

Campaign Activity, Evaluation and Branding

Rear of bus advertising: On 30 bus backs across the county from 14 September to 6 December.

Radio advertising: Radio advertising will be running on the three main local stations in Surrey from 8 September to 6 December inclusive.

Billboard advertising: sites have been selected in areas not serviced by the bus advertising, plus some additional sites. Areas featured are: Reigate; Redhill; Whyteleafe; Epsom; Guildford; Leatherhead and Godstone

EVALUATION

The yearlong campaign evaluation will include:

- Number of people killed or seriously injured in road traffic accidents
- Quarterly neighbourhood survey (SCC &SP) – 4 Qs
- SPA peoples panel (2000 people to test on) (TBC)
- Awareness of campaign and changes in perception (through bespoke/commissioned research)
- Media evaluation
- “sensing” by councillors (i.e.; feedback received from public by councillors)
- use residents panels help by borough councils
- Identifying the level of long term self reported behaviour change using young people focus group work.



SELFISH
DRIVE SMART, AVOID THE CONSEQUENCES

It's not all about you

Parking badly, using a mobile when driving, tailgating, speeding and other forms of bad driving annoy other people and can cause accidents.

Drive Smart

Help us make Surrey's roads safer for everyone.

Surrey County Council and Surrey Police working in partnership



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