

CAANZ Beacon Awards 2017

Case Study

Agency Name:	FCB Media
Advertiser Name:	MARITIME NEW ZEALAND
Gold Beacon Award Category:	Sustained Success
	Sponsored by QMS

Nudging to a New Normal

With no legal requirement to wear life jackets and a Kiwi boating community that loves its freedom, FCB Media created a subtle campaign of “nudges” for Maritime NZ to drive behaviour change over three years, increase life jacket wearing and win Gold in the Sustained Success category in the Beacon Awards.

Background

There’s no legal requirement in New Zealand to wear lifejackets on the water – but Maritime New Zealand knows that if worn, lifejackets can prevent two thirds of all boatie deaths. Increasing the number of recreational boaties who wear lifejackets, not just carry them, has been its safety objective since 2010. By 2013 its first effort, the ‘Don’t Be a Clown’ campaign, had been running for two years and was well known and understood. But while it had increased rates of *carrying* lifejackets to 88%, only 29% of people agreed it would make them more likely to *wear* one. Maritime New Zealand needed more boaties to wear lifejackets the entire time they were on the water.

Campaign Objective

It only takes a moment without a lifejacket for disaster to strike, so entering summer 2014, Maritime NZ tasked FCB Media with getting more boaties to wear lifejackets the entire time they were on the water.

FCB Media’s objective for the next three years was to make lifejacket wearing more habitual. And grow this year after year measured via:

- Increasing numbers of boaties wearing a lifejacket all the time.
- Increasing numbers of boaties ensuring their adult passengers wear lifejackets all the time.

Campaign Overview

While boaties said they knew lifejackets save lives, the reasons they gave for not putting them on seemed irrational: “they restrict me”, “it’s too hot” and “I’m a great swimmer”. Research into behavioural economics and the science of choice revealed an irrational and emotional bias towards the status quo. It doesn’t matter if the alternative is better for you, it will always seem like a loss compared to doing what is ‘normal’. This was compounded by boaties’ sense of freedom out on the water; it was their chance to escape rules and perceived restrictions.

This formed FCB Media’s insight: Even though boaties knew rationally it could save their lives, having to wear a lifejacket just wasn’t ‘normal’. With limited budget and a highly resistant audience, the agency needed to create a new ‘normal’ and make lifejackets the status quo without lecturing. It would require a subtler approach where they could influence behaviour change more effortlessly. FCB Media’s research into behavioural economics also showed that delivering simple and salient cues regularly can – often unknowingly – influence behaviour. Smaller, multiple, subtle prompts (“nudges”) could be more powerful than big, explicit shouts.

Media Strategy

This insight inspired FCB Media’s new communications strategy to integrate lifejacket “nudges” right across the boating occasion – subtly and repeatedly - so that putting on a lifejacket wouldn’t be a ‘decision’, rather it would become a normal part of boating: the new status quo.

For three years, the agency consistently executed its “nudge” strategy across three steps it identified at every boating occasion: Planning the Trip, Setting Out, and On the Water – the critical behaviour change moment. It created new ‘nudge’ opportunities where there were none, and created world-first technology solutions to nudge into the “on-the-water” occasion itself, where media opportunities were most limited.

It introduced a comprehensive base of “nudges” across these steps in year one, to establish the message with boaties. These included tv reminders through endorsement and advertising, creating a TradeMe first integrated “buy a lifejacket” text on marine listing checklists, directing to “lifejackets for sale” section; adlibs on local radio marine forecasts in holiday hot spots; static clings on ice and bait freezers and at boat ramps/marinas; integration of MNZ messaging onto bait bags; and creation of 30,000 free branded mobile phone ziplock bags distributed through coastal service stations, Coastguard and Harbour Masters.

In Year Two, FCB Media maintained the comprehensive base of “nudges” across the occasion, but recalibrated its investment to focus on new technology that could get closer to the behaviour change moment on-the-water. Network updates in 2015 provided a stronger mobile channel and it co-created the “MetService Marine” app, which would be checked multiple times while on the water, and integrated lifejacket “nudges” throughout.

In Year Three, FCB Media evolved its mobile technology to effectively create an always-on ‘Virtual CoastWatch’ system that ring-fenced the entire country, serving “nudges” to people on the water anywhere around the 14,000km coastline.

Results

FCB Media's consistent media nudge strategy over three years subtly led to a new status quo. It exceeded its objectives of increasing the number of people wearing a life jacket the entire time and the number of boaties ensuring adult passengers wear a lifejacket all the time. With over 80% wearing lifejackets every time, you're now much more likely to see someone wearing a lifejacket than not.

The improvement can be attributed to the 'Nudging to a New Normal' campaign because:

- Since launch FCB Media measured the increased lifejacket wearing as a response to the advertising
- Creative remained constant throughout the campaign
- The budget was reduced Summer 2015 and again in 2016
- MetService Marine app is being used 583,859 a month (December 2016) with integrated nudges throughout
- "Virtual CoastWatch" delivered 4,898,000 lifejacket "nudges" – all directed to phones on the water