

Gold Beacon Award Case Study

Agency:	FCB Media
Advertiser:	Maritime New Zealand
Gold Beacon Award Categories:	Best Communications Strategy Best Integrated Campaign Best Use of Insight Social Marketing/Public Service
Entry Title:	Nudging Behaviour Change

Awash with Golds, FCB Media's "Nudging Behaviour Change" campaign for Maritime NZ clearly demonstrates how a cohesive, well thought out media campaign can deliver outstanding results, change ingrained behaviour and save lives out on the water.

Background

Lif jackets save lives – if they are worn. Here was the conundrum the FCB Media team had to solve. Two thirds of maritime fatalities are linked to not wearing a lifejacket. This was the focus for Maritime NZ in the summer of 2012-13; to increase the number of people wearing a lifejacket out on the water.

Campaign Objective

Media had to step up in this campaign. The creative message *"Don't be a clown, wear a lifejacket"* was going to continue from the previous summer. Therefore, FCB Media had to find a successful way to use media to help Maritime NZ meet its goal of reducing fatalities through increased lifejacket use.

The objective of this campaign was to break down the emotional barriers to wearing a lifejacket such as "it restricts me" or "it gets in the way". FCB Media research showed that while 100% of boaties knew lifejackets saved lives, they often came up with reasons why they did not need to wear them. Once it became clear, that the reason not to wear a lifejacket was an emotional one (they felt it restricted their sense of freedom when on the water), FCB Media knew what they would have to do.

Campaign Overview

Time was spent probing this insight. This campaign needed a more subtle approach than previous attempts. This was not about shouting out what the rules were, this was about influencing a behaviour change.

FCB Media's solution was to take a nudge approach to inspire its communication strategy. The combination of smaller, multiple and subtle prompts was more effective than one big finger-wagging exercise.

The shift was from telling boaties to follow a rule, to subtly – and repeatedly – nudging them to change their own behaviour.

In reality, this meant focusing on the boating occasion itself to identify all opportunities where boaties and passengers could be nudged to wear a lifejacket.

Media Strategy

The media strategy was built around three key steps typical of almost any boating occasion – planning the trip, setting out and out on the water.

FCB Media then looked for opportunities at each of these occasions to remind and prompt about lifejacket use. With each step, key behaviours were identified and a media nudge was mapped against it.

For example, in the “planning the trip” stage a main function is always to check the weather forecast, this led to taking all the space on the marine section MetService's site and creating a boating forecast segment within TV One's 6pm News on Friday and Saturday nights.

For the “setting out” stage, one of the nudges was to target boaties when they were filling up at coastal service stations through static messaging and point of sale television.

Other means were used for the “out on the water” stage, such as branded mobile phone ziplock bags which were given away for free, and Maritime NZ messaging on Penguin bait bags.

Results

Literally thousands of nudges were delivered across the summer and helped prompt a significant behaviour change.

The aim was to increase lifejacket wearing and a 29% increase was achieved in one year.