

HJELM

HAR ALLE DAGE VÆRET
EN GØD IDÉ



1.

Kampagnens titel:

Helmet has always been a good idea

Kunde:

Danish Road Safety Council

Produkt:

Public Service Announcement

2.

År shortlistet/vundet ved CCA

Gold - 2022: Craft / Art Direction Film & Online

Gold - 2022: Craft / Direction

Gold - 2022: Earned Media

Gold - 2022: Film over 180 sekunder

Gold - 2022: Humour in Advertising

Gold - 2022: Integrated Campaigns

Silver - 2022: Craft / Copywriting Film & Lyd

Silver - 2022: Digital Campaigns

3.

Executive summary

(max. 100 ord)

Exposing the comical, yet vain excuses for not wearing a helmet turned out to be something the Danes could relate to. Campaign reached an astounding 93% liking(kpi65%) with 37% having talked about the campaign. 86%(kpi45%) had reflected on the fact that wearing a helmet is more important than vanity. Most importantly, 35% of non-helmet-users considered purchasing a helmet having seen the campaign. In fact, only a month after launch, 4% of non-helmet-users had already gone ahead and done so In two years Helmet-use had increased 3,2 percentage-points (0,6pp prior year), and 2 percentage-points among men (no increase prior year).

4.

Har du tidligere indsendt denne kampagne i Creative Effectiveness/Creative Impact? Hvis ja, giv venligst et kort referat af casen (max 500 ord):

No.

5.

Hvad var målsætningen for kampagnen?

The overall objective was to ultimately increase helmet usage amongst the Danish cycling population - men in particular.

Only 46.6 % of cyclists were wearing a helmet in 2020. Men in particular, were bad at wearing a helmet when on their bikes. The otherwise up-going curve of helmet use seemed to flatten with just a minor increase of 0.6 percentage points from 2019 (46%) - 2020 (46.6 %) - a statistic non-significant increase and a great contrast to the prior years of massive progress (from 28 % in 2014 to 46 % in 2019) (Appendix, figure 1).

The specific KPI's for the The Danish Road Safety Council campaign, however, were divided into both short- and long-term objectives.

Awareness

Awareness was an important objective as this is a completely new effort from The Danish Road Safety Council and the prerequisites of behavioural change. The previously "*Lame Parents*" effort ran with the objective of increasing helmet use among school kids. This was an entirely new effort as we needed to increase helmet use among adult cyclists. A new, and in the case of helmet use and bike safety, notorious difficult target group.

Knowing behavioural change needs a change in mind, awareness and reflection, the short-term campaign objectives in adult n 2021 were to incite engagement through:

- Awareness (KPI 45%)
- Liking (KPI 65%)
- Relevancy (KPI 40%)
- Messaging: *Helmet is a good idea* (KPI 75%)

Reflection

We needed to create an awareness and reflection of own behaviour. And from that create a desire, an intent to change, and given vanity is the most mentioned excuse to not wear a helmet it was important to let the target audience reflect of the fact of the helmet being more important than vanity. We wanted to leave the excuses out to dry for the audience to actually listen. All in order to bring down the barriers for wearing a helmet.

- *Helmet is more important than vanity* (KPI 45%)
- *Campaign have given me (more) desire to bike with helmet* (KPI 25%)

Behavioural Change

Behavioural change is a process and so the long-term KPI were to facilitate behavioural change by lifting helmet use among adult Danes.

- Lift helmet use from 46.6 % in 2020 to 52 % by 2023.

6.

Beskriv ideen og arbejdet som sådan - og forklar hvilke kanaler, der blev brugt i eksekveringen.

The creative idea

There's no good excuse for not wearing a helmet – but there is a very long list of poor ones!

Based on all our data from the Danish Road Safety Council, we dived into the long list of excuses (appendix). Yet, we found that none of them measured up to the potential life-altering consequences of not wearing a helmet, which only emphasised the absurdity of how more than half of us choose primarily vanity, the reasoning behind the excuses, above our own safety. Vanity became our core insight to steer our creative idea.

The creative breakthrough arose when we researched the history of helmets. Danes has always been wearing our helmets with pride. Denmark is a nation proud of our history, and the Viking age especially has always been a symbol of our heritage: It's a representation of Denmark that demonstrates our strength and endurance, which is why we proudly wear Viking-helmets at international sport-events like football games and Tour de France. Yet, when entering the busy Danish bicycle lanes around our big cities, the same trend isn't evident. So, we needed to remind the Danes that the helmet has always been a good idea.

The campaign poked gentle fun at those too vain to wear a helmet, by hanging all their poor excuses out to dry. And what better group to do this with, than someone who wore their helmets with pride? The Vikings!

The campaign film takes place in a Viking-village - year 893, where a raiding party's due to set sail to England. Before setting off, the Viking leader; Svend, announces to his co-Viking Hjalmar and the rest of his Viking army, that he won't be needing his helmet because it is too itchy, wrecks his hair and that he is a safe rider of horses. Thus, exposing all the common justifications cyclists use to not wear a helmet. Albeit

the setting is different, the excuses remain the same today –and with this film, it becomes evident just how bizarre these excuses really sound (Appendix, figure 2).

Channels

We approached the activation-strategy from 4 perspectives.

1. An idea that could travel between people Calling for social media (Facebook, Instagram, YouTube) and PR to start conversations, collaborations (National Museum of Denmark as they were launching a new great Viking exhibition just after campaign launch) and stakeholders (e.g. Danish Minister of Traffic, partners (ABUS, the Danish Police, Municipalities), etc.) (Appendix, figure 3).

2. A broad target group Calling for broad reach with the combination of digital, streaming, social and TV.

3. In situation Catching the audience in situation, on their bike, adding OOH in major Danish cities (billboards + busses) to the mix. (Appendix, figure 4)

4. The Buying situation A collaboration with partner of the Danish Road Safety Council ABUS and their 400 bike-shops across Denmark. (Appendix, figure 5)

The campaign went live June 7th 2021 with a frontload of the hero-film (full-version) on social media, giving people a chance to get familiar with the universe. We then expanded the campaign, build on awareness, with a four-week period of TV and digital (cutdown of hero) and OOH (billboards + busses) and a museum-collaboration with the National Museum of Denmark (bike racks, helmet mirror stickers and content). A broad Danish PR effort was activated to facilitate the conversation around the campaign and the helmet and supported by various social media content pieces from the campaign universe to deliver insights and data behind the campaign film impacting the helmet challenge and consequences. Total media spend counted for 1.5 mio. DKK.

7.

Hvad var strategien bag det kreative arbejde?

Strategy

There's no good excuse for not wearing a helmet – but there is a very long list of poor ones!

Extensive qualitative studies from the Danish Road Safety Council pointed to the fact that cyclists had a long array of somewhat vain and shallow excuses when it came to the reasoning behind not wearing a helmet. The most common ones being: "*It's inconvenient to carry around with me*", "*It's only a short ride*", "*I have one, but I simply always forget it*", "*It ruins my hair*", "*I look silly wearing a helmet*" (Appendix, figure 6).

Based on all of our data we dived into the long list of excuses. Yet, we found that none of them actually measured up to the potential life-altering consequences of not wearing a helmet, which only emphasised the absurdity of how more than half of us choose convenience and vanity above our own safety.

The findings from this study became pivotal to our insights: wherein we concluded that we have all the excuses in the world, excuses which we somehow validate based on our own statistics: "*I am a good cyclist, so it won't happen to me.*" This confidence is shaped by our culture. The Danes are thought traffic safety and biking from a very early age. Great, but it has also strengthened our confidence to a point of arrogance when having the message retold as an adult – leaving barriers up and safety and helmet as low interest topics. So, simply being the Danish Road Safety Council challenges attention among the Danes. We needed to find a new way to engage cyclists in a well-known message.

The Danish Road Safety Council has a long, and quite successful, tradition of working with PSAs and behavioural-change campaigns that challenges the more traditional PSA reputations of pointed fingers and the play on fear. From previous learnings, The Danish Road Safety Council knew that humour is often an effective mechanism to gain people's attention when barriers are up. This learning likewise was central to how we approached the creative execution.

8.

Hvad var kampagnens umiddelbare kreative impact?

Turns out Svend, Hjalmar, and the rest of our Vikings were an effective means to both awareness and behavioural change in terms of increasing helmet use amongst the bike-loving Danes.

Awareness

Behavioural change starts with awareness. Short-term campaign objectives were to incite engagement through:

- Awareness (KPI 55 %) Result: **48 % know of one or more campaign elements**
- Messaging (KPI 75 %) Result: **93 % agrees that wearing a helmet is a good idea to protect your head**
- Liking (KPI 65 %) Result: **93 % of those who had seen the film liked it**
- Relevancy (KPI 40 %) Result: **71 % of non-users finds the campaign film relevant to them**

Relevance

Intended behaviour: Have this effort created the necessary reflection and motivation towards a behavioural change?

- *Helmet is more important than vanity* (KPI 45 %)

Result: **86 % of those exposed to the campaign had reflected on the fact that wearing a helmet was more important than vanity.**

- *Campaign have given me (more) desire to bike with helmet* (KPI 25 %)

Result: **41 % were given (more) desire to bike with helmet**

Result: **35 % of non-users have considered buying a helmet**

In fact, an impressive 4 % of non-users went ahead and brought a helmet as a result of the campaign.

Suffice to say, with an **unusually high organic reach (84 %)**, various cultural references in news and podcasts, and a total of **37 % of those who had seen the campaign having talked to others about the campaign**, humour and Vikings proved to be the perfect combination towards a behavioural change amongst the bike loving Danes.

Behavioural Change

The overall objective was to increase helmet usage amongst the Danish cycling population -men in particular- from 46.6 % in 2020 to 52 % by 2023.

From the campaign launch it was clear we are heading in the right direction increasing helmet use. After years of success, we saw the rate of increase had slowed with an increase in helmet use from 46 % in 2019 to 46.6 % in 2020: 0.6 percentage points - a non-statistic significant increase. **Since the campaign was launched helmet use has increased from 46.6 % in 2020 to 48.2 % in 2021 and to 49.8 % in 2022 (estimate for 2022 is preliminary). From 2020 to 2022 helmet use increased by 3.2 percentage points (preliminary figures) - a statistically significant increase according to The Danish Road Safety Council.**

More specifically, the helmet use among the male audience had, our primary target, had increased from 42 % in 2020 to 44 % in 2021 and to 46 % in 2022 (preliminary figure). The year prior to the campaign there had been no increase in helmet use among men.

9.

Hvilken positiv forskel for samfundet løftede kampagnens kreative impact?

Helmet has always been a good idea was designed to engage with multiple audiences and was highly effectful in reaching these. It generated massive awareness regarding the helmet. A topic that had had a difficult time getting the attention it deserved from the public as well as journalists.

It was clear that we are heading in the right direction increasing helmet use. After years of success with the "Lame Parents" effort, we saw the rate of increase had

slowed with an increase in helmet use from 46 % in 2019 to 46.6 % in 2020: 0,6 percentage points - a non-statistic significant increase. The year the Viking campaign was launched the helmet use increased from 46.6 % to 48.2 % in 2021. In 2022, helmet use had increased to 49.8 % (preliminary estimate). These increases are statistically significant according to The Danish Road Safety Council.

The helmet use among the male audience had, within the launch year of the campaign, increased from 42 % in 2020 to 44 % in 2021: 2 percentage points. And further 2 percentage points in 2022. The year prior to the campaign there had been no increase in helmet use among men.

Helmet Facts

- A helmet reduces the risk of serious head injuries with an estimated 60 %. (Høye 2018)
- From 2015-2019 the Danish Police reported a total of 633 cyclists with serious head injuries. Yet, many accidents involving cyclists are not reported to the police, which is why there is believed to be a great dark number of accidents. (Danish Road Safety Council, The Danish Road Directorate)
- Over 2,600 cyclists are – each year - in contact with the emergency room because of head or neck injuries. Injuries varies in severity. (Danish Road Safety Council, Statistics Denmark, 2018)
- From 2015-2019 52 cyclists had died as result of their head injuries. (Danish Road Safety Council, The Danish Road Directorate)

The campaign motivated 41 % of easy-users to use their helmet more. 35% of non-users have considered buying a helmet and after only one month from campaign launch 4 % of non-users actually went ahead and brought a helmet because of the campaign. And not to forget, we made people laugh. 94 % of those who have seen the

film likes it which resulted in a great amount of love and positive comments across the internet.

One can *cautiously* estimate the impact (outcome) of the campaign based on the observations of bicycle helmet use that the Danish Road Safety Council annually conducts. Helmet use in 2019 was at 46.0 % and increased to 46.6 % in 2020 – an increase of 0.6 percentage points. If this rate of increased helmet use had continued in 2021 and 2022, the helmet use would have been at 47.8 % in 2022. In the (preliminary) figures for 2022 however, the real estimated helmet use was 49.8 %. In other words, helmet use is approximately 2 percentage points higher in 2022 than what one would have expected if the pre-campaign trend from 2019 to 2020 had continued into 2021 and 2022. Under the assumption that helmet use would have increased at 0.6 percentage points in 2021 and 2022 in the absence of a campaign, the campaign would thus have led to an increase of 2 percentage point in helmet use over two years. This increase at 2 percentage point would be equivalent to:

- Roughly 60,000 additional cyclists wearing a helmet (there are app. 5.8-5.9 million inhabitants in Denmark, and app. 51 % - 53 % of the population cycles at least once a month. Thus roughly 3 million people cycles at least once a month. 2 % of 3 million is 60,000).
- It is difficult to estimate how much an increase in helmet use translates into a reduction in serious head injuries, since there are no official figures on the total number of serious head injuries across what the police, emergency rooms, and general practitioners experience. At the emergency rooms - where most seriously injured cyclists are registered - the statistics on head- and neck injuries among cyclists are not registered separately. Still, there is likely to be many head injuries among the app. 2,600 cyclists who each year are in contact with emergency rooms due to head- or neck injuries. Given that a bicycle helmet reduces the risk of serious head injuries by 60 %, there is thus likely to have been a substantial reduction of head injuries. Furthermore, there are more than 10 fatal head injuries among cyclists each year. Thus, the increased helmet use could also plausibly have saved lives or will plausibly do so in the future.

Not counting for the negative social and/or economic cost on relatives or the potential negative cost on society, short- and potentially long-term, effecting both health system and workplaces (*Danish Centre of Concussion*). A must say effective use of public funds.

10.

Er der andre faktorer, som kan have haft indflydelse på den kreative impact eller den positive forskel for samfundet? Der lægges vægt på, at beskrivelsen er opmærksom på samt ærlig og transparent omkring, hvilke andre faktorer end kreativitet og kommunikation, der kan have indflydelse på virksomhedens resultater.

The campaign launched after years of success with the *Lame Parents* universe, which had also had a positive impact on the adult Danes in terms of increasing helmet use and thus the message was helmets for kids, this new campaign towards adults could be perceived as a reminder, another nudge towards putting on a helmet. But the otherwise up-going curve of helmet use seemed to flatten with just a minor increase of 0.6 percentage points from 2019 (46%) - 2020 (46.6 %) - a statistic non-significant increase and a great contrast to the prior years of massive progress (from 28 % in 2014 to 46 % in 2019). Also, personal experiences with bike accidents, yourself, friends, or family, seem to have a positive impact on helmet use alongside becoming a parent.

11.

Skubbede arbejdet til grænserne for, hvordan kreativitet kan gøre en positiv forskel i verden? Beskriv hvordan – og del jeres læringer.

Helmet has always been a good idea showed that humor combined with a visual interesting, highly professional execution and contextual relevancy is able to gain

people's attention on a low-interest topic, generate massive attention and get your message all the way around the world and back again to take another round of PR. With a creative idea base on humor, we showed that creativity can be a powerful tool used to otherwise classic public service announcement, spark cultural conversations, and change behavior. And that you can optimize towards more conversations and attention using the right combination of conversation starters. Just as importantly Helmet has always been a good idea provided an engaging universe for The Danish Road Safety Council to keep the Danes interest in helmets.

APPENDIX

Helmet has always been a good idea

Figure 1 Helmet use among the Danes 2004-2021

Source: The Danish Road Safety Council

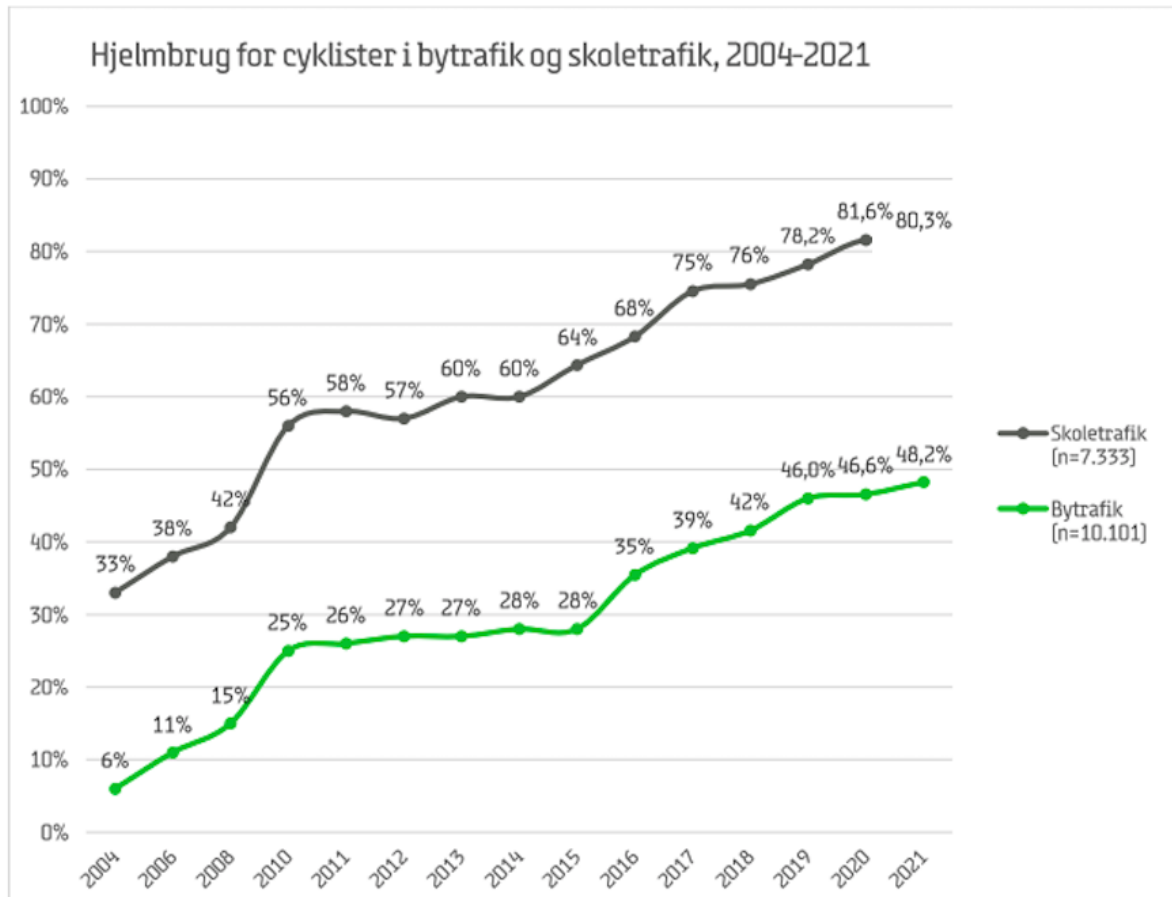


Figure 2 Campaign film - Stills
 Source: The Danish Road Safety Council

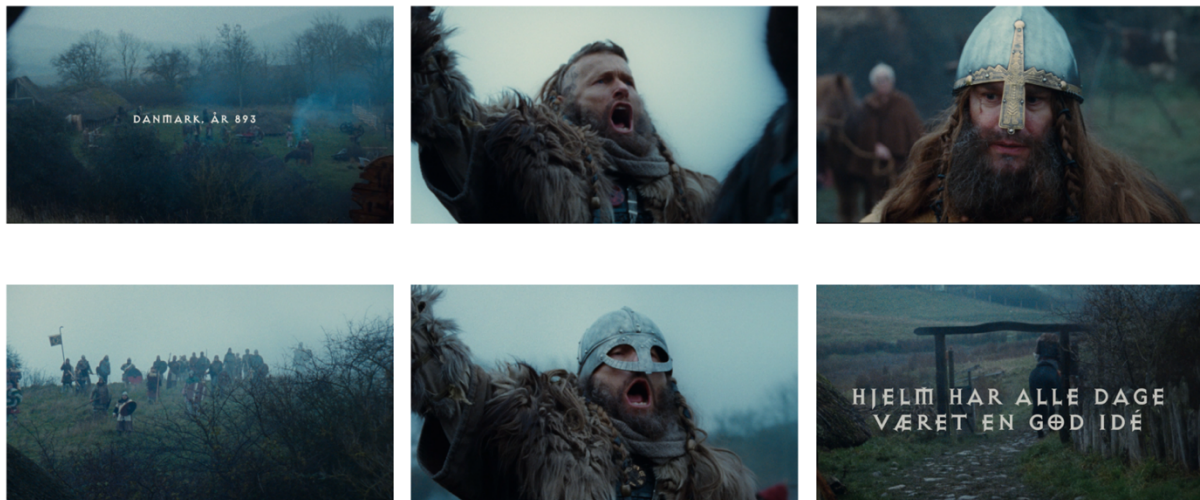


Figure 3 Channels – An idea that can travel between people (SoMe, partners, PR, partners)
 Source: The Danish Road Safety Council

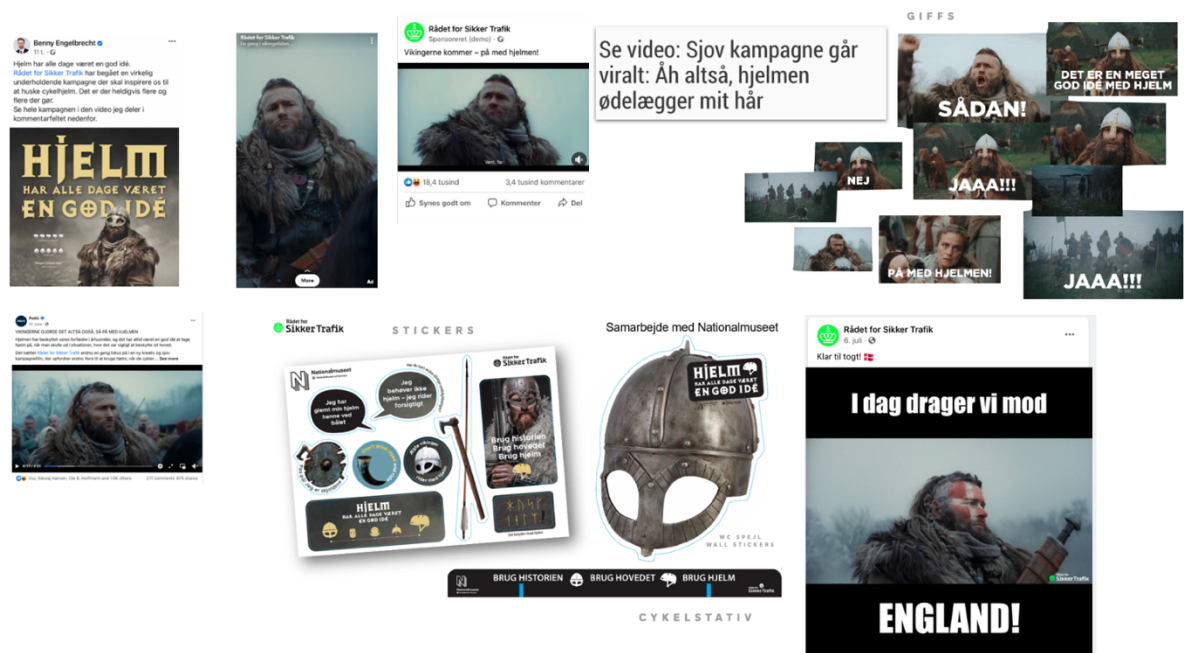


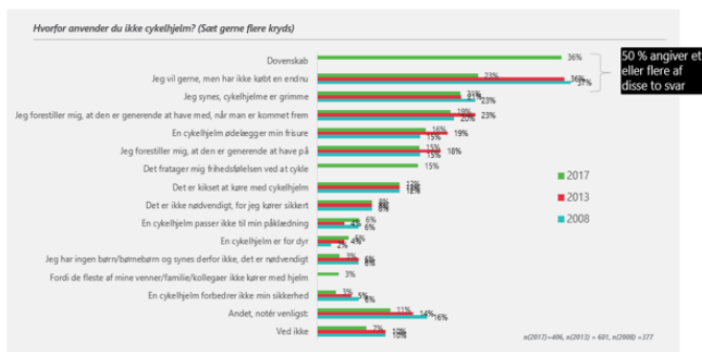
Figure 4 Channels – In situation (OOH)
Source: The Danish Road Safety Council



Figure 5 Channels – The buying situation (Abus Bike Shops)
Source: The Danish Road Safety Council



Figure 6 Excuses
Source: The Danish Road Safety Council



Spørgeskemaet er fra 2017. "Dovenskab", "Fordi de fleste af mine venner/familie/kolleger ikke kører med helme", "Det fratager mig frihedsfølelsen ved at cykle".

Kilde: *Epinion* (2017). Nulpunktumåling. Spørgeskema blandt repræsentativt udvalgt cyklister. Foretaget for Rådet for Sikker Trafik. Spørgsmål stillet til dem, der aldrig bruger helme

Analyse af undergrupper
VÆR OBS på, at n=406 og endnu mindre, når der opdeles på undergrupper! Dvs. nedenstående er kun tendenser og ikke noget, vi som sådan kan gå ud og sige!!

- **Køn:** Kvinderne angiver generelt lidt flere grunde til, at de ikke bruger helme. Enkeltitem, der skiller sig ud, er frisuren.
- **Alder:** Større andel unge, der svarer forfængelighedsitem (frisure, grimme, påklædning), generende at have med når man kommer frem og dovenskab.
- **Cykelhyppighed:** Blandt hyppige cyklister er der flere, der svarer, at de forestiller sig, at den er generende at have med



HVAD REPRÆSENTERER CYKELHJELMEN FOR DIG?

"KIKSET"

"FART"

"ANSVARLIGHED OG PÅPASSELIGHED"

"SIKKERHED, ORDENTLIGHED OG ANSVARLIGHED, MEN OGSÅ KIKSET I NOGLE SITUATIONER"

"ANSVAR, NOGET VOKSENT, DET KLINCHER MED UNGDOMSOPRØR"

"POUL NYRUP – DET KOMMER HAN ALDRIG AF MED. HAN HAR ØDELAGT CYKELHJELMEN FOR MANGE"



"SIKKERHED I TRAFIKKEN"

"BETÆNKSOMHED, ANSVARLIGHED, FORNUFT"

"I FORHOLD TIL MINE BØRN, AT JEG FØLGER REGLERNE OG TÆNKER PÅ DERES VE OG VEL"

"EN BESKYTTERTRANG, HVOR MAN BILDER SIG SELV IND, AT MAN BESKYTTER SIG. OG MAN FJERNER 0,1 % RISIKO"

"SIKKERHED I SKOVEN, IRRITATION I BYEN. OG KAN DET OVERHOVEDET BETALE SIG?"

"AT JEG VAR FORNUFTIG – DET ER IKKE NOGET, JEG HAR FILOSOFERET VOLDSOMT OVER. MEN NÅR MAN IKKE SELV ER VOKSET OP MED DET, SÅ ER DET EN NY TING, MEN DET BLIVER JO HURTIGT HELT NORMALT OG ALMINDELIGT"

- **FORFÆNGLIGHED** - Sætte hår, stil, passe til tøj, ikke være en kikset type og udseende
- **BESVÆRLIGHED** - At have den med rundt eller hængende på cyklen, en ekstra ting at huske om morgenen
- **OPDRAGELSE OG VANER** - Man er ikke vokset om med cykelhjelme, det er ikke blevet til en vane
- **KORTE TURE** - Umiddelbart rationale om, at risikoen er meget lille, når det kun er på korte ture.
- **RISIKOOPFATTELSE** - En tilgang til at man ikke kan sikre sig mod alting i livet. Og at risikoen for hovedskader er ret lille.
- **PRIS OG ØKONOMISK PRIORITERING** - Flere nævner, at gode cykelhelme og Hövding er for dyre.
- **MANGLENDE SENSE OF URGENCY** - Selvom flere mener, det er en god ide at køre med cykelhjelme, så får de ikke handlet på det. De kommer ikke ned og får købt cykelhelmen eller altid brugt den eksisterende hjelm. Selvom de måske synes, det er vigtigt, kan det godt vente til i morgen.
- **HVAD DER STORT SET IKKE NÆVNES SOM BARRIERER** – Ubehag ved at have hjelm på og en ændret oplevelse af ture med cykelhjelme fremstår ikke som (afgørende) barrierer.