mph

*Entry Text:*

#### Brief

On 17 September 2023, Wales became the first country in the UK to bring into force legislation to reduce the national default speed limit from 30mph to 20mph, making this one of the most complex behavioural change policies in the history of the Senedd. Lynn was tasked to significantly increase awareness, encourage acceptance of the policy, and build capabilities in drivers.

#### Objectives

To support the ultimate goal of speed reduction in Wales by March 2024:

Reach: Minimum 1,750,000 drivers across Wales, equating to roughly 75% of the driving population, and generate minimum 17.5m impressions

Engagement: Generate a total 3% engagement rate, including engagements, reactions, and shares

Conversion: Generate at minimum 43,750 unique clicks to the campaign landing page via direct TTL/ BTL digital activation

Video views & listens: Generate 200,000 engaged video views, of at least 50% of the

video consumed, and 600,000 listens of at least 75% of the audio advert

Budget: £100k+

The idea, research, and planning

Driver behaviour and compliance with speed limits is multi-faceted. The traditional approach of telling people what to do and punishing them when they fail to comply is becoming less effective in tackling speeding. In order to better understand driver behaviour, particularly around adherence to 20mph limits, Lynn conducted a behavioural diagnosis drawing on and triangulating across different forms of data and methods, integrated multiple Behaviour Change Techniques according to their effectiveness and practicability such as the Behaviour Change Wheel, COM-B, the Theoretical Domains Framework, the Behaviour Change Technique Taxonomy, and the Theory and Techniques Tool.

We identified:

- Knowledge gap within the Welsh population in terms of when and where 20mph will be implemented
- Safety and the protection of others considered the most important influence for adherence and support
- Perception that 20mph limits will not be enforced properly or widely; a stated reason for non-adherence to the policy
- Driving is an often significantly automatic behaviour so campaign content needed to encourage 'habit substitution' through 'Prompts + Cues' & 'Action Planning' / Implementation Intentions
- A degree of pluralistic ignorance i.e. this is a well-supported policy but isn't necessarily understood by the public

Strategy, creativity, and innovation

Our overall campaign strategy was built on primary research insights: we found prioritising positive messages over negative ones, emphasising safety to individuals and their communities, and prompting positive beliefs about the consequences of 20mph implementation would be more effective in achieving policy objectives. Via exploratory and experimental testing, we devised a campaign strategy which mobilised partner organisations, engaged local influencers to act as campaign trusted messengers, and provided them with the tools to effectively communicate the 'why?' at both a hyperlocal and national level.

Our creative solution took courage. Our integrated national campaign, powered by behavioural science, had baked in cutting-edge mis/disinformation strategy via Lynn's The Misinformation Cell (the UK's first anti-mis/disinformation service for PR and Communications). The strategy was specifically devised to build resilience within target audiences, safeguard implementation of the policy, and drive positive change in Wales.

Lynn has embedded experimentation as default in all campaigns. All creative solutions went through rigorous experimental testing.

- Lab experiments: campaign assets were presented to a representative sample of the Welsh population in a controlled environment to determine which assets were most engaging and persuasive, as well as isolate behavioural cues
- Field experiments: campaign assets were served to target audiences within social media infrastructure to determine an overall engagement score and assessment of performance in a live environment

## Delivery and implementation

Post-implementation of the policy, our focus moved from preparing the Welsh public for implementation through the ReadyFor20mph brand identity, to demonstrating realised community benefits using the BetterAt20mph identity - all whilst reinforcing key messages that built understanding and recall of visual cues to support driver behaviours.

The campaign was delivered bilingually in English and Welsh:

- Mass media: Hero film (TVC), TV, VOD, radio, and DAX
- National doordrop: Printed bilingual informational leaflet delivered to every household in Wales, available digitally in 13 of the most common spoken languages in Wales, BSL, and easy read
- Social media: Static assets, GIFs, animation, social cuts of hero film, infographics, and alternative text for owned channels and partner network (shared)
- Out of home: Billboards, bus streetliners, petrol pump covers at key locations
- Hyperlocal: Advertorials in regional press and community newsletters, as well as production of vox pop films with individuals and influencers within Welsh communities. Editorial coverage secured in hyperlocal media through Local Authority press notices, and recommended spokespeople deployed across national / Tier 1 media

Decoupling the policy from the politics: Our proprietary Misinformation Precautionary Analysis involves ongoing information environment monitoring and threat analysis to proactively identify emerging threats, which are then analysed and prioritised. By embedding ourselves in active hyperlocal community groups, we identified information vacuums which were being filled by harmful conspiracy theories regarding the health and environmental benefits of the policy, cost of implementation, and identified a sense of pluralistic ignorance.

Community influencers and events: We worked in partnership with local communities in pilot areas across Wales, speaking to residents who had 20mph implemented in their communities two years in advance, who shared their authentic experiences. Our events have been attended by a number of high profile stakeholders, including Wales' First Minister, the BBC, ITV, and Sky News, and more.

## Measurement, evaluation, and impact

- 5.6 million cumulative reach generated with 73.9 million impressions (+422% KPI)
- 3.12% engagement rate (+104% KPI)
- 118,449 unique link clicks (+270.7% KPI), 1,062,408 views via VOD (+531.2% KPI), 293,750 listens via Spotify & 329,310 listens via DAX radio (+103.8% KPI)

## So what?

- a YouGov poll found awareness of the policy had increased to 97% (+66% increase from September 2022); 2023
- an independent Agilysis report concluded that within the first week of policy implementation, weighted average mean speeds had reduced by 2.9mph; 2023
- a Go Safe study found 97% of drivers complying with the new slower speed limit (sample: 9,775 vehicles); Jan 2024
- Transport from Wales data (sample: 3.4 million vehicles across nine locations) found – in three months - speeds reduced by an average of 4mph on main roads since the national rollout on main roads since the national rollout of the default 20mph speed limit, with 65% of drivers travelling at under 24mph (compared to 50% prior to introduction of the 20mph policy). Those traveling at the highest speeds also reduced by an average of

3mph; Feb 2024

Deputy Minister for Climate Change Lee Waters to the BBC: "Our roads are safer, speed is slower and there will be fewer accidents as a result"

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## Supporting Information

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

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Provided

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

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Provided

*Company logo:*

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Provided

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

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Lynn was tasked with significantly increasing awareness, encouraging acceptance, and building capabilities in drivers to support Welsh Government's 20mph policy, implemented in September 2023.

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