

Campaign snapshots - a regional view

THE RISE TO PROMINENCE OF THE LONG-IGNORED REGIONAL MARKET HAS BROUGHT TO LIGHT SOME OF THE SUCCESS STORIES CREATED OUT OF NECESSITY, OFTEN WITH UNEXPECTED RESULTS. WENLEI MA REPORTS.

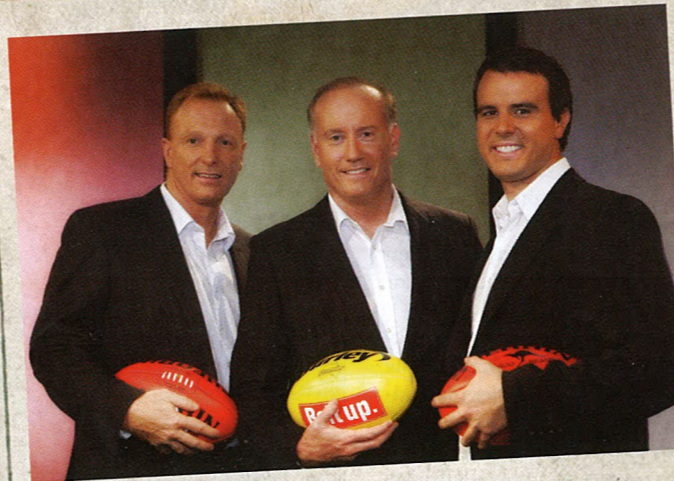
The WA Office of Road Safety initiated a branded content road safety campaign aimed at male drivers aged 17-39, who are over-represented in the 116 fatalities that occurred on regional roads in 2009. The challenge of reaching regional and rural young men required thinking beyond conventional above-the-line campaigns. Conceived in partnership with its media agency, OMD WA, the WA Office of Road Safety briefed WIN TV to create a television show aimed directly at their target market.

The result was *Off The Boot*, an hour-long panel show centred around the 14 AFL country leagues that make up the West Australian Country Football League. The 23 episodes of branded content television, which screens in regional and rural areas, launched on 12 April. WA Office of Road Safety strategic communications director Roger Farley says, "[The show] gives us a reason to talk to the audience in an environment of their choosing, avoiding advertising clutter."

"The key insight was the passion our target audience had for regional football and the scarcity of media covering the sport. By creating a TV series focusing on the sport, we can capture the target audience's attention and make them more predisposed to our messages."

Off The Boot features WA Office of Road Safety's Belt Up campaign platform. While the Belt Up message is focused on seat belt safety, the show is designed to engage its target audience on reckless driving behaviour in general. *Off The Boot* producer Ross Smith says the show wants to change the culture of "playing the game, having a few beers and driving home".

In addition to on-set signage of the Belt Up message and panel discussions, a special segment of the show features user-generated content with individual clubs sending in videos looking at road safety issues in their community. Farley adds, "We hope that *Off The Boot* will attract a large audience of young males who will take away the Belt Up message and put it into action whenever they get in their cars."



WHERE: WESTERN AUSTRALIA

WHAT: BRANDED CONTENT CAMPAIGN

"OFF THE BOOT"

WHO: WA OFFICE OF ROAD SAFETY, OMD WA.