

The Texting and Driving Epidemic: Changing Norms to Change Behavior

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Promotional Image Used in the Strategic Campaign

Introduction

TXT L8R is a strategic campaign developed for the Kansas Department of Transportation to reduce texting and driving and to increase awareness of the serious risks involved with texting and driving. The target audience of the campaign is University of Kansas students. This plan proposes an “Anti-Texting and Driving Week” that implements guerilla marketing strategies with support from traditional and social media outlets prior to, throughout and after the main event. The campaign is designed to be exportable to other campuses in Kansas and nationwide.

Project Objective

The objective of the campaign is to:

1. Increase awareness about the dangers of texting and driving.
2. For those who are not driving, to speak up to the driver
3. Change the perception of the students to build a negative connotation of texting and driving

Project Description

The campaign will utilize the captive audience of the campus environment to deliver messages to students in an unique way in order to create a stigma around texting and driving. The pervasiveness of cell phones and texting and driving provide a formidable challenge, as well as the opportunity to resonate with a larger audience.

Project Results

Strategies included in the campaign are:

1. Place advertisement with the University Daily Kansan focusing on the dangers of texting and driving.
2. Series of 2 advertisements in Jayplay (Campus Newspaper)
3. Create video PSAs and distribute them through social media
4. Advertise on campus buses where students will frequently be exposed to it.
5. Run a public service announcement on the radio
6. Create a "Txt L8r. Drive Safer." Facebook Page.
7. Create a "Txt L8r. Drive Safer." Twitter account to send campaign update tweets using the hashtag #thumbsonthewheel
8. Use Facebook ads to direct student attention toward our campaign's Facebook page.
9. Contact University of Kansas Athletic "celebrities" as well as local Lawrence businesses to promote our cause via Twitter and Facebook.
10. Create an Anti-Texting and Driving Week event on campus.
11. Create a scavenger hunt for students to participate in as part of the event week to raise awareness and increase interaction with the campaign, posting clues online and in the University Daily Kansan.
12. Partner with Kansas University Student Union Activities (SUA) to put on a benefit concert at the end of the event week.

Report Information

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