



# **BETTER BIKERS**

## **MOTORCYCLE COMMUNICATION CAMPAIGN**

Output evaluation

April 2021

**Research Scotland**

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# 1. INTRODUCTION

- 1.1 This short report provides an evaluation of the 'Better Bikers' motorcycle riders campaign targeting motorcycle riders from March 2020 to March 2021. The focus of the work during the delivery period was to develop and deliver a targeted marketing campaign.
- 1.2 The report provides a summary of the research and communication activity undertaken or outsourced by RoSPA, during the delivery period. It is based on information provided in quarterly reports (up to March 2021), background information provided by RoSPA and discussions with two staff members who worked on the campaign.
- 1.3 The aim of the campaign was to engage motorcycle riders and encourage uptake of advanced rider training. It was launched in response to the high rate of accidents and fatalities amongst motorcyclists. It also aligns closely with priorities in the Scottish Road Safety Framework.
- 1.4 At the time of this evaluation (March 2021) the campaign had launched and an online webinar event was planned. This brief evaluation therefore focuses on the outputs of the research and campaign. It does not assess the impact of the campaign, which is ongoing.

## 2. PROJECT ACTIVITY

### Introduction

- 2.1 The chapter outlines the activity undertaken from March 2020 to March 2021, relating to the 'Better Bikers' campaign.
- 2.2 RoSPA commissioned a public relations and marketing agency (Pagoda PR) to conduct research and develop a communication strategy for the campaign. This approach was chosen based on learning from the 2019/20 'Destination Drive' campaign, which began with research into older drivers and the key messages they would respond to.
- 2.3 This section provides a summary of the:
  - research method;
  - research findings;
  - campaign and engagement with the campaign; and
  - online toolkit.

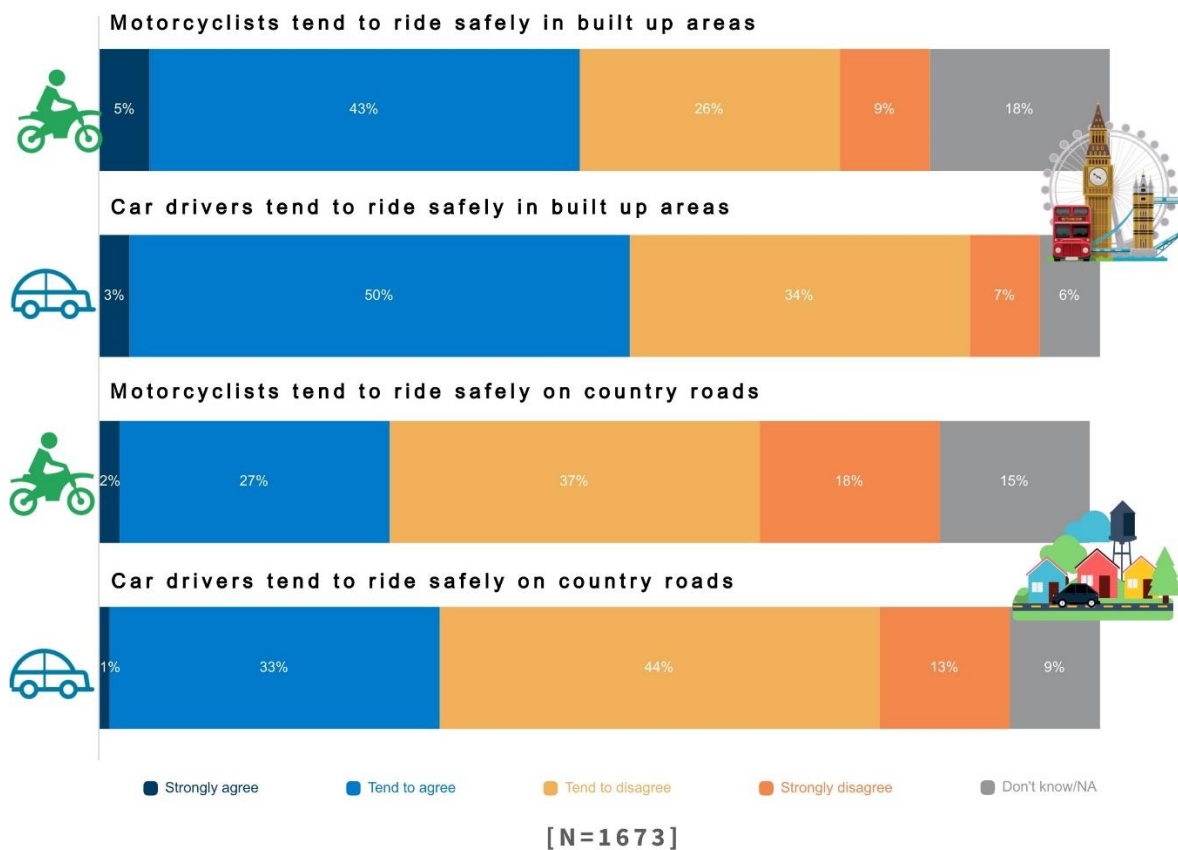
### Research Method

- 2.4 Taking a similar approach to previous campaigns, the 'Better Bikers' campaign was informed by research including:
  - a literature review;
  - a survey of over 1,600 people (motorcyclists and non-motorcyclists);
  - focus groups and interviews with motorcyclists;
  - interviews with stakeholders in the motorcycling community; and
  - online survey with stakeholders in the motorcycling community.
- 2.5 The campaign was based on the collective findings from the research. It intended to use behavioural insights practices to encourage engagement with the campaign.
- 2.6 The project was delivered in partnership between three key teams within RoSPA and an external public relations agency, Pagoda PR.

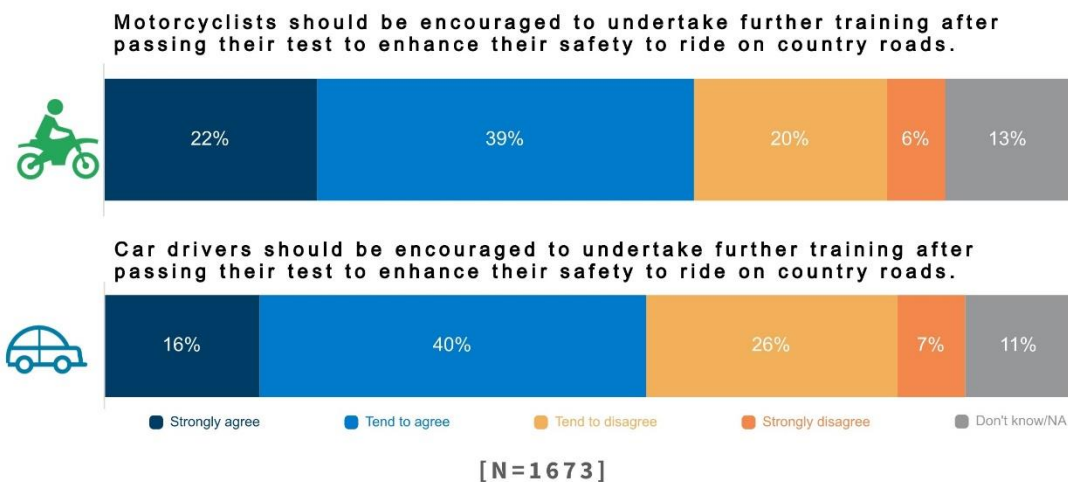
### Research Findings

- 2.7 This section summarises the topline findings from the research, which informed the subsequent campaign. The full research findings are available in the Motorcycle Safety and Training Research, Report on Key Findings, June 2020 document.
- 2.8 The research explored public perception of motorcyclists, compared to car drivers. It was conducted in May 2020.

2.9 The general perception was that motorcyclists ride less safely on country roads than in built up areas. And that on both country roads and in built up areas, car drivers were marginally safer than motorcyclists.



2.9 Respondents were asked about their perception of further or 'advanced' training for car drivers and motorcyclists. Most respondents agreed that both groups should be encouraged to undertake more safety training for travelling on country roads, with a higher proportion feeling this in relation to motorcyclists.



2.10 The key recommendations from the research were:

- communication should be through digital and social media, including via specialist media and interest groups; and
- the campaign should promote the benefits of further training, including the ability to better judge road conditions and enhanced riding skills.

2.11 The research also suggested:

- A rebrand, avoiding the use of the word 'advanced' training would be beneficial.
- Developing closer links between training schools, RoSPA and IAM to recommend further training to riders and a system to verify other training providers would be welcome.
- Delivering the campaign in partnership with other relevant organisations and interest groups.
- The campaign should be mindful of comparing the skills of motorcyclists and car drivers.

### The Campaign

2.12 The campaign launched on 6 June 2020. The timeline for the campaign was affected by the global pandemic and the significant changes in road use, based on local and national restrictions. The campaign initially had a 'soft' launch in June, in anticipation of increased road use after the easing of travel restrictions.

2.13 Whilst there was campaign activity ongoing throughout Autumn and Winter 2020, the team anticipates that there will be further activity through Spring 2021 as the weather improves. They also hope that in the coming months there will be more information available about restrictions related to motorcycle training, which will help influence the information provided in the campaign.

2.14 The campaign involved:

- a campaign 'hub' website ([www.BetterBikers.org.uk](http://www.BetterBikers.org.uk));
- press releases to local and regional media outlets;
- videos featuring motorcyclists;
- instructional videos from Police Scotland and RoSPA;
- blogs;
- case studies;
- infographic on the training journey; and
- advertising on Facebook.

2.15 The advertising on social media focused on personal stories and the benefits of taking further rider training.

## 2.16 The main messages of the campaign were:



### Engagement with the campaign

2.17 RoSPA monitored engagement with campaign closely. Through the paid advertising, RoSPA reached 70,344 Facebook users (as of March 2021). Facebooks users engaged directly with the advertisements with comments, some even enquiring about how to reach their local advanced riders' groups.

2.18 The Better Bikers website received over 3,000 unique visitors per quarter in both quarter two and quarter three of the year. Data for quarter four is not yet available.

2.19 Importantly, visitors to the website in quarter two and three spent an average of two and a half to three minutes viewing. This indicates that they engaged at length with the website and the information available, spending more time than if they were superficially scanning through it.

2.20 There is some evidence to indicate that the campaign activity led people to engage further through the Better Bikers, RoSPA Advanced Driver and Rider, or IAM websites.

### The Toolkit

2.21 In addition to the campaign, Pagoda PR produced an online toolkit for RoSPA. The toolkit was aimed at stakeholders and partners who could help engage motorcyclists in the campaign. It included:

- hints and tips to help stakeholders promote further/advanced training;
- template articles for blogs and websites; and
- templates and suggestions for social media posts.

2.22 The toolkit also included a request for case studies, to help RoSPA gather stories for the ongoing campaign.

### Online event

2.23 On 16 March 2021, RoSPA hosted an online event, *Becoming a Better Biker*. It aimed to encourage riders to access advanced training. It included speakers from RoSPA, Lynn PR and RoADAR. In total, 51 people attended the event. RoSPA also shared the video link with a further 10 people, who could not attend it live.

2.24 After the event, RoSPA received feedback from attendees, which will help inform ongoing work.

### Further campaign development

2.25 Towards the end of the Quarter 4 (Jan-March 2021), RoSPA engaged a behavioural insights agency to assess the campaign engagement. The aim of this work was to understand why people accessing the Better Bikers website took action and enquired about further training, and why they did not. Using this information, RoSPA staff hoped to amend the campaign and website accordingly, to further encourage uptake of advanced rider training.



### 3. STAFF VIEWS

3.1 This chapter highlights the key views of two RoSPA staff members who were involved in developing and delivering the campaign. It explores their:

- intentions for the campaign;
- perceptions of what worked well; and
- perceptions of what was challenging.

#### Intentions at the outset

3.2 The project was developed to respond to specific aims within Scotland's Road Safety Framework. Road safety on rural roads and for motorcyclists are key topic areas within the framework. RoSPA staff were aware that the rate of motorcycle deaths on the road is disproportionately high compared to the number of motorcyclists, and only 1% of motorcyclists take part in further advanced training.

3.3 The aim of the campaign was to increase motorcyclists' awareness of further/advanced rider training and to increase the number of people accessing training.

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**“What we set out to achieve was to target the motorcycling community for the first time to see if we could get them interested in advanced riding courses.”**

RoSPA staff

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3.4 The underlying aim of the work was to reduce motorcycle deaths in Scotland, especially in rural areas.

3.5 RoSPA has some expertise in the topic areas, from ongoing work raising awareness of rural driving conditions and promotion of its advanced riders' courses. RoSPA staff were aware of the evidence indicating that motorcyclists are at a higher risk of being in an accident. They also noted that road accidents impact people across their lives, and they wanted to develop a safety campaign that was holistic, taking into account the realities of road use.

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**“We know that accidents affect people across their life course. We're always trying to see how road safety interventions affect other policies.”**

RoSPA staff

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## What worked well?

### Starting with research

- 3.6 Staff felt that conducting research with the general public and the target audience of the campaign was the right approach for this type of campaign. They felt that it was important to recognise that this approach was developed after learning from previous campaigns such as Destination Drive (2019/20) and a similar motorcycle campaign delivered in England. Staff also noted that the research generated many useful insights, which could be used more widely.

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“It cemented our belief in starting from research.”

RoSPA staff

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“We have the basis there now for work in the future.”

RoSPA staff

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### Partnership working

- 3.7 The project was delivered in partnership between three key teams in RoSPA (the road safety team in Edinburgh, the road safety team based in Birmingham and the central communications team) and Pagoda PR. The project also received support from colleagues in the RoSPA Advanced Drivers and Riders team.
- 3.8 Staff felt that the effort was highly collaborative and made good use of the skillset in each team. In particular, the communications manager who led the project was also an experienced public relations practitioner and held a diploma from the Chartered Institute for Public Relations. Colleagues felt that this expertise was a significant asset.

### Engaging the audience

- 3.9 The research helped identify useful ways to reach motorcyclists, and the type of message that they were more likely to respond to. Staff felt that tapping into the collective identity of motorcyclists was a successful approach.

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“To our knowledge, the campaign was the first project to tap into rider identity and the benefits of further rider training to promote further motorcycling training in general.”

RoSPA staff

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- 3.10 For example, the research suggested that motorcyclists would engage more if they understood the benefits to them, rather than if the message focused on safety. Using personal stories and case studies featuring role models worked well to share these messages.

- 3.11 Some of the campaign messages have focused on the enjoyment of riding and how further/advanced training can help them to ride better and faster. For example, a campaign post focusing on cornering skills. The research had indicated that riders would engage in discussion about technical skills, so this post featured an impressive video on the cornering, filmed using a drone. The post was timed to coincide with clement weather and an easing of travel restrictions, and ultimately achieved over 4,000 engagements online.
- 3.12 This approach was somewhat unusual and unexpected, as RoSPA is primarily a safety focused organisation. However, staff felt that it had worked well to actively engage the target group.

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“People told us that they’re not interested in that sort of message, so we’ve hardly mentioned safety in the messages.”

RoSPA staff

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“Subsequent research, on a different project, has confirmed that identity generates strong responses in motorcycling communications, and it was pleasing to have this affirmed.”

RoSPA staff

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### Targeting the audience

- 3.13 The audience for the campaign, motorcyclists, was targeted on social media. This was achieved through targeted advertising and engaging case studies. Staff felt that these approaches worked well. In particular they felt that the case studies were engaging and powerful as they were focused on the message of riding for pleasure and featured a range of relatable individuals. The campaign did not use ‘paid for’ advertising, however the posts on social media reached a large audience.

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“We worked hard to keep social media content fresh, relevant and topical, and finely targeted at motorcyclists in Scotland.”

RoSPA staff

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### Staying impartial

- 3.14 The campaign signposted people to a range of further training options from RoSPA, and also from the Driver and Vehicle Standards Agency (DVSA) and IAM. Staff felt that this helped to demonstrate the neutrality of the project.
- 3.15 Similarly, RoSPA developed a range of resources which are freely available online. Some of these are deliberately not branded with the RoSPA logo to encourage partners to adapt and use them.

## Challenges

### Tracking

- 3.16 One of the key challenges in assessing the impact of the campaign was the difficulty in tracking people who had engaged with the campaign.
- 3.17 Early on in the campaign, RoSPA identified that there was a low rate of ‘click through’ to the dedicated training web pages. The team was able to address this issue by making the links to these pages more prominent, and the impact of this change will be assessed at the end of quarter four.
- 3.18 Whilst RoSPA can monitor if people have viewed the campaign on social media and then accessed further information through the website, it is not possible to track if this leads to the individual accessing further/advanced rider training. Similarly, because RoSPA does not have access to data from stakeholder organisations websites, it is not possible to monitor how many people have accessed further training through these partners.

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“Despite the high levels of social media engagement and pleasing numbers of click-throughs to the main project landing page, we have little evidence that visitors to that webpage then went on to enquire about further training...”

RoSPA staff

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### Road use and group activities

- 3.19 Due to the Covid-19 pandemic, there has been a change in road use. In particular, motorcycle groups have not been able to meet and ride together. RoSPA had planned to target these groups as a way to reach motorcyclists or organise campaign events, however this has not been possible.

### Stakeholder engagement

- 3.20 RoSPA aimed to work closely with stakeholders in the motorcycling industry and created a stakeholder toolkit to share campaign messages. Staff felt that this toolkit had not achieved the anticipated impact. They felt that stakeholder engagement may have been affected by the Covid-19 pandemic, as stakeholder’s priorities shifted, or staff were furloughed. They plan to explore other ways of engaging stakeholders to effectively share the campaign messages.

### Reaching the target group

- 3.21 Staff expressed concern that it is not yet clear if the campaign is reaching the right group of people, that is, motorcyclists who have not yet undertaken further or advanced training. However, to date, staff felt that the campaign was reaching a broad group of people including:
- motorcyclists who have already engaged in training;
  - motorcyclists who don’t know about training; and
  - the wider network of friends and family around motorcyclists.

## 4. CONCLUSIONS

- 4.1 This section provides a summary of our findings.
- 4.2 The campaign launched in June 2020 following a period of research, which generated insights into the type of message which would successfully engage the target audience. It was delivered through a dedicated website, social media advertising, case studies, blogs, videos and a toolkit for stakeholders.
- 4.3 There is some evidence to indicate that engagement with the campaign translates into interest, enquiries or booking for advanced rider training. However, the customer pathway has been challenging to track.
- 4.4 The campaign continues to engage with motorcyclists through social media and an online event which took place in March 2021.
- 4.5 The key success factors for the campaigns were:
- developing the campaign messages from research with the target group;
  - focusing campaign messages on enjoyment, rather than safety; and
  - using social media tools to directly target the audience.
- 4.6 The key challenges for the campaign were:
- monitoring the number of individuals taking up advanced training as a result of the campaign; and
  - the restrictions on group activities, events and road use due to the Covid-19 pandemic.
- 4.7 RoSPA staff were proud of the success of the campaign to date. They noted that the campaign was unique in its approach – targeting riders through their shared identity as motorcyclists rather than through the lens of road safety. They also felt that the campaign had been successful, despite the challenges and restrictions of the Covid-19 pandemic.
- 4.8 Going forward RoSPA staff said they would be keen to see the campaign developed further. They felt that the initial market research conducted was valuable and that it could help inform a larger scale campaign. They hoped for more engagement with stakeholders in the motorcycle industry so that the messages could be shared more widely and would generate more enquiries. Longer term, they hoped training would become a common theme for discussion amongst motorcyclists.
- 4.9 To help track the impact of the campaign, we would recommend that RoSPA and other training providers conduct a very short survey with motorcyclists who book advanced/further rider training. The purpose of this would be understand if the individuals had engaged with the campaign and if the campaign influenced their decision to take up the training.