Advertising Campaign

Advertising Design
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Campaign Brief

Background

Company: Telstra's full-service business model gives it several competitive advantages in the media and communications market. Economies of scope enable Telstra to deliver price-competitive integrated media and communications packages. *(Flores 2014, p.25)*

Social Issue: A recent analysis of 340 serious casualty crashes in Victoria and NSW between 2000 and 2011, using data gleaned from forensic examination of crash scenes and anonymous interviews with drivers has found that in 0.9 per cent of crashes the driver was using a mobile phone. *(Keepyoureyesontheroad.org.au, 2014)*

Research done by *Ors.wa.gov.au, 2014* shows us that
- Between 15-20% of all distractions appear to involve driver interaction with technology
- It has been estimated that distraction played a role in 32% of all road crash deaths and serious injuries in Western Australia between 2005 and 2007
- The use of a mobile phone while driving increases the risk of being involved in a crash by up to 4 times

Single-Minded Message
Moral responsibility to create awareness for the dangers of using mobile devices and driving.
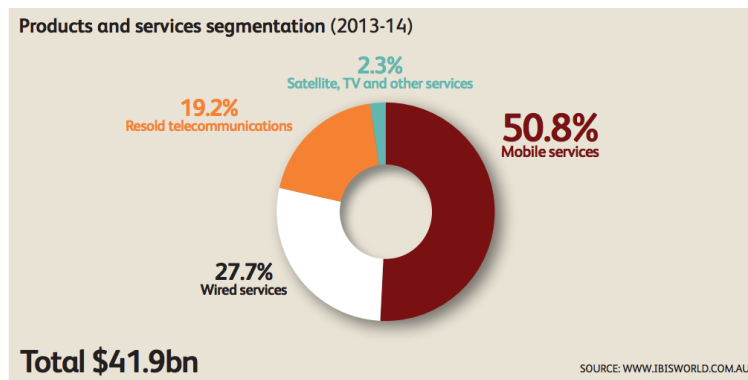
IT'S HOW
WE CONNECT
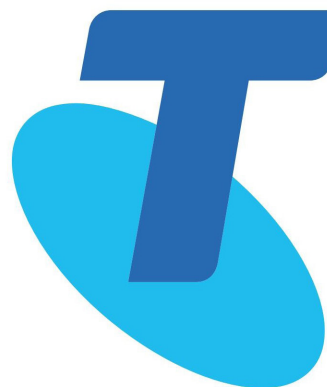
Market

Telecommunications companies are mainly engaged in operating, maintaining or providing access to facilities for the transmission of voice, data, text, sound and video over wire, cable, wireless and satellite networks. *(Flores 2014, p.2)*

Telstra Corporation Limited hold 44.6% of the market share in Telecommunications Services in 2013-14. Second largest is SingTel Optus Pty Limited 18.8% following them is Vodafone Hutchison Australia Pty Limited 7.6% *(Flores 2014)*

Products and services segmentation (2013-14)

2.3%
Satellite, TV and other services

19.2%
Resold telecommunications

50.8%
Mobile services

27.7%
Wired services

Total $41.9bn

SOURCE: WWW.IBISWORLD.COM.AU

(IBISWorld, 2014)

The graph shows that mobile technologies are the most dominate in telecommunications. Meaning that companies like Telstra have seen increases in the need for mobile services and have implemented structures in the business to take advantage of this trend in the market.

As they are the largest telecommunication company it is their moral responsibility to create awareness about the social issue of using mobile technology and driving.

Objectives

Telstra is the largest telecommunication service provider in Australia. Leading the industry with mobile connection possibilities. It makes sense for them to take the lead in addressing the social issue of Road Toll Deaths in relation to mobile devices.
The aim of the camping is to create awareness to the issues and provide information that opens a dialogue between mobile users and drivers.
There is a need to generate behavioral change on the road, a need to education and inform both parties and to change the perception of the mobile phone.

Geographic Markets

Competition has been much slower to develop in Australia's local service market than in the long-distance market. Telstra, with its ubiquitous copper local wire local loop, dominates local access services. *(Flores 2014 p.24)*

Telecommunications service providers typically target profitable geographic regions such as densely populated areas in eastern seaboard states. *(Flores 2014 p.17)*

Target Market

Males and Females aged 14+

Targeting all phone users, potential drivers as well as older drivers.

Reaching those who are currently teaching learner drivers. **Competitors**

SingTel Optus Pty Limited is Australia's second-largest telecommunications company. The company is a fully integrated telco, offering mobile services, fixed telephony, business network services, internet access, satellite services and subscription TV. *(Flores 2014 p.26)* Other competitors include Vodafone, TPG and smaller shareholders.

TAC is known for advertising awareness for road safety. This campaign will follow a similar approach but mainly look at how to open a dialogue.

Communication Strategy

Mediums: Online campaign through Facebook, Instagram, Social Media. Print media such as billboards, posters and guerrilla marketing.

Implementation Strategy: People understand that texting and driving is bad, using your phone while not concentrating can have terrible consequences, yet it is still happening. The campaign has to be personal and be able to connect to people emotionally. In order to do this, we need to:
- Emotive imagery and graphics
- Urgent language and conversational tones
- The ads need to work over all types of medias
- Reach the target market at home and on the streets

Potential Problems: There are so many TAC ads that the public are almost desensitised to the graphic imagery and constant guilt they impose. There needs to be a change in how serious issues are addressed. Hopefully this campaign can cut through the typical 'guilt trip' ads and open a dialogue.

#1

You can always call back.

Tesltra 4G

MUM
Calling...

Swipe to have an accident >

But you might not get the chance to,
if you swipe to answer now.

ROAD SAFTEY: Lets leave our phones alone

15-20% of all distractions appear to involve driver interaction with [mobile] technology

In car accidents & deaths

OMG... How can we change that?

Talking about it.
Family meeting when you get home tonight.

See you then! Promise I'll get there.

Let's talk.
How can we change?

ROAD SAFTEY: Lets leave our phones alone

The use of a mobile phone while
driving increases the risk of being involved
in a crash by up to 4 times

We've all had that close call.
Don't risk it and be a statsitic.

Concept/Strategy

Describe your idea and concept of your work in relation to the brief:
The concept is using Telstra as a sponsor to communicate the risks of driving while using you mobile devices. Telstra is one of the larges telecommunications provide therefore have a moral responsibility to educate the public on the dangers of driving and texting/calling etc.

What kind of communication approach do you use?
Print media

What are in your opinion concrete benefits to the society because of your communication?
The benefits of the community is decreasing the number road death tolls because of mobile distractions, also reduce the number of accidents caused by mobile phones.

What are in your opinion concrete benefits for the client because of your communication?
Telstra is the client and this will be an awareness campaign, the clients business is providing the service for mobile communication, they need to take the moral responsibility of educating their customers on driving and mobile phone use.

What did you personally learn from creating your submitted work?
There were statics that I didn't realise were so high when I was researching the dangers and risks, there are already many websites dedicated to road safety, yet TAC have done minimal to follow the texting, calling phone use distractions.

Why is your work, GOOD Advertising Design WORK?
My advertising design is good design work because it is not graphics;, the colours and attention grabbing and the ads question the viewer. This leads to conversation and awareness about the issue and hopefully sparks change in the users and drivers.

Where and how do you/ would you intent to implement your work?
The ads will be implemented on billboards, at train-station, in newspapers like the MX, social areas that people often see and have time to look at. The online presence will be on the Telstra website, Facebook page where there is more information about the issue.

Reference

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