

HOW CAN THE INITIATIVE “DAAR KUN JE MEE THUISKOMEN” IMPROVE THEIR BOB-CAMPAIGNS IN ORDER TO HAVE A POSITIVE IMPACT ON THE ATTITUDES AND BEHAVIOUR OF DUTCH LICENCED DRIVERS BETWEEN THE AGE OF 18-34 YEARS OLD.

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# 1. Preliminaries

## 1.1 Management summary

This study researches the current Dutch Bob-campaign and its impact on the attitudes and behaviour of the target audience. The Bob-campaign is concerned with the road safety issue of drinking and driving in the Netherlands and is part of the initiative “Daar Kun Je Mee Thuiskomen”, which is an initiative from the Ministry of Infrastructure and Environment and its campaign partners. The focus of this research is on the public opinion of the campaign and the initiative.

The study comprises both quantitative research in form of a survey and qualitative research in the form of focus group, interviews and desk research. The survey and the focus groups are carried-out among the individuals that belong to the target audience of the campaign and the interviews are held with social marketing experts. The desk research focused on the online presence of the initiative and its campaign as part of the reputation research. Social marketing being the overarching segment to which campaigns with a social focus, such as road safety campaigns belong to. The main findings are analysed by theories gained from studies about commercial and social marketing, which are thoroughly discussed in the theoretical framework.

The analysed main findings of the desk research and the open survey questions led to the conclusion that online presence of “Daar Kun Je Mee Thuiskomen” and its Bob-campaign was very poor, which led to the advice to increase the presence on social media by creating an official Facebook, Twitter, LinkedIn and Google+ page. In order to gain followers, likes etc., to create interaction and raise awareness for the Bob-campaign it was recommended to start contest, but keeping in mind the rules and regulations of the different social media.

The analysed main findings of the surveys, focus groups and interviews led to the conclusion that the Bob concept itself referring to the sober designated driver had a positive impact on attitudes and behaviour and needed to be preserved. The same was said for the Bob campaign being a great cross media concept. However, the humoristic campaign approach appeared to be more or less at the end of its life cycle and needed to be (partially) replaced by a more realistic and shocking approach, but not including too severe consequences. In order to become a successful cross media campaign the slogans, the yellow letter and other elements that belonged to the Bob concept needed to be visible in the television commercial, the radio commercial and the posters/billboards. However, the shocking approach could not be integrated in the radio commercial,

because it could cause dangerous situations when hearing the commercial in the car. Also the approach could not be preserved in the billboard/poster, because it would make the message too extensive and unclear.

The advice for the Bob campaign consistent of two parts: The first part focusing on getting as much preferred elements found in the research in the in one television commercial, radio commercial and poster/billboard. The second part focusing on variation by keeping the Bob concept and the theme, but using two different television commercial in order to keep the interest of the target audience.

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# Chapter 1

## 2.1 Introduction and background

This study is going to be about the “Daar Kun Je Mee Thuiskomen”, which is an initiative from the Dutch Ministry of Infrastructure and Environment and its partners. The initiative focuses on road safety campaigns with topics regarding speeding, distracted driving, cycling and traffic and drinking and driving. The Ministry of Infrastructure and Environment works alongside partners such as, Veilig Verkeer Nederland (Safe Traffic Holland), Nationale Politie (National Police), ANWB (The Royal Dutch Touring Club), TeamAlert (Road safety organisation for youngsters) and many more (Daar Kun Je Mee Thuiskomen, 2014).

More specifically this thesis will examine the impact of the current advertising strategy of “Daar Kun Je Mee Thuiskomen” from its so called Bob-campaign, which is a road safety campaign concerned with the issue of drinking and driving. The Bob-campaign is also an initiative from the Ministry of Infrastructure and Environment in collaboration with its campaign partners Veilig Verkeer Nederland (Safe Traffic Holland), Stichting Verantwoord Alcohol Gebruik (Foundation Responsible Alcohol Consumption), TeamAlert, National Police, Ministry of Justice, counties and local authorities. (Bob campagne, 2014)

As part of the advertising strategy the Bob-campaign always contains the following significant message: Beforehand one should arrange a designated driver, who will drink no alcohol. The designated driver is called the Bob, which stands for Bewust Onbeschonken Bestuurder (Consciously not under the influence of alcohol as a designated driver). The purpose of this campaign is to reduce the amount of alcohol-impaired drivers and to push back the amount of victims from traffic accidents caused by drinking and driving. The campaign material always includes the serious message described above together with a humoristic approach in order to get the message across and positively influence attitudes and behaviour. (Bob campagne, 2014)

This study includes qualitative and quantitative research and will research the impact of the current Bob-campaign, road safety campaigns from abroad, and more specifically, the impact of different elements that are used in the Bob-campaign and foreign road safety campaigns. The qualitative research of this study will consist of focus groups with a sample from the target audience of the Bob-campaign and it will include interviews with social marketing specialists, since road safety campaigns belong to social marketing. The

quantitative research will consist of a survey carried out among a sample from the target audience of the Bob campaign. Together the qualitative and the quantitative research will answer the research questions and its sub-questions as described in the problem description and will be the basis for the advice. Thus, the main focus of this study is on the public opinion strengthened by knowledge from experts.

## 2.2 Problem description and definition

Examining campaigns concerned with the issue of road safety came to mind when a TV commercial about road safety from New Zealand went viral, and gained many comments and likes on Facebook. The commercial was about paying attention to someone else's mistakes in traffic and that one has to anticipate on these mistakes. It involved two drivers who both made a mistake, one was driving too fast and the other crossed the road without paying real attention. This was followed by a time freeze where everything stood still except for the two drivers who admitted their mistakes and the driver with the kid in the back begs the other driver to slow down. In the end time unfreezes and the commercial stops in the middle of the accident (NZTransportAgency, 2014). Due to this commercial the Dutch road safety commercials came to mind, which always include a serious message, but also a humoristic approach to some degree (Daar Kun Je Mee Thuiskomen, 2014).

Humour appeal is the most widely used and has been a longstanding advertising strategy worldwide, as one in five television ads contain some form of humorous appeal (Woltman Elpers, 2004). According to Kumar et al. (2004) the humour strategy is effective as it attracts people immediately and delivers the message in an entertaining way. However, he also states that in order for humour appeal to be successful the humour should be relevant and directed at the product instead of the potential customer. Also, in order to increase the effect of persuasion by humour appeal it should be followed up by a serious appeal (Kumar et al., 2004).

Though humour appeals have been used worldwide in commercial advertising/marketing it has not yet been established as well in social marketing/advertising (Lukic, 2009). As part of social marketing advertising studies have examined road safety campaigns over the past few years. However, most of these campaigns contained fear appeal and most of the studies examined the advantages and the later studies also the disadvantages of the fear appeal (Kenyon et al., 2011. Hoog, 2005. White, 2000. Elder, 2004. Castillo-Manzano, 2012). In his study Hutchinson et al. (2010) explains that despite the calls for more positive emotion based appeals (e.g. humour) in road safety campaigns few countries/organisation have implemented such an approach in their campaigns. He continues to explain by saying that this could be due lack of knowledge about the factors that influence the effectiveness of such appeals in comparison to the great amount of literature focused on fear appeals.

According to Hoekstra (2011) it is very common to use humour instead of fear in road safety campaigns in the Netherlands. This in contrast with New Zealand, United States, United Kingdom etc., who use more fear appeal in their road safety campaigns. He argues that countries, which are not really used to fear appeal should not implement it in their campaigns, since it could become controversial and it might diminish the effect of the campaign (Hoekstra, 2011). Furthermore, at least two studies argue that although there is evidence that individuals are more likely to remember and recall ads with fear appeal the fear appeal is in danger of wearing-out, especially on long-term basis and over repeated exposure (Hutchinson, 2010. Stephens, 2012. Thornton, 2005). As former studies suggest that fear appeal is in danger of wearing out in road safety campaigns could this also be the same for the use of humour appeal in Dutch road safety campaigns?

As already stated before there has not been conducted much research on the topic of humour appeal in relation to road safety campaigns or social marketing. Yet, in a research report from The Service Public and Communication from the Ministry of General Affairs it is stated the research they conducted about the long-term effects of the public campaigns on the attitude and behaviour had positive outcomes. The research reveals that in relation to the Bob-campaigns (designated driver) the attitudes and the behaviour of individuals have been improved from 2001 till 2011 (Dienst Publiek en Communicatie, 2013). However, an article in the Dutch newspaper De Telegraaf on the 12<sup>th</sup> of November, 2013 stated that the current Bob campaigns do not affect the youth anymore as they are outdated and leave them unperturbed (Cohen, 2013). Even if the campaigns approach appeared to be effective in the past this is not a guarantee for the future.

The article in the Telegraaf lead to a debate in The House of Representatives in which the question was raised whether the current Bob-campaign was indeed outdated and left the youth unperturbed. Minister Schultz van Haegen from Infrastructure and Environment rejected the statement from the Telegraaf by revealing evidence from 2011 that traffic offenders among young individuals in relation to drinking and driving have declined over the past few years (Schultz van Haegen, 2013). However, the fact that the issue was raised and important enough to be discussed in a debate at The House of Representatives indicates that there are some hesitations about the current approach. On top of that preliminary research carried-out prior to this study (Appendix 4.2.1) among members of the target audience\* reveals that there is a preference for a more shocking approach. Together all these signals are indications to question the strategy of the current Bob-campaign, which could become a problem for the initiative "Daar Kun Je Mee Thuis komen". This all leads to the hypothesis: *The use of humour appeal in the*

*current and future Bob-campaign will wear-out in terms of positively influencing the attitudes and behaviour of Dutch licensed drivers between the age of 18-34 years old\*.*

The findings of this study will answer to the research questions stated below and thereby (partially) support and/or (partially) reject the above mentioned hypothesis.

### **2.2.1 Policy question**

How can the initiative “Daar Kun Je Mee Thuiskomen” improve the Bob-campaign in order to have a positive impact on the attitudes and behaviour of Dutch licenced drivers between the age of 18-34 years\*?

### **2.2.2 Research question**

Does the current Bob-campaign have the intended impact on the attitudes and behaviour of Dutch licensed drivers between the age of 18-34 years old\*?

### **2.2.3.Sub-questions**

1. What is the corporate reputation of the initiative ‘Daar kun je mee Thuiskomen’ and the Bob-campaign in the eyes of its target audience?
2. What impact do the Bob-campaign messages and imagery have on the attitudes and behaviour of individuals from the target audience?
3. What impact do ‘driving safety’ campaigns from other countries have on the attitudes and behaviour of the Bob-campaign target audience?

\* The initiative “Daar Kun Je Mee Thuiskomen” has many different campaigns for different ‘driving safety’ issues and therewith also different target audiences. For the advice to the initiative the focus will be on the campaign ‘100% Bob is 0% Op’, which is about the prevention drinking and driving. The target audience for this campaign consists of Dutch individuals (male & female) between the age 18-34 who have a drivers licence and sometimes drink alcohol, and Dutch men between the age of 35-54 who have a drivers licence and sometimes drink alcohol. (Rijksoverheid, 2013) Since the article in the Telegraaf only referred to the impact on young individuals and the main target audience of the Bob-campaign consists of male and female licenced drivers between the age of 18-34 that will also be the focus of this study.

## 2.3 Restrictions to the research

Both the respondents of the survey and the participants from the focus group had to state their highest level of education only everybody either did HBO or WO (university), which excludes individuals from all the layers of society. In this case the sample of only reflects those individuals with a higher level of education. In order to increase validity further research should not only focus on age and gender, but also more on the level of education. Due to time constraints and the fact that I did not have the capacity I could not reach more individuals from different layers of the society.

Furthermore, because of the low respondents to the survey from Irish individuals it was impossible to make a real comparison with the Dutch respondents, which otherwise would have led to invalid results. If more Irish individuals would have reacted it would have served well a control group to the Dutch respondents. The reason for this low response was that former classmates and acquaintances and their friends from Ireland where at the busiest time of the year themselves finishing school projects, dissertations etc.

The limitation of the focus group was that it was a laboratory setting, which had an impact on the opinion of the participants and led to not completely valid results. However, it was impossible to do to time constraint on my side as well as on the side of the participants. Furthermore, the attention of the participants in the focus group would have diminished if normal television commercial, radio commercial, and posters would have been shown during the focus group before and after road safety commercial, because it would have made the focus group to extensive.

Staff from the Ministry of Infrastructure and Environment who were involved with the initiative “Daar Kun Je Mee Thuiskomen” and the Bob-campaign were not available for (an) interview(s), due to time constraints caused by low capacity of staff. Veilig Verkeer Nederland partner from the Ministry explained that they were not responsible for the marketing strategy, but the Ministry was. Nevertheless, in order to still have the opinion of experts besides the perspective of the public two social marketing experts where interviewed about their thoughts on the matter (Appendix 4.2.11, 4.2.12).

## 2.4 Chapter division of the document

**Chapter 1:** This chapter contains the introduction and the background of the study, the description of the problem situation and the problem definition, and the restrictions to the research including the justification for these limitations.

**Chapter 2:** The content of this chapter comprises of the theoretical framework including theories from studies from the field of commercial marketing and social marketing in general, theories from studies about road safety campaigns, and more specific studies about road safety campaigns regarding the issue of drinking and driving. This chapter presents the scientific fields and theories that form the foundation for this study.

**Chapter 3:** This chapter thoroughly explains the methodology of this study including the following methods: Netnographic research – observational research, interviews with experts, focus groups with individuals from the target audience and a survey carried among individuals from the target audience.

**Chapter 4:** The main findings and the conclusion can be found in this chapter. The findings are the results obtained from carrying out the methods given in the previous chapter and the conclusions encompass the analysis of the main findings and here the theories from the theoretical framework are applied.

**Chapter 5:** The advice to the initiative “Daar Kun Je Mee Thuiskomen” and other initiatives, companies etc. involved in social marketing is given in this chapter.

**Chapter 6:** The content of this chapter comprises of the bibliography including all the literature cited, paraphrased and consulted, and it comprises of the appendices including the results of the preliminary research and the results from the approaches described in the methodology.

## Chapter 2

### 3.1 Theoretical Framework

This part presents the scientific fields and theories that form the foundation for this thesis. The framework consists of several theories about persuasion and a theory about attitude and behavioural change. These theories come from other studies about advertising strategies, social marketing, more specific about road safety campaigns and even more specific about road safety campaigns concerned with the issue of drinking and driving that were found most relevant to this study.

#### 3.1.1 Social marketing versus commercial marketing

As already clarified before driving safety campaigns belongs to the marketing discipline termed social marketing. Social marketing made its entrance early 1970s and is primarily concerned with influencing behaviours that will improve health, prevent injuries, protect the environment, contribute to communities and improving financial well-being (Kotler et al., 2011). Social marketing comprises of influencing behaviour, using a systematic planning process that applies marketing principles and techniques, focusing on significant target audience segments and providing a positive benefit for society (Kotler et al., 2011).

According to Kotler et al. (2011) the objective of commercial marketers is to sell goods and services, which could be achieved by positively influencing attitudes and behaviour so consumers favour and buy a certain product or service. Social marketing is similar in the sense that it is also concerned with positively influencing individuals' attitudes and behaviour only instead of seeking financial gain by selling a product or service social marketing is concerned with the social gain solely focused on turning negative behaviour into positive behaviour and sustaining this positive behaviour (Kotler et al., 2011). Another key difference is that commercial marketers preferably select target audience segments that will probably provide the greatest volume of profitable sales. Whereas, the target audience segments in social marketing are chosen based on different measures, such as pervasiveness of the social problem, readiness for change, ability to reach the target audience etc. Nevertheless, the main priority for marketers from both social and commercial marketing is return on investments of resources (Kotler et al., 2011).

Kotler et al. (2011) argues that although there are some differences there are also some similarities between the two forms of marketing. The same as for commercial marketing marketers in social marketing the marketers have to solve a problem or satisfy a want or a need. Moreover, in both cases marketing research is used throughout the whole



process in order adopt or alter strategies that fit the specific needs, desires, beliefs, and attitudes of the target audience. Marketers from both marketing forms segment their audiences, because strategies should be modified to the specific wants, needs, resources, and the current behavioural difference between the different market segments. Marketers should also not only rely on efforts of advertising and persuasive communication, because a good strategy requires an integrated approach that uses all relevant marketing tools (Kotler et al., 2011). Lastly, in both cases after a for instance a campaign results should be measured in order to do it better next time (Kotler et al., 2011).

### **3.1.2 Persuasion theories**

In order to find out whether the current Bob-campaign material is persuasive enough to have a positive effect on attitudes and behaviour it will be analysed by using the theories described in this section. To find out which other elements are persuasive they will also be analysed using the theories mentioned below.

#### **3.1.2.1 Elaboration likelihood model**

Especially in the field of social marketing there has been done a great amount of research on the use of persuasion in campaign messages. Former have explored the various models and theories of persuasion and. This in order to find the best way to persuade individuals in changing their attitudes.

One well-known persuasion theory is the Elaboration Likelihood Theory or Elaboration likelihood Model (ELM) developed by Richard E. Petty and John Cacioppo in 1981, which is a cognitive process. Amongst other studies concerned with road safety this theory is also discussed in "Factors influencing the effectiveness of advertising countermeasures in Road safety" by Lewis (2008), which discusses different elements that can make a road safety message more persuasive. ELM tries to predict when and how one will and will not be persuaded by messages. The model consists of two pathways which are used when trying to influence others with a certain message, which are the central route and the peripheral route of persuasion (Littlejohn, 2005).

Littlejohn (2005) explains that a centrally routed messages include a great amount of information, rational arguments, and evidence to support a particular conclusion. Centrally routed messages are more likely to create long-term change in comparison with peripheral routed messages. Though, not all individuals are able to receive these centrally routed messages. This because the target audience must be highly motivated to process all the information being given. Motivation depends on whether the topic is of

personal interest, whether you heard the information from multiple sources and whether you enjoy to participate in critical thinking. Moreover, the target audience must be able to process the information cognitively. This means that you are not able to receive centrally routed messages if you are not knowledgeable about the issue. The peripheral routed messages can be received by individuals who are not motivated or able to receive central routed messages. These peripheral routed messages depend on the emotional involvement of a receiver and persuade by the use of more superficial messages. (Lewis, 2008)

### **3.1.2.2 Emotional appeals: Fear and Humour**

In the research from Lewis (2008) is explained that the Elaboration Likelihood Model is limited as it does not describe how to create the content of a message. More specifically it does not stress the importance on the use of emotional appeals (fear appeal, humour appeal etc.) in creating a persuasive message. This part describes two emotional appeals used in road safety campaign messages, which are fear-based appeals and humorous-based appeal. As described in many studies fear-based appeal is still often used in road safety campaigns in several countries as a form of persuasion despite the often claimed side effects (Hoog, 2005., Elder, 2004., Castillo-Manzano, 2012., Lewis et al., 2007), which are discussed in *fear appeal theories* (3.1.2.2.1) below. Not much research has been carried out about humour appeal in relation to road safety campaigns. Yet, humorous-based appeal is almost always used in Dutch road safety campaigns (Hoekstra, 2011).

#### **3.1.2.2.1 Fear appeal theories**

Lewis (2008) describes in his research that the problem in fear appeal literature is that the terms of 'fear' and 'threat' are often misused and interchangeably used. However, fear is a possible response to a threatening stimulus (Lewis, 2008). The following description will clarify what is meant by fear-based appeal. Shock-based fear appeals, or more accurately, fear-arousing threat appeals show individuals the negative outcomes, which they could experience if they engage in the demonstrated unsafe and/or illegal behaviour(s) (Lewis 2008).

#### ***The Extended Parallel Process Model***

The Extended Parallel process model (EPPM) developed by Kim Witte is based on similar theories from the past, such as Leventhal's parallel response model and Rogers' protection motivation theory (Hoog, 2005., Lewis, 2008). The EPPM does not only explain when fear-arousing threat appeals are successful, but also why they sometimes fail (Lewis, 2008). Hoog (2005) discusses the model in her study "Fear-arousing communications and persuasion: The impact of vulnerability on processing and accepting

fear appeals” and Lewis (2008) discusses the theory in his research “Factors influencing the effectiveness of advertising countermeasures in road safety”. The model states that an individual’s response to a potentially threatening message consists of two different assessments. The first assessment is related to the degree of a perceived threat caused by the message. The second assessment is concerned with an individual’s perceived vulnerability to the message. In other words, whether an individual is motivated to continue processing the message is determined by the extent to which they fear the threat (Lewis, 2008. Hoog, 2005).

More specifically, as described in the articles from Lewis (2008) and Hoog (2005) if the perception of personal vulnerability and threat severity are high, then there is greater motivation to belief the recommended action step in a campaign will actually avoid the threat. If then also the actual efficacy is high, so an individual’s belief that the recommended action step will actually avoid the threat, then the appeal can be seen as successful as the desired behaviours are adopted. On the other hand, when the threat is high, but the belief that the recommended action step will actually avoid the threat is low, then it can lead to denial or avoidance of the message or even ignore the message. The latter is most likely to occur when an individual has a low perception of the threat, because they feel that the threat is not relevant for them (Lewis, 2008. Hoog, 2005).

### ***Severity causing anxiety***

In some literature about social marketing two negative effects occurred regarding the use of fear appeal. The first negative effect is argued by Elder et al. (2004) in his study about mass media campaigns in relation to reducing drinking and driving and alcohol-involved crashes. The negative effect being that too much anxiety can cause individuals to deny, avoid or even ignore the message of a campaign, because the message causes too much anxiety and scares them off (Elder et al., 2004). In this case the message has a boomerang effect, because the reaction of individuals towards an intentionally persuasive message opposes the intended reaction to the message (Cho et al. 2007). Janis et al. (1953) initiated that the audience avoided thinking or communicating about the risk presented in the message after being exposed to fear appeals. Nevertheless, Cho et al. (2007) argued that just simply using positive appeals instead of negative fear appeals is not the direct solution. It explains the research from Cox et al. (2011) which found that women’s perceived vulnerability decreased when they were exposed to a positive message about promoting mammography.

### ***Desensitisation of fear-based appeal***

Another negative effect opposed to the latter is that repeated exposure to a campaign message including high use of fear-based appeal can cause individuals to stop taking the

message seriously. The fear, pain and/or disgust caused by these messages when being exposed to it for the first time will become desensitised after repeated exposure. Cho et al. (2007) state: "Repeated exposure to messages about a health risk may over the long term desensitize the public". According to Lazarsfeld et al. (1951) emphasising too much on the severity of a threat in a campaign message can cause individuals to become indifferent and demotivated instead of stimulating them to take action (Raftopoulou, 2007). Down adds to this by saying: "that even the most powerful images and symbols can lose their strength and impact in the minds and hearts of the audience, if they are constantly repeated" (Raftopoulou, 2007). This phenomenon is called desensitisation, which means that repeated exposure to messages about a health risk may over the long term decrease the sensitivity of individuals towards the message (Cho et al., 2007). According to Hoekstra et al. (2011) supported by Lewis et al. (2007) women respond more favourably to fear appeal than men. Furthermore young men seem to be even less vulnerable to fear appeals, because they discount and avoid them (Hoekstra et al., 2011). Especially young men between the age of 18-24 (Hoekstra et al., 2011).

#### **3.1.2.2.2 Humour appeal theories**

As already explained not much research has been carried out about humorous-based appeal, especially not in relation to social marketing or more specific road safety campaigns. However, there is some theory on humorous-based appeal in relation to commercial marketing. In "A cognitive psychology of mass communication" Harris et al. (2014) describes that humour is often used as an effective selling tool in advertisement and funny ads are often most rememberable and popular. Kumar et al. (2004) supports this argument as stated in the problem description of this thesis. Harris et al. (2014) continues by stating that humour is most used in television commercials, but also radio and print advertisement often make use humour as a tool. However, Harris et al (2014) argued that humour could be distracting, since an advertisement could be so funny that it distracts individuals from the actual message. In this case individuals might remember the gimmick, but forget what product or service it was selling.

Another concern about humorous-based appeal is its longevity. Advertisements need to be repeated to reinforce the message and be remembered (Harris et al., 2014., Batra et al., 2006). Nevertheless, if an ad appears too often in a short space of time its effect may wear out and may even have the opposite effect by turning people off due to overexposure (Harris et al., 2014., Batra et al., 2006). One explanation for the wear-out effect is that individuals have already taken in all the information in previous exposures or they become bored. Another explanation for the wear-out effect is that individuals become irritated by being exposed to a message too often (Batra, 2006). On the one hand using humour can be solution to the general wear-out of a message when it is not

previously used in a campaign, but in itself a humoristic message can become boring and irritating over time as well (Harris et al., 2014., Batra et al., 2006).. Despite the fact that all ad campaigns wear-out eventually humorous ads tend to have a particularly short lifespan (Harris et al., 2014., Batra et al., 2006). This because they seem to become older, tiring, and annoying much more faster compared to other ads (Harris et al., 2014., Batra et al., 2006). The reason for this according to Pechmann et al. (1988) is that a message that is simple or unambiguous wears-out faster than one which is more complex or ambiguous. Also a message which includes only one single punch line or point of humour wears out relatively fast (Pechmann et al., 1988).

### **3.1.2.2.3 Emotional appeal and culture**

Several studies about road safety campaigns argue that culture should be taken into account when considering a certain approach in a driving safety campaign (Hoekstra et al., 2011. SWOV, 2011. Hasting et al. 2004). Hoekstra et al. (2011) states that countries such as the Netherlands, Belgium and Canada use a much more milder approach compared to countries such as New Zealand, Great Britain etc. and that using an approach with fear appeal in countries where individuals are not used to it it might become controversial and diminish the effect of the campaign.

In her study Katrien Vandael (2007) researched the differences and similarities between the Netherlands and Belgium in relation to government campaigns. She bases her findings on the theories from De Mooij (1998) and stated that culture with the Hofstede dimension of low power distance and with low uncertainty are more likely to use humour. Cultures with low uncertainty avoidance are more likely to use subtle/indirect forms of humour, because these cultures can deal with ambiguity. Whereas, cultures with high uncertainty avoidance prefer more direct humour. (Vandael, 2007) The study from Vandael (2007) is partly supported by the findings from Boutsouki et al. (2010) who also states that cultures with low uncertainty avoidance seem to prefer humour-dominant messages only in combination with highly individualistic cultures instead of combining it with low power distance dimension.

According to Hubbel et al. (2001) cultural orientation should be taken into account when using fear appeal in advertising. This from Hubbel et al. (2001) stresses on the difference between individualistic cultures and collectivistic cultures in relation to the use of fear-appeal in AIDS-prevention campaigns. Members of individualistic cultures tend to be more persuaded by health campaigns which focus on threats to an individual. Whereas, members of a collectivistic culture are more likely to be persuaded by health campaigns that focus on threats to a group or their family (Hubbel et al., 2001).

According to Dubinsky et al. (2005) former research only focused on the Hofstede dimension of individualism and collectivism, such as the research above. The article "Impact of fear-appeal in cross-cultural context" by Dubinsky et al. (2005) also focuses on Hofstede's dimension of uncertainty avoidance in relation to fear appeals in advertising and cultural differences. The dimension of uncertainty avoidance is relevant to the study of fear appeal due to its link with an increased need for security. Based on its literature review the researchers of this study produced two hypothesis. The first hypothesis being: "At a high level of threat, individuals from a high uncertainty avoidance culture will report lower levels of fear than individuals from a low uncertainty avoidance". The reason to state this hypothesis is based on former research by Wallbot et al. (1986) which argues that high uncertainty avoidance cultures have developed formal rules for interaction, which makes fear arousal ineffective. Furthermore, these cultures may not recognise the emotion of fear or the effect maybe weakened, because they have institutions and mechanisms to deal with fear (Dubinsky et al., 2005). Consequently, high uncertainty cultures have developed structures to prevent anxiety that can occur from unexpected events, through which individuals experience lower levels of fear. For this Dubinsky argues that this will result in maladaptive behaviour where individuals avoid fearfull situations which can initially result in reduced anxiety (Dubinsky et al., 2005) . However, it is not serving the problem on the long term. This leads to the second hypothesis: "At a high level of threat, member of high uncertainty avoidance cultures will exhibit more maladaptive coping than member of low uncertainty avoidance cultures (Dubinsky et al., 2005). When comparing French individuals the its American counterparts as two opposites both hypotheses were rejected (Dubinsky et al., 2005)

### **3.1.3 Attitude and behavioural change**

In order to predict whether the current Bob-campaign will manage to achieve the intended behaviour the intentions from members of the target audience to change attitudes and behaviour should be analysed. It could also appear that other campaign elements are more likely to have an impact on intentions. The collected data will be analysed by using the theory described in this section.

#### **3.1.3.1 Theory of Planned Behaviour**

The study "Best practice in road safety mass media campaigns: A literature review" by Hutchinson et al. (2010) is based on psychological theories of behaviour change and the theory of social persuasion including fear appeal and also other alternatives such as humoristic appeal. Since theories of persuasion are already discussed previously this part will focus on theories about attitude and behavioural change. One of the most important theories is the Theory of Planned Behaviour (TPB) from Icek Azjen originated from the Theory of Reasoned Action from Martin Fishbein and Icek Azjen and was used to predict

the an individual's intention to engage in a behaviour at a specific time and place (Hutchinson et al., 2010). The most important element of the model is the behavioural intention, which reveals how hard people are willing to try, of how much of an effort are they are planning to exert (Azjen, 1991., Boston University, 2013). The intention is influenced by the attitude about the prospect that the behaviour will have the expected outcome and a subjective evaluation of the risks and benefits of that outcome (Azjen, 1991., Boston University, 2013).

The Theory of Planned behaviour consists of six components, which together represent a person's actual control over the behaviour (Boston University, 2013).

**1. Attitudes** - This refers to the degree to which a person has a favourable or unfavourable evaluation of the behaviour of interest. It includes a reflection of the outcomes of performing the behaviour (Azjen, 1991., Boston University, 2013).

**2. Behavioural intention** - This refers to the motivational factors that influence a certain behaviour. In this case the stronger the intention to perform the behaviour, the greater the likelihood an individual will engage in a certain behaviour (Azjen, 1991., Boston University, 2013).

**3. Subjective norms** - This refers to the belief about whether most people approve or disapprove of the behaviour. It is concerned with an individual's beliefs about whether peers and people of importance to the person believe he or she should engage in a certain behaviour (Azjen, 1991., Boston University, 2013).

**4. Social norms** - This refers to the customary rules of behaviour in a group of people or larger cultural context. Social norms are considered standard, in a group of people or societies. (Boston University, 2013).

**5. Perceived power** - This refers to the perceived presence of factors that may support or hinder performance of a behaviour. Perceived power adds to an individual's perceived behavioural control over each of those factors (Boston University, 2013).

**6. Perceived behavioural control** - This refers to a person's perception of the ease or difficulty of performing the behaviour of interest. Perceived behavioural control varies across situations and actions, which results in a person having varying perceptions of behavioural control depending on the situation. This last part added in a later stage and made the Theory of Reasoned Action evolve in the Theory of Planned Behaviour (Azjen, 1991., Boston University, 2013).

# Chapter 3

## 3.2 Methodology

In order to reach results of the greatest quality possible this study consists of both qualitative research and quantitative research in the form of desk research and field research. The reasons for combining the two methods is to exploit the strengths of the two methods and to compensate for the weaknesses of the qualitative and/or quantitative research method(s) (Punch, 2005). According to Punch (2005) there are several reasons for the choice of combining two research methods.

One reason is to check whether the results from the quantitative research will either support the results from the qualitative research or not and vice versa, which is called logic of triangulation (Punch, 2005). If the results quantitative research (partially) support the results from the qualitative research and vice versa it strengthens the validity of the research in total. If the results from both methods do not support each other it can indicate that either the qualitative research or the qualitative research is carried-out wrongly. Another reason for one research not supporting the other research could also be that the results of the quantitative research are more black and white due to closed questions compared to the open questions in qualitative research, which allows individuals to give answers which could be nor black nor white, but somewhere in the middle. (Harris et al., 2014., Batra et al., 2006).

The above leads to another reason why one would combine two research methods. Qualitative research could facilitate quantitative research by giving background information in the form of reasons why individuals give a certain answer to a certain question (Punch, 2005). Thus, where quantitative research is useful to reach a greater sample, qualitative research is useful to gain more in-depth knowledge of the reasons why.

### 3.2.1 Netnographic research – observational research

According to Beal et al. (2008) the perfect reputation management plan should include monitoring the internet for rumours and exploiting social media. By means of Netnographic research the social media activity of the initiative “Daar Kun Je Mee Thuiskomen” and the Bob-campaign is going to be analysed as part of measuring the initiative’s reputation. The Corporate Reputation is and individual’s collective representation of past images of an organisation (Cornelissen, 2011).



### ***Observations***

The social media activity that will be observed are both efforts from the initiative itself and the contributions from members of the public. The social media activity from the initiative will be measured by observing whether the social media pages are official media pages and whether the initiative is actively participating on these pages. The social media activity from the members of the public will be measured by observing whether they are active on the official social media pages, whether the initiative is mentioned in their personal Tweets on Twitter and whether their messages on social media are positive or negative.

### ***Data analysis***

The most relevant observations from the initiative, the campaign and the public will be disclosed in the main findings and the level of activity will be measured alongside the social activity of a similar initiative from abroad to see whether there are opportunities to improve the social media activity.

## **3.2.2 Interviews with social marketing specialists**

The interviews with social marketing specialists are useful to find out what the reasons are behind the choice of a certain approach in (a) social campaign/advertisement and whether different subjects/causes need different approaches and why. This is of great importance in creating a framework, which tells you what approach to use for what purpose, in what situation, for which target audience etc. Furthermore, it will become clear whether the approach is the most important factor to consider when creating a social marketing campaign or whether there are other important factors involved. If other important factors occur these have to be subjected to the participants of the focus groups and these factors have to be embedded in the survey. The outcomes can become part of the main findings and of the advice or they will be discussed in further research. The interviews with the social marketing specialists will reveal what they think about the initiative “Daar Kun Je Mee Thuiskomen”, their campaigns and their approaches. The latter will be part of answer to the question about Corporate Reputation and it will answer the question about the impact of the Bob-campaigns.

### ***Interview questions***

Both interviews include open questions and statements in order to find out why they believe a certain approach or another element would work in certain situation. Probing questions are used the reasons are unclear or need more explanation. The open questions and statements are written out prior to the interview and used as a guideline

during the interview. During the interview it could appear that some questions are irrelevant to ask and other questions come up which are more relevant.

### ***Data analysis***

The data will be coded into categories by use of colours and numbers and can be found in the appendix and will be referred to in the findings and conclusions of this study. The data will be organised into categories of data that looks and feels alike, which allows one to see patterns and allows one to link data in different sections to each other. (Saldana, 2008) This makes it easier to analyse the data in a later stage and also to recover what the main findings are. Furthermore, readers who would follow the codes should come to the same or similar conclusions. In the conclusions the main findings of interviews will be discussed and analysed by using the theories from the theoretical framework.

#### **3.2.2.1 Equipment**

1. phone: This will be used to record what has been said in the interviews. This is all transcribed and coded, and can be found in the appendix. If needed one can request the recordings of the interviews.

#### **3.2.3 Surveys with a sample of the target audience**

The surveys partly answer all three sub-questions and is carried out among a sample of the individuals from the target audience described in the introduction. The purpose of the survey is to find out whether the same approach and other elements of a drinking and driving campaign are chosen as to whether they would positively influence attitudes and behaviour or whether the answer differ from each other. An explanations of the findings will be given in the conclusion where the findings will be analysed using theory.

### ***Sample of the target audience***

The sampling is done by quota sampling and snowball sampling trough Facebook and by handing out cards with a link to the online survey to random students at the Hogeschool Utrecht and the University Library at the Uithof (Black, 2012) . The individuals all belonged to the target audience of the initiative, yet the limitations of these two forms of sampling can be found in the restrictions to the research. Furthermore, to take see things from a different cultural perspective and in order to contrast and compare the survey was also sent to Irish individuals that belonged to the age category of the initiative.

### ***Theory-based survey questions***

All theories previously described in the theoretical framework are the bases of the survey questions. Therefore, the answers to the questions will be held alongside the theories to see whether the outcomes correlate with the theories or not. The survey questions about the different approaches are based on the different theories of persuasion about both the negative and positive side of the different approaches. Two of the questions about the approaches are based on the parallel process model as to whether individuals are vulnerable to the a certain approach. The questions about the consumption of alcohol while being to designated are based on the theories of planned behaviour as to whether they approve or disapprove of a certain behaviour and it might reflect their social norms. One survey question is based on the Elaboration Likelihood Model as to whether individuals prefer a short simple message or a more elaborated message and whether a short or a more elaborated message would have more impact on attitudes and behaviour. The answers to the open questions in the questionnaire illustrate the reputation of “Daar Kun Je Mee Thuiskomen” and the BOB-campaigns in the minds of individuals from the target audience. Each individual had to state their age and gender, which allows us to see whether there are differences in opinion between people of different ages and whether there are differences in opinion when taking gender into consideration. Also each individual had to state their culture. The culture will be held alongside the theories about culture described in the theoretical framework.

### ***Data analysis and type of questions***

IBM SPSS 2013 version 22 is used to analyse the closed questions from the online survey and to place the data in tables and graphs. The answers to open questions will be coded into categories by use of colours and numbers. For the main part the survey consists of closed questions that focus on what approach and other elements should be used in a road safety campaign about the issue of drinking and driving. The two closed questions at the end are concerned with what people think about the initiative “Daar Kun Je Mee Thuiskomen” and the current Bob-campaign. The data will be organised into categories of data that looks and feels alike, which allows one to see patterns and allows one to link data in different sections to each other. (Saldana, 2008) As already explained this makes it easier to analyse the data in a later stage and also to recover what the main findings are. Furthermore, readers who would follow the codes should come to the same or similar conclusions. Both the graphs and tables from the answers to the closed question and the colour coded answer to the open questions can be found in the appendix and are referred to in the main findings and conclusions of this study.

### **3.2.4 Focus groups with a sample of the target audience**

The focus groups will also partly answer all three sub-question. The purpose of the focus groups is to obtain more in-depth knowledge. Not only of what elements of the presented campaign material the participants believe to have a positive influence on attitudes and behaviour, but also the reasons behind their choice.

#### ***Selection of the participants***

For the selections of the participants purposive non-random sampling is used, since the number of people interviewed is less relevant than the criteria used to select them (Wilmot, 2005). The participants are between the age of 18 and 34, both men and women (approximately 50/50). Three focus groups are held with individuals that belong to the target audience of the Bob-campaigns. The focus group consists of individuals from different age, which will be categorised into three different age groups to see whether there are differences between individuals from different ages similar to the age categories from the survey. It will also appear whether there are differences between the different genders.

#### ***Process focus group***

Prior to the focus group the participants are told what the topic is of the focus group. At the start of the focus group the participants are explained that road safety campaigns belong to social marketing with the purpose of positively influencing attitudes and behaviour. Furthermore, they are informed that they will be presented with campaign material from the Dutch drinking and driving campaign and material from foreign road safety campaigns.

#### ***Content focus group***

The participants are presented with some general social marketing TV commercials. They will also be presented with all the campaign material from the current Bob-campaign (TV commercials, radio advertisement, posters and the billboards in the form of a picture.). Furthermore, the participants are also presented with campaign materials of other campaigns from the initiative "Daar Kun Je Mee Thuiskomen", and campaign materials from similar road safety initiative of other countries. By using probing question it becomes clear what approach each individual participant think would have the greatest impact in obtaining the desired behaviour and why, but also which elements in the campaign material are strongest and are more likely to have an impact on their behaviour. For the observing part of the focus group the reactions, expressions, and gestures from the participant are observed, which also give an indication of the impact it has on these

individuals. The most relevant findings will be given in the main findings and discussed and analysed in the conclusions by using theories from the theoretical framework.

### ***Data analysis***

The data will also be coded into categories by use of colours and numbers and are placed in the appendix and referred to in the main findings and conclusions of this study. The data will be organised into categories of data that looks and feels alike, which allows one to see patterns and allows one to link data in different sections to each other. (Saldana, 2008) This makes it easier to analyse the data in a later stage and also to recover what the main findings are. Furthermore, readers who would follow the codes should come to the same or similar conclusions.

#### **3.2.4.1. focus groups participants**

Focus group 1: This focus group consist of two female participants who are 19 years old and one female participant of 23 years old. There are also two men participating of whom one is 19 years old and the other one 20 years old.

Focus group 2: This focus group consists of two female participants of whom one is 22 years old and the other one 23 years old and it consists of two male participants of whom one is 21 years old and the other one 23 years old.

Focus group 3: This focus group consists of three females of whom one is 24 years and of whom two are 25 years old. It also consists of two males of whom one is 25 years old and one 28 years old.

#### **3.2.4.2 materials and equipment**

1. Camera: To record the interview. This in order to record what has been said and to observe the expressions and gestures of the participants. This is all transcribed and coded, and can be found in the appendix. If requested one can get access to the recorded focus groups.
2. Phone: This will be used as an audio recorder as a back-up for the camera.
3. Hand-out: After every TV commercial, radio commercial and picture of a poster/billboard the participants have to rank it as to whether the message appeals to them.
4. Laptop: To show the videos of the TV commercials, to let them hear the radio commercials and to show them the billboards and posters in the form of pictures in a PowerPoint.

# Chapter 4

## 3.3 Main findings

The main findings of the study are revealed in this section. The findings are given per method in the order in which the methods can be found in the methodology.

### 3.3.1 Findings from netnographic research – observational research

As previously described monitoring the internet for rumours and utilising social media should be part of a good reputation management plan (Beal et al., 2008). This section describes the observations made of the social media activity from both the initiative “Daar Kun Je Mee Thuiskomen” and members of public in relation to messages about the initiative or the Bob-campaign. For a later comparison a similar observation has been carried out for the Road Safety Authority Ireland.

#### *“Daar Kun Je Mee Thuiskomen” and social media*

The initiative “Daar Kun Je Mee Thuiskomen” does not have a Facebook page and nor does it have a Twitter page or a LinkedIn page. (Facebook, 2014., Twitter, 2014., LinkedIn, 2014.). The initiative does have a Google+ page “Bob, Daar Kun Je Mee Thuiskomen” only it does not have any followers or does not contain any posts. (Google +, 20014) Whereas, for instance The Road Safety Authority Ireland, who is responsible for the drinking and driving campaigns amongst other road safety campaigns in Ireland, does have a Facebook page, a Twitter page, a Google + page, and a LinkedIn page (RSA Ireland, 2014a., RSA Ireland, 2014b., RSA Ireland, 2014c., RSA Ireland 2014d.). RSA has 43,392 likes on Facebook and 2,405 individuals talking about RSA, 4,279 followers on Twitter and 3,295 Tweets to its name, 259 followers on LinkedIn and only 26 followers on Google +.

#### *The Ministry of Infrastructure and Environment and social media*

“Daar Kun Je Mee Thuiskomen” belongs to the Ministry of Infrastructure and Environment, which does have Facebook page with a small amount of likes, a Twitter page with 11,9K followers and 2,570 Tweets, a LinkedIn page with 7,562 followers and a google + page with a small amount of followers (Ministerie IenM, 2014a., Ministerie IenM, 2014b., Ministerie IenM, 2014c., Ministerie IenM, 2014d.). However, none of the latest posts, Tweets etc. mentions the initiative “Daar Kun Je Mee Thuiskomen” or the Bob campaigns. Although some of the latest Tweets do refer to road safety (Ministerie IenM, 2014a., Ministerie IenM, 2014b.).

### ***The Bob-campaign and social media***

The Bob-campaign itself has no official Facebook page only one Facebook page, which has 28 likes and refers to Wikipedia information in English about the Bob-campaign and also if you search “100% Bob is 0% op” there is no Facebook page (Bob-campaign, 2014a). Only if you search through the likes from the Veilig Verkeer Nederland Facebook page you find a Bob Facebook page (Bob, 2002). On this page it is described as an initiative from Veilig Verkeer Nederland, which is a partner from the Ministry of Infrastructure and Environment and work collaboratively on the Bob campaign. The Facebook page has many recent posts and comments and has 17,081 likes. The Bob-campaign also has an official Twitter page, but it has only 45 followers and zero Tweets (Bob campagne, 2014b). However, if you look for Tweets about “100% Bob is 0% op” or “Daar Kun Je Mee Thuiskomen” you find many results (100% Bob is 0% op, 2014., Daar Kun Je Mee Thuiskomen, 2014a.). Some of these Tweets are making fun of the initiative or the campaign, but most of them are more positive and refer to either someone who says he is the designated driver that evening or someone reporting an alcohol prevention road check in a city or town somewhere in Holland. (100% Bob is 0% op, 2014., Daar Kun Je Mee Thuiskomen, 2014a.). If you search for “Bob”, “Bob-campagne” or “100% Bob is 0% op” in LinkedIn there are no results. Nevertheless, if you search for “Bob Campagne” in Google+ you find many posts about the Bob-campaign in Belgium, but also post about the Dutch Bob-campaign. However, there are not many recent posts about the Dutch Bob-campaign on Google+ and there are nearly no comments made on the posts (Bob campagne, 2014c).

If one searches for the phrase “Daar Kun Je Mee Thuiskomen” in google one can see that the first hits are directed either to the site of the initiative itself or they are re-directions to the site of the initiative ([www.daarkunjemeethuiskomen.nl](http://www.daarkunjemeethuiskomen.nl)). However, the site does not include social media buttons to direct individuals to the social media pages from the initiative and the Bob-campaign.

### **3.3.2 Findings from interviews with social marketing specialists**

Below the main findings are revealed from interviews with two social marketing specialists. The first interviewee is Reint Jan Renes (Appendix 4.2.12) who has a social psychology background and the second interview is with Pim Slierings (Appendix 4.2.11) who worked most of his career in the commercial advertising world, but now works for the social marketing initiative SIRE. The main findings derive from the colour coded transcriptions in the appendix (Appendix 4.2.11, 4.2.12). The colour coded parts in the transcriptions reveal the most significant information from the interviews.

### 3.3.2.1 Interview with Reint Jan Renes

A colour coded transcription of the interview with Jan Reint Renes can be found in the appendix (Appendix 4.2.12) from which derive the main findings described in this section.

As a social psychologist specialised in social marketing Mister Renes is also very interested in the Bob-campaign and its impact on attitudes and behaviour. In his opinion the success factor of the Bob-campaign is showing the desired behaviour, because it shows people how to change their behaviour. He also believes the Bob concept itself is very strong.

Moreover, in his believes a humoristic or a shocking approach in itself are not powerful, but together with showing what an individual has to do in order to drive home safely it is. In his eyes the current Bob campaign is very strong, yet he believes it could be that the formula will expire or already has partially. According to him there lies a great danger in using humour, because if there is no clear connection made with showing the desired behaviour it will elapse its goal, especially among young individuals. Something else which needs to be considered is the surprise element.

Jan Reint Renes: *“ I think that the Bob commercials use humour and connect this to the desired behaviour really well. However, indeed it could be that what you proposed before that this approach is at the end of its life cycle. If you want to work with emotions it has to keep a certain surprise element. So is the current Bob campaign at its end or can it be turned around with some simple suggestion, that is the question.”*

According to Jan Reint Renes the current Bob-campaign does not show the consequences of what could happen to those who drink and drive. Furthermore, it only shows the desired behaviour of one individual who needs to be the designated driver while the rest can still drink. Jan Renes explains that for an alcohol prevention initiative such as STAP this does not really work, since it does not really attack the problem of alcohol misuse in general. Whereas, a shocking drinking and driving campaign including the severe consequences also expresses the dangers of alcohol itself, which according to Mr. Renes could have positive effect on alcohol misuse in general.



### **3.3.2.2 Interview with Pim Slierings from SIRE**

Pim Sliering is the director at SIRE, which is an independent organisation focused on social marketing. At SIRE the main focus is on getting attention for social issues in society that do not receive enough attention or those that are neglected. For SIRE it is about raising awareness for an issue, but not necessarily changing attitudes and behaviour as it is for “Daar Kun Je Mee Thuiskomen”.

According to Pim Slierings shock is of the essence in most of the SIRE commercials to raise awareness. However, he explains by taking the example of the firework campaign that the commercials are not only there to shock people and that there needs to be an escape route. One of the firework commercials from the past was really shocking, because there was a countdown from 10 till 1 and with every number a finger was blown away. The countdown in this video is really shocking and obscene, but Mr. Slierings explains that after the countdown the viewer is provided with information about how much percent of the accidents means damage to the eyes, to the limbs etc. By providing them with this information, so the consequences, it reminds the viewers of what could happen. In this case the escape route is that if firework is not misused by individuals, so if one uses the fireworks as they are it supposed to be used, those consequences would not happen. Lucy van der Helm, who also attended the interview as the future replacement of Mr. Slierings as a director, explained that middle of the road campaigns without a shocking element would not leave an impression. Especially, not in today's society where young individuals communicate in a way to each other, which is also really harsh.

### **3.3.3 Findings from survey with a sample of the target audience**

The findings from the open and closed questions of the survey are displayed in this section. The survey including nineteen questions both open and closed can be found in the appendix (4.2.18). The findings from the open question clearly describe how individuals see the initiative and its Bob-campaign. The answer to these open survey questions can be found in the appendix (Appendix 4.2.16) where all responses are either colour coded into positive reaction, negative reaction, moderate reactions and reactions of individuals who do not know the initiative or the campaigns. The results from the closed give a clear indication of what the target audience of the Bob-campaign believes to be the most successful approach in a driving safety campaign and more specifically in a campaign concerning the issue of drinking and driving in order to have an impact on attitudes and behaviour. Furthermore, it clarifies which other elements are important in a drinking and driving campaign. The tables and chart can be found in the appendices (Appendix 4.2.2, 4.2.3, 4.2.4, 4.2.5 and 4.2.6)

### **3.3.3.1. Closed survey questions (Dutch respondents)**

This section includes the main findings from the answers to eleven of the seventeen closed questions of Dutch respondents, which were found to be most relevant. The numbers to the tables and charts are given in the text and refer to charts and tables in the appendix. Each table or chart represents the data collected from a single closed question except for the last two tables who are presented in the text, which are tables of each two questions combined. From these main findings will become clear which approach and other elements are important in a drinking and driving campaign in order to positively influence attitudes and behaviour.

#### ***Alcohol consumption and driving***

As can be seen in table 5 (Appendix 4.2.2.5) 64% of the Dutch respondents never drank alcohol in the past as a designated driver. However, 8,1% of the of the respondents drank alcohol one time and 24,4% drank alcohol a few times as a designated driver (Appendix 4.2.2.5). Table 7 (Appendix 4.2.2.7) reveals that in the past year 76,7% of the respondents claimed they did not drink alcohol as a designated driver. When considering the limit of drinking and driving 57% of the respondents indicated that one should not drink any alcohol as the designated driver. Whereas, 36% considered drinking one standard glass of alcohol as a limit and 7% considered two or three standard glasses as a limit for a designated driver as can be seen in table 6 (Appendix 4.2.2.6). An individual who just obtained his or her driver's licence can drink one standard glass (0,2 promille) of alcohol and a more experienced driver can drink two or three standard glasses of (0,5 promille) alcohol (Rijksoverheid, 2012). In this case all the respondents would pass the alcohol breath test without any problem. Only the goal of the current Bob-campaign is to urge people to consume NO alcohol at all as the designated driver.

#### ***Length of campaign message and its content***

Table 9 (Appendix 4.2.2.9) reveals that 50% of the respondents preferred a campaign message to be short and simple and 12,8% of the respondents indicated that it was most important for such a campaign message to include the desired behaviour. Both of these elements are included in the current Bob-campaign. However, 12,8% of the respondents preferred a campaign message to include health consequences and 24,4% preferred a really extended campaign message including health, criminal and other consequences and thought the campaign should include the desired behaviour. All these consequences are never included in any of the Bob-campaign messages.

### ***Preference campaign approach***

Another element which needs to be considered in order to have an impact on attitudes and behaviour in a driving safety campaign or more specifically in a drinking and driving campaign is the approach. The approach can either be shocking, serious/informative or humoristic and of course it can be a mixture of the different approaches.

From the closed questions as can be seen in table 8 (4.2.2.8) it becomes clear that the participants prefer a more shocking approach, since 60,5% of the respondents choose the shocking approach compared to 20,9% who choose the serious/informative approach, 12,8% who choose the humoristic approach and 5,8% who choose another approach.

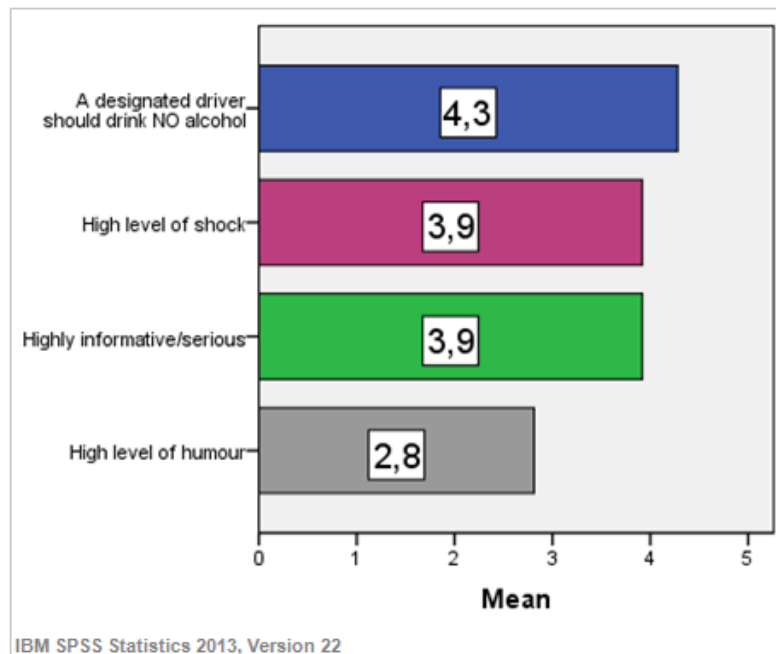
Moreover, 58,1% of the licenced drivers who responded believe that the desired behaviour is most effectively reached by the shocking approach as can be seen in table 11 (Appendix 4.2.2.11). 25,6% consider the serious/informative approach to be most effective in this case and only 11,6% of the respondents believed that the humoristic approach would be most effective (Appendix 4.2.2.11). Furthermore, table 10 (Appendix 4.2.2.10) reveals that 44,2% of the licenced drivers who responded found that a shocking/threatening approach made them alert again about the issue of drinking and driving. Another 40,7% also believed a shocking/threatening would have an impact on them only if the scenario was realistic and not too severe (Appendix 4.2.2.10). Only 9,3% would ignore a drinking and driving campaign with an shocking/threatening approach, because it would be too shocking and only 5,8% would ignore such a message, because it would have no impact on them (Appendix 4.2.2.10). Also, 57% of the respondents believed that the humoristic approach would have no long-term impact and 29% of the respondents believed that the serious/informative approach would have no long-term impact as can be seen in table 13 (Appendix 4.2.2.13). While, only 10,5% thought that the shocking approach would have no long-term impact on attitudes and behaviour (Appendix 4.2.2.13).

### ***Level of shock, humour and/or seriousness***

On a scale from one to five, one being strongly disagree, three being neutral and five being strongly agree, respondents were asked to indicate whether a high level of shock, high level of humour and a highly informative/serious campaign would have a positive impact on attitudes and behaviour. As can be seen in chart 1 with an average of 3,9 the licenced drivers who responded believe a high level of shock could have a great impact on attitudes and behaviour in a drinking and driving campaign. With another average of 3,9 the respondents also seem to think that a highly informative/serious campaign could

have a positive influence on attitudes and behaviour (chart 1). Yet, the 2,8 average for the humoristic approach is significantly low (chart 1).

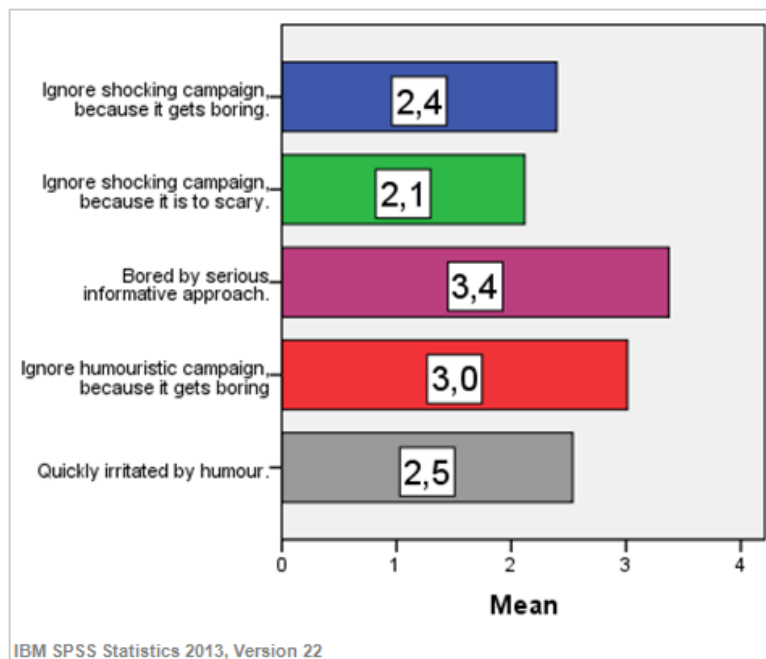
**Chart 1: Impact on attitudes and behaviour in drinking and driving campaign**



#### ***Negative aspects of the different approaches***

On a scale from one to five, one being strongly disagree, three being neutral and five being strongly agree, the respondents were also asked to give their opinion about some statements relating to the negative aspects of all the approaches. As can be seen in chart 2 the respondents are least likely to ignore a shocking campaign after frequent exposure, because it would scare with an average of 2,1 on a scale from one to five. With an average of 2,4 the respondents are also least likely to ignore a shocking campaign, because it would be too scary (chart 2). The respondents would also not be quickly irritated by a humoristic approach after repeated exposure looking at an average of 2,5 (chart 2). However, with an average of 3,0 respondents are more likely to be bored by a humoristic campaign after repeated exposure (chart 2.). With an average of 3,4 the respondents are most likely to be bored by campaign only including a serious/informative message (chart 2) .

**Chart 2: Wear-out effect and desensitisation in drinking and driving campaign**



#### *Approach preference in relation to gender*

When considering gender there does not seem to be a great difference in the preference for a certain approach as can be seen in table 1 below. 57,1% of the male respondents thought that the shocking approach would have the greatest impact on attitudes and behaviour compared to 58,5% of the female respondents (table 1). The results above should be considered with caution, since 65 respondents were female and only 21 respondents were male, which makes the results less valid (table 1).

**Table 1: Crosstab gender and desired behaviour**

Gender * Desired behaviour most likely reached by Cross tabulation							
			Desired behaviour most likely reached by				Total
			Shocking approach	Serious/informative approach	Humoristic approach	Other approach	
Gender	Male	Count	12	4	3	2	21
		% within Gender	57,1%	19,0%	14,3%	9,5%	100,0%
	Female	Count	38	18	7	2	65
		% within Gender	58,5%	27,7%	10,8%	3,1%	100,0%
Total		Count	50	22	10	4	86
		% within Gender	58,1%	25,6%	11,6%	4,7%	100,0%

IBM SPSS Statistics 2013, Version 22

### ***Approach preference per age category***

When considering age the respondents are divided in four age groups consisting of a similar amount of respondents per group. From the answers to the question of what approach would most likely effect attitudes and behaviour positively it became clear that again the shocking approach was considered to be most effective. 68,8% of the respondents between the age of 18 and 20, 57,1% of the 21 and 22 years old respondents, 63,6% of the 23 and 24 years old respondents, and 45% of the respondents between the age of 25 and 29 choose the shocking approach (Table 2).

**Table 2: Crosstab age group and desired behaviour**

Age group * Desired behaviour most likely reached by Cross tabulation							
			Desired behaviour most likely reached by				Total
			Shocking approach	Serious/informative approach	Humoristic approach	Other approach	
Age group	18-20	Count	11	4	1	0	16
		% within Age group	68,8%	25,0%	6,3%	0,0%	100,0%
	21-22	Count	16	5	6	1	28
		% within Age group	57,1%	17,9%	21,4%	3,6%	100,0%
	23-24	Count	14	7	0	1	22
		% within Age group	63,6%	31,8%	0,0%	4,5%	100,0%
	25-29	Count	9	6	3	2	20
		% within Age group	45,0%	30,0%	15,0%	10,0%	100,0%
Total	Count	50	22	10	4	86	
	% within Age group	58,1%	25,6%	11,6%	4,7%	100,0%	

IBM SPSS Statistics 2013, Version 22.1

### ***Approach preference from Irish respondents***

The results from the Irish survey do not have a high validity, since only eleven Irish licenced drivers responded compared to 86 Dutch licenced drivers. An interesting finding is that none of the Irish respondents thought that an humoristic approach would have a positive impact on attitudes and behaviour in a drinking and driving campaign (Appendix 4.5.3.1) . Furthermore, 9 of the 11 respondents believed that the humoristic approach in a drinking and driving campaign would have no long-term impact on attitudes and behaviour.

### 3.3.3.1. Open survey questions (Dutch respondents)

At the end of the survey the respondents could answer what they thought about the initiative “Daar Kun Je Mee Thuiskomen” and the Bob campaigns of the past few years. When the respondents were asked about what they thought the initiative “Daar Kun Je Mee Thuiskomen” the reactions were slightly more positive than negative (Appendix 4.2.16). Many positive reactions stated that this was because of the fact that everybody knows about the initiative mainly because of the catchy slogan.

Some examples:

Respondent 25: *“Really good, everyone knows the commercials in the Netherlands and is conscious of the fact that there always has to be a designated driver”.*

Respondent 52: *“It quickly became a slogan which everybody recognised and that is the reason why it is a good initiative. Everybody knows directly what you are talking about.”*

Respondent 89: *“Recognisable for everyone and also the word Bob is used by everybody. Everybody also knows the billboards on the side of the road.”*

#### ***Reactions about the initiative “Daar Kun Je Mee Thuiskomen”***

Most of the respondents, who gave a positive reaction, explained that it is a good initiative is because the topic of drinking and driving is an important issue in their eyes, which needs to be addressed. From the answers it became clear that even more awareness should be raised about the dangers of drinking and driving. Also, individuals believed that showing the desired behaviour in a campaign is really important. (Appendix 4.2.16)

#### ***Reactions about the Bob-campaign***

Despite the positive responses towards the initiative there were quite a few negative reactions towards the Bob campaign. Many of these comments were related to the fact that a humorous approach is not effective enough and that the subject deserved a more serious and/or shocking approach.

Some examples:

Respondent 5: *“Good initiative, but more information should be given and the severity of the issue should be more obvious.”*

Respondent 50: *“Yes and no. The Bob sticks. Who is the Bob? They make jokes about it etc. Bob jij of bob ik? This has been communicated really well by the campaign. However, they use a little bit of humour. Humour does often have a positive impact on somebody, but it hides the message and does not come across. I think that many people do not realise what the consequences can be. This is not revealed in the commercial. Bob chooses to shed a light on the enjoyable and funny side of Bob, but why you should do*

*this is not revealed. Why would you do it then? By showing more shocking images, you get a better picture. Walking around the rest of you live with the idea that you killed someone by driving into someone? No, I would prefer to not drink that glass of beer.”*

### ***Strong and weak elements of the Bob-campaign***

Many other responses stated that a shocking approach would work more effectively. Although, these individuals believed the current Bob campaign sets a good example it does not reveal the consequences of a severe accidents caused by drinking and driving. The respondents claimed it is too soft now and should be heavier and the hard reality needs to be shown. They believed a campaign should not only focus on the severe consequences of the alcohol-impaired driver, but also reveal the severe consequences for other individuals involved. A heavy example was given where an individual is present at his/her own funeral of which the dead is caused by a car accident do to speeding. (Appendix 4.2.16)

One last recommendation suggested by some of those who responded negatively was that the campaign should be renewed.

Two examples:

Respondent 45: *“It is often in the news, and a really good campaign! However, the commercials are just really stupid and boring after you have seen them two times. At the beginning it is very effective and successful. However, now it is time for something new. It is old and I don’t pay attention to it anymore, because I know what it says.”*

Respondent 55: *“I think that the campaigns have pulled through with some consumers, but that they are not successful. I cannot recall a commercial at the moment. I think there are many more who have the same. Maybe, there should be several different commercials and then broadcast them for a longer period of time and rotate them. (then it bores less quickly)”*

Besides negative comments there were also many positive comments about the Bob campaigns. Most of these positive comments stated that Bob is such a strong and powerful concept and that everybody knows about it, which makes the campaigns recognisable and therefore a great success. However, something very remarkable was that only five of the respondents with a positive comment referred to the humoristic approach as a positive aspect of the campaign. (Appendix 4.2.16)



### 3.3.3.3 Survey findings from open questions (Irish respondents)

The survey was also sent to Irish individuals between the age of 18 and 34. At the end of the survey sent to Irish individuals two open questions were posed. The first question was: "What company/initiative provides the 'drinking and driving' campaigns in the Republic of Ireland?". This question was asked to find out whether Irish individuals know about the initiative. All of the eighteen respondents, of which eleven were licenced drivers and 7 individuals did not have their driver's licence yet, gave either the initials RSA, Road Safety Authority or Drink Awareness (Appendix 4.2.17). Only since the sample is really small it cannot represent all young individuals in Ireland, since it would not be valid.

The second question asked was: "Do you think their campaigns are successful? Why or why not?". All respondents remembered the campaign and most of respondents referred to the commercial as being shocking and realistic by showing the consequences that could happen. Only one respondent said he or she would ignore the campaign, because it was too shocking and explained that he or she would change channels.

Most of the reactions were very positive about the impact of the campaign, which in their opinion was mainly caused by the shocking and realistic images. However, a few of the respondents were not necessarily negative about the campaign, but believed that in general a campaign like this would not make a difference due to the drinking and driving culture in Ireland and selfishness.

One example:

Respondent 11: *"People are still drinking and driving due to selfishness. I'm not very optimistic about the results of any campaign relying on people who desire to get drunk in order to impair their ability to think rationally. Without recognising the selfishness of getting extremely drunk in general, how can we expect those who are extremely drunk, or even merrily vacant, to be wary of driving in their current state when their initial action of getting so drunk in the first place was selfish."*

### 3.3.4 Findings from the focus groups

The transcripts of the focus groups are colour coded and displayed in the appendix (Appendix 4.2.7, appendix 4.2.8, appendix 4.2.9, appendix 4.2.10). The most relevant findings are determined by which colour presenting a code would occur the most. In total there were four focus groups and the participants of each focus group were exposed to the same general social marketing commercials, campaign material from the Bob campaign, another road safety commercial from the initiative "Daar Kun Je Mee Thuiskomen" and road safety campaign material from abroad. During these focus groups

it became really clear what participants thought about the Bob-campaign and which elements of the material from foreign road safety campaign had an impact on the participants of the focus groups.

#### **3.3.4.1 Focus group 1**

This focus group included two females of 19 years old, one female of 23 years old, one male of 19 years old and one male of 20 years old (Appendix 4.2.7). The collected data reveals that the women in this group favoured shock, but also the men favoured shock as long as it was realistic in order for a message to come across and to have an impact on attitudes and behaviour.

##### ***Strong and weak elements in road safety TV commercials***

The reactions to the first shocking, but realistic commercial about speeding from New Zealand revealed that both the male and female participants believed it to be strong commercial, because it was not too over-exaggerated, realistic, and the acting was sincere and not artificial. Something which was brought up by male 2 was that the story in the commercial finished with an open end and that it urged individuals to imagine the end themselves, which was also considered as a strong element. A general shocking Irish road safety Television commercials followed the one from New Zealand and the reactions here were quite negative. The main reason being that this commercial was too over-exaggerated and that the acting was too artificial. In their answers they referred back to the strong elements from the New Zealand's commercial being that it was much more realistic, it had an open end and the 'actors' realised their mistakes. The Irish drinking and driving TV commercial received slightly more positive reaction, but the acting was still not really convincing.

Some positive reactions:

Female 3: *"The fact that they use a child is more shocking."*

Female 1: *"Yes, I think it is good that they zoom in on the head of the driver covered in blood. With guilt and shame."*

Male 1: *"A bit exaggerated, but the end is effective."*

The most negative reactions (Appendix 4.2.7) from both the male and female participants came after showing them the drinking and driving commercial from Belgium. The serious/informative animation where a sister tells his brother what he should have arranged before drinking alcohol that evening appeared to be very boring. Next time all participants agreed to switch channels when being exposed to this commercial again.

Both the television commercials from Bob-campaign and the speeding campaign from “Daar Kun Je Mee Thuiskomen” include a humoristic approach. Yet, the humoristic approach in both commercials did not receive positive comments only the recognisable elements from the Bob concept in the drinking and driving campaign material seemed to provoke positive reactions. In the speeding commercials from the initiative the participants explained that they only like the fact that they can relate to the excuses given in the commercial. The Bob radio commercial received negative responses, due to the choice of the song in the beginning and because the song made the commercial unnecessary long.

### ***Strong and weak elements in road safety radio commercials***

The participants also listened to some radio commercials from drinking and driving campaigns. The reaction to the serious/informative radio commercial from an Australian authority were very positive. The participants explained that it was a short commercial with a clear message, it contained a catchy slogan and it included a relatable situation.

Some reactions:

Female 3: *“Because it is a short one. Also a good slogan, which will stick in your mind.”*

Female 1: *“I agree.”*

Male 2: *“Yes, it is good that they tell you that even if you had it with dinner or if you had less than your mates.”*

Female 3: *“Yes, it is good it has to be short, especially a radio commercial.”*

### ***Strong and weak elements of road safety billboards/posters***

According to the participants the strongest billboards/posters, with the topic of drinking and driving, were the two slight humoristic ones from the Bob campaign and the very shocking one from the Texas Department of Transportation. The poster/billboard from the Bob campaign was strong, because it included all the recognisable elements from the Bob concept. The shocking one from the Texas Department of Transportation made a strong impact according to the participants, because it included a strong and horrific picture of a maimed woman and a strong line. As mentioned by female 3 and agreed upon by the other participants the maimed women clearly visualised what the permanent consequences could of drinking and driving could be.

All in all, the reaction from the respondents reveal that there is a preference for a more shocking, yet realistic approach and that not everything should be revealed in the commercial itself, because it should urge people to think themselves. Nevertheless, from the reactions it becomes clear that some elements of the Bob concept are very strong.

### 3.3.4.2 Focus group 2

This focus group included one female of 22 years old, one female of 23 years old, one male of 21 years old and one male of 23 years old (Appendix 4.2.8). Here the collected data also reveals that shocking approach had an impact as well, especially on the two women. However, in order to get the message across and to have an impact on the attitudes and behaviour the participants thought the current Bob campaign was doing a fine job already. From the collected data it appeared that not only the Bob concept appealed to them due to the recognisable yellow letter in the logo and the slogan, but also the humoristic approach had a positive impact on them. The key to the radio commercial was the song and the recognisable voice over. Nevertheless, there were also some elements from foreign campaigns, which had an impact on them and which could even influence attitudes and behaviour.

#### ***Strong and weak elements in road safety TV commercials***

Similar to the participants in first focus group the first speeding TV commercial from Australia had a great effect on them. Also similar to the reactions in the first focus group it urged them to think. The reason for this being that the commercial included a suspense, which according to the respondents gave them the time to imagine how the situation given in the commercial would end. This moment of suspense kept all four participants interested in watching the commercial to the very end. Another argument why the interest of the participants was kept till the end was that the fact that the message was simple.

Some reactions:

Female 2: *"Yes, that keeps it exciting until the last second."*

Male 1: *"Also, because the message is really simple."*

Female 2: *"Maybe also what is said leaves an impression, like "No, my son is in the back".*

Female 1: *"Yes, and that sudden realisation that he thinks I am going too fast."*

Male 2: *"I think than the effect of the suspense has a stronger impact."*

The reactions to the general road safety TV commercial as well as the more specific drinking and driving commercial from Ireland the same as in the first focus group quite negative. Again the reasons being that the shock was just too much, which according to them made the situation(s) unlikely to happen in real life and unlikely to happen to them.

Other reactions to the general Irish road safety commercials:

Male 1: *"This was just really unrealistic. It doesn't appeal to me, it doesn't shock me. Only that shot with wooden stake from the fence through the car was dreary."*

Female 1: *"But a bit too much."*

A reaction to the Irish drinking and driving road safety commercial:

Male 1: *"Maybe we also get a bit distracted by the fact that this is a set-up and that we have multiple shocking after each other. But after a peanut butter commercial it would have more of a shock effect."*

From the reactions of the participants it became clear that the scenes were too unrealistic, too much drama, too filmic and fake, and were found to be distant. Also the commercial was too long, which would have caused at least female 2 to switch channels. The drinking and driving commercial also did not grab the attention, because it was already clear what was going to happen from the beginning according to female 2. However, Male 1 argued that the commercial would probably have had a more of a shocking effect if it would have been shown on television instead of in this setting. (Appendix 4.2.8)

The Belgian drinking and driving TV commercial stirred up the most negative reactions. In the commercial all the options were given what the animated person should have rearranged before drinking alcohol that evening. According to the participants there was no space left for the viewer's own imagination, since all information was given. From their reactions it became clear that it made the commercial unnecessarily extensive, and also the information given was unnecessary as it was too obvious, which made the commercial childish. (Appendix 4.2.8)

#### ***Strong and weak elements in road safety radio commercials***

According to the participants the first radio commercial also included an extensive amount of irrelevant information. In the radio commercial the different criminal consequences are described of which most were seen as irrelevant by the participants. Since the consequences were explained so rapidly the participants claimed that it left no space for them to think. Somewhat more positive comments were given to the Australian radio commercial, since the participants found it included a relatable situation. The Dutch radio commercial received the most positive responses, which referred to the recognisable elements of the Bob concept and a catchy song. (Appendix 4.2.8)

#### ***Strong and weak elements of road safety billboards/posters***

The first reaction to the shocking Irish poster, where two men could be seen sitting in a car just after an accident, was negative. However, the comments slightly turned around when the message sank in as can be seen in the reactions below.

Male 1: *"The Walibi Fright Nights."*

Female 2: *"Oooh now I get it."*

Female 1: *"Oooh, yes they should have crashed at a mate not with the car."*

Male 2: *"I find it a strong one. One of the best."*

Female 1: *"I agree. Especially, the second person in the back."*

Female 2: *"Yes, he looks like he thinks he is going to die."*

#### ***Strong and weak elements from the Bob-campaign***

Yet, the billboard/poster from the Bob-campaign received the most the most positive reactions mainly, because it was found to be recognisable. The reactions to the Bob TV commercial were also very positive, because it was found to be recognisable, relatable and funny and male 1 agreed to female 2 that the current commercial was still funny despite the fact that they always use a humoristic approach. The Bob radio commercial also received positive reactions mainly, because the participants recognised the song, which was according to them very catchy.

All in all, the road safety commercial from New Zealand left a great impression for the reason that it is shocking, but very realistic (NZTransportAgency, 2014). Nevertheless, their reactions reveal that there is a preference for the Bob campaign in general not only, because it is a good concept and a good cross-media campaign, but also because the humoristic approach appeals to them.

#### **3.3.4.3 Focus group 3**

This focus group only included one person, since she (25 years old) could not be there at the time of focus group 4. When consulting the transcript of this focus group it is clearly visible that the current Bob campaign does not really have an impact on her, because in her opinion the current Bob campaign is outdated and it is time for a new approach (Appendix 4.2.9). Preferably this approach has to be slightly shocking, but definitely not too shocking and it has to be realistic. Yet, also in her eyes the Bob is a good concept in itself.

#### ***Strong and weak elements in road safety TV commercials***

After presenting her the two general road safety TV commercials from Ireland she explained that the message did come across and believed that it would even positively affect attitudes and behaviour. However, she continued to explain that the shocking images were maybe a bit excessive and that it needed more realistic images as used in the road safety commercial from New Zealand about speeding. When being exposed to the Irish drinking and driving campaign again her comments were that it was too shocking with the head of the driver covered in blood and the child being ran over by the car. Yet, she argued if some adjustments were made it would be an effective commercial.

Female 1: *"Maybe the beginning could have been a bit shorter and the end it doesn't have to go that far. You stop were the car flips over and you don't have to see the child. But just the setting is than already clear enough. Not someone crawling out of the car and the kid being killed. Also because if you show this commercial during the day it is too much for children. The message does come across, but then it should also be a little bit shorter."*

From the discussion at the end of the focus group it became clear that besides the road safety TV commercial from New Zealand the drinking and driving TV commercial from Ireland also left a good impression and that it could work if some adjustments were made. (Appendix 4.2.9)

#### ***Strong and weak elements in road safety radio commercials***

None of the radio commercials were really powerful in her eyes, since the first one from England contained an excessive amount of information and the same was said for the Belgian radio commercial. The Bob radio commercial left no impression, since she recognised the song in the commercial, but she never really paid attention to what the commercial was about. This only left the Australian radio commercial which received a slightly positive comment. The message in the Australian commercial was clear, but she thought the message "I didn't drink as much as my mates, so I am OK" would not be a message many people could relate to, because according to her people who drink a bit can still drive good. (Appendix 4.2.9)

#### ***Strong and weak elements of road safety billboards/posters***

When showing her the billboards/posters she gave negative comments about the shocking one from Ireland and the shocking one from Texas, because they were again too shocking and she would not want to see them on the side of the road. Although, she believed that in could positively influence attitudes and behaviour of some people. The poster/billboard with the most positive reaction was the second one with the line "Drinking kills, driving skills" as she explained it was a clear message and it was not too shocking and not overly happy. (Appendix 4.2.9)

#### ***Strong and weak elements from the Bob-campaign***

At the end of focus group she concluded that a good drinking and driving TV commercial should be shocking but not too shocking and should include a clear message (Appendix 4.2.9). She believed the Bob concept was strong, but she preferred slow-motion commercial from New Zealand or the adjusted Irish drinking and driving one. The Bob radio commercial was found to be too long and according to her the a TV commercial needed to be an extension of the TV commercial and it needs to contain a clear, short

and strong message. Furthermore, she was also really clear about the perfect billboard/poster, which according to her should not be shocking on the side of the road and the message should be short.

#### **3.3.4.4 Focus group 4**

This focus group included one female of 24 years old, one female of 25 years old, one male of 25 years old and one male of 28 years old. During this focus group it became very clear that the current Bob campaign did not have positive impact on the participants. Despite, the positive comments on the Bob concept after exposing them to the poster/billboard the overall reactions were quite negative on the television commercial, the radio commercial and also the poster/billboard (Appendix 4.2.10). The main reason for this being that the same campaign formula has been used for too long and that it was outdated.

#### ***Strong and weak elements in road safety TV commercials***

The road safety commercial from New Zealand about speeding seemed to have the greatest impact on each of the participants. Male 2 explained that even though he had seen it he still thought it was a heavy commercial and he will remember this one. Male 1 admitted that when he first heard about the topic of the focus group this was the one commercial he had in his mind already. The main argument being that the commercial included a very personal story. According to male 1 the fact that both of the drivers admitted their mistakes made it very strong. This was also agreed upon by female 2, who also believed the commercial contained a good shock factor. Only female 1 was not impressed by the commercial and explained it did not appeal to her, because she found the situation unrealistic.

The two general road safety TV commercials from Ireland were again perceived as overly dramatic including too much blood. In the first general road safety commercial from Ireland the exaggeration created an implausible situation according to the participants to which they could not relate. Besides being overly dramatic the second general road safety commercial from Ireland was also considered as being too long. The argumentation given by the participants was that half of the different storylines in the commercial were already forgotten in the end. The Irish television road safety commercial about drinking and driving had a more positive impact as can be seen in the reactions below. Mainly due to the strong slogan which played to the emotion and for the reason that a small child got ran over by a car.



Female 2: "Well something which I found really strong is: "Could you live with the shame"? That you play to their emotions. The commercial itself was really bad, but that sentence was really strong, for instance for billboards."

Male 2: "Well for me it is more the kid, which makes it heavy. Yes I think it would work."

However, similar to comments made in the other focus groups the story was found to be too long and it should have ended at the point right before the accident. According to male 1 the dramatic scene at the end with all the blood was not needed to get the message across. He believed he could imagine the end himself and that showing everything in detail would not work for him. Female 2 added to this that it would be much more powerful to leave out the whole dramatic scene, because it would urge her to think even after the commercial is finished. (Appendix 4.2.10) The participants said that the Belgian commercial would have no great impact on them, because it was too explicitly explained what should be done in order to get home safely. The participants felt as if they were treated like little children. (Appendix 4.2.10)

#### ***Strong and weak elements in road safety radio commercials***

From the radio commercials again the Australian received the most positive reactions as to whether it would have a positive influence on attitudes and behaviour. It was said to be nice and short, and it included a good slogan "OK is not OK". Furthermore, from the reactions it appeared that it included a realistic situation to which all the participants could relate to. This because the participants all agreed to male 1 that they could imagine themselves being in a situation where they would question themselves if they would be a responsible designated driver. The reactions to a self-invented very shocking radio commercial where one would hear a car crash, a small pause, and then the line "Don't drink and drive" were very positive in this focus group. The immediate reactions in all the other focus group were very shocked reactions, because they thought they would cause an accident themselves if they would hear that commercial on the car radio. Even after mentioning this reaction to the participants of this focus group they still believed it could really work as long as it did not include the sound of sirens or honking as mentioned by male 1. (Appendix 4.2.10)

#### ***Strong and weak elements of road safety billboards/posters***

The Australian billboard/poster was also considered as an intriguing one due to its slogan "Drinking kills driving skills". The reason being that one would not directly the first time you read it, but if you read it another time and really think about it the message would stick.

### ***Strong and weak elements from the Bob-campaign***

In general the Bob concept again received positive reactions, because it was found to be simple and the fact that you give someone the name Bob who is the sober designated driver for that day or evening was very strong. However, from the reactions below it becomes really clear that the same campaign formula has been there for too long.

Male 1: *“Yes, It does work, it is very simple. It is even a verb. Only I have the feeling that the same campaign has been there for too long. That it doesn’t have an impact anymore”*

Female 2: *“Yes you are right.”*

Male 2: *“Yes because now, I read it, I get it and I forget it.”*

Female 1: *“Mwhoah yes, yes. On the one hand I think it still comes across on the other hand I think that if you see this you think I have already seen this ten times (...).”*

From the Bob-campaign only female 2 explained that she understood the first part of the Bob television commercial directly, but was not really impressed by it. The others who first needed some explanation in order to understand it believed that this was already wrong in itself, because the message should be clear and one should not need explanation. Male 1 explained that he heard the Bob radio commercial before, because he recognised the song, but he never really knew that the commercial was about alcohol prevention. The only slightly positive comment came from female 2, which was that she could relate to the situation given in the commercial that someone has to be the designated driver if you going to visit someone. (Appendix 4.2.10)

## 3.4 Conclusions

This part encloses the conclusion based on the results from all the methods. In order to answer the overall research questions the conclusions answer to each of the three sub-questions and a final conclusion answering the research question can be found at the end of this section.

### 3.4.1 Conclusions about corporate reputation

In order to answer the research question as to whether the current Bob-campaign has the intended impact on the attitudes and behaviour of Dutch licenced drivers between the age 18-35 the initiative should be abreast of what their reputation is. The following conclusions give an answer to the sub-question about the corporate reputation of the initiative “Daar Kun Je Mee Thuiskomen” and its Bob-campaign.

#### 3.4.1.1 Conclusions drawn from netnographic research

In order to have a strong reputation among the target audience the initiative “Daar Kun Je Mee Thuiskomen” should establish a strong online position on social media. Only when individuals are confronted with the initiative and its goals and aims at a platform on which they spend most of their time it will leave an impression. The main finding of the netnographic research reveal that this is not the case at the moment. The initiative itself does not have a Facebook, Twitter or a LinkedIn page and nor does it have a Google+ page. Although, the Ministry of Infrastructure and Environment, to whom the initiative belongs, is found to be very active on social media their platforms contain no information about the initiative, their road safety campaigns and more specific the Bob campaign. The Road Safety Authority Ireland (RSA) who are responsible for the drinking and driving campaign amongst others in Ireland are very active on social media and receive many reactions on social media. The connections that RSA has with individuals from its target audience can lead to a strong positive reputation.

The Bob campaign itself appears to have a quite active Facebook page, which is owned by Veilig Verkeer Nederland, which is one of the campaign partners from the Ministry of Infrastructure and Environment. However, there is no real further activity on social media. The only online presence appears to be the “Daar Kun Je Mee Thuiskomen” site, which does not contain a space or a connection to social media for individuals to react.

From this can be concluded that the current social media activity is not very strong, but the example from RSA Ireland reveals that there is a great opportunity for the Ministry of Infrastructure and Environment to invest time and maybe even money in this. The ministry should create official social media pages to improve contact with the target

audience. Instead of only presenting the campaign to the public the initiative has to create a dialogue on social media through which the voice of the public is heard (Doorley et al., 2007., Beal et al., 2008). Individuals will feel more involved and by taking into account their ideas and comments campaigns can be created that suit the wants and needs of the target audience, which will be more likely to positively influence attitudes and behaviour.

#### **3.4.1.2 Conclusions drawn from the open survey questions**

Only a few of the respondent had never heard of the initiative “Daar Kun Je Mee Thuiskomen” and there was only one negative reaction about the initiative itself. Other respondents directly related the initiative to the topic of drinking and driving and found it important that awareness was being raised for an issue as such. The latter clearly indicates that part of what individuals think of an organisation is based on whether they believe an issue is important to raise awareness for. This means that what people think of in this case the Bob campaign can be part of how they see the initiative, which can either harm the reputation of the initiative or not.

The main reason why quite a few of the reactions stated that a more shocking approach would have a greater effect was because respondents believed that although the Bob-concept was still strong the current Bob formula had been there for too long. One of the reasons for this could be that the humoristic approach used in the Bob campaign for many years now is at the end of its life cycle. Batra et al. (2006) and Harris et al. (2014) explain that one concern about the humorous-based appeal is its longevity, because its effects could wear out. In this case individuals become bored and some even irritated and this may cause individuals to ignore the message (Harris et al., 2014., Batra et al., 2006). Both Harris et al. (2014) and Batra (2006) explain that humorous ads seem to have a short life-span, which causes them to wear-out more quickly. Pechmann et al. (1988) relates this to the fact that humoristic ads are often simple and unambiguous, which wears-out faster than a more complex or ambiguous messages.

As part of the reputation it is important that individuals know about the organisation. In this case it seems that individuals do know the initiative and believe that it is important to raise awareness for issues such as drinking and driving. However, what individuals think of the campaigns is part of what individuals think of the initiative. Since a reputation is build over-time it is important for the initiative to consider a different campaign approach in order to keep the reputation strong.

### **3.4.2 Conclusions about the impact of the Bob-campaign**

In order to answer the research question as to whether the current Bob-campaign has the intended impact on the attitudes and behaviour of Dutch licenced drivers between the age 18-35 one should know what the impact is of the current Bob-campaign. The following conclusions give an answer to the sub-question: What impact does the Bob-campaign messages and imagery have on the attitudes and behaviour of individuals from the target audience?

#### **3.4.2.1 Conclusions drawn from the open and closed survey questions**

In order to find out whether the current Bob campaign has the intended effect on attitudes and behaviour it is important to know what exactly the impact is of the current campaign. In the previous section the answers to the open survey questions already revealed that there were positive as well as negative reactions about the Bob campaign. One of the negative elements mentioned was the wear-out effect of the humoristic approach (Harris et al., 2014., Batra et al., 2006). This could also be the reason why 60,5% of the Dutch respondents of the survey chose the shocking approach, 20,9% the serious/informative approach and only 12,8% the humoristic approach to have the greatest impact on attitudes and behaviour.

Another negative reason mentioned was that the use of humour was not reflecting the seriousness of the issue, which could stop individuals to process the message because they do not feel vulnerable to the message (Lewis, 2008. Hoog, 2005). A last negative reaction was that using humour was a distraction to the actual message of the campaign. According to Harris et. al (2014) humour is a fragile tool, which can indeed distract individuals from the actual message. He explains that in the case of selling a product or a service individuals might remember the gimmick, but forget the product or service it was selling (Harris et. al, 2014). Especially, for a social campaign as the Bob campaign it is crucial that the message is received and humour could block this message.

However, there were also some positive reaction to the humoristic approach used in the Bob campaign as it seemed to appeal more than a more serious approach and it seemed to grab the attention. Harris et al. (2014) explains that humour is often used as an effective tool in advertising, because funny ads are often found to be rememberable and popular. In this case the humour used as an emotional appeal in this Bob campaign caused individuals to remember the campaign. However, remembering the campaign does not directly mean that the message of the campaign is received.

One other positive main finding from the two open survey questions was that many respondents thought that the Bob itself was a good concept, since everyone knows what it stands for and both the slogan and the big yellow letters lingered in the minds of the respondents. One conclusion that could be drawn from this is that maybe the humoristic approach has worn out and needs replacement, but the Bob concept itself is still strong.

### **3.4.2.2 Conclusions drawn from the focus groups**

#### **3.4.2.2.1 Focus group 1**

The Bob campaign in general did not leave a really positive impression as expressed in the main findings. In this case the television commercial was found to be confusing in the beginning and only after an explanation it became clear. One of the female participants gave the reaction to the commercial that shock would work better for her. This preference for shock could mean that the individual is vulnerable to a more threatening approach and she needs that as a trigger to get the message across. According to the Extended Parallel process model the vulnerability to a threat is the reason why an individual would decide to process the message (Lewis, 2008. Hoog, 2005). In this case it appears that individuals need a more shocking approach to create vulnerability in order to process a message. However, the overall belief also based on the reaction of the Bob billboard/poster is that the Bob is still a good concept in itself. The only negative points being the confusion in the television commercial and the length of the song in the radio commercial.

#### **3.4.2.2.2 Focus group 2**

From the findings of this focus group it appeared that the Bob campaign left all-round positive impression. Similar to the previous focus group the Bob concept appealed to them as well, which was one of the reasons why it was found to be a good cross media concept. Furthermore, as expressed right after the commercial and in the conclusions of the focus group the use of humour also seemed to appeal to all the participants. A study carried out by Katrien Vandael (2007) researched the differences between Belgian and Dutch government campaigns. She based her finding on the theories from de Mooij (1998) that cultures with low power distance and low uncertainty avoidance are more likely to use humour. When doing the country comparison at the Hofstede site the Netherlands does not necessarily have a really low uncertainty (53) and a low power distance (38), but compared to the uncertainty avoidance (94) and the power distance (65) of Belgium it does (Hofstede, 2014). This could be a reason why there is a slight preference among the participants of this focus group for an humoristic approach. Since, the Netherlands is seen as a highly individualistic culture (80) and scores moderately on uncertainty avoidance (53) this could be a reason why the Bob commercial includes humour and

ends with a serious message (Hofstede, 2014) and does not contain extreme use of only humour. The same goes for the radio commercial which starts with a slightly humoristic song and the Bob poster billboard with balloons, but both include a serious message. The theory of Boutsouki et al. (2010) states that cultures with low uncertainty avoidance and high individualism seem to prefer humour-dominant messages. Because the Netherlands has a highly individualistic culture, but an average uncertainty avoidance this could be the reason why all the campaign material contains humour, but ends on a serious note.

#### **3.4.2.2.3 Focus group 3**

The only participant in this focus group was not in favour of the Bob campaign in general, mainly because the humoristic approach did not really appeal, because she believed it was at the end of its lifecycle. However, the same as the other focus groups the Bob concept itself seem to have a positive effect on her, since it was something recognisable. However, the radio commercial seemed to be too long. In her opinion the radio commercial needed to be short and clear with a powerful message. According to the Elaboration Likelihood Model not all individuals can receive centrally routed message, which often include a great amount of information (Littlejohn, 2005). For this motivation is needed and this depends on whether a person interested in a topic and whether they enjoy participating in critical thinking (Littlejohn, 2005). Individuals who are less or not motivated prefer peripheral routed messages, which depend on the emotional involvement of a receiver and persuade by the use of superficial messages (Littlejohn, 2005). In the case of the radio commercial it is perceived as too long, due to the length of the song including information and the message afterwards, which according to the participant needs to be shorter. This can be explained by the fact that the participants motivation is low, because a message about drinking and driving is not necessarily something of her interest. Furthermore, since radio is most often mere background noise it will not urge to critical thinking, which is needed to perceive an extensive centrally routed message (Littlejohn, 2005). In this case a short, simple and maybe more superficial message will be preferred as it can come across as more powerful.

#### **3.4.2.2.4 Focus group 4**

Both the men and the women in this focus group also considered the Bob campaign as a good concept. Since all participants were still positive about the Bob concept itself one can draw the conclusion that due to the reoccurring humoristic approach individuals seem to have lost their attention. This because as already explained one concern about humorous-based appeal is its longevity (Batra, 2006). Batra et al. (2006) explains that it can be caused both by irritation and by boredom, yet in this case the repeated exposure to the humoristic approach in the campaign material seem to be caused more by boredom than irritation.

### **3.4.2.3 Conclusions drawn from interview with Reint Jan Renes**

Social marketing specialist Reint Jan Renes is in general quite positive about the Bob campaign in general. He believes that the most important part is showing the desired behaviour. Thus, showing what action an individual can take in order get home safely. In his opinion either a humoristic approach or a shocking approach is not powerful in itself, but together with showing the desired behaviour it is. The Extended Parallel Process Model, which is only focused on the fear-arousing threat appeals, explains that when the perception of personal vulnerability and threat severity are high than there is a greater believe that the recommended action step will be taken (Lewis, 2008. Hoog, 2005). The Bob campaign does not include fear-arousing threat appeal, which already could cause individuals not to be motivated to process the message in the first place (Lewis, 2008. Hoog, 2005). Reint Jan Renes also believes that the current Bob formula could become less effective in the near future, which is an indication of the humour wear-out effect (Harris et al., 2014., Batra et al., 2006). In this case a more shocking approach including the desired behaviour could appear to be more effective.

### **3.4.3 Conclusions about the impact of foreign road safety campaigns**

In order to answer the research question as to whether the current Bob-campaign has the intended impact on the attitudes and behaviour of Dutch licenced drivers between the age 18-34 one should know what the impact campaigns from other countries have on Dutch licenced drivers that belong to the target audience. The following conclusions give an answer to the sub-question: What impact do 'driving safety' campaigns from other countries have on the attitudes and behaviour of the BOB-campaign target audience?

#### **3.4.3.1 Conclusions drawn from the closed survey questions**

64% of the Dutch licenced drivers who respondent to the survey said they never drank alcohol in the past as the designated driver and in the past year 76,6% claimed they did not drink alcohol as a designated driver. The behaviour of these individuals are in line with the aims of the current Bob campaign, which focusses on drinking no alcohol as the designated driver. Although, the Bob campaign could have caused this high percentage of people who drink no alcohol at all when they are the designated driver it could also have some other explanations. The Theory of Planned Behaviour describes that subjective norms and social norms could also play a part in this (Hutchinson et al., 2010) The subjective norms refer to whether a person believes that important people to him or her think that he or she should engage in the desired behaviour (Hutchinson et al., 2010) The social norms refer the behaviour as a standard in a certain group or larger society. This could mean that even if a certain campaign message about drinking and driving could appeal to an individual, but those who are important to him or her in the group he or



she belongs to believe a designated can drink four or five alcoholic beverages, he or she would be less likely to take on the desired behaviour as shown in the campaign.

### ***Message length***

50% percent of the respondents believed a campaign message needed to be short and simple and only 24,4% thought that a message should include an extensive amount of information, so a more superficial message seemed to be preferred. In order to relate this to a preference for peripheral routed messages from the Elaboration Likelihood Model emotional involvement is needed (Littlejohn, 2005). Since 58,1% seem to believe the shocking approach was most likely to positively influence attitudes and behaviour and 11,6% the humoristic approach. It reveals that almost 70% in total prefer an emotional appeal, which could indicate the preference for a peripheral routed message in a drinking and driving campaign, because of the emotional involvement needed as the theory explains (Littlejohn, 2005).

### ***Gender and age***

According to the answers of the Dutch respondents most of the individuals believed the humoristic approach to have no long-term impact. Also to all the respondents a high level of shock seemed most important in a drinking and driving campaign in order to change attitudes and behaviour and a high level of humour least important. Both of these findings could be an indication of the humour wear-out effect (Harris et al., 2014., Batra et al., 2006) , because in the past few year the Bob campaigns have always used an humoristic approach and no shocking approach. This can also be backed up by the findings that most respondents choose the shocking approach as having the highest impact on attitudes and behaviour. In this case there were no clear differences between the different genders as both male and female had similar percentages. Only there were some slight differences between the different age categories. Yet, in all cases the shocking approach got the highest percentage and after that a more serious/informative approach. This more or less rejects the theory of Hoekstra et al. (2011) supported by Lewis et al. (2007) that women respond more favourably to fear appeal than men. Young men between the age of 18-24 seem to be even less vulnerable to fear appeals, because they discount and avoid them (Hoekstra et al., 2011). This indicates that in order to reach the greatest part of the target audience one should use a shocking approach and that there is no real need to consider different ages and gender.

### ***Severity of the campaign***

On a scale from 1 to 5 least people all respondents believed that there is a slight chance a shocking campaign would be ignored because it was too scary. Almost an equal high percentage of the respondent believed that a shocking approach would make them alert again and that a shocking approach would work if it was realistic and not too severe. This all is in line with Elder et al. (2004) who argues that too much anxiety can cause individuals to deny, avoid or ignore the message.

Furthermore, the lowest percentage of the respondents believed that the shocking approach would have no long-term impact. This together with the finding that there is a slight chance that a shocking campaign would be ignored because it would get too boring after repeated exposure indicates that there is a small chance for desensitisation. This contradicts the findings of Cho et al. (2007) that the repeated exposure of the health risk, in this case caused by drinking and driving, may over the long term decrease the sensitivity of individuals towards the message. However, as already mentioned the shock should be realistic and not too severe in order to have a positive impact, which is supported by Lazarsfeld et al. (1951).

### **3.4.3.3 Conclusions drawn from the focus groups**

#### **3.4.3.3.1 Focus group 1**

In the beginning of the two focus groups one of the 19 year old females and the 23 year old female clearly expressed their preference for a shocking approach. However, as the focus group continued the severe shocking images of all the Irish commercials and the poster billboard were perceived as too much by all the participants as in too over-exaggerated. In this case it could mean that focusing too much on the severity of a threat in a campaign message can cause individuals to become indifferent and demotivated instead of stimulating them to take action (Lazarsfeld et al., 1951., Raftopoulou 2007) The only exception to this was their positive reactions to the effect of the poster with the maimed women, which was severely shocking. The humorous Bob campaign material also not really received positive reactions. The only positive reaction being that the Bob was a good concept and that in combination with shock it could work. The reason for this could be the humour wear-out effect (Harris et al., 2014., Batra et al., 2006) as already previously explained and that it is therefore time for something different. The commercial, which received the most positive reaction was the shocking, but realistic and not too severe belonged to a road safety campaign from New Zealand. This could also be reasoned by the theory of Lazarsfeld et al. (1951) too much severity of the threat can cause demotivation, which in this case will not happen, because the commercial is realistic and not too severe.

#### **3.4.3.3.2 Focus group 2**

Although the commercial from New Zealand also received positive reaction during this focus group for raising awareness of the issue. The overall tendency was that the Bob campaign including the TV commercial, the radio commercial as well as the poster/billboard needed no real adjustments. Not only due to fact that the Bob concept left a strong impression by being very recognisable, but also because the humoristic approach appealed to them. A motive for this could be that using fear-based appeal in countries where individuals are not used to this kind of threat it might become controversial and diminish the effect of the campaign (Hoekstra et al., 2011) This could explain the reason why the humoristic approach still appealed to them.

#### **3.4.3.3.4 Focus group 3 and 4**

Both focus group three and four perceived the Irish campaigns as too much. The main reason here being that it contained too much shock, which for the same as for the participants in the other focus groups had a demotivating effect instead of stimulating effect (Raftopoulou, 2007). However, during both focus groups it became really clear that the reason for this was that showing all the severe consequences left no room for imagination. According to the participants the whole story was finished for you, which did not urge you to think for yourself, which was very important for a drinking and driving campaign. This because they believed that if you had to think after you have seen a television commercial, after you heard a radio commercial, or after being exposed to a poster/billboard it would make you a more active receiver and it would be more likely you would do something with the message. Mainly for this reason participants in both groups preferred the road safety commercial from New Zealand, as it did not reveal all the severe consequences and it stopped at the point of the accident, which was much more stimulating for them to take action if needed (Raftopoulou, 2007). From a cultural perspective it could also be that the participants prefer this commercial, since the Netherlands is highly individualistic (80). According to Hubbel et al (2001) individuals from a highly individualistic culture are more easily persuaded by messages that focus on a threat to an individual instead of a threat to a group or family (Hubbel et al., 2001)

The radio commercial that left the best impression was the Australian one. It appealed to the participant of focus group 3, because it was a short and clear message, but she did not think the example was good enough as she believed that individuals can still have a couple of drinks and drive home safely. The short and clear message also appealed to the fourth focus group, but the individuals could also relate to the situation. From this it became clear that even the given example was not relatable to everyone the fact that the message was short and simple made it a good commercial. So in this case also for road safety radio commercials related to drinking and driving it appears that a more superficial

messages is preferred in order to get the message across (Littlejohn, 2005). This because individuals seem not motivated enough to perceive messages including a great amount of information (Littlejohn, 2005).

#### **3.4.3.4 Conclusions drawn from open survey questions (Irish respondents)**

Since the Irish responses were minimal in comparison to the Dutch responses the validity is low. However, it was very interesting to find out whether the Irish licenced drivers who responded still preferred the reoccurring shocking approach in the drinking and driving campaigns from Road Safety Authority or if it caused desensitisation. Most individuals believed the shocking approach used in drinking and driving campaign, mainly referring to the commercial, to be still effective. In this case the individuals still seem to fear the threat, which motivates them to continue with processing the message as described in the Extended Parallel Process Model (Lewis, 2008., Hoog, 2005). Furthermore, according to Raftopoulou (2007) too much focus on the severity of a threat can cause individuals to become indifferent and demotivated, but this does not seem to be the case for the Irish respondents. This because the commercials contain many situation that contain a severe form of shock and the respondents still believe the commercials work. According to Wallbot et al. (1986) high uncertainty avoidance countries, have developed formal rules for interaction, which makes fear arousal ineffective (Dubinsky et al., 2005). Since the uncertainty avoidance in Ireland is low (35) compared to the moderate uncertainty avoidance in the Netherlands (53) this can explain why fear arousal is more effective to Irish individuals compared the Dutch individuals. Also it could be the reason why Dutch individuals do not prefer the severe shock that is used in Irish road safety television commercials.

#### **3.4.3.5 Conclusions drawn from interview with Reint Jan Renes**

Reint Jan Renes does believe the Bob campaign is still effective. However, he expresses his concerns about fact that the Bob campaign only focus on the drinking behaviour of the designated driver. He states that a more shocking approach showing the severe consequences will not only have an effect on the designated driver, but it also reveals the dangers of alcohol in general. This can be explained by the Extended Parallel Process Model (Lewis, 2008., Hoog, 2005), which reasons that an individual's motivation to continue processing the message is determined by the extent to which they fear the threat (Lewis, 2008. Hoog, 2005) Thus, as long as individuals are not even exposed the severe consequences there can be no fear of a threat.

#### **3.4.3.6 Conclusions drawn from interview with Pim Slierings**

According to Pim Sliering in order to raise awareness a campaign should be shocking. Yet, a campaign should not be shocking to only shock it should offer an escape route. In the case of the fireworks giving the message that one should not misuse fireworks and then the severe consequences will not apply to you. However, again in this case it depends to what extent they fear the threat in order for them to process the message (Lewis, 2008. Hoog, 2005)

#### **3.4.4 Overall conclusions about the research question**

From the conclusions of the reputation it appears that the initiative and the Bob-campaign both have a weak position on social media. Establishing a strong social media position can have a positive influence on the reputation and it can increase the amount of people knowing about the organisation and to get the intended impact of the campaign across. The Bob-concept itself was still found to be strong only. Yet, from the reactions to the Bob-campaign, the foreign campaigns and the survey questions about the preference for a certain approach it appeared that the humoristic approach is wearing-out, which supports the hypothesis of this study: *The use of humour appeal in the current and future Bob-campaign will wear-out in terms of positively influencing the attitudes and behaviour of Dutch licensed drivers between the age of 18-34 years old.* This indicates that the current Bob-campaign also does not have the full intended impact on its target audience. In which case the research question: *Does the current BOB-campaign have the intended impact on the attitudes and behaviour of Dutch licensed drivers between the age of 18-34 years old?* cannot be answered with a yes or a no, because some elements from the current Bob-campaign are strong and some need improvement.

# Chapter 5

## 3.5 Advice

The following advice is based on the main findings and the conclusions drawn from the collected data. It includes recommendations in order to build a stronger reputation and it includes recommendations on how to improve the current Bob campaign in general and more specific the television commercial, the radio commercial and the posters/billboards. The advice given is very specific and only applicable to the Bob-campaign, since it became clear that every issue/topic needs to be dealt with differently depending amongst others conditions on the heaviness of the topic. Nevertheless, when similar conditions occur the initiative “Daar Kun Je Mee Thuiskomen” and other initiatives can include some of the elements described below in their (other) campaigns.

### 3.5.1 Recommendations for corporate reputation

One way for the initiative “Daar Kun Je Mee Thuiskomen” to build a strong reputation is by increasing and improving the social media activity. The online presence of the initiative and the Bob campaigns on social media is currently very minimal. One first step the initiative could take is creating an official Facebook, Twitter, LinkedIn and Google+ page dedicated to the Bob campaign and linked to the [www.daarkunjemeethuiskomen.nl](http://www.daarkunjemeethuiskomen.nl) site. It is advisable to update these social media pages frequently with the latest campaign material and the latest news and developments on the topic of drinking and driving or general news about alcohol abuse from the Netherlands and abroad.

Also, the initiative could stimulate interaction by asking individuals to give their view on the current campaign and whether they might have suggestions on how to improve it. This way the respondents do not only feel involved, but it is a great opportunity for the initiative to gain first-hand knowledge of what individuals actually think of the Bob campaign. Useful reactions can be taken into consideration for the benefit of improving the campaign. A contest on Facebook and/or Twitter can be attached to this where individuals can win promotional material such as the famous yellow Bob key chain, the yellow Bob inflatable water bed, the yellow Bob sled etc. Using the promotion material as a prize could increase brand awareness, because the Bob concept including the yellow Bob letters are very recognisable and appeared to be a strong part of the campaign as mentioned in the main findings. However, when doing Facebook and Twitter contest it is advisable to keep in mind the rules and regulations, because for Facebook for instance an external page to the contest needs to be created (Twitter Help Center, 2014., Facebook page terms, 2014.)

In these social media interactions the focus should be on the drinking no alcohol as a designated driver. This is the focus of the current Bob campaign, but it has not always been that way and many individuals still seem to follow law that allows beginning drivers to drink one glass of alcohol and more experienced drivers to drink two or three glasses. To place importance on drinking no alcohol as a designated driver a photo contest could be organised on social media to win the Bob campaign promotion material. Where people can send in photos with the designated driver drinking a coke and the others beer, or showing a bottle of coke and the cars keys etc. With this the Bob campaign can also seek for partnership with for instance Bavaria 0,0% alcohol or Amstel 0,0% alcohol.

### **3.5.2 Recommendations for the Bob-campaign**

The research results concerning the impact of drinking and driving campaigns and general road safety campaigns contain some differences and similarities. These differences and similarities are found in the research results from the four different focus groups, the survey and the interviews with social marketing specialists. For this reason two advices are given and can both be considered.

#### **3.5.2.1 Advice 1**

The first advice will include as many effective elements mentioned in the main findings in one Bob campaign without making it too ambiguous. This in order to reach the greatest part of the of the target audience with one radio commercial, one television commercial and one billboard/poster. One element thing which is advisable for a the television commercial, the radio commercial and the poster/billboard to enclose is the Bob concept and its features including the black and yellow colours, the yellow Bob letters and the slogan “Daar Kun Je Mee Thuiskomen”. The slogan “100% is 0% op” should also be included, which symbolises the main aim of the campaign.

##### **3.5.2.1.1 Bob TV commercial #1**

The current Bob television commercial seems to be confusing in the beginning. Furthermore, many of the respondents to the survey, participants of the focus groups and Pim Slierings from SIRE seem to prefer a more shocking approach. Yet, for the respondents from the survey and the participant of the focus group it should be a more realistic approach with not to severe consequences. Another important element, which especially became clear during the focus groups was that it should encourage a more active viewer by urging them to think. Showing the desired behaviour is also an important element in the eyes of Reint Jan Renes and a few of the respondent and participants.

This all leads to the following written out explanation of a possibly effective television commercial to change attitudes and behaviour:

*Four friends from the soccer team enter the sport canteen, throw their soccer bags at the nearest table and walk to the bar to order a beer, another beer and another beer. After that you see them all getting into one car and singing along with a song on the radio seeming very drunk. This is followed by the car almost hitting boy is running out to get the football from the street, because the designated is distracted and singing along. However, just before the actual accident the image freezes and commercial rewinds to the ordering moment at the bar where the designated driver orders a coke this time and the others a beer. At that moment a black round circle appears with a yellow rim in the bottom with the yellow text "100% Bob is 0% op" and this is followed by a black screen with the yellow letters and a voice over saying "Bob, daar kun je mee thuiskomen".*

The television commercial contains a realistic shocking element, without showing to severe consequences. It encloses the most important elements of the Bob concept including showing the desired behaviour. Furthermore, the freezing moment allows the viewers to think about of what could have happened.

#### **3.5.2.1.2 Bob radio commercial #1**

According to the participants a radio message concerned with the issue of drinking and driving should be short and simple including no elaborate message. Although, participants of the last focus group believe shocking sounds could be effective in a radio commercial this was seen as too dangerous by the individuals from the other focus groups if the commercial was on while driving the car. Furthermore, many of the individuals believe it has to include something to which they can relate and that the whole Bob campaign needs to be one coherent cross media campaign. This all leads to the following written out explanation of a possibly effective radio commercial:

*You here the mumbling sounds and soft music in a bar and one guy screaming "everybody beer?" and everybody yelling back "yes". Then you hear the sound quickly rewind. Again the guy asks "everybody beer?" and then one guy screams "No man, a coke. I still have to give you guys a ride home". Then you hear the voice over "100% Bob is 0% op" followed by "Bob, daar kun je mee thuiskomen".*

In this case the commercial is short and simple, with no dangerous shocking sounds. Furthermore, it is an example to which many individuals could relate too and it fits to the television commercial.



#### 3.5.2.1.3 Bob billboard/poster #1

According to participants of the focus group the message on a poster/billboard needs to be clear and simple. Furthermore, there also seems to be a preference for the poster/billboard to be part of a cross media campaign. The campaign material on <http://www.daarkunjemeethuiskomen.nl/bob/campagne/> did not contain a poster related to the soccer commercial, but when Googling “Daar Kun Je Mee Thuiskomen” a poster appears as can be seen in the appendix (Appendix 4.2.19). The poster includes the lines “3e helft? scoor eerst een Bob” (Third half? Score a designated driver first), “100% Bob is 0% op” and “Daar Kun Je Mee Thuiskomen”. The ‘O’ in the word ‘Bob’ is a football and in the background one can see blue skies and grass. This seems to be a good one only maybe including too much text and the background can be too much of a distraction. In order to have the Bob concept as clear as possible the following written out poster/billboard can appear to be effective to change attitudes and behaviour:

*You see a black background with the yellow Bob letter and instead of the ‘O’ you see the football. In the right bottom of the poster you can see the a black circle with a yellow rim and the text “100% Bob is 0% op” and on the bottom “Daar Kun Je Mee Thuiskomen”.*

In this case it contains the Bob concept, the soccer theme and by losing one line the poster becomes shorter and clearer. Furthermore, it is in line with the television and radio commercial, which could make it a successful cross-media campaign.

#### 3.5.2.2 Advice 2

The following recommendations are based on the danger of the humour wear-out effect, which from the reactions of the participants of the focus groups appear to be the case. Many of the Dutch respondents of the survey seem to believe that desensitisation of fear appeal will not be likely to happen. The Irish respondents still believe the reoccurring shocking approach in the drinking and driving commercials is effective in Ireland. However, in order to prevent both the wear-out effect and the desensitisation from happening there should be a variation in the campaign material, but the overall theme should remain. Also there seems to be a preference for a more serious/informative approach. Since the radio commercial and the poster need to be short and simple and should not contain shock there is only going to be a variation in television commercials. Rotating the following two television commercials could prevent the wear-out effect of humour and desensitisation of fear appeal, and effectively change attitudes and behaviour:

#### **3.5.2.2.1 Realistic/shocking television commercial #2**

*Again four friends from the soccer team enter the sport canteen, throw their soccer bags at the nearest table and walk to the bar to order a beer, another beer and another beer. After that you see them all getting into one car and singing along with a song on the radio. This is followed by the car almost hitting a boy who is running out to get the football from the street, because the designated driver is distracted and singing along. The image freezes at the point of the accident. Then you see a black screen with the words “Zorg voor een goede afloop, zorg voor een Bob” (Make sure it ends well, make sure there is a Bob) in yellow. Followed by another black screen with the words “Bob, daar kun je mee thuiskomen” in yellow and a voice over saying the slogan.*

#### **3.5.2.2.2 A serious/informative and slightly humoristic television commercial #3**

*Again four friends from the soccer team enter the sport canteen, throw their soccer bags at the nearest table and walk to the bar. One guy says “Four beers” to the bartender and one of the other guys says “No man, a coke for me I still have to give you guys a ride home”. The scene ends where the men start drinking. This is followed by four short scenes where the designated drivers drops the four guys off at their homes and the friends thanking him. The following moment the sober designated driver jumps on the couch at home pouring himself a beer then you see a shot of a smile on his face and you hear “hmm nice”. At that moment a black round circle appears with a yellow rim in the right bottom with the yellow text “100% Bob is 0% op” and this is followed by a black screen with the yellow letters and a voice over saying “Bob, daar kun je mee thuiskomen”.*

### 3.6 Further research

The focus of this study is the public's opinion of the initiative "Daar Kun Je Mee Thuiskomen and the Bob-campaign. Further research could be done into how the initiative sees itself and its mission, its approaches, its research and how the initiative want to portray itself to the public. The above should then be compared to the reputation of the company, which consists of all the views and beliefs that individuals hold of the company.

The main findings and the conclusions reveal that the Bob concept is very successful in the Netherlands and that this is the main reason why people believe the Bob campaign has a positive impact on attitudes and behaviour. It would be interesting to research whether a similar concept as Bob, which is the name given to sober designated driver, could have a positive impact on the attitudes and behaviour of individuals in other countries.

Based on the limitations given in the section about the restrictions of this research further research should be carried out among individuals with a lower education level and no education in order to reflect more layers of society. Further research should also be carried out in relation to the experience of drivers. Thus, compare the opinion from individuals who are currently taking drivers lessons to the opinions from novice drivers and more experienced drivers.

Whereas this study focused more on the visual elements and the spoken and written language of campaign material more research should be carried out about the impact of songs in road safety television and radio commercials or more specific in drinking and driving commercials.

Based on the findings of the social media activity more specific research should be carried out on the importance of online presence (including social media) for organisations involved in social marketing.

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## 4.2 Appendices

### 4.2.1 Appendix 1: Preliminary research

**coding** = Prefers shock-effect

**coding** = Thinks shock-effect does not affect attitudes and behaviour well enough

**coding** = Prefers humour appeal/humouristic approach

**coding** = Thinks humoristic approach does not affect attitudes and behaviour well enough

**coding** = Prefers an informative approach without shock effect or humour appeal

**coding** = Thinks informative approach does not affect attitudes and behaviour well enough

**coding** = Should include familiar situations/realistic

**coding** = surprise effect

Liselotte (Friend)

Nee, ik denk niet dat humor altijd de beste oplossing is! Ik denk dat een schrik effect beter werkt.

REPLY FEBRUARY 20, 2014 AT 1:08 PM EDIT

Anika (Family) 1

Bewezen is dat wanneer je schokkende beelden laat zien, dat mensen het niet op zichzelf betrekken. Het bekende "ik sluit mijn ogen voor de negatieve gevolgen". Het blijft misschien langer bij, maar mensen denken al snel dat het hun toch niet zal overkomen. Op pakjes sigaretten staan ook schokkende teksten, maar rook je daardoor niet meer uit dat pakje? Vaak is dat antwoord nee.

Wat je ziet bij de EMA cursussen is dat er met name levens van mensen worden laten zien die iemand hebben verloren of die moeten dealen met de gevolgen van dat zij bijv. zijn aangereden door iemand die met drank achter het stuur heeft gezeten. Mensen kunnen zich daarin meer inleven en dat ga je ook op jezelf betrekken. Ik weet niet of een humoristische aanpak dan beter zal werken. Doordat je er humor in verwerkt wordt het serieuze punt misschien minder serieus genomen dan dat het zou moeten?

REPLY FEBRUARY 20, 2014 AT 2:29 PM EDIT

Anouk Huffermann (Classmate of a friend)

Nee ik vind van niet, ik denk dat het op die manier alleen maar minder serieus overkomt. Door de kijker te shockeren met een waargebeurd verhaal of heftige beelden zal de boodschap langer blijven hangen.

REPLY FEBRUARY 20, 2014 AT 1:09 PM EDIT

Marthe (Friend)

Ik vind niet per se dat dat nodig is om het duidelijk te laten overkomen. Een schokkende of gewoon puur informerende aanpak zou ook kunnen. Echter is het voor veel mensen wel een beetje een uitgekauwde boodschap. Iedereen weet dat je niet met alcohol op achter het stuur moet/mag kruipen, daardoor lijkt een puur informerende boodschap te weinig indruk achter te laten bij de mensen. Iedereen kan moeilijk helpen om de aandacht te krijgen zodat men toch naar de boodschap kijkt.

Schokkende boodschappen hebben dat zelfde effect: aandacht generen voor de boodschap.

REPLY FEBRUARY 20, 2014 AT 1:47 PM EDIT

Marc (Unknown) 2

Ik heb beide filmpjes bekeken en daarmee kom ik tot de conclusie dat alleen humor of in ieder geval een grappige aanpak in dergelijke reclames voor mij niet werkt. De BOB reclame heeft in

het begin wel meer mijn aandacht dan de tweede buitenlandse reclame, maar de horror aan het einde van de tweede reclame houdt mijn aandacht meer vast. Ook brengt het bij mij de boodschap meer over, want het tweede schokkende filmpje blijft beter in mijn gedachte hangen dan het eerste filmpje.

REPLY FEBRUARY 20, 2014 AT 1:57 PM EDIT

Ted (Family)

Ik denk dat schokkende filmpjes een sterker effect hebben dan filmpjes waarin humor wordt ingezet. De humoristische campagnes zijn leuk om naar te kijken, maar missen hun doel, denk ik. Met de schokkende filmpjes kom je meteen tot de kern van de zaak, namelijk het feit dat het rijden onder invloed (dodelijke) ongelukken kunnen veroorzaken. In Australië, waar gebruikt wordt gemaakt van de schokkende filmpjes, is het aantal verkeersdoden bijvoorbeeld sterk gedaald.

REPLY FEBRUARY 20, 2014 AT 2:50 PM EDIT

Kim (Family)

Humor wordt al zo lang gebruikt in reclames, maar helaas als ik om me heen kijk lijkt het meestal niet over te komen. Vooral de jongeren die bij wijze van net in het bezit zijn van hun rijbewijs, rijden zonder respect, met haast, roekeloos en als klap op de vuurpijl het liefst nog met die kl... Mobiel in hun hand. Ook qua drankgebruik zal zeker de humoristische aanpak volgens mij niet zinvol zijn... heb gekeken naar beide filmpjes, en het schokkende filmpje bleef VEEL MEER hangen dan de humoristische, vooral nu ik moeder ben. Kortom... ik denk (en hoop) dat de schokkende reclames meer effect zullen hebben.... nog met die kl... Mobiel in hun hand.

REPLY FEBRUARY 22, 2014 AT 3:56 PM EDIT

Robbert (Unknown) 3

De huidige Bob-campagne "100% Bob is 0% op" is leuk gevonden, maar slaat volledig zijn doel voorbij. Ik ben van mening dat de humor die in de deze commercial is verwerkt lang niet de blijvende indruk achterlaat dan die van een meer serieuze/schokkende commercial. Een dergelijke commercial maakt alleen indruk wanneer de kijker op de hoogte wordt gebracht van de risico's van zijn gedrag. Waar in de BOB-commercial deze risico's volledig achterwege worden gelaten, wordt in de bijgevoegde buitenlandse video de kijker met zijn neus op de feiten gedrukt en ziet men daadwerkelijk wat de gevolgen kunnen zijn van het rijden onder invloed (een paar biertjes in de voetbalkantine). Sommigen zullen zich afsluiten voor dit soort commercials, maar ik ben ervan overtuigd dat het bij velen een indruk zal achterlaten die zorgt voor bewustwording. De volgende keer wanneer de kijker van een dergelijke serieuze/schokkende video zich in een vergelijkbare situatie in het echte leven begeeft, zal de indruk die destijds is achtergebleven ervoor zorgen dat deze persoon er nog een tweede keer over nadenkt of hij/zij wel achter achter het stuur zal kruipen of dat ene biertje extra zal drinken.

REPLY FEBRUARY 22, 2014 AT 4:48 PM EDIT

Liza (Friend)

Het blijkt heel lastig te zijn om een reclame te maken die pakkend is waarbij de juiste boodschap wordt vertelt en waarbij de boodschap ook blijft hangen. In de Nederlandse cultuur blijkt humor goed te werken. Echter is het wel lastig om humor op de juiste manier in te zetten. Vaak wordt hier de plank volledig mis geslagen. Er zijn ook talloze voorbeelden de noemen waarbij de reclame door iedereen wordt onthouden, maar door het humoristische gedeelte de essentie op de achtergrond raakt. Humor is een mooi wapen maar lastig in te zetten. Conclusie van de stelling: humoristische benadering is geen middel/garantie om een boodschap(ongeacht welke) goed over te laten komen. Tegen de stelling.

REPLY FEBRUARY 22, 2014 AT 7:38 PM EDIT

verahus (Me)



Aangezien voor de meesten van jullie de voorkeur uitgaat naar schokkende beelden, wat vinden jullie van de uitspraken (hieronder weergegeven), die komen uit een artikel van de Telegraaf?

Volgens de Telegraaf van vrijdag 6 december 2013 zal “een snoeiharde campagne met afschrikwekkende filmpjes en foto’s er niet voor zorgen dat er minder jongeren dronken achter het stuur kruipen. Zo’n campagne kan zelfs averechts werken.” Volgens minister Schultz van Haegen (Infrastructuur) “kunnen enge campagnes kortstondig werken, maar zijn ze snel uitgewerkt.” en ook zegt ze: “Daarnaast leidt herhaalde confrontatie vaak tot averechtse effecten, zoals het ontkennen van de boodschap en het rechtvaardigen van het onveilige gedrag. Angstaanjagende voorlichting wordt bovendien als betuttelend en bevoogdend ervaren”

<http://academic.lexisnexis.eu.www.dbproxy.hu.nl/??lni=5B0G-CVT1-JC8W-Y4W9&csi=168873&oc=00240&perma=true>  
REPLY FEBRUARY 23, 2014 AT 1:52 PM EDIT

Marc (Unknown) ← Reply on previous message

Ik vind nog steeds dat schokkende beelden toch beter werken dan humor. In het algemeen denk ik dat of je nou schokkende beelden gebruikt of gebruik maakt van humor dat beide niet echt een effect hebben op de doelgroep namelijk de jongeren. Echter als je nog enigszins indruk wil maken op jongeren dan is shock de juiste aanpak.

REPLY MARCH 1, 2014 AT 12:22 PM EDIT

Ayla (Friend) 4

Humoristische reclames zijn leuk om naar te kijken en worden ook vaak herinnerd door de kijker maar mijn beleving is dat dan slechts de grap onthouden wordt. De boodschap valt in het niet bij de grap. Daarom denk ik dat een shock effect beter werkt bij zo’n serieus onderwerp als dit. Zeker wanneer je inspeelt op het gevoel van de kijker met waar gebeurde verhalen, verhalen over verliezen van familie of geliefden. Dit is voor iedereen herkenbaar en komt dan ook dichter bij het gevoel van de kijker. Ik ben van mening dat je dan het grootste effect teweeg brengt.

REPLY FEBRUARY 25, 2014 AT 9:32 AM EDIT

verahus (Me)

@Ayla bedankt voor de reactie! In het voorgaande bericht in een quote van de Telegraaf wordt juist weergegeven dat schokkende beelden averechts werken. Wat vindt je van deze uitspraken?

REPLY FEBRUARY 25, 2014 AT 9:47 AM EDIT

Ayla (Friend) ← Reply on previous message

Ik vind er zeker wat in zitten dat zeer schokkende beelden op den duur juist averechts kunnen werken. Zeker het feit dat mensen zich er van af gaan keren vind ik logisch klinken. Als het te heftig wordt dan is het voor mensen een ‘ver van mijn bed show’ en willen ze niet onderkennen dat het hen net zo goed kan overkomen. Zeker bij jongeren is het denk ik lastig de juiste insteek te kiezen. Echter blijf ik bij mijn statement dat het inspelen op gevoel wel het meeste effect heeft. Dan hoeft een commercial niet heel schokkend te zijn, maar juist heel realistisch. Het bewustmaken van het feit dat ongelukken hem in hele kleine alledaagse dingen zitten. Dingen die voor de kijker heel herkenbaar zijn. Bijv. het bezig zijn met je mobiel in het verkeer, iets wat veel mensen (en vooral jongeren) zullen herkennen tegenwoordig. Wanneer een commercial een verhaalvorm bevat waarin sympathie voor de karakters gewekt wordt denk ik dat een schokeffect juist wel effectief is. Zeker wanneer de karakters in de commercial mensen zijn waar velen van ons zich in herkennen (karakters met een vriendschapsband of familieband). De gebeurtenis in de commercial moet denk ik juist zo alledaags zijn om een groot schokeffect teweeg te brengen. De commercial zelf hoeft dus niet eens zo’n heftig horror verhaal te zijn. Het gaat om het effect van de commercial. Ik denk dat dat dus het beste te bereiken is door een alledaags voorbeeld, dat velen persoonlijk aanspreekt en dat vooral inspeelt op het gevoel van de kijker.

FEBRUARY 25, 2014 AT 10:31 AM EDIT



DidiICM (From ICM)

Eens. Grappige commercials worden beter onthouden. Mogelijk zullen mensen zelfs het aan elkaar laten zien als het heel grappig/leuk is. Dan zal de boodschap zich zeer goed verspreiden. Veilig rijden is zeer belangrijk, en ik vind dat de regering er alles aan moet doen om reclames "memorable" te maken, zodat de boodschap zo goed mogelijk doorkomt.

REPLY MARCH 4, 2014 AT 4:11 PM EDIT

Moniek (In school, Unknown)

Ik denk dat humor op zich wel een goede manier is om het duidelijk te maken, mensen denken toch vaak na bij een goede grap en dan staan ze er ook zeker bij stil!

REPLY MARCH 4, 2014 AT 4:15 PM EDIT

Rob m (In school, Unknown)

Ik denk toch dat een schokkend filmpje meer impact heeft op mensen. een schokkend filmpje blijft langer hangen, en dat kan misschien mee werken in het verkeer dat mensen denken aan veiligheid ipv andere dingen

REPLY MARCH 4, 2014 AT 4:28 PM EDIT

Jo (From ICM)

Ik ben van mening dat een schokkende reclame meer impact heeft. Dit omdat mensen wel vaker in een bepaalde situatie hebben gezeten in de auto waarvan ze dachten 'wow, daar ben ik toch maar net op het nippertje mee weggekomen!!' Vaak met dit soort situaties let je de volgende keer er extra op dat het je niet weer overkomt omdat je er toch wel van geschrokken bent.. Dit vind ik vergelijkbaar met shocking reclames, dat men zich er goed mee kan identificeren, en dat in bepaalde situaties zij het ergste naar voren kunnen halen die gezien is in de reclame en deze dus probeert te voorkomen.

REPLY MARCH 4, 2014 AT 5:14 PM EDIT

Martin (From ICM)

Ik ben het hier niet mee eens. Ik vind dat dit geen goed doet aan de uiteindelijk boodschap wat je over wilt brengen. Een ietwat dramatische aanpak doet meer in dit geval dan een humoristische. Laat bv echte gevolgen zien van hoe je eruit kan zien na een ongeluk. Iemand die in een rolstoel zit of iets dergelijks.

REPLY MARCH 4, 2014 AT 7:09 PM EDIT

Wendy (Friend) ← Reply on article in the Telegraaf

Ik ben van mening dat een humoristische aanpak misschien op het moment van kijken makkelijker de aandacht trekt, maar een schokkende commercial veel beter de boodschap overbrengt en zorgt dat de informatie blijft hangen! Wel denk ik dat dit het beste werkt op het moment dat er situaties getoond worden die voor mensen herkenbaar zijn

Ik kan mij niet vinden in de uitspraken uit het artikel. Angstaanjagende commercials komen op mij ook zeker niet betuttelend over.

REPLY MARCH 5, 2014 AT 10:36 PM EDIT

Marlon (Friend)

Ik ben het niet met de stelling eens. Blijkbaar heeft de mens nog steeds het erg-erger-ergst scenario nodig om iets tot hun door te laten dringen of om in te kunnen leven en het dan niet meer te doen. Maar wanneer je die trap beklimt komt er geen einde aan. Het moet dan altijd een stapje verder, net iets erger om het beeld te laten hangen.

Ja de humoristische aanpak is achterhaalt maar het is wel een slogan die je door en door kent. En waar je aan denkt op het moment van rijden en voor, tijdens of na een feestje.

REPLY MARCH 6, 2014 AT 11:03 AM EDIT

Marlon (Friend)

Ik ben het dan dus wel met de stelling eens.. Te snel/verkeerd gelezen

REPLY MARCH 6, 2014 AT 11:25 AM EDIT

**verahus (Me)**

Ik heb de stelling voorgelegd aan een medewerker van Veilig Verkeer Nederland. Hieronder staat haar reactie. Wat vinden jullie van deze reactie?

“Humor heeft weinig te maken met de mate waarin een boodschap duidelijk is. Als je het sec bekijkt is een boodschap veel duidelijker als je het zonder allerlei poespas (humoristische filmpjes e.d.) naar buiten brengt. Echter het is de vraag of een boodschap zonder ‘verpakking’ ook overtuigend is, aansprekend is en aannemelijk is voor de doelgroep. En of het de doelgroep aanzet tot het gewenste gedrag. Ons doel is nooit alleen om een boodschap duidelijk te laten zijn, want als we de houding of het gedrag van mensen willen veranderen is daar meer voor nodig. Over het algemeen is het in Nederland inderdaad zo dat humoristische campagnes aansprekender gevonden worden dan campagnes die meer shockerend bedoeld zijn, zoals we in het buitenland vaak zien. Het ministerie doet daar veel onderzoek naar en bij iedere campagne vindt evaluatie plaats over o.a. hoe de boodschap is over gekomen.”

REPLY MARCH 7, 2014 AT 11:53 AM EDIT

**Julia (Friend)** ← Reply on article in the Telegraaf 6

Ik denk dat het bericht uit de telegraaf ergens gelijk heeft, in dat té shockerende berichten mensen niet aanzetten het gehele bericht, en daarmee de boodschap, goed in zich op te nemen. Ik denk echter wel dat een boodschap als deze beter zou blijven hangen wanneer er een verrassingseffect in zit. Dit verrassingseffect zorgt ervoor dat men de volgende keer weer getrokken is de reclame goed te bekijken. De boodschap die de campagne wil overbrengen moet daarbij wel direct gelinkt zijn aan het verrassingselement. Ik denk dat zo'n verrassingselement goed te verkrijgen zal zijn door op te laten volgen door shockerende berichten, en dat daarmee de boodschap het best zal worden onthouden en doorgegeven.

REPLY MARCH 7, 2014 AT 7:07 PM EDIT

**Martijn (Unknown)** 5

Ik denk dat reclames over veilig autorijden niet humoristisch benaderd hoeven te worden. Volgens mij helpt de humoristische aanpak alleen bij de bekendheid van de reclame, maar niet bij het overbrengen van de informatie van de reclame. Mensen zullen het hebben over de leuke reclame die ze hebben gezien, maar niet over de boodschap erin. Ik denk dat er gekeken moet worden hoe deze boodschap juist goed overgebracht moet worden. Ik weet niet of schokkende reclames daar bij helpen, misschien moet er meer gekeken worden naar een informatieve aanpak?

REPLY MARCH 12, 2014 AT 8:29 PM EDIT

The reactions are from my team mates, coach and trainer from soccer.

**Karlijn van Leuken** Niet mee eens, bij mij hebben de erge consequenties in ieder geval meer invloed en daar ga ik meer over nadenken dan over een grappig filmpje;)

20 February at 10:54 · Unlike · 1



**Loes van Velzen** Mee eens, het voorbeeld dat je geeft is te heftig, persoonlijk neem ik het dan minder serieus als er teveel drama in zit en het lichtelijk ongeloofwaardig wordt, ik zal dan gelijk wegzappen als ik deze reclame herken, hoef ik niet nog een keer te zien, tot de echte boodschap kom ik dan ook niet meer. De Nederlandse grappige reclame laat ik vaker aanstaan, waardoor de uiteindelijke boodschap ook vaker binnen zal komen. Bij een serieuze niet schokkende reclame heb je snel het probleem dat het saai wordt en dat mensen ook niet meer luisteren naar de boodschap. Daarom denk ik dat de NLse manier best prima is

20 February at 15:02 · Unlike · 1



### ← Reply on Loes

**Lette van den Berg** Ik ben het er niet mee eens, al snap ik wel wat Loes bedoelt (je wilt het niet vaker zien), toch hebben te beelden in het "heftige" filmpje meer invloed (op mij iig). Volgens mij heeft dit ermee te maken dat iedereen toch wel wéét dat je niet hoort te drinken en rijden, maar dat mensen vaak denken dat het nog wel kan. Door er dan een grap van te maken, nemen mensen het al helemaal niet meer serieus.

20 February at 15:32 · Unlike · 1



**Lette van den Berg** Ook denk ik dat er over de serieuze reclame meer onderling gepraat zal worden, dan over de (toch niet zo heel) grappige reclame...

20 February at 15:33 · Unlike · 1



**Myrthe Boerendonk** Ik ben het niet eens met de stelling. De eerste reclame heeft totaal geen impact op mij en vind ik overigens ook niet echt grappig. De tweede reclame is best heftig en heeft daardoor wel impact op mij. Mensen die toch af en toe met een biertje op rijden zullen denk ik wel geraakt worden door dit beeld en zich even bewust worden van het feit dat ze misschien toch niet zo slim bezig zijn.

20 February at 19:16 · Unlike · 1



**Leo Vogelzang** Vraag voor mij is allereerst of dit soort filmpjes effect hebben op drinkgedrag. Ik denk slechts zeer beperkt. Als je al serieus wilt inzetten op gedragsbeïnvloeding, doe dat dan dichterbij de bron. Bv. richt je op voorlichting/instructies aan barkeepers, of organiseer i.s.m. de sportclub sessies met teams om drankgebruik aan te kaarten (plus geef elke sportclub een gratis blaastest!).

In het algemeen zal massacommunicatie via het aanpraten van angst beter werken dan via gebruik van humor. Dus het filmpje gericht op 'shock & shame' lijkt me beter dan de rondrennende bobjes als het je te doen is om iets op de kaart te zetten.

20 February at 19:37 · Unlike · 1



**Jeremias Alfons** Ik ben het niet helemaal eens met de stelling. Ik vind een beetje humor in een reclame goed, maar de humor moet niet de boodschap overschaduwen. Daarom vind ik reclame 2 heel goed! Begin heel leuk en gezellig daarna een klein foutje met enorm fatale gevolgen. Veel realistischer dan reclame 1

20 February at 21:28 · Unlike · 1



**Evelien Mettievier Meijer** Niet mee eens, serieus onderwerp verdient volgens mij ook een serieuze aanpak. En dan een iets realistischer beeld dan auto's die door schuttingen vliegen. Een fietser aanrijden is net zo erg en n tikkie geloofwaardiger:p

21 February at 07:50 · Unlike · 1

4 March at 10:55 · Like · Remove Preview

## 4.2.2 Appendix 2: Tables (Dutch respondents)

**4.2.2.1 Table 1: Nationality**

Nationality				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Dutch	86	100,0	100,0	100,0

IBM SPSS Statistics 2013, Version 22

**4.2.2.2 Table 2: Gender**

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	21	24,4	24,4	24,4
Female	65	75,6	75,6	100,0
Total	86	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

**4.2.2.3 Table 3: Driver's Licence**

Driver's Licence				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	86	100,0	100,0	100,0

IBM SPSS Statistics 2013, Version 22

**4.2.2.4 Table 4: Highest level of education**

Highest level of education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	VMBO Theoretisch	1	1,2	1,2	1,2
	HAVO	8	9,3	9,3	10,5
	VWO	10	11,6	11,6	22,1
	Gymnasium	2	2,3	2,3	24,4
	MBO	6	7,0	7,0	31,4
	HBO	38	44,2	44,2	75,6
	Universiteit	21	24,4	24,4	100,0
	Total	86	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

**4.2.2.5 Table 5 : Drinking and driving in the past**

Drinking and driving in the past					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	55	64,0	64,0	64,0
	1 time	7	8,1	8,1	72,1
	A few times	21	24,4	24,4	96,5
	Often	3	3,5	3,5	100,0
	Total	86	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

**4.2.2.6 Table 6: Limit of drinking and driving**

Limit of drinking and driving					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No alcohol	49	57,0	57,0	57,0
	1 standard glass	31	36,0	36,0	93,0
	2 or 3 standard glasses	6	7,0	7,0	100,0
	Total	86	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

**4.2.2.7 Table 7: Drinking and driving in the past year**

Drink and driving in the past year					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	66	76,7	76,7	76,7
	1 time	11	12,8	12,8	89,5
	A few times	7	8,1	8,1	97,7
	Often	2	2,3	2,3	100,0
	Total	86	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

**4.2.2.8 Table 8: Preference approach road safety campaign**

Preference approach road safety campaign					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shocking approach	52	60,5	60,5	60,5
	Serious/informative approach	18	20,9	20,9	81,4
	Humoristic approach	11	12,8	12,8	94,2
	Other approach	5	5,8	5,8	100,0
	Total	86	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

**4.2.2.9 Table 9: The campaign message in a drinking and driving campaign**

The campaign message should be					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Short and simple	43	50,0	50,0	50,0
	Include health consequences	11	12,8	12,8	62,8
	Information desired behaviour	11	12,8	12,8	75,6
	Include health, criminal etc. consequences and desired behaviour	21	24,4	24,4	100,0
	Total	86	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

**4.2.2.10 Table 10: Impact shocking/threatening approach in a drinking and driving campaign**

Impact shocking/threatening approach		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, it makes me alert again	38	44,2	44,2	44,2
	No, ignore too shocking message	8	9,3	9,3	53,5
	Yes, realistic scenario, not too severe.	35	40,7	40,7	94,2
	No, shocking message has no impact	5	5,8	5,8	100,0
	Total	86	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

**4.2.2.11 Table 11: Desired behaviour most likely reached in a drinking and driving campaign by**

Desired behaviour most likely reached by		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shocking approach	50	58,1	58,1	58,1
	Serious/informative approach	22	25,6	25,6	83,7
	Humoristic approach	10	11,6	11,6	95,3
	Other approach	4	4,7	4,7	100,0
	Total	86	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

**4.2.2.12 Table 12: Desired behaviour effectively reached in a drinking and driving campaign by**

Desired behaviour effectively reached by		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shock to get the message across.	54	62,8	62,8	62,8
	Purely informative	6	7,0	7,0	69,8
	Desired behaviour	16	18,6	18,6	88,4
	Humour to get the message across	10	11,6	11,6	100,0
	Total	86	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

**4.2.2.13 Table 13: Approach with no long-term impact in a drinking and driving campaign**

Approach with no long-term impact		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shocking approach	9	10,5	10,5	10,5
	Serious/informative approach	25	29,1	29,1	39,5
	Humoristic approach	49	57,0	57,0	96,5
	Other approach	3	3,5	3,5	100,0
	Total	86	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

**4.5.2.14 Table 14: Age group**

Age group		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	16	18,6	18,6	18,6
	21-22	28	32,6	32,6	51,2
	23-24	22	25,6	25,6	76,7
	25-29	20	23,3	23,3	100,0
	Total	86	100,0	100,0	

IBM SPSS Statistics 2013, Version 22



**4.2.2.15 Table 15: Driving experience**

		Driving experience			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 year(s)	27	31,4	31,4	31,4
	3-4 years	30	34,9	34,9	66,3
	5-11 years	29	33,7	33,7	100,0
	Total	86	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

### 4.2.3 Appendix 3: Tables (Irish respondents)

4.2.3.1 Table 16: Nationality

Nationality					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Irish	11	100,0	100,0	100,0

IBM SPSS Statistics 2013, Version 22

4.2.3.2 Table 17: Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	2	18,2	18,2	18,2
	Female	9	81,8	81,8	100,0
	Total	11	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

4.2.3.3 Table 18: Driver's Licence

Driver's Licence					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	100,0	100,0	100,0

IBM SPSS Statistics 2013, Version 22

4.2.3.4 Table 19: Highest level of education

Highest level of education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Third Level	11	100,0	100,0	100,0

IBM SPSS Statistics 2013, Version 22

**4.2.3.5 Table 20: Drinking and driving in the past**

Drinking and driving in the past					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	7	63,6	63,6	63,6
	1 time	1	9,1	9,1	72,7
	A few times	3	27,3	27,3	100,0
	Total	11	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

**4.2.3.6 Table 21: Limit of drinking and driving**

Limit of drinking and driving					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No alcohol	7	63,6	63,6	63,6
	1 standard glass	4	36,4	36,4	100,0
	Total	11	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

**4.2.3.7 Table 22: Drinking and driving in the past year**

Drink and driving in the past year					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	9	81,8	81,8	81,8
	1 time	1	9,1	9,1	90,9
	A few times	1	9,1	9,1	100,0
	Total	11	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

**4.2.3.8 Table 23: Approach road safety campaign**

Approach road safety campaign					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shocking approach	6	54,5	54,5	54,5
	Serious/informative approach	5	45,5	45,5	100,0
	Total	11	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

**4.2.3.9 Table 24: The campaign message in a drinking and driving campaign should be**

The campaign message should be					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Short and simple	2	18,2	18,2	18,2
	Include health consequences	1	9,1	9,1	27,3
	Information desired behaviour	1	9,1	9,1	36,4
	Include health, criminal etc. consequences and desired behaviour	7	63,6	63,6	100,0
	Total	11	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

**4.2.3.10 Table 25: Impact shocking/threatening approach in a drinking and driving campaign**

Impact shocking/threatening approach					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, it makes me alert again	5	45,5	45,5	45,5
	No, ignore too shocking message	1	9,1	9,1	54,5
	Yes, realistic scenario, not too severe.	5	45,5	45,5	100,0
	Total	11	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

**4.2.3.11 Table 26: The desired behaviour in a drinking and driving campaign most likely reached by**

Desired behaviour most likely reached by					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shocking approach	5	45,5	45,5	45,5
	Serious/informative approach	6	54,5	54,5	100,0
	Total	11	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

**4.2.3.12 Table 27: The desired behaviour in a drinking and driving campaign is effectively reached by**

Desired behaviour effectively reached by					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shock to get the message across.	5	45,5	45,5	45,5
	Purely informative	5	45,5	45,5	90,9
	Desired behaviour	1	9,1	9,1	100,0
	Total	11	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

**4.2.3.13 Table 28: Approach with no long-term impact in a drinking and driving campaign**

Approach with no long-term impact					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shocking approach	1	9,1	9,1	9,1
	Serious/informative approach	1	9,1	9,1	18,2
	Humoristic approach	9	81,8	81,8	100,0
	Total	11	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

**4.2.3.14 Table 29: Age group**

Age group					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-22	7	63,6	63,6	63,6
	23-24	1	9,1	9,1	72,7
	25-29	3	27,3	27,3	100,0
	Total	11	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

**4.2.3.15 Table 30: Driving experience**

Driving experience					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 year(s)	2	18,2	18,2	18,2
	3-4 years	5	45,5	45,5	63,6
	5-11 years	4	36,4	36,4	100,0
	Total	11	100,0	100,0	

IBM SPSS Statistics 2013, Version 22

#### 4.2.4 Appendix 4: Crosstabs and charts (Dutch respondents)

4.2.4.1 Table 31: Crosstab age group and desired behaviour

Age group * Desired behaviour most likely reached by Crosstabulation							
			Desired behaviour most likely reached by				Total
			Shocking approach	Serious/informative approach	Humoristic approach	Other approach	
Age group	18-20	Count	11	4	1	0	16
		% within Age group	68,8%	25,0%	6,3%	0,0%	100,0%
	21-22	Count	16	5	6	1	28
		% within Age group	57,1%	17,9%	21,4%	3,6%	100,0%
	23-24	Count	14	7	0	1	22
		% within Age group	63,6%	31,8%	0,0%	4,5%	100,0%
	25-29	Count	9	6	3	2	20
		% within Age group	45,0%	30,0%	15,0%	10,0%	100,0%
Total	Count	50	22	10	4	86	
	% within Age group	58,1%	25,6%	11,6%	4,7%	100,0%	

IBM SPSS Statistics 2013, Version 22

4.2.4.2 Table 32: Crosstab gender and desired behaviour

Gender * Desired behaviour most likely reached by Crosstabulation						
			Desired behaviour most likely reached by			
			Shocking approach	Serious/informative approach	Humoristic approach	Other approach
Gender	Male	Count	12	4	3	2
		% within Gender	57,1%	19,0%	14,3%	9,5%
	Female	Count	38	18	7	2
		% within Gender	58,5%	27,7%	10,8%	3,1%
Total		Count	50	22	10	4
		% within Gender	58,1%	25,6%	11,6%	4,7%

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4.2.4.3 Table 33: Crosstab driving experience and desired behaviour

Driving experience \* Desired behaviour most likely reached by Crosstabulation

			Desired behaviour most likely reached by				Total
			Shocking approach	Serious/informative approach	Humoristic approach	Other approach	
Driving experience	1-2 year(s)	Count	17	6	3	1	27
		% within Driving experience	63,0%	22,2%	11,1%	3,7%	100,0%
	3-4 years	Count	19	7	4	0	30
		% within Driving experience	63,3%	23,3%	13,3%	0,0%	100,0%
	5-11 years	Count	14	9	3	3	29
		% within Driving experience	48,3%	31,0%	10,3%	10,3%	100,0%
Total		Count	50	22	10	4	86
		% within Driving experience	58,1%	25,6%	11,6%	4,7%	100,0%

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4.2.4.4 Table 34: Crosstab age group and impact shocking/threatening approach

Age group \* Impact shocking/threatening approach Crosstabulation

			Impact shocking/threatening approach				Total
			Yes, it makes me alert again	No, ignore too shocking message	Yes, realistic scenario, not too severe.	No, schoking message has no impact	
Age group	18-20	Count	9	0	6	1	16
		% within Age group	56,3%	0,0%	37,5%	6,3%	100,0%
	21-22	Count	9	6	13	0	28
		% within Age group	32,1%	21,4%	46,4%	0,0%	100,0%
	23-24	Count	9	1	10	2	22
		% within Age group	40,9%	4,5%	45,5%	9,1%	100,0%
	25-29	Count	11	1	6	2	20
		% within Age group	55,0%	5,0%	30,0%	10,0%	100,0%
Total	Count	38	8	35	5	86	
	% within Age group	44,2%	9,3%	40,7%	5,8%	100,0%	

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4.2.4.5 Table 35: Crosstab age group and approach with long-term impact

Age group \* Approach with long-term impact Crosstabulation

			Approach with long-term impact				Total
			Shocking approach	Serious/informative approach	Humoristic approach	Other approach	
Age group	18-20	Count	1	2	13	0	16
		% within Age group	6,3%	12,5%	81,3%	0,0%	100,0%
	21-22	Count	2	11	14	1	28
		% within Age group	7,1%	39,3%	50,0%	3,6%	100,0%
	23-24	Count	3	8	10	1	22
		% within Age group	13,6%	36,4%	45,5%	4,5%	100,0%
	25-29	Count	3	4	12	1	20
		% within Age group	15,0%	20,0%	60,0%	5,0%	100,0%
Total		Count	9	25	49	3	86
		% within Age group	10,5%	29,1%	57,0%	3,5%	100,0%

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## 4.2.5 Appendix 5: Likert scale tables and charts (Dutch respondents)

4.2.5.1 Table 36: Level of humour in drinking and driving campaign

		High level of humour			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	17	19,8	19,8	19,8
	Disagree	20	23,3	23,3	43,0
	Neutral	19	22,1	22,1	65,1
	Agree	22	25,6	25,6	90,7
	Strongly agree	8	9,3	9,3	100,0
	Total	86	100,0	100,0	

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4.2.5.2 Table 37: Level of seriousness in drinking and driving campaign

		Highly informative/serious			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	8	9,3	9,3	9,3
	Neutral	14	16,3	16,3	25,6
	Agree	41	47,7	47,7	73,3
	Strongly agree	23	26,7	26,7	100,0
	Total	86	100,0	100,0	

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**4.2.5.3 Table 38: Level of shock in drinking and driving campaign**

		High level of shock			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No response	1	1,2	1,2	1,2
	Strongly disagree	5	5,8	5,8	7,0
	Disagree	4	4,7	4,7	11,6
	Neutral	12	14,0	14,0	25,6
	Agree	32	37,2	37,2	62,8
	Strongly agree	32	37,2	37,2	100,0
	Total	86	100,0	100,0	

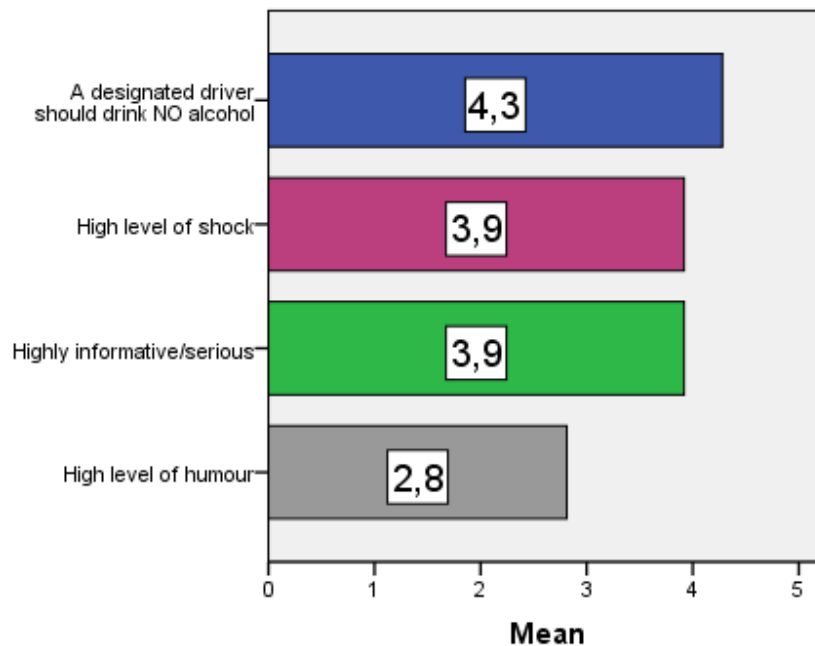
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**4.5.5.4. Table 39: A designated driver should drink NO alcohol**

		A designated driver should drink NO alcohol			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	3,5	3,5	3,5
	Disagree	8	9,3	9,3	12,8
	Neutral	5	5,8	5,8	18,6
	Agree	16	18,6	18,6	37,2
	Strongly agree	54	62,8	62,8	100,0
	Total	86	100,0	100,0	

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#### 4.2.5.5 Chart 1: Impact on attitudes and behaviour in drinking and driving campaign



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#### 4.2.5.6 Table 40: Quickly irritated by humour in drinking and driving campaign

Quickly irritated by humour.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	16	18,6	18,6	18,6
	Disagree	34	39,5	39,5	58,1
	Neutral	16	18,6	18,6	76,7
	Agree	14	16,3	16,3	93,0
	Strongly agree	6	7,0	7,0	100,0
Total		86	100,0	100,0	

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**4.2.5.7 Table 41: Ignore humoristic drinking and driving campaign, because it gets boring.**

Ignore humouristic campaign, because it gets boring					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No response	1	1,2	1,2	1,2
	Strongly disagree	5	5,8	5,8	7,0
	Disagree	28	32,6	32,6	39,5
	Neutral	20	23,3	23,3	62,8
	Agree	22	25,6	25,6	88,4
	Strongly agree	10	11,6	11,6	100,0
	Total	86	100,0	100,0	

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**4.2.5.8 Table 42: Bored by serious/informative approach in drinking and driving campaign**

Bored by serious informative approach.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No response	2	2,3	2,3	2,3
	Strongly disagree	2	2,3	2,3	4,7
	Disagree	15	17,4	17,4	22,1
	Neutral	21	24,4	24,4	46,5
	Agree	35	40,7	40,7	87,2
	Strongly agree	11	12,8	12,8	100,0
	Total	86	100,0	100,0	

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**4.2.5.9 Table 43: Ignore shocking drinking and driving campaign, because it is too scary.**

Ignore shocking campaign, because it is too scary.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No response	1	1,2	1,2	1,2
	Strongly disagree	25	29,1	29,1	30,2
	Disagree	37	43,0	43,0	73,3
	Neutral	13	15,1	15,1	88,4
	Agree	6	7,0	7,0	95,3
	Strongly agree	4	4,7	4,7	100,0
	Total	86	100,0	100,0	

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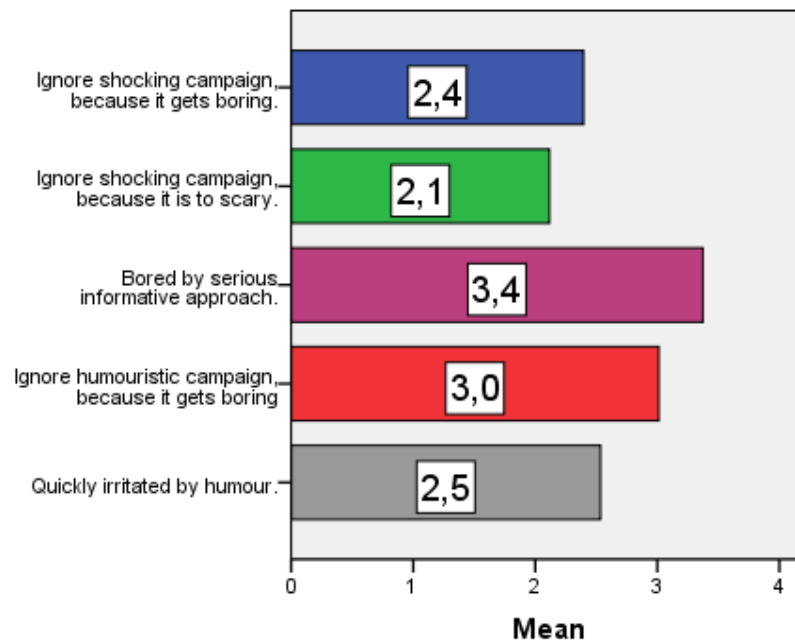
**4.2.5.10 Table 44: Ignore shocking drinking and driving campaign, because it get boring.**

Ignore shocking campaign, because it gets boring.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No response	1	1,2	1,2	1,2
	Strongly disagree	18	20,9	20,9	22,1
	Disagree	29	33,7	33,7	55,8
	Neutral	26	30,2	30,2	86,0
	Agree	8	9,3	9,3	95,3
	Strongly agree	4	4,7	4,7	100,0
	Total	86	100,0	100,0	

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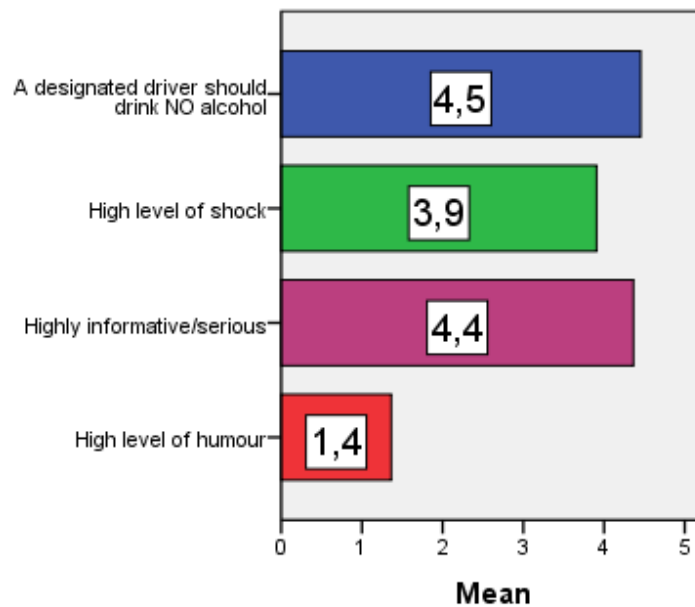
4.2.5.11 Chart 2: Wear-out effect and desensitisation in drinking and driving campaign



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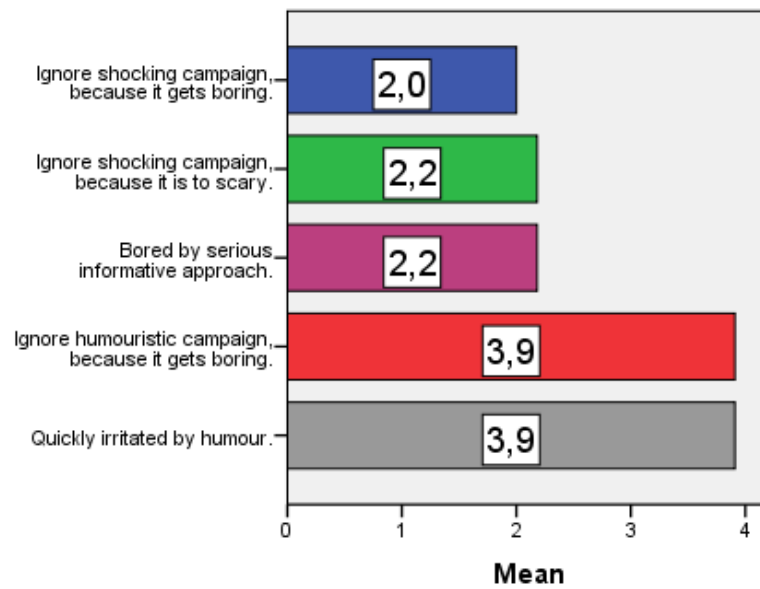
## 4.2.6 Appendix 6: Likert scale charts (Irish respondents)

### 4.2.6.1 Chart 3: Impact on attitudes and behaviour in drinking and driving campaign



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**4.2.6.2 Chart 4: Wear-out effect and desensitisation in drinking and driving campaign**



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## 4.2.7 Appendix 7: Transcript focus group 1

Focus group 1

Female 1 ( 23 years)

Female 2 (19 years)

Female 3 (19 years)

Male 1 (19 years)

Male 2 (20 years)

Codes:

**Humoristic approach 1**<sup>1</sup>: The humoristic approach raises awareness, since the message comes across.

**Humoristic approach 2**<sup>2</sup>: The humoristic approach has a positive effect on attitudes and/or behaviour

**Bob important**<sup>3</sup>: The Bob concept is important as it is something recognisable, which strengthens the impact of the message

**Too humoristic**<sup>4</sup>: It is too humoristic to get the message across and raise awareness.

**Serious/informative approach 1**<sup>5</sup>: The serious/Informative approach has a positive effect on attitudes and behaviour.

**Serious/informative approach 2**<sup>6</sup>: The serious/informative raises awareness, since the message comes across

**Shocking approach 1**<sup>7</sup>: The shocking approach raises awareness, since the message comes across.

**Shocking approach 2**<sup>8</sup>: The shocking approach has a positive effect on attitudes and behaviour.

**Too shocking**<sup>9</sup>: It is too shocking to get the message across and raise awareness.

**Realistic approach 1**<sup>10</sup>: An approach can be shocking but it has to be a realistic situation.

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**Humour wear-out effect**<sup>12</sup>: Due to repeated exposure the humoristic approach has worn out.

**Desensitisation of fear appeal**<sup>13</sup>: Due to repeated exposure the shocking approach has made individuals apathetic.

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**Preference showing desired behaviour**<sup>16</sup>: Whether someone wants to see what they should do in order to get to the right behaviour.

**Do not show the desired behaviour**<sup>17</sup>: Someone does not want to have it clearly described on what they should do to get the right behaviour.

**No alcohol**<sup>18</sup>: Whether a designated driver should drink no alcohol

**Some alcohol**<sup>19</sup>: Whether a designated driver is allowed to drink a small amount of alcohol.

**Too artificial**<sup>20</sup>: A certain campaign is too artificial, which makes it not convincing.

**Urges to think**<sup>21</sup>: The message, image etc. urges you to really think about the issue.

**Cross Media**<sup>22</sup>: It only works if every medium used in the campaign uses the same approach and/or message.

### **social marketing commercials**

*Public/social campaigns are concerned with positively influencing individuals' attitudes and behaviour only instead of seeking financial gain by selling a product or service social marketing is concerned with the social gain solely focused on turning negative attitudes and behaviour into positive attitudes and behaviour and sustaining this positive behaviour. (e.g. road safety campaigns)*

1. If you consider TV commercial which holds a serious message (commercial about anti-smoking, senseless violence, awareness for a certain disease). What approach would appeal to you in such a commercial and why? What approach will most likely influence your behaviour or your thoughts about the particular topic.

Female 1: Depends on the topic

Female 2: Yes

Male 2: Yes, but she says subjects that are really serious

Female 2: Yes, but senseless violence is again something very different than breast cancer.

Male 2: **But in both cases I would not use humour.**

Female 2: **With senseless violence I would not use humour but with smoking cessation you can.**

Female 1: **No in my opinion shock would work best in all these cases.**

Male 1: No it depends, you have to appeal to people. **You can do it through humour, shock effect.** Those are the best proven tactics.

### **Watch social marketing commercials**

- Fun: <https://www.youtube.com/watch?v=VsyE2rCW71o>

Facial expression:

All smiles on their face and the girls are giggling.

Discussion:

Male 2: It does contain a serious note.

Female 3: Yes but you get totally distracted.

Male 2: But is very informative with a good looking guy.

Female 2: It does get my attention.

Female 3: It does get your attention, but you get quickly distracted.

Me: Does the message have an impact on you?

Female 3: No

Female 1: Well if they would sell something it would work better, because I will remember this commercial. So, if they show a brand.

Male 1: So you guys completely miss the message

Female 2: well yes.

Male 1: I could clearly follow what they said.

Female 3: But you will also be distracted if it where half naked women.

- Serious: [https://www.youtube.com/watch?v=G3Ec4\\_ZkISM](https://www.youtube.com/watch?v=G3Ec4_ZkISM)

Discussion:

Me: How does the message come across?

Female 2: Well, yeah she says it really clearly, but I think they should not have let her do it. Because my attention is more drawn to her and how she looks than what she has to say.

Male 1: Well, the first time I saw this it was a bit shocking that she told us she had HIV.

Female 2: But that was the first time

Male 1: But the first time is already enough. If it works it is enough.

Female 2: Hmm yes that's true.

Female 3: Because you don't expect for her to have it and that she brings it out in the open.

Male 2: But then afterwards I find it a bit dull. Because if she tells she is HIV positive, but it is appears not to be her story than I find a bit offensive for those who do have it.

Male 1: No the message does not really come across to me, because I don't really know what they wanted.

Female 2: Well, maybe the way it is done is maybe not really ok, but the message does come across to me.

Facial expression: neutral. Female 3 looked little bit bored.

- Shocking: <https://www.youtube.com/watch?v=A0FiASkiD6M>

Facial expression: they all look serious, female 2 looks a bit disgusted when she sees the shocking part.

Discussion:

Female 1: I find it really bizarre that this does happen.

Male 2: Yes, the you feel the need to attack a social worker in an ambulance.

Female 1: It is just weird that they attack social worker who are helping others. So it frightens me.

Male 1: Yeah, but especially the last part.

Female 1: Yeah but I think it is a nice transition, from that we would not attack them in war, but why do we do it in times of peace.

Male 1: Yes, the message really came across.

Female 2: Yes, I it really disgusted me.

Me: What I heard about this commercial is that people were afraid it would cause imitation.

Female 1: No, I don't think so in this case.

Male 2: Yes, I get that. Showing this could give an idea in the head of others who would be capable of doing that.

Female 2: Yes, they could indeed imitate it, but I could not imagine that they would do that, because it really disgusted me.

*After seeing the different approaches, which approach has the greatest effect on you emotion and why? which approach has the most influence on you? What approach is in your eyes most likely to positively influence attitudes and behaviour.*

Male 2: The last one

Female 2: The last one.

Male 1: Because it give you a noxious feeling.

Female 3: And even if it isn't real footage.

Me: And if we think about breast cancer what approach would you prefer.

Female 3: More the light shocking version of the second commercial.

Male 2: I would choose an humoristic approach .

Female 2: Me too.

Male 1: Well a daily ritual of checking your breast for lumps etc. should not be shocking. It should be more serious/informative. Furthermore, it is a commercial for the prevention of breast cancer. It is not yet the whole decaying process.

Female 2: Well my mother had also breast cancer, which I found really terrible, but I don't mind that this commercial uses a bit humour, because it is about the prevention.

## Road safety television commercials

### 2. Watch road safety television commercials

- Serious and shocking (speeding): <https://www.youtube.com/watch?v=bvLaTupw-hk>

Female 2: I don't get this one. (others explain)

Me: I will show the commercial again.

Female 1: Strong commercial

Female 3: Yes

Female 2: Yes

Male 2: I think this is really good. You can over-exaggerate but they don't. They close it at the right moment and then you can imagine yourself what would happen next, how it ends.

Me: Because it is realistic maybe?

Male 2: Yes, I do think so.

Male 1: yes.

Me: What do you think about the information given in this commercial.

Male 1: A bit much.

Female 3: A bit much, but it does not become unclear

Female 1: It keeps your attention. Also their acting is good, you feel their fear, without saying.

Facial expression: All serious

- Shocking (speeding): <https://www.youtube.com/watch?v=PU6OQVCB20o>

Discussion:

Male 2: Yes that one is just really harsh. Really confronting.

Me: Does it work.

Male 1: No

Female 1: Not really.

Male 2: The other speaks more to me, because causes you to think yourself what could happen and here it is given and you don't have to think about it.

Female 3: But it leaves an impression.

Male 2: Yes, it does, but the next I would definitely switch channels and I wouldn't do that with the other one.

Female 1: This one is a bit too much, a bit over-exaggerated.

Male 1: Plus in the first one they realise their mistakes, which is important. This one has



too much drama.

Male 2: What I do like about the first commercial, is that you really quickly drive to fast or make a small mistake. So it is very realistic

Female 2: Well here see something joyful and then BAM something happens.

Male 2: too much unreal acting.

Male 1: Also I don't really like the message. "The faster you go the bigger the mess". So it does not preventively warn you something can happen.

Female 1: Just to artificial.

Facial expression: All serious, female 2 showed some fear in her face with the shocking parts.

- sympathy and shocking (Road to zero):

[https://www.youtube.com/watch?v=X\\_m7KVFqrDs](https://www.youtube.com/watch?v=X_m7KVFqrDs)

Female 3: It is a bit too much, but they just try to make clear that this is what can all happen.

Male 2: Maybe, too much information in one commercial

Female 2: Yes, you get like five different story lines.

Male 1: It takes way to long before people really die. The first part took too long before the point was made.

Female 2: It should not have been five different story lines.

Male 1: Too long before you get the information.

Facial expressions: All serious.

- Light humour (speeding):

<http://www.nederlandveilig.nl/houjeaandesnelheidslimiet/campagne/tv-campagne/ambulance/>

Female 2: Terrible

Female 1: It does work though because if I drive too fast I will also have these stupid excuses. Like shit I still have to do this, I have to go there. Yes, It could happen to me.

Male 1: Wasn't it better if it was more of a combination including a bit of a shock effect.

Female 1: Yes, maybe. But I can relate to the excuses.

Male 2: Maybe, we get a bit immune to it cause we have seen like three shocking commercials.

Female 2: I find it a stupid commercial, but it does work

Male 1: Yes, I think they work as-well.

Facial expression:

Annoyed face by female 2, rest neutral.

Me: And If you think about the long-term effects, which approach would work?

Female 3: Shocking

Female 2: uhm Shocking

Male 1: Yes?

Female 3: Yes for me it does

Female 2: for me too.

Male 2: Well, I think the commercials can strengthen each other.

Male 1: Yes, this commercial is really humoristic, maybe bring in a little bit of shock.

Female 1: Well, If you take the first commercial. Before someone they get hit by a car and the joke in the middle, so that you have the shock and the joke. That could work well.

Female 2: No, I don't agree at all.

### 3. Watch road safety commercials about drinking and driving:

- shocking (drinking and driving): <https://www.youtube.com/watch?v=xtJqw--DGI8>

Male 2: Yes, clear.

Female 2: But the text "could you live with the shame"

Male 2: I think that is a good one.

Female2: But it isn't about shame, for me it would be about guilt.

Female 3: The fact that they use a child is more shocking.

Female 1: No, I don't think it is a really good commercial, too artificial.

Male 1: But if it was less artificial with the same slogan.

Female 1: Yes, I think it is good that they zoom in on the head of the driver covered in blood. With guilt and shame.

Male 1: A bit exaggerated, but the end is effective

In the shocking part they all have their eyes a bit wider open and male 1 and female 2 look a bit shocked

- serious/informative (drinking and driving):

[https://www.youtube.com/watch?v=5Fc6jVxVBo&list=PLan2Tk6HdnKbtWsXYReM\\_GAyXfnHjaZgs](https://www.youtube.com/watch?v=5Fc6jVxVBo&list=PLan2Tk6HdnKbtWsXYReM_GAyXfnHjaZgs)

Female 1: No, it doesn't make sense.

Female 2: It is weak.

Male 1: (makes a snorting sound) Fucking boring.

Female 3: The message comes across, but it is not a nice commercial.

Male 2: But you don't know why you do it.

Male 1: This is just very boring guys.

Female 1: I would switch channels.

Male 1: Yes defenitly.

Me: So switch channels?

All: Yes

Me: Also to much information?

Female 3: yes.

Female 2: Yes it is too simple.

Male 1: uuuugh it just takes too long.

- light humour (drinking and driving): <https://www.youtube.com/watch?v=mTDnrc-lbE>

Female 2: uuugh also terrible.

Female 2: The beginning part is a bit confusing

Male 1: yes

Male 2: I get it.

Me: And the last part that they show what you have to do in order drive safely?

Female 1: Yes that is really good.

Male 2: agree.

Female 2: But they don't have to say or show that, because I know that.

More confusion about the beginning part of the commercial. Female 1 and Male 2 directly got the commercial.

Female 2: But also why do they show that you have to order a coke instead of beer. I know that, I don't have to see that.

Male 1: I think that is really good in this commercial. You have to give some info.

Female 2: No, I find that stupid.

Male 1: Yes, but you have to show that positive part.

Male 2: It was for me really clear.

Me: And what will you think of in a later stage?

Male 1: Well, I know for me the Bob commercials worked.

Female 1: For me shock works better.

Male 2: This specific commercial doesn't really work, but in general it does.

Road safety radio commercials

## 6. Listen to radio commercials:

- Serious/informative:

[http://think.direct.gov.uk/assets/mp3/Criminal\\_Consequences.mp3](http://think.direct.gov.uk/assets/mp3/Criminal_Consequences.mp3)

Female 3: Much too long.

Female 1: Yes.

Female 2: You get punishment when you drink and drive and that would not work for me.

Male 1: You punish people and do not really respond to feelings.

Female 3: If you are in the car this works, but if you are in the kitchen or something it doesn't work, cause might hear it, and process it, but you don't do anything with it.

Male 1: It doesn't make you feel guilty or anything.

Female 2: indeed it would not work for me.

Male 2: Well I think all the hassle you get when you get caught I would not want that

Female 3: This doesn't work for me either. Too much information. I hear the whole process, but the message would not stick.

Female 1: I find it less shocking than the feeling of guilt. It is less shocking for me.

Female 2: I am not sensitive to this way of showing the punishments.

Male 2: Well I am

Male 1: Me too.

Facial expression: Everyone looks really focused, and female 1 and 2 looks a bit confused.

- Serious/informative:

<https://www.youtube.com/watch?v=nl4b83vcD2A&list=PL3B0E47CB64259CD5>

Discussion:

Male 1: Yeah It is a good one.

Female 3: Because it is a short one. Also a good slogan, which will stick in your mind.

Female 1: I agree.

Male 2: Yes, it is good that they tell you that even if you had it with dinner or if you had less than your mates.

Female 3: Yes, it is good it has to be short, especially a radio commercial.

Facial expressions: all neutral, only female 2 looks a bit confused.

- light humour/informative:

<http://www.daarkunjemeethuiskomen.nl/bob/campagne/radiocommercial/>

Male 2: Uh no

Female 1: No

Female 3: **And way too long with that song. I would switch channel**, also because I don't like Dutch music and it doesn't connect to each other, only the word 'visiting'.

Male 2: I did not listen to the text at all.

Female 2: just bad.

Me: And the message at the end?

Female 3: **I thought that was good.**

Female 2: No it does not come across to me.

Female 3: Maybe if they only do the first sentences of the chorus followed by the text.

Female 2: It still does not come across to me. Just that song and I don't listen anymore.

Facial expressions: Female 2 and Male 1 wandered off, female 1 went back and forth at the melody of the song.

- Light humour: <http://ikbob.be/nl/campagne/zomercampagne-2013>

Female 3: Maybe this is Belgian humour but I cannot relate to this.

Male 1: You don't say anything with this.

Female 3: Yes that you have "Bobben", which you have to arrange before the evening starts.

Male 1: **But who says that you should not drink then?**

Female 1: **Nobody**

Male 2: No but this is a follow up of all the other commercials. It is more a reminder.

Male 1: You true, but I find it moderate.

Facial expression: Everyone looked a bit confused.

### **Road safety posters and billboards (PowerPoint on request)**

8. If you consider a road safety poster/billboard specifically about drinking and driving? What approach would appeal to you and why? What approach will have the most influence on your thoughts and which approach will have the most influence on changing

attitudes and behaviour?

B1:

Male 1: It doesn't speak to me.

Female 1: I could have been a techno party (haha) and carnival.

Male 1: I would not be able to read this if it is for instance at the other side of the train tracks.

Female 3: At a poster you should not have to read too much.

Male 1: Do you know that poster from the NS, from the conductor who is attacked by a passenger with blood in her face. That is a strong one.

Female 1: Yes, true.

Male 1: only could not read the words on it.

B2:

Female 3: Text is good, but the picture doesn't fit.

Female 2: Also that it is written in two lines, doesn't work for me.

Male 2: But maybe than also urges you to think about it.

Female 3: Yes than you read it again and process it better

Male 1: No it isn't strong to me.

B3:

Male 1: Yes this is catchy, cause we know Bob.

Female 3: Bob is already in NL for so long you would get it.

Male 1: only as an extension of the television/radio commercial. Only in combination.

Male 2: mwoah mwoah oke.

B4:

Female 1: This is like a culture thing.

Female 2: And really bad.

Male 2: I don't get it.

Me: So in one sentence what is wrong with this one:

Male 1: It is not clear what is meant with "Bobben"

Female 2: It just doesn't make sense.

B5:

Female 3: I have the feeling I am going to watch a zombie movie.

Male 2: I get it. It is oke.

Me: and the text

Male 1: Yes it shows you how easy it is to make a mistake. You cannot really clearly see

that they are in a car though.

Male 1: Well if you think about the Bob one there is a clear connection with the commercials which is important, so Bob is a good cross media campaign.

B6:

Female 1: strong

Female 3: Yes strong, because you can see how terribly someone can be maimed by it without being killed, so the permanent consequences

Male 1: Yes strong.

Male 2: Yes, strong message. Maybe a little bit too much for like little kids.

Female 1: Yes, but maybe that is good.

Male 2: but they would not get it and get nightmares or something.

Male 1: Maybe a bit more subtle. But it does come across well also with the text.

B7:

Male 1: Yes this one is strong. It looks like the one from ALS.

Female 1: Yes, it is said but it is not clear.

Female 3: I don't relate to her. I don't know her.

Female 1: Yeah true.

Male 1: make it more relatable.

Female 1: For me the message of don't drink and drive doesn't really come across.

Female 2: It comes across to me.

Male 2: Not so strong for me.

After hearing the different commercials, which approach grabs the most attention? Which message sticks the most? Which approach has the greatest effect on your emotions and why? which approach has the most influence on you? What approach is in your eyes most likely to positively influence attitudes and behaviour?

Female

B1: No

B2: No

B3: Yes

B4: No

B5: Yes, but a clearer picture. That they are in the car.

B6: Yes. Female 1: Yes, it is shocking, but maybe I wouldn't necessarily leave that one beer.

B7: No. Female: So our one bob is the best. Male 2: No I found the other the best. With the women who was maimed.

Conclusion:

Me: So video what should it be?

All: Shocking

Me: Full shock, realistisch?

Male 2: Realistische shock

Male 1: Shock with the Bob.

Female 3: A combination of full shock and realistic.

Female 1: The two cars in slow-motion with the story, because the other where you saw the whole car crash was too much, so realistic.

Female 3: So you can finish the story yourself.

Female 2: Shocking. It does not matter if it is the full shock or not, but it should not take too long before they get to the message.

Male 1: The Bob commercial is now too sweet. If it would contain shock, not too much though it would be perfect and then the poster, then I would not drink a zip of alcohol. Now I would still doubt the fact.

Me: Radio commercials.

Female 3: Short and simple. 1 a 15 seconds.

Me: Oh that reminds me of something. A radio ad with a shocking approach was unavailable. Consider a radio ad where you hear a car crashing followed by screaming and after that you hear the sentence "Don't drink and drive". Would you think that could have more of an impact than previous radio commercials?

Female 1: No, I don't know.

Male 1: I would find it very dangerous if you are in a car yourself. I would end up in a crash myself.

Female 2: Yes it would frighten me.

Female 1: Maybe a light form of shock

Me: Does it have to show the desired behaviour?

Female 1: Not necessary

Female 3: Maybe a short message such as "Don't drink" full stop. But not like you should drink a coke, and you should not drink all night.

Male 1: Maybe if you use a bit of shock in the TV commercial you should also use this in the radio commercial.



## 4.2.8 Appendix 8: Transcript focus group 2

### Focus group 2

Female 1 (22 years)

Female 2 (23 years)

Male 1 (21 years)

Male 2 (23 years)

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1. If you consider TV commercial which holds a serious message (commercial about anti-smoking, senseless violence, awareness for a certain disease). What approach would appeal to you in such a commercial and why? What approach will most likely influence your behaviour or your thoughts about the particular topic.

Watch social marketing commercials.

- Fun: <https://www.youtube.com/watch?v=VsyE2rCW71o>

Facial expression: all smiling and giggling.

Discussion:

Male 1: I could suppress a giggle

Male 2: it was funny

Female 2: Yes, I also found it funny.

Me: Would you recall this ad at a later stage.

Female 2: **No**

Female 1: Yes, but more because off the TLC.

Female 2: **I already forgot what the C stood for. I only saw the man. It would not stick with me. It would not affect my attitude and behaviour in the future to check it.** It is distracting and I forget the message.

- Serious: [https://www.youtube.com/watch?v=G3Ec4\\_ZkISM](https://www.youtube.com/watch?v=G3Ec4_ZkISM)

Discussion:

Male 1: Bad commercial

Female 1: Yes really bad, "I am Doutze and I am mad" (said with a childish voice)

Male 1: I just don't like her and especially if she says it like that.

Female 2: True, but yeah the commercial in general.

Female 1: But, because Doutze is sitting there it becomes a stupid commercial

Male 1: Yes it is really childish.

Female 2: Agree.

Male 1: You could bring it much more serious. It is a bit fake and too artificial.

Female 2: Maybe with another actor it would have been different.

Male 1: The first time I saw it there was a bit of a shock.

Male 2: There was also another campaign from ALS, which said that if they found the cure for this disease I will already be gone. I found that much more shocking and it came across better.

Female 2: The commercial is good. Only not the person who tells the story.

Male 2: Like at first it is Doutze with HIV, but if you have seen it once then you know that this is not actually the case.

Female 1: I know it was about HIV, but I can't remember which foundation belonged to it.

Female 2: Me neither.

Male 1: I find it stupid and then I would boycott it even though it is a serious topic.

Male 1: It could have been a good commercial, but now it has the opposite effect.

Facial expression: They all look serious

- Shocking: <https://www.youtube.com/watch?v=A0FiASkiD6M>

Male 2: I would not sign the petition through this commercial, but the commercial appealed to me.

Male 1: Yes, it also appealed to me, but you not going to reach people that beat up social workers.

Female 2: No indeed.

Me: I was at SIRE the other day and they said that the purpose of their commercials was not to change attitude and behaviour, but to create awareness. So did that work in this commercial?

Male 2: Yes, that is really clear.

Male 1: Yes, it does appeal to me.

Female 2: I find that really hard, because I think that those people have a very different 'level of awareness' compared to us, so I don't you will reach them at all with these commercials. Also not only awareness.

Female 2: Also I have never heard about this commercial, so it didn't have a great impact. Also it reminds me of the posters from the NS on the station about the conductors who were beaten up and I found that much more severe. Those frightened me.

Male 1: Yes, those were good.

Female 1: Back to the commercial. I think it urges people to think, about the fact that it could really happen.

Male 1: But I would not sign the petition.

Male 2: Only the part of the social workers being beaten up has an impact on me. Not the part about the war. I do get the comparison.

Male 1: I do think the commercial is much stronger if you leave the whole war part out and just like lala Calvé Peanut butter and then BAM directly the beaten up part of the social workers.

Female 2: I agree then it is much more shocking. Yes, it takes a bit too long before the shock effect.

After seeing the different approaches, which approach has the greatest effect on you and why? which approach has the most influence on you?

Female 2: The third one.

Male 2: Depends on cause.

Male 1: For me the first one.

Male 2: The last one, but then shorter.

Female 1: Humour and shock are both approaches through which you will remember things. And here the serious approach I cannot really say something about it, because I am just irritated by Doutze.

### **Road safety television commercials**

#### **2. Watch road safety television commercials**

- Serious and shocking (speeding): <https://www.youtube.com/watch?v=bvLaTupw-hk>

Facial expression: all look serious.

Female 1: This one leaves a good impression.

Male 2: Yes, was a strong one.

Female 2: Yes

Male 1: Yes.

Me: Why?

Male 2: Because you know that something is going to happen, but there is a suspense.

Female 2: Yes, that keeps it exciting until the last second.

Male 1: Also, because the message is really simple.

Female 2: Maybe also what is said leaves an impression, like "No, my son is in the back".

Female 1: Yes, and that sudden realisation that he thinks I am going to fast

Male 2: Even without sound it would have left an impression.

Male 1: Maybe, than it would have been weird.

Male 2: No, but I think than the effect of the suspense has a stronger impact.

Female 1: In the beginning I still had the feeling that the situation would end well, so no accident.

Male 1: But I do think sound is important though. Like the muffled sound.

Female 2: Yes, as if they are in a bubble.

Me: But about what you just said. Do you find it important that it has a good ending, without an accident?

Female 1: No, now the message comes across, because it leaves you in suspense and you don't know exactly how it is going to end.

- Shocking (speeding): <https://www.youtube.com/watch?v=PU6OQVCB20o>

Discussion:

Male 1: If found it comical, maybe sounds a bit weird, but there was really bad acting.

Female 2: Not to me.

Female 1: To me neither, especially the girl who was stuck.

Female 2: Yes, dismal.

Male 1: Yes OK, but the rest was just a bad movie.

Me: And you?

Male 2: Yes, I found it quite funny even though it is not funny.

Female 2: No not for me.

Female 1: Same.

Male 2: I don't find it realistic at all. That a car speeds and that you are just there sitting on a wall next to a meadow. It made me think of a movie Fatal something.

Female 2: Final Destination.

Female 1: It could happen. There only has to be one person who drives fast

Facial expression: All looked serious.

- sympathy and shocking (Road to zero):

[https://www.youtube.com/watch?v=X\\_m7KVFqrDs](https://www.youtube.com/watch?v=X_m7KVFqrDs)

Female 1: Stupid song in the background that makes it less.

Male 2: I was waiting for Ptssss and Coca Cola.

Male 1: It was like the last one but then even more terrible.

Female 2: Yes, it is the same organisation.

Male 1: This was just really unrealistic. It doesn't appeal to me, it doesn't shock me. Only that shot with wooden stake from the fence through the car was dreary.

Female 1: Yes. But the song just spoiled it for me, as if it is from that candy commercial 'Werther's Original' or 'Mercy' or something, so just a wrong song. The commercial itself was oke.

Female 2: Because of the song it is like "Previously, on ...." from a soap. It was sad though.

Female 1: But a bit too much

Me: What about the different storylines in the commercial?

Male 1: I would make it more simple. The first driving safety commercial was clear, the one about the cars slowing down. That was much more shocking than the past two.

Male 2: The first one these two was filmic and very distant and this one is even soap like so even more distant even more fake.

Male 1: They always bring it so dramatically. Maybe it is something from abroad, maybe it works there. In Holland we are probably to down-to-earth for this.

Female 1: This one only shocked me when that accident happened.

Female 2: yes.

Female 1: And the previous one was one complete accident. And this one was more about people who lost someone, so you saw more sadness. I think it shocks more if you see a car accident happen, that you are like the driver yourself. Then you become more aware of that it can happen and that it can happen to you.

Male 1: Because this commercial is much more about the grief of relatives and friends, who I don't know and don't really care for. It would have more of an impact if you would run into someone, than you would see random 'relatives' of someone crying.

Female 2: Well I don't know. I think both would have an effect on me.

Male 2: I think it would be something different if you the live of one girl or something and then that she gets killed in a car accident. That would have a greater impact.

Male 1: Because then you have to deal with the consequences.

Female 2: No, I don't fully agree, because there are so many lives that you influence.

Male 1: But you wouldn't think that far.

Female 2: But I do.

Facial expressions: They two men are smiling and laughing and the two women look serious. With the shocking part female 1, female 2 and male 1 look a bit disgusted.

- Light humour (speeding):

<http://www.nederlandveilig.nl/houjeaandesnelheidslimiet/campagne/tv-campagne/ambulance/>

Female 1: I find the idea OK that they try it with humour, but yeah bit stupid.

Female 2: When it is about bad acting, than this one is definitely the worst.

Female 1: Yes.

Male 2: Yes true, I agree.

Male 1: True, but it does appeal to me, because you always try to make excuses and this shows that it really sounds ridiculous when you say these out loud.

Male 2: It appeals, but it would have no influence on my attitude.

Male 1: For me it would.

Female 1: It doesn't really come across.

Female 2: It doesn't appeal to me and it doesn't have an influence on me.

Me: Well everyone speeds from time to time. Would you remember this commercial.

Female 1: No, it so Dutch and then with that voice over.

Male 1: Yes, but if I do speed and then think of how an excuse would sound in real life, than I would think that sounds stupid.

Me: So for you it works?

Male 1: yes.

Me: and for you guys?

Male 2: No

Female 1: No

Female 2: No

Female 1: Not the slightest

Male 2: I did found it funny though.

Facial expression: lightly smiling.

Me: So the four commercials, which one was the best?

Male 1 & 2: The first one.

Female 2: Yes

Male 1: The most shocking and most clear one.

Female 1: Yes, I think that moment when they talk to each other and then they realise what is going to happen and that they could have prevent it by driving slower or paying more attention. And that they know that and that they have to get back in the car with that realisation from it is really going to happen.

Male 1: Yes and it does happen.

Female 1: Yes as a driver yourself in those last two second that you think I could have prevented this.

Me: Should the accident happen in the commercial?

All: Yes

Me: More shock after the accident.

Male 2: No

Female 2: No, this is enough.

Female 1: With the kid in the back.

Male 1: It builds to the shock in the moment that they are talking to each other.

Female 1 & 2: yes.

Male 1: The others are too much of an emotional drama.

### 3. Watch road safety commercials about drinking and driving:

- shocking (drinking and driving): <https://www.youtube.com/watch?v=xtJqw--DGI8>

Female 2: I had to laugh a bit about this one.

Male 1: I found this one better than the other 2 Irish ones.

Male 2: Yes, I found it mwoah.

Female 2: I looked away, it just not got my attention. I knew what was going to happen. It just not appealed to me

Male 1: Maybe we also get a bit distracted by the fact that this is a set-up and that we have multiple shocking after each other. But after a peanut butter commercial it would have more of a shock effect.

Male 2: Because now you know it is a driving safety commercial, but otherwise you wouldn't know it from the start.

Me: Do you think then it would have more impact.

Male 1: Yes, I think so, don't really know.

Female 2: Yes, but I feel it was also a bit too long. That would have caused me to switch channels already.

Male 2: I thought that beer drinking after soccer is something, which happens very often

Facial expression: Both men look serious. Female 1 look a bit in shock when the accident happens. Female 2 looks in between a smile and disgust.

- serious/informative (drinking and driving):

[https://www.youtube.com/watch?v=5Fc6jVvxVBo&list=PLan2Tk6HdnKbtWsXYReM\\_GAYXfnHjaZgs](https://www.youtube.com/watch?v=5Fc6jVvxVBo&list=PLan2Tk6HdnKbtWsXYReM_GAYXfnHjaZgs)



Female 1: pffff. Are you serious.

All: They all make sarcastic comment about great the impact is and all laugh.

Female 1: It is also just hard to follow the conversation. Not because it is with a Flemish accent, but because it is so extensive and boring.

Male 1: It is veeery extensive.

Female 1: And then the gonna explain all the options. You can take the partybus, the taxi.

Male 1: I could have thought of that myself.

Male 2: It is a switch channel commercial.

Male 1: Yes, to get some chips.

Me: It is a commercial which clearly shows the desired behaviour.

Male 1: It is too clear and then it gets childish.

Female 2: It is already too much explained.

Female 1: And that song behind it tutudutuu.

All: laughing

Male 2: Yes like a tv quiz or something.

Female 1: It is the first animation from Belgium.

All: laughing

Male 1: Almost if they want everyone drunk behind the wheel.

Facial expression: All a mixture of serious and amused.

- light humour (drinking and driving): <https://www.youtube.com/watch?v=mTDorC-lbE>

Me: What is the commercial about?

Female 2: I only got it at the end of the commercial. Like that they didn't made the agreement of the Bob.

Female 1: yes, me too bit later

Male 1: Me too, but that makes it extra funny, because then suddenly you get it.

Female 2: I really had to think about. Only at the voice over I got it.

Me: But you guys got the joke during the commercial?

Female 1: But maybe that is also because we are in this setting now. Maybe, we would not have directly got it if we saw it on tv.

Female 2: But I did like it. It appeals to me.

Male 1: I find it funny.

Female 2: Yes, I liked it, but I don't know if it would influence me.

Facial expression: Serious and all smiling a bit.

Me: So which of the three?

Male 1: Yes clearly the last one.

Female 1: Yes, the last one I think.

Female 2: Yes

Male 2: Yes also the last one, because it really urges you to call someone the Bob, especially among friends.

Female 2: Yes, like a nick-name.

Male 2: So due to word-of-mouth among friends it works.

Me: So here they show the desired behaviour is that a good thing?

Male 1: Is not necessarily needed. At least it should not be as elaborate as in the Belgian commercial, which makes it childish.

Female 2: So here it is the joke on the soccer field, but then it is a serious message.

Female 1: And the last one is also what every Sunday happens at the bar.

Female 2: It is realistic. If I go with my friends it is also about "who is going to be the Bob tonight"?

### **Road safety radio commercials**

#### **6. Listen to radio commercials:**

- Serious/informative: [http://think.direct.gov.uk/assets/mp3/Criminal\\_Consequences.mp3](http://think.direct.gov.uk/assets/mp3/Criminal_Consequences.mp3)

Facial expression: All look serious.

Male 1: Way too busy to hear.

Female 2: yes, you really have to focus.

Male 1: Yes, and we are doing that now, but if you just listen to the radio. Than you don't focus that hard.

Female 1: Too many consequences for one commercial.

Male 1: Yes, such as "we took your blood"

Female 2: Yes really irrelevant.

Male 1: Yes irrelevant to the problem. Just too much. If they want to keep this idea, than more a dialogue between the driver and the police during a alcohol breath test.

Female 2: They just some up the consequences. And then what.

Male 1: only one consequence would make me alert and that is the 12 month punishment, but the rest.

- Serious/informative:

<https://www.youtube.com/watch?v=nl4b83vcD2A&list=PL3B0E47CB64259CD5>

Discussion:

Female 1: I found it a bit the same

Male 1: Well it was a bit clearer.

Female 2: I do think there are some people in my surroundings who would say they can still drive after a few drinks. So it is very recognisable, but does it really have an influence, hmm no.

Male 1: was a bit more to the point compared to the previous one, but it isn't convincing.

Facial expression: serious.

light humour/informative:

<http://www.daarkunjemeethuiskomen.nl/bob/campagne/radiocommercial/>

Female 2: I would loudly sing along in the car.

Male 1: The song and the voice over are really recognisable and close to home.

Female 1: Yes

Female 2: yes

Male 1: And I do think that is why it would influence my behaviour.

Female 1: mwoah

Female 2: For me neutral, it could have an effect, but I just saw myself drunk in a car as the passenger singing along.

Me: But would it also urge you to be the Bob?

Female 2: Yes, if I am not drunk and I hear the commercial. But I am not sure if it would change me.

A radio ad with a shocking approach was unavailable. Consider a radio ad where you hear a car crashing followed by screaming and after that you hear the sentence "Don't drink and drive". Would you think that could have more of an impact than previous radio commercials?

Female 2: Yes

Male 1: Yes, but it has to be good.

Female 2: But then I see myself in the car sober and then I suddenly hear that accident that doesn't sound like a good plan. I think you shouldn't do that. I would cause an accident myself.

Male 1: Yes I was just more thinking about radio here at home. Then I think it could be really good, but what you say could be true yeah. It would appeal to me too much and then cause an accident.

Facial expression: smiling and female 1 & 2 and male 1 are going back and forth on the melody of the song.

- Light humour: <http://ikbob.be/nl/campagne/zomercampagne-2013>

Male 1: We just said it could be a quiz and that is the case. Really stupid.

Female 2: I didn't really get it

Male 1: me neither

Male 2: **It is a nice radio commercial if you take it alongside the tv commercial**

Male 1: It wasn't good

Female 2: agree

Male 1: I don't get what it has to do with drinking

Female 2: You really have to get what Bobben is.

Female 1: Nice idea, but no

Male 1: There is no link to alcohol.

Female 2: **It is just suddenly very fast and too much.**

Male 1: **It is also gone really quickly, so you don't have time to think.**

Male 2: You should describe more that you shouldn't drink and drive.

Facial expression: Male 1 laughs, rest smiles.

### **Road safety posters and billboards (see PowerPoint)**

**8. If you consider a road safety poster/billboard specifically about drinking and driving?** What approach would appeal to you and why? What approach will have the most influence on your thoughts and which approach will have the most influence on changing attitudes and behaviour?

B1:

Male 1: Huh?

Male 2: What do I see here?

Male 1: Cannot read it.

Female 1: A police agent or something.

Male 1: What does it say?

Male 2: I'm always looking as troublesome as the face showed on the billboard.

Me: It is like the previous radio commercial with the police, the social worker etc.

Female 1 & 2: ooohh

Male 1: It doesn't have any impact on me.

Female 2: No

Male 1: Just no. I don't really get it.

Female 1: Yes and you don't really make the link with driving safety and alcohol.

Male 1: I miss the title of the movie. It looks more like a movie poster or something.

Male 2: Batman Returns.

Male 1: I'm surprised that they made something like this.

Female 1: I like the idea that it links to the radio commercial. You also have that with the Bob commercial, like the Bob billboards, the Bob key-chains. It is just so much clearer than this one.

Female 2: It would not stand-out.

Male 1: No and I still don't really get it.

B2:

Male 2: I do like the slogan.

Female 1: Yes, I agree.

Male 2: But the poster could have been better.

Male 1: But in a poster it should be about the slogan.

Me: What is most important on a poster/billboard.

Male 1: That I directly see it and get it, because I have no time to keep looking at that billboard.

Female 2: Yes it should be a work of art.

Male 1: Indeed. I should see it, get it and drive on.

Female 2: Yes and this one possesses that. But don't think it really influences my attitudes and behaviour.

B3:

Male 2: Yes, (sings the song from the related radio commercial)

Male 1: This is just really clear for Dutch people.

Female 2: Yes, really clear. You know exactly what they mean.

Male 1: It is all about recognition here. We directly recognise the doormat with "Bob, Daar Kun Je Mee Thuiskomen" and maybe abroad they have their own logo which they recognise.

Female 2: Yes, maybe with the clear logo from THINK. But I still do find it hard, because I don't exactly know if this would appeal to me.

Female 1: For me it is more if it is a billboard on the side of the road it would be "oh right". Like if you or the Bob or the passenger and then you do appreciate that someone is the designated driver.

Male 2: And it reminds me of the key-chain. Bob is just a good concept.

Female 2: I agree

Male 1: Yes, me too. It would urge me to think about it. A reminder. It has already been a campaign for years and that is way you directly get it.

B4:

Female 2: This doesn't appeal to me but maybe in Belgium it does. It is like Carnaval.

Male 2: Or the Zeeman.

Female 1: Or the Belgian ABBA. I don't see the link between putting on make-up and getting ready and don't drink and drive.

Male 1: I didn't even see that. But I do think it has the same effect that people in Belgium have with 'Bobben' and with the typeface and that setting as we have it with our Bob.

Female 2: Agree.

B5:

Male 1: The Walibi Fright Nights.

Female 2: Oooh now I get it.

Female 1: Oooh, yes they should have crashed at a mate not with the car.

Male 1: Ooh but then I think it is a good one.

Female 2: Yes I agree.

Female 1: You just have to read it quickly two times.

Male 1: But then it is a good slogan. Only not the picture.

Male 1: neutral

Male 2: I find it a strong one. One of the best.

Female 1: I agree. Especially, the second person in the back.

Female 2: Yes, he looks like he thinks he is going to die.

Male 1: But the first one I find it a bit of a clown.

Me: It is not clear to me now if it is a good one or not.

Female 1: It is a good one.

Rest: Yes.

Female 1: But it could be better.

Female 2: The man in the front looks a bit weird.

Male 1: Don't directly link it to a car accident.

B6:

Female 1: hoooooh

Female 2: So

Female 1 and male 2: (nervous giggle)

Female 2: I find this really sad.

Male 1: Yes. This one does make an impression.

Female 1: And that picture below. That is just really like before and after.

Male 2: They should have done a 50/50 face that would have been nasty.

Female 2: Yes that would have been really horrible. If I would see this one on the side of the road it would frighten me a bit. This is heavy.

B7:

Female 1: oh oh nah

Male 2: Yes that is sad for you, but...

Female 1: Yes, there are so many people who lost their husband. She is a bit gothic.

Male 1: "I lost my husband" I would than think her husband cheated on her or something.  
And she just has so much make-up on. Stupid poster

Female 2: Yes.

Female 2: I remember a really good Belgian commercial one a new one. It is really heavy.

Female 1: Yes, I know that one.

Female 2: Where someone get invited to their own funeral, because they always drive too fast. It really came across.

Male 2: I will show you another one, which I found really heavy.

Female 2: I don't now

Female 1: I think it was a good one.

Male 2: Me too.

Me: I don't know if this one would affect me, also because it takes to long.

Male 1: It is a bit too dramatically.

Male 2: But I still remember it

Male 1: I do miss the surprise, because we see all the commercials after each other, so I find it hard to give a mark.

*After hearing the different commercials, which approach grabs the most attention? Which message sticks the most? Which approach has the greatest effect on your emotions and why? which approach has the most influence on you? What approach is in your eyes most likely to positively influence attitudes and behaviour?*

Male 1: To create awareness it has to be shocking. The first one with the cars in slow-motion. But if you want to make Bob a habbit than I find the Dutch Bob commercial really strong.

Female 2: Also because it is a bit funny.

Male 1: Yes, It is humour, but also really realistic, so you can really project yourself to it.

Male 2: In stands for something in this society.

Me: I what do you think of all those years the same Bob commercial?

Male 1: Yes, fine.

Female 2: Yes, the message is the same, but it is always brought in a different way.

Male 1: It is all about recognition. To keep it alive.

Female 2: I don't think with every Bob commercial. Ah damn there you have another one again.

Male 1: Because they are funny.

Female 2: Yes, everytime something else happens with the same purpose.

Male 1: Yes also the one with Bonnie St. Claire that is just a really good one. Really comical.

Me: According to STAP (alcohol prevention) in that commercial is portrayed as a wimp, so that is why according to them it didn't work.

Male 1: Oh well OK, but I think it is a really good one. It is really funny.

Female 2: I don't see you as weak if you are the Bob.



## 4.2.9 Appendix 9: Transcript focus group 3

Female 1 (Age: 25)

Codes:

**Humoristic approach 1**<sup>1</sup>: The humoristic approach raises awareness, since the message comes across.

**Humoristic approach 2**<sup>2</sup>: The humoristic approach has a positive effect on attitudes and/or behaviour

**Bob important**<sup>3</sup>: The Bob concept is important as it is something recognisable, which strengthens the impact of the message

**Too humoristic**<sup>4</sup>: It is too humoristic to get the message across and raise awareness.

**Serious/informative approach 1**<sup>5</sup>: The serious/Informative approach has a positive effect on attitudes and behaviour.

**Serious/informative approach 2**<sup>6</sup>: The serious/informative raises awareness, since the message comes across

**Shocking approach 1**<sup>7</sup>: The shocking approach raises awareness, since the message comes across.

**Shocking approach 2**<sup>8</sup>: The shocking approach has a positive effect on attitudes and behaviour.

**Too shocking**<sup>9</sup>: It is too shocking to get the message across and raise awareness.

**Realistic approach 1**<sup>10</sup>: An approach can be shocking but it has to be a realistic situation.

**Realistic approach 2**<sup>11</sup>: An approach can be humoristic but it has to be a realistic situation.

**Humour wear-out effect**<sup>12</sup>: Due to repeated exposure the humoristic approach has worn out.

**Desensitisation of fear appeal**<sup>13</sup>: Due to repeated exposure the shocking approach has made individuals apathetic.

**Preference centrally rooted messages**<sup>14</sup>: Messages that contain a great amount of information rational arguments, and evidence to support a particular conclusion.

**Preference peripheral rooted messages**<sup>15</sup>: Emotional involvement of receiver and persuading by more superficial messages.

**Preference showing desired behaviour**<sup>16</sup>: Whether someone wants to see what they should do in order to get to the right behaviour.

**Do not show the desired behaviour**<sup>17</sup>: Someone does not want to have it clearly described on what they should do to get the right behaviour.

**No alcohol**<sup>18</sup>: Whether a designated driver should drink no alcohol

**Some alcohol**<sup>19</sup>: Whether a designated driver is allowed to drink a small amount of alcohol.

**Too artificial**<sup>20</sup>: A certain campaign is too artificial, which makes it not convincing.

**Urges to think**<sup>21</sup>: The message, image etc. urges you to really think about the issue.

**Cross Media**<sup>22</sup>: It only works if every medium used in the campaign uses the same approach and/or message.

### **social marketing commercials**

*Public/social campaigns are concerned with positively influencing individuals' attitudes and behaviour only instead of seeking financial gain by selling a product or service social marketing is concerned with the social gain solely focused on turning negative attitudes and behaviour into positive attitudes and behaviour and sustaining this positive behaviour. (e.g. road safety campaigns)*

#### **1. Watch social marketing commercials.**

- Fun: <http://www.youtube.com/watch?v=VsyE2rCW71o>

Female 1: It was more for checking your breast for cancer and the App, but I found it really distracting, so the message doesn't really come across. **It is a bit too much, it should have been a bit more serious for this topic.**

Facial expression: A bit of a smile and laughing

- Serious: [https://www.youtube.com/watch?v=G3Ec4\\_ZkISM](https://www.youtube.com/watch?v=G3Ec4_ZkISM)

Discussion:

Female 1: Yes, it is a good one, clear, you know what it is about.

Me: Why?

Female 1: Neutral setting, really clear and short.

Me: And the approach.

Female 1: **You directly see it is about something serious and I think that is good in this case. Maybe something between the first one and this commercial**

Facial expression: serious

- Shocking: <https://www.youtube.com/watch?v=A0FiASkiD6M>

Facial expression: serious

Discussion:

Female 1: A bit comparable with the last one, quite good. Also with the real life images in it.

*After seeing the different approaches, which approach has the greatest effect on you emotion and why? which approach has the most influence on you?*

Female 1: The third was the appealed to me the most, because of the real life images. For a commercial on TV I find the second one better, for a broader audience. Maybe, the last one is a bit too shocking.

### Road safety television commercials

#### **2. Watch road safety television commercials**

- Serious and shocking (speeding): <https://www.youtube.com/watch?v=bvLaTupw-hk>

Female 1: Yes a different approach to show the rules of traffic, but it leaves an impression, because the format is different compared to what I have seen before. A different way to show the effects of driving too fast.

Facial expression: serious

- Shocking (speeding): <https://www.youtube.com/watch?v=PU6OQVCB20o>

Discussion:

Female 1: Well about whether it appeals to me I would say neutral, but I do think the message comes across. Even though it does come across I would not want to see in-between my movie, a bit too much. It needs a bit more real live pictures like the first one. The first time I see I would watch, but after that I would probably switch channels.

Me: But considering attitudes and behaviour.

Female 1: Yes the message does come across, maybe a bit less compared to the previous commercial.

Me: And if you see this more often is than the effect gone or is it too shocking.

Female 1: I would not switch channels with the first one, but with this one I probably will, it is too shocking. It is too direct.

Me: and the length

Female 1: Yes was oke, It shows who is all effected by it.

Facial expression: Serious.

- sympathy and shocking (Road to zero):

[https://www.youtube.com/watch?v=X\\_m7KVFqrDs](https://www.youtube.com/watch?v=X_m7KVFqrDs)

Female 1: *In the beginning it is a bit too elaborate*. I don't necessarily link it all to car accidents. But that it is about speeding is less clear.

Facial expressions: serious

- Light humour (speeding):

<http://www.nederlandveilig.nl/houjeaandesnelheidslimiet/campagne/tv-campagne/ambulance/>

Female 1 : *Yes, it is funny, but I doubt if it would have an impact on those who drive too fast. They just look at it and forget it again. Than shocking images are better, but if that should be done through commercials*

Facial expression: serious and a bit of smile.

Me: Which one is the best?

Female: *The first one is the best. The second one was too shocking and the third one to elaborate* . The fourth is OK, *but the message in the first one is the clearest*.

### **3. Watch road safety commercials about drinking and driving:**

- shocking (drinking and driving): <https://www.youtube.com/watch?v=xtJqw--DGI8>

Female 1: *Maybe the beginning could have been a bit shorter and the end it doesn't have to go that far. You stop were the car flips over and you don't have to see the child. But just the setting is than already enough, clear enough. Not someone crawling out of the car and the kid being killed. Also because if you show this commercial during the day it is too much for children. The message does come across, but then it should also be a little bit shorter.*

Facial expression: Serious.

- serious/informative (drinking and driving):

[https://www.youtube.com/watch?v=5Fc6jVxkVBo&list=PLan2Tk6HdnKbtWsXYReM\\_GAyXfnHjaZgs](https://www.youtube.com/watch?v=5Fc6jVxkVBo&list=PLan2Tk6HdnKbtWsXYReM_GAyXfnHjaZgs)

Female 1: I found it better than the last one, *but a little bit too much text*, but it is a funny way to show it.

Me: Do you find it important that they show it what you should do?

Female 1: Yes with our Bob you only think about being a passenger and someone else is driving, *but showing these options is also a good one.*

Facial expression: smiling

- light humour (drinking and driving): <https://www.youtube.com/watch?v=mTDonrC-lbE>

Me: According to you what happened in the commercial.

Female 1: Beforehand there has been an agreement on the Bob and now everyone is called Bob.

Me: Well it is the other way around that they didn't made the agreement yet.

Female 1: Oooh yeah oke.. *Well the end is really clear.* Maybe, if you see it a few times then you get it and then it becomes and topic to talk about.

Facial expression: serious

Me: So which one

Female 1: Either the first one or the last one. *Maybe if they leave some stuff out in the first one.* I think the first one would have a greater influence, but I prefer the last one. *With the first one it would have the most impact on people who make those mistakes I think.* And the first one appeals more to me just because I don't make those mistakes. *For me the shocking images are not necessary to realise that.*

### **Road safety radio commercials**

#### **6. Listen to radio commercials:**

- Serious/informative: [http://think.direct.gov.uk/assets/mp3/Criminal\\_Consequences.mp3](http://think.direct.gov.uk/assets/mp3/Criminal_Consequences.mp3)

Female 1: I don't think this one is really strong. It could be because my English is not that good. Too really get it. If I would hear this, I would just think what are they talking about. *It is just to fast. I would prefer a commercial with two clear sentences or something. That has a better effect than all that blablabla. They should not put that all in one commercial. I got it now, but most people would miss half of it.*

Facial expression: serious

- Serious/informative:

<https://www.youtube.com/watch?v=nl4b83vcD2A&list=PL3B0E47CB64259CD5>

Discussion:

Female 1: Much clearer, the message comes across. But if I would do something about it I don't know. There are enough people I know who think that you could drink a glass of wine. The message comes across, but I don't know whether it has a positive effect or not. There are so many people who drink a beer and then get behind the wheels and it never goes wrong. I don't find in a strong argument.

- light humour/informative:

<http://www.daarkunjemeethuiskomen.nl/bob/campagne/radiocommercial/>

Female 1: Haha I think I heard that commercial so often and this the first time I really hear the text. No this doesn't have an impact. I never really listen to radio commercials.

Facial expressions:

Light humour: <http://ikbob.be/nl/campagne/zomercampagne-2013>

Female 1: I don't like this either. No radio commercials have to be short and powerful, and really stand-out. And if you have news and the songs and then this in between. Than it is over before you know it. Most people wouldn't hear this. The second one is than the clearest in text, but maybe with a different example. They should not cramp as much information as they can in one radio commercial.

Me: The shocking one

Female 1: No that shouldn't be done. I you hear this in your car you create an accident. I would frighten, it doesn't create a safe situation.

### Road safety posters and billboards (PowerPoint)

**8. If you consider a road safety poster/billboard specifically about drinking and driving?** What approach would appeal to you and why? What approach will have the most influence on your thoughts and which approach will have the most influence on changing attitudes and behaviour?

B1:

Female 1: No not a clear message. What is this? Only the small text in the bottom says that it is about drinking driving.

Me: And what is the message was really big.

Female 1: No than still the image has to make sense and tell you what it is about. You really need the text to get what the poster is about.

B2:

Female 1: Yes is really clear. The first thing you see is the text and then you look at the picture why this, he could just have hair. The message is clear. If it would change me I don't know.

B3:

Female 1: Yes, we all know that. If you don't know the Bob is you don't get it.

Me: But we know it.

Female 1: Yes than it is ok. I don't know if people really do something with it.

B4:

It doesn't appeal to me.

B5:

The message comes across. It could have an impact on the behaviour of people. I don't want to see it on the side of the road though.

B6:

Similar to the last one.

B7:

It doesn't appeal to me. I don't recognise myself in it. The same for the previous one, but there you really think what happened to her. Here you just think she could cry about everything and not necessarily with drunk driving

B1: No, not clear. Is that a commercial for a new movie.

B2: Yes, this one is the clearest of all, clear message. It is neutral. Not to shocking, also not the happy.

B3: Yes, you recognise it. It looks funny.

Me: Do you drink and drive.

Female 1: Yes, sometimes one glass before I get behind the wheels, but not more.

Me: Because the recent commercials are about 0% alcohol. Yes, you always recognise it.

B4: No it reminds me of the BCC colours

B5: Yes it could have an impact on some people, but it is to shocking to me.

B6: mmm yes, maybe you would read it, but it is not really nice to look at. It comes across

for one time.

B7: No, I don't relate it to drunk driving. No the second is the best. A clear message.

Conclusion:

TV Commercial:

Me: What would be the best commercial

Female 1: It should be something different from what we have now with the jokes. Maybe something which is a bit more shocking, but not too much considering all ages. One time a really clear message. On the other side you remember those Bob commercials, cause you recognise them, but everybody knows it now. The first one with the slow-motion, or adjusted version of the one with the playing kids.

Me: So not the whole blood bath.

Female 1: No that is too much. People also make a choice if they want to see a horror movie and a commercial they show everywhere. Some people should not see that, like for kids.

Me: So TV commercial a bit shocking. Something different again.

Female 1: Yes, but not full-time.

Radio commercial:

female 1: The one from the Bob commercial is too long, with that song. I just heard what that song is about for the first time.

Me: What would work according to you then?

Female 1: It should be an extension of the TV commercials. It has to be clear, not to long. Short and powerful

Poster:

No shocking images on the side of the road. Only the one from Driving kills Drinking Skills. On the side of the road it should not be too long. The Bob along side the road you recognise it. Even though the text is a bit long.



## 4.2.10 Appendix 10: Transcript focus group 4

Female 1 (Age: 24)

Female 2 (Age: 25)

Male 1 (Age: 25)

Male 2 (Age: 28)

Codes:

**Humoristic approach 1**<sup>1</sup>: The humoristic approach raises awareness, since the message comes across.

**Humoristic approach 2**<sup>2</sup>: The humoristic approach has a positive effect on attitudes and/or behaviour

**Bob important**<sup>3</sup>: The Bob concept is important as it is something recognisable, which strengthens the impact of the message

**Too humoristic**<sup>4</sup>: It is too humoristic to get the message across and raise awareness.

**Serious/informative approach 1**<sup>5</sup>: The serious/Informative approach has a positive effect on attitudes and behaviour.

**Serious/informative approach 2**<sup>6</sup>: The serious/informative raises awareness, since the message comes across

**Shocking approach 1**<sup>7</sup>: The shocking approach raises awareness, since the message comes across.

**Shocking approach 2**<sup>8</sup>: The shocking approach has a positive effect on attitudes and behaviour.

**Too shocking**<sup>9</sup>: It is too shocking to get the message across and raise awareness.

**Realistic approach 1**<sup>10</sup>: An approach can be shocking but it has to be a realistic situation.

**Realistic approach 2**<sup>11</sup>: An approach can be humoristic but it has to be a realistic situation.

**Humour wear-out effect**<sup>12</sup>: Due to repeated exposure the humoristic approach has worn out.

**Desensitisation of fear appeal**<sup>13</sup>: Due to repeated exposure the shocking approach has made individuals apathetic.

**Preference centrally rooted messages**<sup>14</sup>: Messages that contain a great amount of information rational arguments, and evidence to support a particular conclusion.

**Preference peripheral rooted messages**<sup>15</sup>: Emotional involvement of receiver and persuading by more superficial messages.

**Preference showing desired behaviour**<sup>16</sup>: Whether someone wants to see what they should do in order to get to the right behaviour.

**Do not show the desired behaviour**<sup>17</sup>: Someone does not want to have it clearly described on what they should do to get the right behaviour.

**No alcohol**<sup>18</sup>: Whether a designated driver should drink no alcohol

**Some alcohol**<sup>19</sup>: Whether a designated driver is allowed to drink a small amount of alcohol.

**Too artificial**<sup>20</sup>: A certain campaign is too artificial, which makes it not convincing.

**Urges to think**<sup>21</sup>: The message, image etc. urges you to really think about the issue.

**Cross Media**<sup>22</sup>: It only works if every medium used in the campaign uses the same approach and/or message.

### **social marketing commercials**

*Public/social campaigns are concerned with positively influencing individuals' attitudes and behaviour only instead of seeking financial gain by selling a product or service social marketing is concerned with the social gain solely focused on turning negative attitudes and behaviour into positive attitudes and behaviour and sustaining this positive behaviour. (e.g. road safety campaigns)*

#### **1. Watch social marketing commercials.**

- Fun: <http://www.youtube.com/watch?v=VsyE2rCW71o>

Female 2: I was totally distracted. It was about breast cancer checking for women, so a bit weird that they showed men.

Male 2: You don't forget it anymore though.

Male 1: Yes agree, but on the other hand I think you completely miss the point, because it is a bit to funny.

Me: And then about raising awareness for the app.

Male 1: If found that really unclear.

Male 2: Yes true.

Male 1: The checks. So what you had to do to check for breast cancer was really clear and I think I will remember it, but not the app.

Female 2: I do not remember the name of the app.

Me: This approach for this kind of topic, does that work?

Male 2: No, it should be a bit more serious.

Female 2: You could use a bit humour, but tomorrow I will have forgotten about the breast cancer check. I am just completely distracted by the men, and the joke. Not that I am in love with those men, but I was just looking at what they did and what they were going to do next and not with the message it wanted to bring across.

Female 1: Yes too much distraction. It was more about the distraction of women instead of bringing across the message.

Me: So too much distraction from the real message.

Male 2: Yes, definitely.

Facial expression: female 1 & 2 smiling and Male 1 & 2 looking serious.

- Serious: [https://www.youtube.com/watch?v=G3Ec4\\_ZkISM](https://www.youtube.com/watch?v=G3Ec4_ZkISM)

Discussion:

Male 1: Mwoah I have seen it too often. It is just weird that they use Doutze as a spokesperson, who doesn't really related to HIV and doesn't come across convincing. So, not really believable.

Me: And the first time you saw the commercial.

Male 1: I thought oeeh Doutze. No kidding.

Male 2: If I had seen it for the first time on TV than I would think in the first two second that it is another shampoo commercial and switch channels. So, I would not take it serious.

Me: So, than it is purely about Doutze.

Male 2: Yes.

Male 1: The introduction was also too long. It took too long before you knew what it was about. So it doesn't grab my attention and I would switch channels.

Female 1: I found it better compared to the previous one, because the message was more serious, but the message didn't really came across, what she wanted to tell us.

Maybe the story surrounding the message was a bit too distracting from the message.

Female 2: I find these commercials quite OK. There are more of them right? Yes, than I always think that is really important we should do something with it. For me it works.

Facial expression: serious

- Shocking: <https://www.youtube.com/watch?v=A0FiASkiD6M>

Facial expression: serious

Discussion:

Male 2: I know this one and it really appeals to me. When that happened that social workers got attacked a few years ago I find it really important that awareness is raised about this and that we should do something about it.

Female 2: I find it a very smart commercial. Like why do we do it in times of war and not in times of peace. Good commercial.

Me: and the more or less shocking approach?

Male 1: It is not really shocking. They are just really clear and to the point. And that introduction is really good it does come across.

## Road safety television commercials

### 2. Watch road safety television commercials

- Serious and shocking (speeding): <https://www.youtube.com/watch?v=bvLaTupw-hk>

Female 2: Heavy.

Male 2: Heavy, even though I have seen it before. Still, just really sad. Yes I will listen to it, I will remember it.

Me: So it makes you think about it.

Male 2: Yes, for me it does.

Male 1: Yes, I still remember this commercial and when you in the beginning talked about driving safety commercials this came to mind. This one is really good. They make it personal. That they talk to each other and confess that they are both in the wrong, is really good.

Male 2: yes.

Female 2: Really strong yes. Indeed that they make it personal, that is really good. And they shock you.

Female 1: Not really for me. It didn't really appeal to me. I don't really know, maybe unrealistic.

Facial expression: serious and then at the shocking part female 2 and male jumped a bit of shock.

- Shocking (speeding): <https://www.youtube.com/watch?v=PU6OQVCB20o>

Discussion:

Male 2: Heavy.

Female 1: Maybe a bit too much.

Male 1: Yes too much. You can almost make a horror/thriller film from it.

Male 2: I have often seen those Irish commercials. That they are so heavy. They don't make it easier. But yesterday I was in Ireland and they do drive like crazy. I think for that country those commercials should be so hard.

Me: So you need this approach.

Male 2: Yes I think humour would not work there.

Me: But for here in the Netherlands.

Male 2: Yes it is heavy and a bit too much.

Female 1: But the message does come across, but it is too much.

Male 1: I think it is so much that over time you not going to take it serious anymore. That scene with the accident was a bit too long with the screaming that it is almost comical.

Like the New Kids. I would have more of an connotation with that instead of a serious commercial.

Me: So over time would you switch channels.

Male 1: Yes it is too much if you see it again you don't want to see the whole story again.

Female 2: yes agree.

Male 2: (nods in agreement)

Female 1: Yes.

Female 2: Maybe I would do something with this commercial, because with one mistake you could affect the lives of many but the commercial itself is a bit over-exaggerated.

Facial expression: Female 2 and male 2 look a bit shocked. Female 2 has her eyes wide open with the shocking parts and her hand in front of her mouth. And male 2 has a screwed up face of disgust. Female 1 and male 1 look serious.

- sympathy and shocking (Road to zero):

[https://www.youtube.com/watch?v=X\\_m7KVFqrDs](https://www.youtube.com/watch?v=X_m7KVFqrDs)

Female 2: I really have to rethink this one. It is not shocking, but also not really dull. It is a good commercial, but I think I will forget this one in five minutes.

Male 2: It is a bit the same feeling as the first one.

Male 1: It took a bit too long. I can't remember half of it. A bit too dramatic.

Female 1: It was good though that they had the combination of calmness in the beginning and then what can go wrong.

Female 2: But that quiet, calm part took too long. The doctor part was strong.

Female 1: Yes, but I did find it better that it was less shocking compared to the previous one.

Male 1: Yes the previous one was too much blood and stuff

Facial expressions: serious

- Light humour (speeding):

<http://www.nederlandveilig.nl/houjeaandesnelheidslimiet/campagne/tv-campagne/ambulance/>

Male 2: Yes, this was just a bit of a comedy. What you said about new kids.

Male 1: Yes, it is just a sketch. You can get it from a commercial.

Female 1: Just a bad commercial. Not serious at all. The new one about speeding is also really terrible with the bobber head. It doesn't make sense.

Female 2: Also the message is only in spoken words at the end of the commercial. And

further you only see a woman who is in love and taps this guy on its sore leg, just ridiculous

Male 1: Well at least it is short and simple that is quite nice, because with the previous commercial you would switch channels. You will see this one till the end.

Female 1: But you can't take this seriously.

Me: And for attitude and behaviour?

Male 1: No, definite no.

Male 2: No

Female 1: (Nods no)

Facial expression: serious and a bit of smile.

### 3. Watch road safety commercials about drinking and driving:

- shocking (drinking and driving): <https://www.youtube.com/watch?v=xtJqw--DGI8>

Female 1: Too long

Male 2: Back to the drama.

Male 1: You see it coming. You know exactly what is going to happen. Also the introduction is too long.

Female 1: You say you know what is going to happen, but maybe if you are not in this setting, you don't see it coming.

Male 1: ok I agree

Female 1: Because then it could be a surprise

Female 2: Well something which I found really strong is: "Could you live with the shame"? That you play to their emotions. Then if you think about the shame that drove into someone drunk is really strong. The commercial itself was really bad, but that sentence was really strong, for instance for billboards.

Male 2: Well for me it is more the kid, which makes it heavy. Yes I think it would work.

Me: Why this one and not the previous shocking one.

Male 2: Because of the kid I think.

Female 2: But loses its tire, drives true a fence, rolls over a kid with his car.

Female 1: Yes really unrealistic.

Male 1: They should have made it shorter and then at the point where the car goes through the fence you have to stop it, because after that you know exactly what is going to happen. I don't have to see that blood and stuff that is too exaggerated. I can imagine it myself afterwards.

Female 1: Or that you see a kid running on the street.

Male 1: Yes, that is much more realistic.

Female 1: That is more believable than a car come through the fence in the back garden.

Male 1: But directly showing everything in details doesn't work for me. This impresses me less compared to when

Female 2: I also think that is very powerful, because urges you think even when the commercial is finished. So after the commercial you finish the story in your head.

Male 1: And also because we are used to all that blood and stuff it has less impact on me.

Facial expression: All serious. At the point of shock male 2 and female 2 look a bit shocked.

- serious/informative (drinking and driving):

[https://www.youtube.com/watch?v=5Fc6jVxkVBo&list=PLan2Tk6HdnKbtWsXYReM\\_GAyXfnHjaZgs](https://www.youtube.com/watch?v=5Fc6jVxkVBo&list=PLan2Tk6HdnKbtWsXYReM_GAyXfnHjaZgs)

Male 1: (snorting sound)

All: (chuckling)

Male 2: The message is clear, but this is really stupid.

Male 1: Yes, as if you are being treated like a kid.

Male 2: Yes I also wanted to say that.

Male 1: They take you by the hand and tell exactly what to do. No not the Belgian one.

Female 2: You take the taxi, the party bus blabla (with a sneering tone of voice)

Me: It showed exactly the desired behaviour

Female 2: That wasn't really clear. They never really said you should not drink.

Male 1: No this one is not really clear.

Male 2: This was almost made for kids or something.

Facial expression: smiling

- light humour (drinking and driving): <https://www.youtube.com/watch?v=mTDonrC-lbE>

Female 2: I have seen it so often that I cannot be really neutral about it.

Me: Do you all get the commercial.

Male 2: Only the last bit at the bar.

Male 1: Everyone in the team's name is Bob or not, but nobody know who is called Bob

Male 2: Only now I get it.

Male 1: On the one hand it is a nice concept for a commercial, but it did not really came across clearly.

Female 1: I found it an ok commercial, but I did not really think the first part fit to it. I also

didn't really get it and I take I have seen it before. It didn't leave an impression.

Male 2: I have also seen it more often, but only when you explained it I got it.

Female 2: I got it directly but I am not really impressed by it, so it doesn't really influence me. I don't find it powerful.

Me: Is showing the desired behaviour important.

Male 1: It is more to fill up the commercial. That the voice can be placed over it.

Me: Do you think the voice over is important.

Male 1: I do think you also have to put it in text on screen. Now it distracts. You get distracted by the beer scene. It is just a really simple formula. I don't know if it works.

Female 1: I do think it is important that they say: "and one coke", it does add something to the message to get it across.

Facial expression: serious

### **Road safety radio commercials**

#### **6. Listen to radio commercials:**

Serious/informative: [http://think.direct.gov.uk/assets/mp3/Criminal\\_Consequences.mp3](http://think.direct.gov.uk/assets/mp3/Criminal_Consequences.mp3)

Female 1 & 2: giggling.

Male 2: Way too fast.

Female 2: So many names.

Female 1: I wasn't able to follow it.

Male 1: It could be because it was in English, but I didn't got the first three or something.

Male 2: This is a commercial which you have to hear a couple of times before you get it even as a British person.

Male 1: On radio you hear already so much talking that you need going to hear this one in a while.

It becomes noise in the background.

Female 1: For the radio it is also way too long. Too much information in a short time. It should have been simpler.

Male 1: And there also need to be sounds such as a siren and a jail door closing. So that you know what happens besides listening to the text.

Female 2: Many of the described ones we could have come up with ourselves.

Male 1: Yes, they should have left some stuff out.

Facial expression: Male 1 and female 2 look a bit confused and the other two look serious



and really concentrated.

- Serious/informative:

<https://www.youtube.com/watch?v=nl4b83vcD2A&list=PL3B0E47CB64259CD5>

Discussion:

Female 2: Much clearer compared to the previous one. I got what they meant.

Female 1: It also was nice and short.

Female 2: "oke is not oke" yeah that a good one.

Male 1: Yes a good slogan.

Male 2: Yes it is clear, but I don't know if I like it.

Me: And if you think about it again when you are the designated driver or something.

Female 2: Yes maybe I would think "Am I really ok", maybe a bit unconscious.

Male 2: What is really good that they use such a realistic situation. A situation that everyone has been in before. Yes I had I drink with my friends, but I am still ok to drive. I haven't had that much, many people would say that.

Male 1: Also that someone would ask you that question.

Male 2: But if you recall it when you are in that situation I don't know. But you recognise yourself in it.

- light humour/informative:

<http://www.daarkunjemeethuiskomen.nl/bob/campagne/radiocommercial/>

Male 1: Is this seriously about alcohol prevention. I always though this really was a funny song about cake or something

Female 1: I do know the song, but I never got that it was about this.

Male 2: I expected a crash or something at the end. I thought oh nice funny.

Male 1: Yes a song that you recognise.

Female 1: But I do remember the song, but the message doesn't stick.

Male 1: Yes, I don't know what they want with this. It doesn't come across.

Female 2: For me it does at least a bit. Not really strong, but maybe it makes you think that if you indeed going to visit someone it reminds you that someone has to be the designated driver.

Male 2: Really all the driving safety ads in Holland are with humour in comparison with how child abuse is addressed or something

Facial expressions:

Light humour: <http://ikbob.be/nl/campagne/zomercampagne-2013>

Male 1: Huh?

Male 2: Yes that is exactly like the Belgian TV commercial, terrible.

Male 1: It started out way to fast. When I finally got the message it was already at the point of the answer. Kind of funny though

Female 1: Maybe Flemish people can follow this, but it was way too fast for me.

Me: And in relation to attitudes and behaviour?

Female 1: No I didn't really get the message.

Female 2: But there is no message. They only say Bobben.

Male 1: Yes but that is what he said beforehand that you have to take care of it before the evening starts.

Male 2: And that game show setting. I just don't get it.

Me: What do you think about the four approaches?

Male 1: The Australian was the best one.

Female 2: Yes

Male 2: As the best one yes.

Male 1: It is just clear. You know directly what it is about.

Female 1: Just simple. No beating around the bush.

Male 1: Not a strange game surrounding the message or something.

Male 2: Also the only one with some kind of catch phrase.

Me: So short message?

Male 1: Yes and it has to be recognisable and also it shouldn't be too fast

Me: Shocking message in radio commercial?

Female 2: So short? Yes I think that is OK. Not as bad as the last one at least.

Male 1: Yes that would be clear. You would know what it is about.

Male 2 and female 1: (nod in agreement)

Me: And if you hear it in your car on the radio?

Female 1: Haha I never listen to the commercials when I am in the car.

Female 2: Yes I think this would be a strong one.

Me: The first thing which I heard from the others where that it would be too dangerous to hear that in a car.

Female 2: I think indeed you would it will shock me a bit. I also have the same with sirens in songs on the radio. Yes if you say it like that, maybe it would frighten me, but maybe that is also something good. Yes, but I don't directly give a jolt to my steering wheel and end up in the crash barrier.

Male 1: But that is the danger, maybe some people will.

Female 1: I would not affect me that way.

Male 2: I would know the difference between real life and on the radio.

Male 1: I would have it more if I have sirens on the radio or if your hear honking.

### Road safety posters and billboards (see PowerPoint)

**8. If you consider a road safety poster/billboard specifically about drinking and driving?** What approach would appeal to you and why? What approach will have the most influence on your thoughts and which approach will have the most influence on changing attitudes and behaviour?

B1:

Male 1: Huh?

Female 1: Huh?

Male 1: No, no idea.

Male 2: (looks really confused.)

Male 1: It looks more like a film poster. It is not clear.

Male 2: no, no, no.

B2:

Male 2: You have to think this one trough. You have to read it two times.

Female 2: I do find it really intriguing. "Drinking kills, driving skills" when you see it it doesn't seem right, but it is so it intrigues me, but I wouldn't do anything with this message. The message does not come across.

Male 1: You have to read it a few time before you get it, but I don't know if that is an advantage or a disadvantage in a poster.

Female 1: It does make you think about it though. The first time you read it, you don't directly get it, but the second you do, which makes you think about it. It does stick.

Male 2: I think for the average person it is difficult. Maybe, if you go by it ten times it or something

B3:

Female 2: I think the concept Bob is just genius. Maybe, this billboard is really strong on its own, but it does reminds you every now and then.

Female 1: Yes, it does work.

Male 1: Yes, It does work, it is very simple. It is even a verb. Only I have the feeling that the same campaign has been there for too long. That it doesn't have an impact anymore.

Female 2: Yes you are right.

Male 2: Yes because now, I read it, I get it and I forget it.

Male 1: Yes, it doesn't stick, but indeed I do think it is taking too long now, this campaign, too still have an effect.

Female 1: Mwhoah yes, yes. On the one hand I think it still comes across on the other

hand I think that if you see this you think I have already seen this ten times, so you don't really think about this anymore.

Me: So do I get from this it is wearing of a bit.

Female 1: Yes for us, but maybe not for a new generation.

B4:

Male 1: Stupid Belgian commercial. It does make me think of an IKEA commercial.

Male 2: Yes. I would think huh Bobben (???)

Male 1: Also that sentence "organise beforehand"

Female 2: I find them so cheerful

Male 2: Yes, these are just stock pictures. They don't add something those people.

Female 2: No I wouldn't do anything with this one.

B5:

Me: Do we get the message?

Male 1: Yes

Female 2: Yes

Male 2: Yes, I have to read it three times.

Male 1: It also looks a lot like a photo from a film or from a party or something. Also with a date.

Male 2: Yes the guy looks like a Zombie.

Male 1: Oh it is blood.

Female 2: I do think the sentence is strong, but the picture isn't, really unbelievable.

Female 1: You don't link the picture to the subject.

Male 1: The picture has to be clearer that they are in a car.

B6:

Female 1: Bit that guy from Harry Potter.

Male 1: Voldemort, haha.

Male 1: The sentence is too long.

Male 2: I read the sentence and I got it instantly and it does appeal to me.

Female 2: I find the image really strong, but the sentence "Not everyone dies", I think that is not the point you would want to make

Male 1: As if it is better that you die instead of keep on living like this. Like if you kill someone than it is OK because they don't have to suffer.

Female 2: Maybe it needs a different sentence.

B7:

Male 2: Did you make it yourself. It is so simple.

Female 2: Gosh, bummer! Is the first thing that came to mind. Makes me think of the ALS commercial, which I also hate.

Male 2: I found them strong, the ALS

Female 1: This one doesn't appeal to me, but the other one from the ALS does.

Male 2: I miss a stamp from a government authority.

Male 1: to make it more official, yes.

Female 1: This looks really scarce

Male 1: It is clear though and the message does come across.

Female 1: But I don't find this realistic.

Male 1: No I can't really sympathise with this one.

Female 1: it is exaggerated. With all the make-up on

Male 2: It is like the Walking Dead survivor.

Male 1: Haha

Female 2: I find it really dull, really bad.

Male 2: It is also really clear that it is a model. And the previous one clearly not.

Female 2: It has to be more realistic.

B1: All: No

Male 2: Unclear

B2: All: yes Male 2: Yes, mwoah ok.

B3: All: Yes. Male 1: recognisable. Male 2: Yet, forgettable.

B4: same

B5: All: No

Male 2: Ad for a game show.

B6: All: No not really.

B7: No, it is for something different. From scolding or something . Female 2: But it urges you to think though.

B8: No

Conclusion:

TV Commercial:

Female 2: The first one the slomotion car crash.

Male 1: Not with alcohol though, but that one was really good. Or there is also one were pretend as if they are all in a car in an accident, but then they create a belt. They should

not clearly show what happens, but they give you an idea. They have to appeal to your emotion.

Female 1: The have to urge you to think about it.

Me: So the story should not be completely finished.

All: Yes.

Male 1: And in slow-motion

Female 1: For me it is about being realistic.

Me: And what do we think of the current Bob commercial?

Female 2: Should be more serious.

Me: Should it continue like this?

Female 2: (Nods no)

Male 1: No

Male 2: No, the Australian one grab my attention and I really wanted to see it until the end. It touches me. I wanted to see that at our TV rather than some soccer team commercial.

Male 1: You should keep Bob, but than renew the approach. A whole rebranding.

Female 2: But I would keep the yellow Bob. (sign)

Male 1: Less happy though

Female 2: Yes

Male 1: Now it is really happy. Having a drink with the neighbour or something and also I would fix it more on youngsters.

Radio commercial:

Me: For radio commercials? The one with "visiting" song?

Male 1: No horrible.

Male 2: No, I would make it more what you said a "crash bang". I do think it would work.

Female 2: (Nods yes)

Female 1: I think overall it needs to be more serious. No humour.

Me: But also no shock.

Female 2: No, that has to be in there.

Female 1: Yes

Male 1: Something which urges you to think.

Female 2: I do think shock is important.

Male 2: Yes

Male 1: Yes, but not with blood and body lying on the ground.

Female 2: But that is also not the shock anymore, that is the disgust afterwards.

Male 1: Yes, so not too far.

Poster:

Female 2: Much clearer compared to what we saw here.

Me: So the Bob one?

Female 2: The current Bob you get a reminder of what you already know.

Male 1: The poster/billboard together with the radio commercial has to be a recall of the commercial on TV . Too strengthen the message on TV.

Female 2: Not necessarily though, because you can for instance use that picture from the scalded person, but then a bit different and a catchy phrase .

Male 2: I think here in Holland we just like those slogans and abbreviations. That does work here aswell

## 4.2.11 Appendix 11: Interview Pim Slierings

coding:

**Humoristic approach 1:** The humoristic approach raises awareness, since the message comes across.

**Humoristic approach 2:** The humoristic approach has a positive effect on attitudes and/or behaviour

**Bob important:** The Bob concept is important as it is something recognisable, which strengthens the impact of the message

**Too humoristic:** It is too humoristic to get the message across and raise awareness.

**Serious/informative approach 1:** The serious/Informative approach has a positive effect on attitudes and behaviour.

**Serious/informative approach 2:** The serious/informative raises awareness, since the message comes across

**Shocking approach 1:** The shocking approach raises awareness, since the message comes across.

**Shocking approach 2:** The shocking approach has a positive effect on attitudes and behaviour.

**Too shocking:** It is too shocking to get the message across and raise awareness.

**Realistic approach 1:** An approach can be shocking but it has to be a realistic situation.

**Realistic approach 2:** An approach can be humoristic but it has to be a realistic situation.

**Humour wear-out effect:** Do to repeated exposure the humoristic approach has worn out.

**Desensitisation of fear appeal:** Do to repeated exposure the shocking approach has made individuals apathetic.

**Preference centrally rooted messages:** Messages that contain a great amount of information rational arguments, and evidence to support a particular conclusion.

**Preference peripheral rooted messages:** Emotional involvement of receiver and persuading by more superficial messages.

**Preference showing desired behaviour:** Whether someone wants to see what they should do in order to get to the right behaviour.

**Do not show the desired behaviour:** Someone does not want to have it clearly described on what they should do to get the right behaviour.

**Severe consequences:** One has to show the severe consequences of what could happen.

**Too artificial:** A certain campaign is too artificial, which makes it not convincing.

**Urges to think:** The message, image etc. urges you to really think about the issue.

**Cross Media:** It only works if every medium used in the campaign uses the same approach and/or message.

Mijn stelling: De licht humoristische aanpak in de BOB reclames zijn verouderd en zullen snel uitwerken.



SIRE is natuurlijk een onafhankelijke stichting, dus dat is iets anders dan het initiatief “Daar Kun Je Mee Thuiskomen”. Bovendien gaat het bij jullie om het taboe verbreken en Nederland “socialer” maken.

Pim Slierings: Last year I had a meeting with Jan Reint Renes. According to Jan campaigns only have an effect if they influence behaviour in a positive way. For SIRE this is not the main goal as it is more about raising awareness for a certain issue, which is already an essential difference. We are looking for subjects do not receive enough attention or those that are neglected and bringing them to the attention of people. When we succeed in bringing it to the attention of people other companies/initiatives will take it over and expend on the existing campaign. We had one campaign for 25 years, which was the one for fireworks safety, and this appeared to have some effect on behaviour. As can be found in the book you just received the spending towards fireworks increased in the past few years, but the victims caused by fireworks decreased. This campaign has been taken over the initiative Consument en Veiligheid (Consumer and Safety), who continued with the campaign. The SIRE campaign about social workers being attacked in an ambulance even resulted in a whole new initiative, which is Hulp Voor Hulpverleners (Help For Social Workers). This initiative gained financial support from both the government as well as other private initiatives. This in order to keep the topic alive and prevent this from happening again, so changing behaviour. So we usually raise awareness for the topic in order for other companies/initiatives to take it over. So if you hear people saying that SIRE campaigns do not have an effect on changing the behaviour, because the duration of the campaign is too short, they are right. Our main objective is raising awareness in order for other companies to take it over.

I have read a negative message about the commercial “Hands of our social workers”, because of imitation?

#### **8. What do you think about this?**

Well there has been much speculation about that especially among academics (sociologists and social psychologists). However, in the past few years we have worked together with Professor Kees van den bos, social psychology at the University of Utrecht. One of his students did research about the campaign Onbewust Asociaal (Unconsciously Antisocial) also about imitation and found that there was no difference between the people who saw the commercial and who didn't, but most importantly there was not link between seeing the violence on screen and imitation. The same findings were found in the study from Lisette Ball about the campaign “Handen af van onze hulpverleners” (Keep your hands of our social workers). On the other hand there is a professor at the University of Groningen, lost the name, who think that it does lead to imitating the

negative behaviour shown in the commercial.

### **1. How did you ended up at SIRE? What does your day evolve around at SIRE?**

I have been working really long in the advertising world, but then with the commercial purpose. Five years ago I saw on AdFormatie.nl that the director at that time was leaving the company. I directly called one of my friends in the board of SIRE that I wanted the job and after three weeks I became the new director of SIRE. I have been the director for five years now and it is the most amazing thing that can happen to a person. It's great that I can take all the knowledge and experience I gained in advertising and implement it here and at the same time we create something positive and beneficial for society. Selling shampoo or sanitary pads, which does not have a real purpose, but this is important, this matters.

Coordinating the campaigns, make them develop as intended. Making sure that we work together with the right agencies, that everything and everyone is working on schedule. That we are on board with the media and vice versa, especially because we are at a time where the media agencies are not having the easiest times, due to the financial crisis. SIRE depends on those agencies and their networks who do the work for free, so with the budget cuts these days it is much more difficult. The most important thing is that you keep being "friends", that these agencies understand the importance of SIRE and its campaigns. Also it is really important that the aims of SIRE also relate to the aims of the agencies. Almost all SIRE campaigns win prizes, which is of course of great importance for an agency, which results in more clients for them.

Something which I also find really important is talking to students, such as you, or giving lectures in schools. Especially these lectures at the Hogeschool van Amsterdam, Leiden etc. for students varying from studies applied psychology, communication etc. are of great importance as in 5, 10 or 15 years they can be really important to SIRE. This because they know about SIRE and what it stands for. Also these students may be employed by advertising agencies, media agencies etc. where they could be of great importance for the future of SIRE. Even though SIRE only has two full time employees and we are set in a basement in a small building in Amstelveen our commercials have a great impact. This is all due to the fact that we have a great network and a powerful board including very powerful individuals. These board members are from advertising agencies, media agencies you name it and they have in their turn such a great network.

In almost every campaign, such as the campaign about mentally ill people who some find it difficult to deal with, we have to deal with members of a particular group who feel they are stigmatised by these campaigns. However, in the end we answered all these letters

of complaints in a proper way by explaining the reasons for the commercials. These reasons were based on research, because for instance for this campaign we talked to 70 people, with some degree of mental illness, and asked them about their story in relation to problems they faced in society due to their illness. We picked those stories, which were most suitable for a commercial and asked these individuals whether they wanted to be in a commercial. 50/60% of these individuals had problems with their doctors as they felt that those doctors were talking about them, but not to them, there were not taking them seriously, because they are mentally ill. This was one argument in the letter to the Landelijke Huisartsen Vereniging (National Doctors Union) to show that the reasons to create these campaigns this way were valid. Something which is very interesting is the fact that the Landelijke Huisartsen Vereniging and a few other unions are currently working together with Samen Sterk Tegen Stigma (Together Strong Against Stigmatising) and Platform Gezondheidszorg (Platform Healthcare) to stimulate the reintegration of those people with mental disabilities into society and/or working life. So we as SIRE created awareness, which led to collaboration between different all these different parties, which together created a way to make life easier for those with mental disabilities.

## **2. From what I know from the SIRE campaigns is that the approach differs from light shock to heavy shock? Is this right?**

Yes, often we have very heavy topics, for which we also use very heavy approaches in commercials. For instance, the campaign about children who are going through a divorce of their parents, the one with the tattoos. The morning after the implementation of the campaign we received our first phone call from an angry granddad. His son and daughter-in-law were in the middle of a divorce and when his grandson was sitting beside him in the train and saw the ad he asked whether he would also get a tattoo like that. I told him that the fact that he is with his grandson is already something wonderful, because research shows that 90% of the grandparents on the side of the father don't see their grandparents anymore. After 10 minutes the grandfather said that our had to be even more heavy, because I did not know what you just told me. And that is what we do everytime we try to make the message so heavy in order to get the message across. This was btw also the first campaign where we used social media, such as Hyves, Facebook and a bit of Twitter. We linked this to our special campaign site and asked people to tell their own experience about a divorce among which also children. The four sentences of the tattoos in this campaign "Don't think your father wants to see you again", "If you go to your father now than stay there", "Your mother brakes us" or "I wished we never had kids" we received from Elsemarie van den Eerenbeemt who is a mediator and family therapist has many kids from parents who are divorced and either a father or a mother from the kid(s). She told me that these are the four sentences, which come up often. I said no way

no parent would say that to its children. I found it really heavy to hear, but it appeared to be really the case. Also the mails I received when the campaign was launched were heart-rending. Sometimes these e-mails were angry e-mails, because people thought the campaign was too heavy and confronting also for their children, but I think these campaigns should be even heavier. The morning before the launch of the campaign we even thought of withdrawing the whole campaign. We received an e-mail from Belgium that a eleven year old boy committed suicide in his father's home. His parents were divorced, every other week he was with his father or mother, he could not take the fighting (about him) anymore and decided to commit suicide. I think this is precisely the reason why these commercials should be so heavy, but beside a heavy campaign it should also offer a solution. Only using "blackness" will frighten people and they will ignore the message, but when you give a solution a campaign will most likely work. The firework campaigns we had for years, I don't know if you remember them. There were two hands with ten fingers and a count down. With every number a finger exploded and at the end you have two hands without fingers left and then "Happy New Year". This campaign was extremely heavy and obscene, but it did work. This because after this countdown it was explained that so much percent of the firework accidents meant damage to the eyes, so much percent of the firework accidents meant damage to your limbs or loss of your limbs. There always was the slogan: "Je bent een rund als je met vuurwerk stunt" (You are a cow (stupid) when you stunt with fireworks). However, over the years the heaviness of these campaigns increased because we started out with the campaign message: "Dankzij dat veel te korte lontje heb ik nu eindelijk mijn hondje" (Thanks to the short fuse I now have my dog) this referred to the fact that he got blind and needed a Seeing Eye Dog. I think the approaches can become much heavier, because of what happens in our surrounding, what you see on television and the shifting norms compared to 15/20 years ago. There is so much more violence, some things have become so normal, which we would do years ago. Although, sometimes I wonder where do we stop .

Me: But isn't it sometimes than better to switch approaches?

Pim Slierings: Well, if you consider the campaign about the mentally ill individuals there we didn't use shock. It was purely informative. And the campaign "Geef de kinderen hun spel terug" (Give the children their game back) with the yelling parents along the side-line of a soccer match we used light shock there with a bit of humour. It is never only shock to shock, it is shock with an escape route by giving information. This in order to prevent it from happening to you. Something that we always have to pay attention to is that it should be accepted by the media and that it is not in conflict with ethics. The campaigns should shock people, but it should never cross the line. In order to not cross this line we do proper research. For instance, for the divorce campaign with the tattoos we talked to judges from children's court, with mediators, child protection service, with scientists etc.

this in order to substantiate the campaign and to prevent reaction from institutions or individuals who felt left out.

Lucy van der Helm: Also the more pronounced a campaign is the more it polarises, but if you take something more straightforward, something obedient it doesn't matter to people.

If you create a strong and heavy campaign there are always people who find it to heavy or people who think it should be heavier. So it is as challenge to create something which is a balance between heavy, but not too heavy, but also not to weak. We don't want "The middle of the road".

Pim Slierings: Also if everyone agrees with you are not creating a public debate.

### **3. How do you make the choice for a certain approach in a campaign?**

Lucy van der Helm: It really depends on the subject. If the topic is concerned with children you should really pay attention that you not take it too far. However, the famous one with fireworks was really shocking.

Pim Slierings: Our briefing to the agencies are always really detailed. Although, we never really tell them to take a serious approach, a shocking approach etc. Based on the strategies in our briefing they create a debrief. With the campaign about "Aardige mensen" (Nice people) a media agencies debriefed 5 scenes. The last one was about a grandmother who was really nice to two waste collectors and gave them cookies, the men did not trust the grandmother and threw the coockies in the trash. We told the media agency that this last scene was way to rude, however otherwise the media agency would not give us any money, and it appeared to be the strongest scene of the campaign, with the most reactions. That campaign won all the prizes it could win.

### **4. Are there more elements important besides the approach in a commercial in order to raise awareness for a certain issue?**

Pim Slierings: Also a song can make or break a television commercial. For instance, for the commercial from about the divorce we got right for a song from The Bee Gees, which was a love song, because in the end every relation starts with love. When this commercial was shown to the board from SIRE everybody was silent and nobody could think of a bad comment.

Me: So music is also a deciding factor?

Pim: Yes ofcourse. Some campaigns need music and some don't. For instance, for the mental illnes campaign there was only spoken tekst. Also for every campaign there is a campaign website to which people can go to share their stories or read other stories. For instance, for the campaign about the social workers we asked people to leave suggestions behind or sign the petition and many people did so. In this case we asked people to whether they though social workers need more protection, which resulted in 95.000 unique individuals who signed the petition. We then asked them how we should

protect these social workers, which led to another 8000 suggestions, of which 60 to 70% suggested to return the violence, but there also came many serious and useful reactions. Again we created the awareness and other parties took it over. We created this awareness not for the victims or the culprits, but for those who are standing there and doing nothing.

Me: So for SIRE it is all about breaking taboo and this is often by means of shock. In one of the researches I came across someone stated that you shouldn't use in shock in countries, where they aren't used to it.

Lucy: But if you look at children these days. Their communication is really strong, **so a bit shock would definitely fit to this I think**. Also I think the difference between SIRE and government campaigns is that SIRE does not really has to justify to someone, but the government does. They think there are elections again in two years, so we really have to think this into account. That is the same for large companies who justify to all their stakeholders. We only need to justify to each other in the board, but other than that it is our job to raise awareness for controversial topics to improve society. That does not happen by being sweet and innocent

Pim Slierings: What is also funny is that I told the whole SIRE story to a group people from India and showed them the commercial about social workers being battered they all looked at me as if I was crazy. So that is the cultural difference.

## **5. What is in your opinion the best campaign in general or more specifically a poster or a commercial from SIRE?**

Pim Slierings: **I have only been here for five years, but the one that still give me goose bumps is the one about the divorce. However, the those that had the greatest impact were the one about the social workers and the one about mental illness. But when things happen such as the two brothers who were found somewhere in a ditch because their father killed them, the sentences from the campaign return.** Though this campaign did not had a really great impact in the Netherlands. The lines from this campaign can be found in certain schoolbooks in Belgium. Me: Funny that you mention Belgium, because I also found a very serious/informative Belgian Bob commercial and it is really interesting to see that they don't use humour or shock.

Pim Slierings: **Well they have used very shocking approaches in the past their commercials were very heavy and also if you see the poster, billboards on the side of the road also about other topics they are very heavy. For instance, distracted driving due to calling with the phone in your hand. The bill board shows a picture of a men with his head through the front window with the line: "tutututu, Dad are you still their". But indeed some campaigns are just really soft.**

## 4.2.12 Appendix 12: Interview Reint Jan Renes

Summary interview Reint-Jan Renes

**Humoristic approach 1:** The humoristic approach raises awareness, since the message comes across.

**Humoristic approach 2:** The humoristic approach has a positive effect on attitudes and/or behaviour

**Bob important:** The Bob concept is important as it is something recognisable, which strengthens the impact of the message

**Too humoristic:** It is too humoristic to get the message across and raise awareness.

**Serious/informative approach 1:** The serious/Informative approach has a positive effect on attitudes and behaviour.

**Serious/informative approach 2:** The serious/informative raises awareness, since the message comes across

**Shocking approach 1:** The shocking approach raises awareness, since the message comes across.

**Shocking approach 2:** The shocking approach has a positive effect on attitudes and behaviour.

**Too shocking:** It is too shocking to get the message across and raise awareness.

**Realistic approach 1:** An approach can be shocking but it has to be a realistic situation.

**Realistic approach 2:** An approach can be humoristic but is has to be a realistic situation.

**Humour wear-out effect:** Do to repeated exposure the humoristic approach has worn out.

**Desensitisation of fear appeal:** Do to repeated exposure the shocking approach has made individuals apathetic.

**Preference centrally rooted messages:** Messages that contain a great amount of information rational arguments, and evidence to support a particular conclusion.

**Preference peripheral rooted messages:** Emotional involvement of receiver and persuading by more superficial messages.

**Preference showing desired behaviour:** Whether someone wants to see what they should do in order to get to the right behaviour.

**Do not show the desired behaviour:** Someone does not want to have it clearly described on what they should do to get the right behaviour.

**No alcohol:** Whether a designated driver should drink no alcohol

**Some alcohol:** Whether a designated driver is allowed to drink a small amount of alcohol.

**Commercial and social marketing:** The differences between social marketing and commercial marketing.

**Urges to think:** The message, image etc. urges you to really think about the issue.

**Cross Media:** It only works if every medium used in the campaign uses the same approach and/or message.

The interview started with me introducing my topic. I explained that I saw a driving safety add about speeding from New Zealand on Facebook, which was a serious add and a bit shocking. This made me think of the fact that in the Netherlands they are always using humour in driving safety adds. I continued to explain that I decided to only focus on the Bob-campaigns (designated driver), because different forms of driving safety adds (speeding, drinking and driving etc.) could mean it would need different approaches. Furthermore, specifically the effectiveness of the Bob-campaigns has been questioned in an article in the Telegraaf and this issue has even been addressed in The House of Representatives (Tweede Kamer). Subsequently, I told him my hypothesis:

*The use of humour appeal in the current and future Bob-campaigns will wear-out in terms of positively influencing the attitudes and behaviour of Dutch licensed drivers between the age of 18-35 years old.*

Reint-Jan Renes advised me not to focus only on proving or rejecting this hypothesis, but he explained that parties would be more interested in a more extended story where you take into account the different segments within the target audience, the context, the circumstances etc. He explains that there is not one single approach that works and that it would be more interesting if I create a framework where I take all these circumstances, segments etc. into consideration. For instance, in this case it needs to be considered whether you only want to create awareness, or whether you want to have an impact on attitudes and behaviour. He continues to explain that this makes it easier for my research, because I don't have to necessarily reject or prove my hypothesis and also he believes that you take more theories into account and not only those that fit to your findings, but also those that invalidate your findings. Thus, when you try-out a certain approach in a certain case you can see if it works or not and this way you can find out what is the best approach is in a certain situation, context and for a specific segment. According to Mister Renes it is this what social marketing companies/initiatives are looking for.

### **1. How did you end up in the field of social marketing?**

I research social behaviour from individuals as a social psychologist behaviour of people in a very different domain. After I started-out at the Wageningen Universiteit as a professor teaching students about persuasive communication and I addressed themes such as sustainability, health, nutrition. Here I combined the social insight of people combined with what you can do with campaigns. Finally, through requests from ministries I ended up here at the Hogeschool Utrecht at the PubLab in order to combine the theoretical insight of the human mind with the more practical marketing insights.



**2. I read an article about the fact that until now such research had always been to theoretical and that it needed to be more practical.**

Yes, true this came from the ministry of General Affairs who's knowledge was based on scientific articles, but they found it hard to transform this scientific knowledge into practical campaigns. This is why they asked me to help them and in collaboration with people from the ministry of General Affairs I did. This collaboration was important to have a flow of knowledge from both sides in order for ministry workers to gain more practical insights. This way I ended up at the PubLab here at school. It does not matter if it is the tax service, the Ministry of Infrastructure and Environment we are going to have discussion sessions with them with them and we are going to discuss their research question and with the scientific knowledge we and together we are going to find out what works and what does not. This way the company/initiative gets more practical insights and we directly fit it to their context.

**3. So companies/initiatives hire the PubLab to work with them together?**

Yes true. However sometimes if we find something interesting to research in relation to social marketing than we apply for subsidy. These researches always have a public objective, so it always focuses on a current event. At the moment we are working two of those studies, but our main focus is on the actual requests from companies. These are always companies/initiatives from the public domain. However, at the moment we work with together with NAM (Nederlandse Aardolie Maatschappij), which is a gas company, so a company with commercial purposes. Yet want they want the reach with their campaign is safety behaviour of its employees on the work floor, which links it again to social marketing.

**4. Often there is a fine line between social marketing and commercial marketing right?**

True, but there is one big difference. In the commercial domain it can already be enough for companies if they correctly position their brand and this way people will buy their brands. However, the difference with the public domain is that people know the certain behaviour is good and some is bad, but changing their behaviour accordingly is way more difficult. Where changing attitudes can already be enough for a commercial company social marketing has to make an extra step of changing behaviour. However, this is my viewpoint and not everyone shares this.

**5. So I have now heard what you are doing at the moment. What do you think about when you hear the words “Daar Kun Je Mee Thuiskomen”?**

Well what I find interesting when I think about “Daar Kun Je Mee Thuiskomen” and with that “Bob” is that they offer and show the desired behaviour in their commercials. So they

show what individuals should do in order get to the desired behaviour of the commercial. Ofcourse, the Bob commercials start with humour, but only using emotional appeal will frighten people or they will laugh about it, but it does not urge them to do something about it. And what I do find interesting about "Daar Kun Je Mee Thuiskomen" is that it shows you what to do in order the get home safely. The whole concept of 'who is the Bob' (designated driver) is a really powerful mechanism. If you don't offer the desired behaviour in a commercial, than it doesn't show people how to change their behaviour and they are less likely to do so. So these commercial do not only arouse emotions and generate attention, but they also show how to handle a certain situation. The latter is much more prominent again in their commercials from the past few years. So the power in their commercials is the fact that humour is connected to the desired behaviour, so agreeing on who is the Bob in the group beforehand. Connecting fear appeal in commercial to the desired behaviour is much more difficult than with humour, so in those commercials it does not show people how to change their behaviour. Both emotional approaches can have their disadvantages. Too much shock can cause individuals to ignore the commercial and the problem with humour could be that people do not find it funny anymore, which can also stir up resistance and irritations. So working with emotions is something which is very delicate. A mild form of shock to arouse fear can create urgency, which is more difficult with using humour. But if this 'shocking' commercial does not offer what to do in order prevent such situation it does not work. All in all, I think that the Bob commercials use humour and connect this to the desired behaviour really well. However, indeed it could be that what you proposed before that this approach is at the end of its life cycle. If you want to work with emotions it has to keep a certain surprise element. So is the current Bob campaign at its end or can it be turned around with some simple suggestion, that is the question.

**6. We already discussed the current Bob commercial and we discussed the use of shock in commercials. Now I am wondering what you think of this Belgian commercial.**

I find this really funny, because I think this is the reason why many citizens are always a bit cynical about the government. This commercial is very paternalistic and not funny at all, but maybe it could work for Flemish people, but I think this is very old-school and not suitable for the Netherlands. It is almost from the 50ties and it does not belong to this day and age, but it is interesting to take into consideration when you think extreme differences. This reminds me of something that we are currently working. If you take a serious topic such as abortion or euthanasia you will not use humour and maybe also not too much shock you should take a more formal and serious approach. Also something really interesting and recently is that I had to give a reading about the fact that we can still work with those Bob commercials and give the people the choice to change their

behaviour or we can change the system that we would not give them no choice and implement an alcohol breath tester in their cars. The latter was even agreed upon by Edith Schippers Minister of Health, Welfare and Sport. However, back to the Bob commercial in relation to the approach I think it is really important to create a framework where you consider different segments, situations and context. For instance, if for 18 year old drivers who just started you should not use a happy humoristic Bob commercial, because it would not appeal to them, but take a more shocking approach, which will leave a better imprint.

## **7. What do you think about the Bob billboards?**

Well also here you can see that they are connected to a party. So it shows you can still join a party and that they are fun, but that you should make an agreement with your group of friends about the designated driver. When using fear appeal it is not about a party, but about showing what could happen if you drink and drive. So it is really funny to see the difference that in the Bob commercial it is about keeping what is good and enjoying life till a certain extend instead of showing the sever consequences. These Bob commercials can be a problem again for the institution such as the one for alcohol prevention (STAP), because the others beside the Bob are still drinking and partying. So in this case in commercials with which are using fear appeal they do not only focus on the dangers of drinking and driving, but also the dangers of drinking alcohol in general.

## **8. Also a read a newspaper article about imitation in relation to the Bob commercials.**

Yes like for instance one of the old Bob commercials where they used the actors from a former Amstel Beer commercial. You really have to see it until the end to find out that it is a Bob commercials, otherwise it could just be another beer commercial, because for 95% a beer commercial. So it can very easily be that the association of beer, party and the pub leaves an imprint on the mind of individuals. Nevertheless, this commercial also gained a lot of negative feedback. I think the greatest danger of humour is that if there is not a clear enough link to behaviour it will elapse its goal. Especially, with youngsters if the commercial is a elapsing its goal it doesn't work anymore. This is comparably to when parent try to be to overly funny to their kids.

Also if you consider the Bob campaign in total the commercials are there to keep the Bob alive as a brand. After which there are sub initiatives like to road check-ups where they hand-out the Bob key chains for instance, or with youngster after a dancing and these maybe need a different and specific tone of voice.

I also thought about the billboards from the NS which showed NS conducteurs who were

completely beaten up. I think this is too much. Here often the people that are in favour of these commercials would never considering doing something like that themselves. It is not realistic to me. It is terrible but then you get on.

**9. Do you think that behaviour commercials will be useless in the future**

There is always the tendency to take it from a positive and humoristic side, but that should not be a rule. It is important to take a look at the discussion after setting out a certain campaign and changing to following message accordingly and learn from it. Behavioural insight team in Britain → test learn and adjust.

#### 4.2.13 Appendix 13: Hand-out focus group 1

Focus group 1

GENDER: Male

AGE: 19

##### SOCIAL MARKETING COMMERCIALS

Does the message of the commercial appeal to you? Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	<u>3</u>	4	5
Commercial 2 appeals to me	1	<u>2</u>	3	4	5
Commercial 3 appeals to me	1	2	3	4	<u>5</u>

##### ROAD SAFETY TV COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	<u>4</u>	5
Commercial 2 appeals to me	1	<u>2</u>	3	4	5
Commercial 3 appeals to me	<u>1</u>	2	3	4	5
Commercial 4 appeals to me	1	2	<u>3</u>	4	5
Commercial 5 appeals to me	1	2	3	4	5
Commercial 6 appeals to me	<u>1</u>	2	3	4	5
Commercial 7 appeals to me	<u>1</u>	2	3	4	5

##### ROAD SAFETY RADIO COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	<u>2</u>	3	4	5
Commercial 2 appeals to me	1	2	3	<u>4</u>	5
Commercial 3 appeals to me	1	2	<u>3</u>	4	5
Commercial 4 appeals to me	<u>1</u>	2	3	4	5

##### ROAD SAFETY POSTER/BILLBOARD

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Poster/billboard 1 appeals to me	<u>1</u>	2	3	4	5
Poster/billboard 2 appeals to me	1	<u>2</u>	3	4	5
Poster/billboard 3 appeals to me	1	2	3	<u>4</u>	5
Poster/billboard 4 appeals to me	1	2	3	<u>4</u>	5
Poster/billboard 5 appeals to me	<u>1</u>	2	3	4	5
Poster/billboard 6 appeals to me	1	2	<u>3</u>	4	5
Poster/billboard 7 appeals to me	1	2	3	<u>4</u>	5
Poster/billboard 8 appeals to me	1	2	3	<u>4</u>	5

Focus group 1

GENDER: Male

AGE: 20

## SOCIAL MARKETING COMMERCIALS

Does the message of the commercial appeal to you? Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	<u>4</u>	5
Commercial 2 appeals to me	1	2	<u>3</u>	4	5
Commercial 3 appeals to me	1	2	3	<u>4</u>	5

## ROAD SAFETY TV COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	4	<u>5</u>
Commercial 2 appeals to me	1	2	<u>3</u>	4	5
Commercial 3 appeals to me	1	<u>2</u>	3	4	5
Commercial 4 appeals to me	<u>1</u>	2	3	4	5
Commercial 5 appeals to me	1	2	<u>3</u>	4	5
Commercial 6 appeals to me	<u>1</u>	2	3	4	5
Commercial 7 appeals to me	1	2	3	<u>4</u>	5

## ROAD SAFETY RADIO COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	<u>4</u>	5
Commercial 2 appeals to me	1	2	3	<u>4</u>	5
Commercial 3 appeals to me	<u>1</u>	2	3	4	5
Commercial 4 appeals to me	<u>1</u>	2	3	4	5

## ROAD SAFETY POSTER/BILLBOARD

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Poster/billboard 1 appeals to me	1	<u>2</u>	3	4	5
Poster/billboard 2 appeals to me	1	<u>2</u>	3	4	5
Poster/billboard 3 appeals to me	1	2	3	<u>4</u>	5
Poster/billboard 4 appeals to me	1	2	3	<u>4</u>	5
Poster/billboard 5 appeals to me	<u>1</u>	2	3	4	5
Poster/billboard 6 appeals to me	1	<u>2</u>	3	4	5
Poster/billboard 7 appeals to me	1	2	3	<u>4</u>	5
Poster/billboard 8 appeals to me	1	<u>2</u>	3	4	5

Focus group 1  
GENDER: Female  
AGE: 19

## SOCIAL MARKETING COMMERCIALS

Does the message of the commercial appeal to you? Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	<u>3</u>	4	5
Commercial 2 appeals to me	1	<u>2</u>	3	4	5
Commercial 3 appeals to me	1	2	3	4	<u>5</u>

#### ROAD SAFETY TV COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	<u>4</u>	5
Commercial 2 appeals to me	1	2	3	<u>4</u>	5
Commercial 3 appeals to me	1	2	<u>3</u>	4	5
Commercial 4 appeals to me	1	2	<u>3</u>	4	5
Commercial 5 appeals to me	1	2	<u>3</u>	4	5
Commercial 6 appeals to me	<u>1</u>	2	3	4	5
Commercial 7 appeals to me	<u>1</u>	2	3	4	5

#### ROAD SAFETY RADIO COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	<u>1</u>	2	3	4	5
Commercial 2 appeals to me	<u>1</u>	2	3	<u>4</u>	5
Commercial 3 appeals to me	<u>1</u>	2	3	4	5
Commercial 4 appeals to me	<u>1</u>	2	3	4	5

#### ROAD SAFETY POSTER/BILLBOARD

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Poster/billboard 1 appeals to me	<u>1</u>	2	3	4	5
Poster/billboard 2 appeals to me	1	<u>2</u>	3	4	5
Poster/billboard 3 appeals to me	1	2	3	<u>4</u>	5
Poster/billboard 4 appeals to me	1	2	3	<u>4</u>	5
Poster/billboard 5 appeals to me	<u>1</u>	2	3	4	5
Poster/billboard 6 appeals to me	1	2	<u>3</u>	4	5
Poster/billboard 7 appeals to me	1	2	3	<u>4</u>	5
Poster/billboard 8 appeals to me	1	2	<u>3</u>	4	5

Focus group 1

GENDER: Female

AGE: 19

#### SOCIAL MARKETING COMMERCIALS

Does the message of the commercial appeal to you? Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	<u>1</u>	2	3	4	5
Commercial 2 appeals to me	1	2	3	<u>4</u>	5
Commercial 3 appeals to me	1	2	3	<u>4</u>	<u>5</u>

## ROAD SAFETY TV COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	<u>4</u>	5
Commercial 2 appeals to me	1	2	<u>3</u>	4	5
Commercial 3 appeals to me	1	2	<u>3</u>	4	5
Commercial 4 appeals to me	1	2	3	<u>4</u>	5
Commercial 5 appeals to me	1	<u>2</u>	<u>3</u>	4	5
Commercial 6 appeals to me	<u>1</u>	2	3	4	5
Commercial 7 appeals to me	1	2	<u>3</u>	4	5

## ROAD SAFETY RADIO COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	<u>1</u>	2	3	4	5
Commercial 2 appeals to me	1	2	3	4	<u>5</u>
Commercial 3 appeals to me	<u>1</u>	2	3	4	5
Commercial 4 appeals to me	<u>1</u>	2	3	4	5

## ROAD SAFETY POSTER/BILLBOARD

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Poster/billboard 1 appeals to me	<u>1</u>	2	3	4	5
Poster/billboard 2 appeals to me	1	2	<u>3</u>	4	5
Poster/billboard 3 appeals to me	1	2	3	<u>4</u>	5
Poster/billboard 4 appeals to me	1	2	3	<u>4</u>	5
Poster/billboard 5 appeals to me	<u>1</u>	2	3	4	5
Poster/billboard 6 appeals to me	<u>1</u>	2	3	4	5
Poster/billboard 7 appeals to me	1	2	3	<u>4</u>	<u>5</u>
Poster/billboard 8 appeals to me	1	<u>2</u>	3	4	5
Focus group 1					

GENDER: Female

AGE: 23

## SOCIAL MARKETING COMMERCIALS

Does the message of the commercial appeal to you? Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	<u>2</u>	3	4	5
Commercial 2 appeals to me	1	2	3	<u>4</u>	5
Commercial 3 appeals to me	1	2	3	<u>4</u>	5

## ROAD SAFETY TV COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	4	<u>5</u>
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Commercial 2 appeals to me	1	2	<u>3</u>	4	5
Commercial 3 appeals to me	1	2	3	<u>4</u>	5
Commercial 4 appeals to me	1	2	3	<u>4</u>	5
Commercial 5 appeals to me	1	<u>2</u>	3	4	5
Commercial 6 appeals to me	<u>1</u>	2	3	4	5
Commercial 7 appeals to me	1	<u>2</u>	3	4	5

#### ROAD SAFETY RADIO COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	4	5
Commercial 2 appeals to me	1	2	3	4	5
Commercial 3 appeals to me	1	2	3	4	5
Commercial 4 appeals to me	1	2	3	4	5

#### ROAD SAFETY POSTER/BILLBOARD

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Poster/billboard 1 appeals to me	<u>1</u>	2	3	4	5
Poster/billboard 2 appeals to me	1	<u>2</u>	3	4	5
Poster/billboard 3 appeals to me	1	2	3	<u>4</u>	5
Poster/billboard 4 appeals to me	1	2	3	<u>4</u>	5
Poster/billboard 5 appeals to me	<u>1</u>	2	3	4	5
Poster/billboard 6 appeals to me	1	<u>2</u>	3	4	5
Poster/billboard 7 appeals to me	1	2	3	<u>4</u>	5
Poster/billboard 8 appeals to me	1	2	<u>3</u>	4	5

#### 4.2.14 Appendix 14: Hand-out focus group 2

Focus group 2

GENDER: Male

AGE: 23

##### SOCIAL MARKETING COMMERCIALS

Does the message of the commercial appeal to you? And would it have a positive influence on attitudes and behaviour? Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	4	<u>5</u>
C1 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 2 appeals to me	1	2	<u>3</u>	4	5
C2 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Commercial 3 appeals to me	1	2	3	4	<u>5</u>
C3 Influences attitudes and behaviour	1	2	<u>3</u>	4	5

##### ROAD SAFETY TV COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	<u>4</u>	5
C1 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Commercial 2 appeals to me	1	2	<u>3</u>	4	5
C2 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 3 appeals to me	<u>1</u>	2	3	4	5
C3 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Commercial 4 appeals to me	1	2	3	<u>4</u>	5
C4 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 5 appeals to me	1	2	<u>3</u>	4	5
C5 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 6 appeals to me	<u>1</u>	2	3	4	5
C 6 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Commercial 7 appeals to me	1	2	3	<u>4</u>	5
C7 Influences attitudes and behaviour	1	2	<u>3</u>	4	5

##### ROAD SAFETY RADIO COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	<u>2</u>	3	4	5
C1 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 2 appeals to me	1	2	<u>3</u>	4	5
C2 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 3 appeals to me	1	2	3	4	<u>5</u>
C3 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 4 appeals to me	1	<u>2</u>	3	4	5
C4 Influences attitudes and behaviour	1	2	3	<u>4</u>	5

## ROAD SAFETY POSTER/BILLBOARD

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Poster/billboard 1 appeals to me	<u>1</u>	2	3	4	5
P1 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Poster 2 appeals to me	1	<u>2</u>	3	4	5
P2 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Poster 3 appeals to me	1	2	<u>3</u>	4	5
P3 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Poster 4 appeals to me	1	2	<u>3</u>	4	5
P4 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Poster 5 appeals to me	1	2	<u>3</u>	4	5
P5 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Poster 6 appeals to me	1	2	3	<u>4</u>	5
P6 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Poster 7 appeals to me	1	2	<u>3</u>	4	5
P7 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Poster 8 appeals to me	<u>1</u>	2	3	4	5
P8 Influences attitudes and behaviour	<u>1</u>	2	3	4	5

Focus group 2

GENDER: Male

AGE: 21

## SOCIAL MARKETING COMMERCIALS

Does the message of the commercial appeal to you? And would it have a positive influence on attitudes and behaviour? Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	<u>4</u>	5
C1 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Commercial 2 appeals to me	<u>1</u>	2	3	4	5
C2 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Commercial 3 appeals to me	1	2	3	<u>4</u>	5
C3 Influences attitudes and behaviour	1	<u>2</u>	3	4	5

## ROAD SAFETY TV COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	<u>4</u>	5
C1 Influences attitudes and behaviour	1	2	3	4	<u>5</u>
Commercial 2 appeals to me	1	<u>2</u>	3	4	5
C2 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 3 appeals to me	<u>1</u>	2	3	4	5
C3 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 4 appeals to me	1	2	3	<u>4</u>	5
C4 Influences attitudes and behaviour	1	2	<u>3</u>	4	5

Commercial 5 appeals to me	<u>1</u>	2	<b>3</b>	4	5
C5 Influences attitudes and behaviour	1	<b>2</b>	3	4	5
Commercial 6 appeals to me	<u>1</u>	2	3	4	5
C 6 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Commercial 7 appeals to me	1	2	3	<b>4</b>	5
C7 Influences attitudes and behaviour	1	2	<b>3</b>	4	5

#### ROAD SAFETY RADIO COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	<u>1</u>	2	3	4	5
C1 Influences attitudes and behaviour	1	<b>2</b>	3	4	5
Commercial 2 appeals to me	1	<b>2</b>	3	4	5
C2 Influences attitudes and behaviour	1	<b>2</b>	3	4	5
Commercial 3 appeals to me	1	2	3	<b>4</b>	5
C3 Influences attitudes and behaviour	1	2	3	<b>4</b>	5
Commercial 4 appeals to me	1	2	3	<b>4</b>	5
C4 Influences attitudes and behaviour	1	2	3	<b>4</b>	5

#### ROAD SAFETY POSTER/BILLBOARD

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Poster/billboard 1 appeals to me	<u>1</u>	2	3	4	5
P1 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Poster 2 appeals to me	1	2	<b>3</b>	4	5
P2 Influences attitudes and behaviour	1	2	<b>3</b>	4	5
Poster 3 appeals to me	<u>1</u>	2	3	4	5
P3 Influences attitudes and behaviour	1	2	3	<b>4</b>	5
Poster 4 appeals to me	<u>1</u>	2	3	4	5
P4 Influences attitudes and behaviour	1	2	3	<b>4</b>	5
Poster 5 appeals to me	<u>1</u>	2	3	4	5
P5 Influences attitudes and behaviour	1	2	3	<b>4</b>	5
Poster 6 appeals to me	1	2	<b>3</b>	4	5
P6 Influences attitudes and behaviour	1	2	<b>3</b>	4	5
Poster 7 appeals to me	1	2	3	<b>4</b>	5
P7 Influences attitudes and behaviour	1	2	<b>3</b>	4	5
Poster 8 appeals to me	<u>1</u>	2	3	4	5
P8 Influences attitudes and behaviour	<u>1</u>	2	3	4	5

Focus group 2  
 GENDER: Female  
 AGE: 22

### SOCIAL MARKETING COMMERCIALS

Does the message of the commercial appeal to you? And would it have a positive influence on attitudes and behaviour? Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	<u>4</u>	5
C1 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Commercial 2 appeals to me	1	<u>2</u>	3	4	5
C2 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Commercial 3 appeals to me	1	2	3	<u>4</u>	5
C3 Influences attitudes and behaviour	1	<u>2</u>	3	4	5

### ROAD SAFETY TV COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	4	<u>5</u>
C1 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Commercial 2 appeals to me	1	2	3	4	<u>5</u>
C2 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Commercial 3 appeals to me	1	2	<u>3</u>	4	5
C3 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 4 appeals to me	1	<u>2</u>	3	4	5
C4 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Commercial 5 appeals to me	1	2	3	<u>4</u>	5
C5 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 6 appeals to me	<u>1</u>	2	3	4	5
C 6 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Commercial 7 appeals to me	1	2	3	<u>4</u>	5
C7 Influences attitudes and behaviour	1	<u>2</u>	3	4	5

### ROAD SAFETY RADIO COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	<u>2</u>	3	4	5
C1 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 2 appeals to me	1	<u>2</u>	3	4	5
C2 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 3 appeals to me	1	2	3	<u>4</u>	5
C3 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 4 appeals to me	1	2	3	<u>4</u>	5
C4 Influences attitudes and behaviour	1	2	3	<u>4</u>	5

## ROAD SAFETY POSTER/BILLBOARD

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Poster/billboard 1 appeals to me	<u>1</u>	2	3	4	5
P1 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Poster 2 appeals to me	1	2	<u>3</u>	4	5
P2 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Poster 3 appeals to me	1	2	3	<u>4</u>	5
P3 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Poster 4 appeals to me	1	2	3	<u>4</u>	5
P4 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Poster 5 appeals to me	1	2	<u>3</u>	4	5
P5 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Poster 6 appeals to me	1	2	3	<u>4</u>	5
P6 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Poster 7 appeals to me	1	2	3	<u>4</u>	5
P7 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Poster 8 appeals to me	<u>1</u>	2	3	4	5
P8 Influences attitudes and behaviour	<u>1</u>	2	3	4	5

Focus group 2

GENDER: Female

AGE: 23

## SOCIAL MARKETING COMMERCIALS

Does the message of the commercial appeal to you? And would it have a positive influence on attitudes and behaviour? Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	<u>4</u>	5
C1 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 2 appeals to me	1	2	<u>3</u>	4	5
C2 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 3 appeals to me	1	2	3	<u>4</u>	5
C3 Influences attitudes and behaviour	1	<u>2</u>	3	4	5

## ROAD SAFETY TV COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	4	<u>5</u>
C1 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Commercial 2 appeals to me	1	2	3	4	<u>5</u>
C2 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Commercial 3 appeals to me	1	2	3	4	<u>5</u>
C3 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Commercial 4 appeals to me	1	<u>2</u>	3	4	5
C4 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 5 appeals to me	1	<u>2</u>	3	4	5

C5 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 6 appeals to me	<u>1</u>	2	3	4	5
C 6 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Commercial 7 appeals to me	1	2	3	<u>4</u>	5
C7 Influences attitudes and behaviour	1	2	<u>3</u>	4	5

#### ROAD SAFETY RADIO COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	<u>2</u>	3	4	5
C1 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 2 appeals to me	1	2	<u>3</u>	4	5
C2 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 3 appeals to me	1	2	3	<u>4</u>	5
C3 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 4 appeals to me	<u>1</u>	2	3	4	5
C4 Influences attitudes and behaviour	1	2	3	<u>4</u>	5

#### ROAD SAFETY POSTER/BILLBOARD

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Poster/billboard 1 appeals to me	<u>1</u>	2	3	4	5
P1 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Poster 2 appeals to me	1	2	<u>3</u>	4	5
P2 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Poster 3 appeals to me	1	<u>2</u>	3	4	5
P3 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Poster 4 appeals to me	1	<u>2</u>	3	4	5
P4 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Poster 5 appeals to me	1	<u>2</u>	3	4	5
P5 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Poster 6 appeals to me	1	2	3	<u>4</u>	5
P6 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Poster 7 appeals to me	1	2	3	4	<u>5</u>
P7 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Poster 8 appeals to me	1	<u>2</u>	3	4	5
P8 Influences attitudes and behaviour	1	<u>2</u>	3	4	5

#### 4.2.15 Appendix 15: Hand-out focus group 3 and 4

Focus group 3

GENDER: Female

AGE: 24

##### SOCIAL MARKETING COMMERCIALS

Does the message of the commercial appeal to you? And would it have a positive influence on attitudes and behaviour? Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	<u>3</u>	4	5
C1 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 2 appeals to me	1	2	3	<u>4</u>	5
C2 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 3 appeals to me	1	2	3	4	<u>5</u>
C3 Influences attitudes and behaviour	1	2	3	<u>4</u>	5

##### ROAD SAFETY TV COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	<u>3</u>	4	5
C1 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 2 appeals to me	1	2	3	<u>4</u>	5
C2 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Commercial 3 appeals to me	1	2	3	<u>4</u>	5
C3 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Commercial 4 appeals to me	1	<u>2</u>	3	4	5
C4 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 5 appeals to me	1	2	<u>3</u>	4	5
C5 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 6 appeals to me	1	<u>2</u>	3	4	5
C 6 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 7 appeals to me	1	2	3	<u>4</u>	5
C7 Influences attitudes and behaviour	1	2	<u>3</u>	4	5



## ROAD SAFETY RADIO COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	<u>3</u>	4	5
C1 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 2 appeals to me	1	2	<u>3</u>	4	5
C2 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 3 appeals to me	1	2	3	<u>4</u>	5
C3 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 4 appeals to me	1	<u>2</u>	3	4	5
C4 Influences attitudes and behaviour	1	<u>2</u>	3	4	5

## ROAD SAFETY POSTER/BILLBOARD

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Poster/billboard 1 appeals to me	1	<u>2</u>	3	4	5
P1 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Poster 2 appeals to me	1	2	3	<u>4</u>	5
P2 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Poster 3 appeals to me	1	2	3	<u>4</u>	5
P3 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Poster 4 appeals to me	1	2	3	<u>4</u>	5
P4 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Poster 5 appeals to me	1	<u>2</u>	3	4	5
P5 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Poster 6 appeals to me	<u>1</u>	2	3	4	5
P6 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Poster 7 appeals to me	1	<u>2</u>	3	4	5
P7 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Poster 8 appeals to me	1	<u>2</u>	3	4	5
P8 Influences attitudes and behaviour	1	2	<u>3</u>	4	5

Focus group 2  
GENDER: Female  
AGE: 25

### SOCIAL MARKETING COMMERCIALS

Does the message of the commercial appeal to you? And would it have a positive influence on attitudes and behaviour? Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	<u>2</u>	3	4	5
C1 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 2 appeals to me	1	2	3	<u>4</u>	5
C2 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Commercial 3 appeals to me	1	2	3	<u>4</u>	5
C3 Influences attitudes and behaviour	1	2	3	<u>4</u>	5

### ROAD SAFETY TV COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	<u>4</u>	5
C1 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Commercial 2 appeals to me	1	2	3	<u>4</u>	5
C2 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Commercial 3 appeals to me	1	2	<u>3</u>	4	5
C3 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 4 appeals to me	1	2	3	<u>4</u>	5
C4 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 5 appeals to me	1	2	<u>3</u>	4	5
C5 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 6 appeals to me	1	2	3	<u>4</u>	5
C 6 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Commercial 7 appeals to me	1	2	<u>3</u>	4	5
C7 Influences attitudes and behaviour	1	2	3	<u>4</u>	5

### ROAD SAFETY RADIO COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	<u>2</u>	3	4	5
C1 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 2 appeals to me	1	2	3	<u>4</u>	5
C2 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 3 appeals to me	1	<u>2</u>	3	4	5
C3 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 4 appeals to me	1	<u>2</u>	3	4	5
C4 Influences attitudes and behaviour	1	<u>2</u>	3	4	5

## ROAD SAFETY POSTER/BILLBOARD

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Poster/billboard 1 appeals to me	1	<u>2</u>	3	4	5
P1 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Poster 2 appeals to me	1	2	3	<u>4</u>	5
P2 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Poster 3 appeals to me	1	2	<u>3</u>	4	5
P3 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Poster 4 appeals to me	1	2	<u>3</u>	4	5
P4 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Poster 5 appeals to me	1	2	<u>3</u>	4	5
P5 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Poster 6 appeals to me	1	2	3	<u>4</u>	5
P6 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Poster 7 appeals to me	1	2	3	<u>4</u>	5
P7 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Poster 8 appeals to me	1	2	<u>3</u>	4	5
P8 Influences attitudes and behaviour	1	2	<u>3</u>	4	5

Focus group 2

GENDER: Female

AGE: 25

## SOCIAL MARKETING COMMERCIALS

Does the message of the commercial appeal to you? And would it have a positive influence on attitudes and behaviour? Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	<u>4</u>	5
C1 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 2 appeals to me	1	2	3	<u>4</u>	5
C2 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 3 appeals to me	1	2	3	4	<u>5</u>
C3 Influences attitudes and behaviour	1	2	3	<u>4</u>	5

## ROAD SAFETY TV COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	4	<u>5</u>
C1 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Commercial 2 appeals to me	1	2	<u>3</u>	4	5
C2 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Commercial 3 appeals to me	1	2	3	<u>4</u>	5
C3 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 4 appeals to me	1	<u>2</u>	3	4	5
C4 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 5 appeals to me	1	2	<u>3</u>	4	5
C5 Influences attitudes and behaviour	1	2	3	<u>4</u>	5

Commercial 6 appeals to me	1	<u>2</u>	3	4	5
C 6 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 7 appeals to me	1	2	<u>3</u>	4	5
C7 Influences attitudes and behaviour	1	2	<u>3</u>	4	5

#### ROAD SAFETY RADIO COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	<u>1</u>	2	3	4	5
C1 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Commercial 2 appeals to me	1	2	<u>3</u>	4	5
C2 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 3 appeals to me	1	2	<u>3</u>	4	5
C3 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 4 appeals to me	<u>1</u>	2	3	4	5
C4 Influences attitudes and behaviour	<u>1</u>	2	3	4	5

#### ROAD SAFETY POSTER/BILLBOARD

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Poster/billboard 1 appeals to me	<u>1</u>	2	3	4	5
P1 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Poster 2 appeals to me	1	2	<u>3</u>	4	5
P2 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Poster 3 appeals to me	1	<u>2</u>	3	4	5
P3 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Poster 4 appeals to me	1	<u>2</u>	3	4	5
P4 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Poster 5 appeals to me	1	<u>2</u>	3	4	5
P5 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Poster 6 appeals to me	1	2	<u>3</u>	4	5
P6 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Poster 7 appeals to me	1	2	3	<u>4</u>	5
P7 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Poster 8 appeals to me	<u>1</u>	2	3	4	5
P8 Influences attitudes and behaviour	<u>1</u>	2	3	4	5

Focus group 2  
GENDER: Male  
AGE: 25

## SOCIAL MARKETING COMMERCIALS

Does the message of the commercial appeal to you? And would it have a positive influence on attitudes and behaviour? Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	<u>4</u>	5
C1 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 2 appeals to me	1	<u>2</u>	3	4	5
C2 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 3 appeals to me	1	2	3	<u>4</u>	5
C3 Influences attitudes and behaviour	1	2	<u>3</u>	4	5

## ROAD SAFETY TV COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	4	<u>5</u>
C1 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Commercial 2 appeals to me	1	<u>2</u>	3	4	5
C2 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 3 appeals to me	1	2	<u>3</u>	4	5
C3 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Commercial 4 appeals to me	<u>1</u>	2	3	4	5
C4 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Commercial 5 appeals to me	1	2	<u>3</u>	4	5
C5 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 6 appeals to me	<u>1</u>	2	3	4	5
C 6 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Commercial 7 appeals to me	1	<u>2</u>	3	4	5
C7 Influences attitudes and behaviour	1	<u>2</u>	3	4	5

## ROAD SAFETY RADIO COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	<u>2</u>	3	4	5
C1 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Commercial 2 appeals to me	1	2	<u>3</u>	4	5
C2 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 3 appeals to me	1	2	3	<u>4</u>	5
C3 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 4 appeals to me	1	2	<u>3</u>	4	5
C4 Influences attitudes and behaviour	<u>1</u>	2	3	4	5

## ROAD SAFETY POSTER/BILLBOARD

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Poster/billboard 1 appeals to me	<u>1</u>	2	3	4	5
P1 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Poster 2 appeals to me	1	2	<u>3</u>	4	5
P2 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Poster 3 appeals to me	1	<u>2</u>	3	4	5
P3 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Poster 4 appeals to me	1	<u>2</u>	3	4	5
P4 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Poster 5 appeals to me	<u>1</u>	2	3	4	5
P5 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Poster 6 appeals to me	1	2	<u>3</u>	4	5
P6 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Poster 7 appeals to me	1	2	<u>3</u>	4	5
P7 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Poster 8 appeals to me	1	2	3	<u>4</u>	5
P8 Influences attitudes and behaviour	1	<u>2</u>	3	4	5

Focus group 2

GENDER: Male

AGE: 28

## SOCIAL MARKETING COMMERCIALS

Does the message of the commercial appeal to you? And would it have a positive influence on attitudes and behaviour? Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	<u>4</u>	5
C1 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 2 appeals to me	1	2	3	<u>4</u>	5
C2 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 3 appeals to me	1	2	3	4	<u>5</u>
C3 Influences attitudes and behaviour	1	2	3	<u>4</u>	5

## ROAD SAFETY TV COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	1	2	3	<u>4</u>	5
C1 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Commercial 2 appeals to me	1	2	3	4	<u>5</u>
C2 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Commercial 3 appeals to me	1	2	3	4	<u>5</u>
C3 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Commercial 4 appeals to me	1	<u>2</u>	3	4	5
C4 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 5 appeals to me	1	2	3	<u>4</u>	5

C5 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Commercial 6 appeals to me	1	<u>2</u>	3	4	5
C 6 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 7 appeals to me	1	<u>2</u>	3	4	5
C7 Influences attitudes and behaviour	1	<u>2</u>	3	4	5

#### ROAD SAFETY RADIO COMMERCIALS

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Commercial 1 appeals to me	<u>1</u>	2	3	4	5
C1 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 2 appeals to me	1	2	<u>3</u>	4	5
C2 Influences attitudes and behaviour	1	<u>2</u>	3	4	5
Commercial 3 appeals to me	1	2	3	<u>4</u>	5
C3 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Commercial 4 appeals to me	1	<u>2</u>	3	4	5
C4 Influences attitudes and behaviour	<u>1</u>	2	3	4	5

#### ROAD SAFETY POSTER/BILLBOARD

Rate the following statements (1= strongly disagree, 5 = strongly agree):

Poster/billboard 1 appeals to me	<u>1</u>	2	3	4	5
P1 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Poster 2 appeals to me	1	2	3	<u>4</u>	5
P2 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Poster 3 appeals to me	1	<u>2</u>	3	4	5
P3 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Poster 4 appeals to me	1	<u>2</u>	3	4	5
P4 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Poster 5 appeals to me	<u>1</u>	2	3	4	5
P5 Influences attitudes and behaviour	<u>1</u>	2	3	4	5
Poster 6 appeals to me	1	<u>2</u>	3	4	5
P6 Influences attitudes and behaviour	1	2	<u>3</u>	4	5
Poster 7 appeals to me	1	2	3	<u>4</u>	5
P7 Influences attitudes and behaviour	1	2	3	<u>4</u>	5
Poster 8 appeals to me	1	<u>2</u>	3	4	5
P8 Influences attitudes and behaviour	1	2	<u>3</u>	4	5

#### 4.2.16 Appendix 16: Open question answers survey (Dutch)

Below one can find the answers to the open questions of the survey, which reflect what individuals think about initiative “Daar Kun Je Mee Thuis komen” and its Bob campaigns. This partly answers to the sub-question of the corporate reputation of the initiative.

All the answers are coded in either negative or positive reactions, or no opinion:

1. **Positive reactions:** positive reactions about the initiative “Daar Kun Je Mee Thuis komen” or the Bob campaigns.
2. **Negative reactions:** Negative reactions about the initiative “Daar Kun Je Mee Thuis komen” or the Bob campaigns and recommendations on how to improve the campaigns.
3. **Moderate reactions:** moderate reactions about the initiative “Daar Kun Je Mee Thuis komen” or the Bob campaigns.
3. **Unknown:** People who don't know the initiative “Daar Kun Je Mee Thuis komen” or the Bob campaigns.
4. **Don't drink and drive:** Individuals who find that the message has no impact on them, because they don't drink and drive.
5. **Importance humour:** Respondents that refer to the humoristic approach as it being a positive aspect of the campaign.

	Wat is uw mening over het initiatief “Daar Kun Je Mee Thuis komen”?	Vindt u dat de Bob campagnes van het initiatief “Daar Kun Je Mee Thuis komen” succesvol zijn? Waarom wel of waarom niet?
respondent 1	Top	Durf ik niet in te schatten
respondent 2	alsof ik een nieuw vriendje heb.	Ik vind dit effectiever: <a href="https://www.youtube.com/watch?v=IODTEDGsU34">https://www.youtube.com/watch?v=IODTEDGsU34</a>
respondent 3	Goed gevonden	?
respondent 4	Leuk, de reclames zijn situaties die je zelf ook wel eens hebt meegemaakt (bijv. met uitgaan)	Ja, ze delen als je de bob bent ook goodiebags uit als je geblazen hebt en nuchter bent. Zo stimuleer je wel het gewenste gedrag.



respondent 5	Goeie actie, maar er mag meer informatie gegeven worden en de ernst van het onderwerp mag ook wel iets duidelijker naar voren komen.	Jawel, iedereen kent het en de term 'bob' wordt in heel veel groepen gebruikt.
respondent 6	Iedereen kent dit, dus dat betekent dat het een goed initiatief is	Ik denk dat t zeker helpt, want iedereen kent de term bob, waardoor er ook altijd wordt gezorgd voor een bob
respondent 7	Prima initiatief.	Ja wel, omdat er humor in gebruikt wordt. Dat spreekt soms meer aan dan een hele serieuze aanpak. Toch vind ik wel dat er ook best schokkende beelden gebruikt mogen worden in deze campagnes.
respondent 8	Goed, het geeft goed weer dat wanneer je niet drinkt veilig thuis komt	Ja, het is een korte en krachtige campagnenaam. Het woord BOB is volledig opgenomen in de samenleving en iedereen weet wat het betekend. D
respondent 9	Ik denk dat het de jongeren niet aanspreekt. Ook omdat ze de gevaren niet inzien van rijden met alcohol.	Nee, want het is onder jongeren heel normaal om met alcohol te rijden, omdat ze geen idee hebben wat de gevolgen zijn.
respondent 10	Geen	Geen
respondent 11	Hartstikke goed	Ja, er wordt veel aandacht aan besteed en iedereen kent het wel. Er staan veel borden langs de weg wat je aan het denken moet zetten. Hierdoor zal er zeker een daling van alcoholgebruik achter het stuur plaatsvinden.
respondent 12	Redelijk goede campagne.	Dat durf ik niet te zeggen. Ik weet in ieder geval dat mijn vrienden niet drinken wanneer ze moeten rijden.
respondent	Grappig, bekend en dus	Ik vind de BOB reclames zelf altijd heel grappig en

13	weet iedereen waar het over gaat.	ze blijven wel hangen, maar ik heb zelf nooit in een situatie gezeten waarbij ik de bob heb moeten zijn, dus ik heb geen idee of het werkt.
respondent 14	..	Ja bob is een top campagne\r\n
respondent 15	Top	Ja.grote bekendheid, en vaak wordt er wel een BOB aangesteld in mijn omgeving
respondent 16	Matige campagne	Maar half. Er wordt te lacherig gedaan over een serieus onderwerp.
respondent 17	goed om het herkenbaar te maken	Ik denk het wel, ik weet niet of het echt zo is. maar sinds die campagnes er zijn is het wel meer onder de aandacht
respondent 18	Goed maar iets te humoristisch.	Ja, komt overal in terug op snelwegborden etc.
respondent 19	Een goed initiatief. Er kan naar mijn idee niet genoeg aandacht uitgaan naar de gevaren van alcohol en autorijden.	Dat weet ik niet. Ik ken de cijfers niet en zou het zelf niet weten. Ik denk dat het wel effect heeft omdat er wel extra aandacht naartoe gaat.
respondent 20	Ik ken het initiatief niet.	Ik denk niet dat het veel invloed heeft op het rijgedrag van jongeren. Sowieso is het eigen verantwoordelijkheid om wel of niet te drinken als je nog moet rijden. De campagne uit België met de eigen begrafenis was erg interessant en maakte volgens mij veel indruk.
respondent 21	Het initiatief is goed, de uitvoering is mager.	Deels, de campagne is niet bij iedereen bekend. Hierdoor denk ik dat het initiatief goed is, maar de uitwerking mager. Als er meer, en breder aandacht aan wordt besteed, kan de actie succesvoller worden.
respondent 22	Prima initiatief met goede boodschap.	Ja, want er is voldoende aandacht voor. Het ontgaat me niet.
respondent 23	Ik vind dit een goed initiatief omdat het	Het blijft hangen! Hierdoor is het effectief! Iedereen weet wat een Bob is en weet ook wat er gebeurt als

	mensen laat weten wat de consequenties kunnen zijn van het rijden onder invloed! Ook zijn ze een goed bereikbare organisatie.	je de Bob bent! Alleen maar mee door gaan!
respondent 24	Supercool	Gedeeltelijk
respondent 25	Erg goed, iedereen kent de reclame en Nederland is zich er bewust van dat er altijd 1 BOB moet zijn.	Ik vind dat het succesvol is. Over hangen campagnes en de reclames bevatten bekende Nederlanders, dit zorgt er voor dat de reclame beter onthouden wordt.
respondent 26	flauwe humor	nee
respondent 27	Laat vooral het gewenste gedrag zien. Niet de risico's die men neemt door met alcohol op te rijden	Redelijk, er is meer besef van het gewenste gedrag, maar er zijn nog steeds veel mensen die auto, rijden met alcohol op
respondent 28	Super	Ik denk het wel, een BOB wordt voortaan standaard van tevoren afgesproken. Het heeft dus wel degelijk effect gehad.
respondent 29	Geeft het goede voorbeeld maar laat nog niet de gevolgen zien van wanneer het fout gaat.	Naamsbekendheid is groot, doen originele communicatieuitingen. Bestempel daarom als succesvol. Toch zou tijdelijke campagne (met als voorbeeld die van ALS) denk ik groot effect hebben
respondent 30	Niet effectief	Niet, omdat de boodschap niet overtuigend is.
respondent 31	Geen mening.	Geen mening.
respondent 32	Goed dat mensen aandacht besteden aan rijden met teveel alcohol op en dat ze	Daar heb ik niet echt zicht op, aangezien ik weinig in situaties terecht kom waar sprake is van alcohol en autorijden.

	proberen het te veranderen.	
respondent 33	Goed initiatief. Feiten worden goed benadrukt en kunnen op die manier goed tot je doordringen.	Ik denk dat de campagnes succesvol zijn, omdat we met onze neus op de feiten worden gedrukt.
respondent 34	Slim en ik denk dat in dit geval de humor wel het gewenste effect heeft.	Ja, jong tot oud heeft het erover en je denkt er wel sneller aan tijdens het uitgaan.
respondent 35	Mag wel eens vernieuwd worden, maar de boodschap die ze over willen brengen is wel duidelijk.	Ja, omdat iedereen er wel bekend mee is. 'De BOB' is echt een begrip geworden.
respondent 36	Ken het niet	Goede slogan
respondent 37	Prima.	Succesvol, omdat iedereen weet wat BOB betekent/inhoudt.
respondent 38	Heel kenmerkend en daarom effectief. Iedereen weet wat er met BOB bedoeld wordt en iedereen gebruikt de term.	Ja want er wordt hier en daar humor in verwerkt zonder de boodschap kwijt te raken.
respondent 39	Mee eens, je hebt toch onbewust minder reactievermogen mocht er wat gebeuren.	Ja, iedereen kent ze, ze zijn erg bekend.
respondent 40	Dat het een goede reclame is maar dat het schokkende aspect mist.	wel omdat het mensen er weer aan herinnert dat het echt niet kan. Maar het kan schokkender
respondent 41	Blijft niet hangen, zal geen voorbeelden	niet succesvol, blijft bij mij niet hangen en roept daardoor geen actie op.

	kunnen noemen	
respondent 42	positief..initiatief. .	ja blijven herhalen..
respondent 43	Goed bedacht. Moeten ze mee door blijven gaan.	Ja. Iedereen weet waar het over gaat en de term BOB is daardoor geïntroduceerd. Een sterk begrip waar veel mensen zich aan houden.
respondent 44	Flauwe slogan.	Nee, humoristische campagnes werken niet naar mijn mening.
respondent 45	Het is veel in het nieuws, en een erg goede campagne! Alleen zijn de reclames gewoon echt heel erg stom en saai na 2 keer zien.	Helemaal aan het begin heel erg effectief en succesvol. Nu is het wel een keer tijd voor iets nieuws. omdat het oud is en ik er niet eens meer aandacht aan schenk omdat het toch wel bekend is wat er gezegd wordt.
respondent 46	Het is een te milde aanpak wat mij betreft maar hij blijft wel hangen.	Ik denk dat ze succesvoller zouden kunnen zijn als het schok effect groter zou zijn. het is nu te braaf.
respondent 47	Wel oke	Nee het is te humoristisch
respondent 48	ik vind het belangrijk dat er een dergelijke campagne is, alleen het mag wat mij betreft wel iets pakkender	Persoonlijk heb ik het idee dat beschonken bestuurders niet veel zullen aantrekken van uberhaupt een reclamecampagne
respondent 49	Een goed initiatief, het is goed om mensen alert te houden en hen te wijzen op de afspraken die van tevoren gemaakt moeten worden over wie er rijdt en dus niet drinkt.	Ik vind dat de BOB campagnes wel succesvol zijn. Je komt ze veel tegen, zoals op televisie maar ook op borden onderweg. Het zijn vaak grappige reclames die de aandacht trekken.
respondent 50	Initiatief is zeer goed. Het is een belangrijk en	Ja en nee. BOB blijft hangen in je hoofd. Wie is de BOB? Worden ook grappen over gemaakt etc. Bob

	groot probleem dat moet worden aangepakt	jij of bob ik? Dit is met de campagne goed overgebracht. Echter gebruiken ze een tintje humor. Humor werkt vaak positief op iemand maar verschuilt vaak de boodschap die dan minder overkomt. Ik heb het idee dat veel mensen zich niet beseffen wat de gevolgen kunnen zijn. Dit komt ook niet terug in de reclame. BOB kiest ervoor de gezellige en leuke kant van BOB zijn uit te lichten. Maar waarom je dit moet dorn wordt niet laten zien. Waarom doe je hrt dan? Door meer schokkende beelden te laten zien, krijg je een beter beeld. "De rest van je leven rondlopen met het idee dat je iemand hebt doodgereden? Nee ik laat liever het biertje staan."
respondent 51	Ik vind het slim en realistisch, geen idee of het effectief is	Ik denk dat het wel werkt bij sommige mensen. Maar die groep is sowieso al oplettender dan de mensen waar dit geen invloed op heeft. Dus denk ik dat het wel invloed heeft op een deel van de autorijders omdat zij sowieso al oplettend zijn en na denken over de invloed die ze hebben.
respondent 52	Het is al snel een slogan geworden die iedereen kent en daarom is het een goed initiatief geweest. Iedereen weet gelijk waar je het over hebt.	Absoluut. Er is in Nederland niemand die het niet kent. Als je het hebt over BOB, weet iedereen dat het gaat om geen alcohol drinken als je gaat autorijden.
respondent 53	Goed, simpele en duidelijk slogan/boodschap	Ik denk het wel. Mensen spreken elkaar vaak aan als ze onverantwoord gedrag vertonen.
respondent 54	Super goed, helemaal mee eens!	Ik denk het wel, het is een bekende term geworden en het is simpel iedereen begrijpt het.
respondent 55	Naar mijn idee is de campagne niet geheel effectief en blijft het niet hangen in de gedachte van de consument. Op	Ik denk dat de campagnes wel bij een aantal consumenten is doorgekomen, maar niet succesvol te noemen is. Ik kan op dit moment niet direct aan een reclamecampagne denken van 'Daar kun je mee thuiskomen'. Ik denk dat er met mij velen

	<p>dit moment kan ik namelijk niet direct komen op de reclames. De hoofdlijnen zijn natuurlijk wel bekend.</p>	<p>zijn.\r\n\r\nMisschien moeten er meerdere verschillende soorten reclames worden uitgezonden, en deze dan een langere tijd afwisselend van elkaar worden uitgezonden. (Minder snel verveling)</p>
respondent 56	<p>Positief, want naar mijn mening is dit een pakkende slogan en blijft dit veel bij mensen hangen, waardoor de boodschap heel duidelijk wordt.</p>	<p>Wel, want de slogan is pakkend en blijft hangen.</p>
respondent 57	<p>Goed, het is een pakkende slogan en iedereen kent het.</p>	<p>Ja, ik denk het wel. De campagne is vrij bekend en het woord '\BOB\' wordt inmiddels overal gebruikt.</p>
respondent 58	<p>Goede informatieve campagne</p>	<p>Ja want iedereen wil graag zo'n sleutelhanger</p>
respondent 59	<p>Goed initiatief, Ik denk dat het veel mensen bereikt en invloed op ze heeft.</p>	<p>Ik heb hier geen bewijs voor, dus ik kan dat niet zeggen</p>
respondent 60	<p>Prima initiatief, maar de humor in de spotjes is vaak stom en ongeïnspireerd.</p>	<p>Dat is geen kwestie van vinden, maar een kwestie van zijn. Ik geloof best dat ze werken, de term BOB komt van hen en is nationaal erkend. Lijkt me wel succesvol.</p>
respondent 61	<p>Goede campagne</p>	<p>Ja, voor bewustwording wel. Mag van mij nog wel steviger worden neergezet. Veel alcohol achter het stuur betekent dat je een gevaar voor je omgeving bent, dus dat element mag sterker naar voren komen naar mijn mening</p>
respondent 62	<p>Prima</p>	<p>Wel, door de continue veranderingen en niet het alsmat herhalen van dezelfde reclamecampagne laat het op een positieve manier een boodschap bij mij achter.</p>
respondent 63	<p>Duidelijk helder statement.</p>	<p>Prima. Simpel statement dat vaak op verschillende manieren voorbij komt op de weg/in de media.</p>

		Zonder dat het gaat vervelen krijg je de boodschap toch vrij vaak te horen.
respondent 64	Ken ik niet	Ken het initiatief niet
respondent 65	.	.
respondent 66	Goed initiatief. Er wordt in ieder geval geprobeerd om de consequenties van met alcohol achter het stuur duidelijk te maken en te zorgen dat dit minder voorkomt.	Wisselend. Ik vind dat sommige campagnes juist goed aanslaan en sommige minder. Een goed voorbeeld vind ik bijvoorbeeld "100% BOB, 0% op", een zin die je steeds vaker terughoort en ook bij de meeste mensen bekend is.
respondent 67	Saaï, komt weinig over	Nee. Mensen worden zich niet bewust vd gevolgen
respondent 68	Prima	Aardig succesvol, maar kan iets meer nadruk op strafbaarheid
respondent 69	Het is een goed initiatief want mensen moeten er op geattendeerd worden dat alchol en autorijden niet samengaan.	Ja ik vind deze campagne heel succesvol want het blijft hangen bij de mensen. Er zijn denk ik maar weinig mensen die de campagne niet kennen.
respondent 70	Ik vind dat wel een goed initiatief	Geen flauw idee. Ik geloof wel dat het woord BOB inmiddels al behoorlijk is ingeburgerd. Dat helpt m.i. om het thema van de alcoholvrije bestuurder bespreekbaar te maken
respondent 71	Ik weet niet in hoeverre jullie het gehele initiatief bedoelen met deze vraag, omdat het hiervoor alleen over de bob ging.	Ja. De term 'de bob' is iets wat een zeer hoge naamsbekendheid heeft en naar mijn mening ook volledig geaccepteerd is. Het is dé manier om (snel) te besluiten wie wel en niet gaan drinken.
respondent 72	Leuke en een straightforward manier	Ja, de campagnes blijven hangen. Iedereen in Nederland weet wat je bedoelt als je het over 'de



	<p>voor een campagne.</p> <p>Het verveeld niet snel</p> <p>en de boodschap is</p> <p>altijd duidelijk</p>	<p>Bob\ hebt.</p>
respondent 73	<p>Goed</p>	<p>mwah, ze blijven zo gewoontjes. De campagne die op facebook rondgaat om je eigen begrafenis bij te wonen is een harde werkelijkheid en zou naar mijn mening beter aan slaan.</p>
respondent 74	<p>Goed initiatief.</p>	<p>Ja.</p>
respondent 75	<p>Goed concept ook</p> <p>omdat het op een</p> <p>\grappige\ manier</p> <p>wordt overgebracht</p>	<p>Ja! Het wordt op een humoristische manier overgebracht en ook wordt de boodschap duidelijk naar voren gebracht.</p>
respondent 76	<p>Ik weet daar niet zo</p> <p>veel van af</p>	<p>Ik heb daar geen inzichten in. Ik vind ze vaak wel grappig maar ik voel me niet aangesproken omdat ik nooit alcohol drink voor het rijden.</p>
respondent 77	<p>Heel goed. Laat je er</p> <p>toch over nadenken</p> <p>waarom je niet met</p> <p>alcohol op moet rijden.</p>	<p>Ja. De uitingen zijn heel duidelijk: je herkent meteen wanneer het een BOB campagne betreft.</p>
respondent 78	<p>prima</p>	<p>niet voldoende, ik mis bewustwording.</p>
respondent 79	<p>Niet heel goed. Dit</p> <p>bericht is voor de</p> <p>passagiers. Als BOB</p> <p>zou ik mij "gebruikt"</p> <p>voelen. Een iets</p> <p>positiever/stimulerende</p> <p>zin voor speciaal de</p> <p>BOB is leuker.</p>	<p>Je wordt er wel aan herinnert om vervoer te regelen. Toch ben ik het er meer mee eens om de slagzinnen meer naar de BOB zelf toe te spelen. Als voorbeeld "Zelf bepalen wanneer je naar huis wilt, ben de BOB" of "Laat je vrienden jouw avond betalen, en BOB" iets in die strekking.</p>
respondent 80	<p>Goed. Ze hebben</p> <p>diverse reclames</p> <p>waarin duidelijk wordt</p> <p>weergegeven wat ze</p> <p>graag van je willen. Een</p>	<p>Jawel, iedereen kent het en gebruikt BOB gewoon als bob jij of bob ik op feestjes.</p>

	kleine humor twist maakt dat je ze opmerkt.	
respondent 81	Goed om een slogan aan een reclame te koppelen.	Het kenmerk van BOB heel goed herkenbaar, vaak herhaald. Ik denk dat ze op de goede weg zijn met de campagne alleen zullen mensen zichzelf altijd blijven overschatten. Eigenlijk is de campagne een beetje onbevredigend, ik denk dat BOB heel goed bezig is maar mensen hard leers zijn.\r\n\r\nWanneer krijg ik die bon, ik heb al een bestelling in het mandje staan ;)
respondent 82	Pakkende slogan, zeker met de deurmat erbij. Goed dat men het nu ook breder trekt dan alleen de BOB, bv. door gordelgebruik en houden aan maximumsnelheid.	Jazeker, het is nu met name voor jongeren best cool om te zeggen "Ik ben de BOB." Geen/minder taboe meer.
respondent 83	Goed	Ik denk het wel, iedereen kent het en praat er ook over met elkaar waardoor het verspreid wordt.
respondent 84	Geen idee	Weet niet.\r\n\r\nMisschien zou het handig zijn om een filmpje te laten zien aan het begin van deze enquête... Ik ken de campagne niet.
respondent 85	Goed initiatief. Het is belangrijk dat er zulk soort campagnes bestaan om de bewustwording van gevaaren van alcohol in het verkeer en andere gevaaren te vergoten.	Ja want ze vergroten de bewustwording van mensen over de gevaren van alcohol in het verkeer. Er wordt op toepasselijke momenten ingespeeld waarbij het belangrijk is een BOB aan te stellen. Daarnaast zijn ze op gerichte plekken bezig met het creëren van meer bewustwording zoals cafés en sportkantines. De uitdaging ligt er nu nog in om daadwerkelijk mensen te beïnvloeden maar dat is natuurlijk erg lastig. Na het bewustmaken moet de volgende stap komen dat (de resterende groep) mensen ook hun alcohol laten staan wanneer zij nog moeten rijden. Hier zouden ze meer aandacht aan kunnen besteden.

respondent 86	Goed het is een duidelijke boodschap	Nee ,je ziet nog te veel mensen die met drank op achter het stuur gaan, misschien moeten er elke keer andere campagnes komen die zich elke keer weer herhalen
respondent 87	Pakkend en passend	Ja want je bent niet alleen verantwoordelijk voor je zelf maar ook voor je passagiers en mede weggebruikers
respondent 88	Goed initiatief, pakkende slogan.	Geen idee, ik ben niet iemand die met alcohol op gaat rijden. Wat voor invloed het op anderen heeft weet ik niet.
respondent 89	Herkenbaar voor iedereen en ook het woord BOB wordt door iedereen gebruikt. De reclame borden langs de kant van de weg kent ook iedereen.	Ze zijn succesvol in de zin dat iedereen het kent. Echter denk ik dat het meer indruk maakt als ook zo nu en dan een schok effect gebruikt wordt. Dan worden mensen aangesproken op hun gevoel.
respondent 90	Het zinnetje blijft hangen, maar ik voel me niet aangesproken en dus heeft het op mij persoonlijk geen invloed.	Het zorgt er naar mijn idee wel voor dat het onderwerp wordt aangehaald. Bijv. doordat jongeren aan elkaar vragen "ben jij de bob?, balen man". \r\n
respondent 91	Een prima idee. Rijden wanneer je gedronken hebt is gewoon niet te aanvaarden.	Ik denk dat mensen er wel meer bewust van worden, maar of het daadwerkelijk invloed heeft op hun rij en drinkgedrag vraag ik mij af.
respondent 92	Goed, onthoud je snel en vaak ook leuk en kort en humoristisch. Daar praat iedereen veel langer over.	Ja, zie bovenstaande
respondent 93	Prima	Ja, mensen herkennen zich erin.
respondent 94	Het is een goed initiatief. Je moet kiezen	Weet ik niet. Ik zelf ben tegen alcohol in het verkeer dus doe het niet. Niet door de campagne.

	rijden of drinken. Beide is geen optie.	Misschien dat het bij andere wel helpt.
respondent 95	Goed initiatief omdat het duidelijk aangeeft dat de bob beter geen druppel alcohol drinkt	Ik denk 50% want er zijn altijd mensen die hun eigen regels trekken en gewoon met alcohol op achter het stuur kruipen.
respondent 96	Matig. Het is een goede campagne maar veel mensen negeren de boodschap voor als nog.	Ja en nee. Er is wel een landelijk aantal bestuurders bereikt die de boodschap serieus hebben genomen, dit waren meer informatieve aanpakken en daarom denk ik dat het wel eens tijd wordt dat er een campagne komt die als schokkend wordt ervaren.
respondent 97	Prima, maar te lang hetzelfde	Ja maar nu is variatie nodig
respondent 98	Kort, simpel en krachtig. Maar geen afschrikkend element.	Ja, de slogan is bij veel mensen blijven hangen.
respondent 99	goed	Iedereen weet dat je niet moet drinken en rijden, ongeacht de campagne. Het is natuurlijk goede campagne, om het onder de aandacht te brengen en er wordt vaak over de bob gepraat op feestje. Maar degene die alcohol drinken en rijden blijven dat echt wel doen, dat verandert niet door deze of welke andere campagne dan ook.
respondent 100	Beetje saai	Ja
respondent 101	Prima initiatief.	Ja, iedereen kent het en ik denk dat het over het algemeen het bewustzijn bij mensen vergroot.
respondent 102	Ik vind het een goed initiatief om mensen bewust te maken van het feit dat alcohol en autorijden niet samengaan. De campagne is echter niet echt pakkend.	Nee, het is niet pakkend genoeg. Er wordt ingespeeld op het gewenste gedrag, terwijl iedereen wel weet wat ze zouden moeten doen. Er wordt niks nieuws verteld, waardoor de boodschap niet blijft hangen. Een humoristische of schokkende campagne blijft waarschijnlijk beter hangen en komt minder belerend over.

respondent 103	Goed dat het onder de aandacht blijft	.Weet ik niet
respondent 104	Ik vind Bob een sterk merk. Kort en krachtig.	Jazeker. Alleen is de formule inmiddels verouderd en uitgewerkt. Er moet iets nieuws komen om de aandacht weer te krijgen.
respondent 105	Goeie reclame, duidelijke boodschap.	Iedereen kent de slogan maar of ook iedereen zich eraan houdt.. De gevolgen moeten duidelijker worden weergegeven
respondent 106	Goed, op een speelse manier maar toch serieuze boodschap weergegeven.	Ja, bijna iedereen kent ze, en het is op een speelse wijze naar voren gebracht, en mensen vinden het zelf fijn om te zeggen dat 'ze de Bob zijn'. Het heeft een bepaalde status gekregen.
respondent 107	Ik vind het een goed initiatief. Alleen mogen ze het wel wat harder aan pakken met beelden wat er gebeurt met je zicht als je drinkt of je reactievermogen en wat de gevolgen daarvan kunnen zijn.. ook meet 1 of 2 biertjes op. Dat spreekt een grotere doelgroep aan omdat veel mensen daar het gevaar niet van inzien.	Ja het is vast bij veel mensen binnengekomen en zullen er wat mee doen maar op de lange termijn heeft het geen grote invloed meer denk ik.
respondent 108	Gewoon geen alcohol drinken en daarna auto rijden het heeft veel te ernstige gevolgen!	Nee het heeft namelijk niet voor iedereen zin! Sommige zijn helaas gevaarlijk in het verkeer en daarom veel doden
respondent 109	Dat iedereen er gebruik van moet maken	Niet echt, na het stappen zie ik nog vaak genoeg dat de bestuurder met een flinke borrel op gaat rijden.
respondent 110	Een goed idee, want je maakt iemand er wel	Ja, want doordat het vaak met verschillende acties is herhaald ga ik er bewuster over nadenken.

	attent op.	
respondent 111	Goed	Ja. Ook langs de weg wordt je er vaak aan herinnerd door borden.
respondent 112	Goed initatief. Duidelijke boodschap.	Ja omdat de boodschap duidelijk is en de slogan goed blijft hangen.
respondent 113	Prima campagne	Zeker succesvol, alweer minder verkeersdoden, wel mee doorgaan!
respondent 114	Herkenbaar. Duidelijk en helder	Ja. Het kwam Veel voorbij. Herkenbaar.
respondent 115	Dat was ongelooflijk leuk toen ik in groep acht zat, nu niet meer.	Omdat iets dat de stempel '\verantwoord\' draagt, de neiging oproept om het belachelijk te maken.
respondent 116	Ik vind het goed bedacht.	Ja BOB is een algemeen begrip geworden

#### 4.2.17 Appendix 17: Open question answers survey (Irish)

	What company/initiative provides the 'drinking and driving' campaigns in th...	Do you think their campaigns are successful? Why or why not?
respondent 1	The Road Safety Authority	I think they are quite successful, they first used shocking images that I felt could be ignored as unrealistic. More recently they are showing the family members, of people who died or were seriously injured, telling their story. I think this is a suitably serious way of getting the message across while also being easy to relate to.
respondent 2	Rsa	Yes
respondent 3	rsa.ie	Yes, they\'re quiet shocking and definately leave an impact
respondent 4	RSA	Yeah they\'re successful however if a campaign is too shocking as in showing simulated accidents and death I\'ll ignore it or change channel
respondent 5	Drink Responsibly	.
respondent 6	RSA	Yes their ad campaigns can be quite shocking and effective
respondent 7	Road Safety Authority Ireland	Yes, because they are shocking, the info is very simple and to the point.
respondent 8	RSA	As long as there is still a drinking and driving culture Ireland that result in deaths on the road, how successful can any advert campaign be.
respondent 9	drink aware	I suppose they are successful, but they could also be improved. There are less accidents on the road now than a decade ago which could be due to advertisements like these.
respondent 10	Road safety authority	The shocking ones are I know this because I still remember them
respondent 11	Drink Aware	People are still drinking and driving due to selfishness. I\'m not very optimistic about the results of any campaign relying on people who desire to get drunk in order to impair their ability to think rationally. Without recognising the selfishness of get extremely drunk in general, how can we expect those who are extremely drunk, or even merrily vacant, to be wary of driving in their current state when their initial action of getting so drunk in the first place was selfish.
respondent 12	Road Safety Authority	In a sense because they show real consequences. Although I think there are

		people who will never listen.
respondent 13	Road safety authority\r\nDrinkaware.ie	Yes, because they show the crash in the ads and the effects on the driver aswell as the victims of the crash.
respondent 14	RSA	No, i don't think have any effect on people who drive dangerously as those people assume that they are better drivers than the people in the ads.
respondent 15	Rsa	Yes...they are usually realistic while at the same time being informative
respondent 16	Road Safety Awareness (RSA)	yes because they show the realistic dangers of drinking and driving or dangerous driving in general.
respondent 17	Daa	Yes
respondent 18	Road Safety Authority\r\nDrink Aware	Yes because they wake people up to what could happen



#### 4.2.18 Appendix 18: Survey road safety campaigns

Public/social campaigns are concerned with positively influencing individuals' attitudes and behaviour instead of seeking financial gain by selling a product or service social marketing is concerned with the social gain solely focused on turning negative behaviour into positive behaviour and sustaining this positive behaviour. (e.g. road safety campaigns)

1.

**nationality** \*

2.

**Gender** \*

☐

Male

☐

Female

3.

**Age** \*

4.

**Do you have a driver's licence?** \*

☐

Yes

☐

No

5.

**For how many years do you have your driver's licence?**

6.

**Highest level of education** \*

7.

**Did you ever drink (alcohol) and drive in the past? \***

- ☐ never
- ☐ 1 time
- ☐ a few times
- ☐ often

8.

**What do you consider the limit of drinking (alcohol) and driving? \***

- ☐ drinking no alcohol as the designated driver
- ☐ drinking 1 standard glass of alcohol as the designated driver (0,2 promille)
- ☐ drinking 2 or 3 standard glasses of alcohol as the designated driver (+/- 0,5 promille)
- ☐ drinking 4 or 5 more standard glasses of alcohol as the designated driver (+/- 0,8 promille)

9.

**Did you drink (alcohol) and drive in the past year? \***

- ☐ Never
- ☐ 1 time
- ☐ a few times
- ☐ often

10.

**How should the issue road safety be addressed in a campaign (e.g. tv commercial, radio commercial, billboard etc.)? \***

- ☐ With a shocking approach
- ☐ With a serious informative approach
- ☐ With a humoristic approach
- ☐ Other

11.

**To what extent do you agree to the following statements, which are related to 'drinking and driving' road safety campaigns**

	strongly disagree				strongly agree
A campaign should contain a high level of humour in order to have a positive impact on the attitudes and behaviour of lincenced drivers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A campaign should be highly informative/serious in order to have a positive impact on the attitudes and behaviour of lincenced drivers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A campaign should contain a high level of shock in order to have a positive impact on the attitudes and behaviour of lincenced drivers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a designated driver one should drink NO alcohol.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12.

**The campaign message addressing the issue of drinking and driving should most importantly:**

- ☐ Be short and simple
- ☐ Include information about or show the severe health consequences.
- ☐ Include information about or show the desired behaviour.
- ☐ Include information about or show the severe health, criminal, employment consequences and the desired behaviour.

13.

**Do you think a shocking/threatening approach in a drinking and driving campaign will have a great impact on you?**

- ☐ Yes, because showing the worst case scenario makes me alert again.
- ☐ No, because if a message is too shocking/threatening I will ignore it.
- ☐ Yes, only if it is a more realistic scenario and not to severe.
- ☐ No, because shocking approaches do not have an impact on me.

14.

**What approach would be most likely to result in the desired behaviour of a campaign about the issue of 'drinking and driving'?**

- ☐ A shocking/threatening approach
- ☐ A serious/informative approach
- ☐ A humoristic approach
- ☐ Other,

15.

**What will most effectively result in the desired behaviour of a 'drinking and driving' road safety campaign?**

- ☐ Using shock to get the message across.
- ☐ Be purely informative without a shocking or humoristic approach.
- ☐ The desired behaviour should be shown in the campaign.
- ☐ Using humour to get the message across.

16.

**What approach will most likely have NO long-term impact on you?**

- ☐ A shocking/threatening approach
- ☐ A serious/informative approach
- ☐ A humoristic approach
- ☐ Other,

17.

**To what extent do you agree to the following statements in relation to a 'drinking and driving' road safety campaign?**

	strongly disagree					strongly agree				
I am quickly irritated by a campaign, which uses humour.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will ignore a humoristic campaign after repeated exposure, because it becomes boring.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am easily bored by a serious/informative campaign message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I will ignore a shocking campaign, because it is too scary.

☐☐☐☐☐

I will ignore a shocking campaign after repeated exposure, because it becomes boring.

☐☐☐☐☐

18.

**What is your opinion about the initiative “Daar Kun Je Mee Thuiskomen”?** \*

19.

**Do you believe the Bob-campaigns from the initiative “Daar Kun Je Mee Thuiskomen” to be successful ? Why or why not?**

#### 4.2.19 Appendix 19: Poster/billboard Bob-campaign soccer

(MHC, 2014)



MHC. (2014). Bob-campagne sportkantine. Retrieved from:

<http://www.mhcforescate.nl/site/default.asp?Option=51&NewsID=902>