Web Marketing & Digital Advertising
Advertising in the digital era – case study
A.Y. 2019-2020

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TRADITIONAL FEAR AROUSING APPEALS
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Further examples ...

“\textit{It was a year ago that I had a heart attack and died.}”

\textit{It was a miracle that my heart started beating again. My doctor says a regimen of exercise, along with a low-fat diet and exercise, could cut your risk of another heart attack by up to 50%.}

\textit{Of course I'm taking now BAYER 
Aggrenox. Because to me, the oneshot that is the worst.}

\textit{Ask your doctor now BAYER Aggrenox can help you. For a free booklet of information about heart attacks and stroke prevention, call 1-800-225-2255.}

\textit{YOU GET OLDER. YOU GET SMARTER. YOU GET BAYER}
And these ....
DON’T GO
TOO FAST
Digital ways ...
Collisions between semi-trucks and trains make up 25% of all vehicle-train collisions.

AND TRAINS WIN EVERY TIME.

The Advance Warning Sign warns drivers the road crosses railroad tracks ahead. This means you should SLOW DOWN, LOOK & LISTEN for the sound of a train, and BE PREPARED TO STOP.

Led by the North Dakota Safety Council.
CASE A (1 slide)

☐ Which is the issue?
☐ Which are Metro Trains Melbourne strategic challenges?
☐ Which are the pursued goals?
☐ Which are the constraints?
Every year there are needless deaths or accidents around Melbourne’s trains. And while rail accidents are tragic, they are in most cases completely avoidable. This was particularly true for young adults.

Unfortunately as social issues go, rail safety wasn’t on people’s radar. With more high profile issues around drugs, violence, and drink driving occupying the social zeitgeist we needed to do something to grab our audience’s attention.

And with a total budget of $200K, this meant that simply shouting louder wasn’t an option. It meant we needed to leverage both social media and traditional PR to drive awareness and engagement, and affect behaviour change.

Most importantly, as we were speaking to young people we had to avoid being just another parental message on a long list of things that they are told not to do. Don’t do drugs. Don’t speed. Don’t smoke.
**GOALS**

- **1. Increase public awareness and engagement with rail safety** (there was not sufficient data to provide us with a benchmark prior to this campaign. This campaign was designed to set measurable objectives in terms of awareness & engagement moving forward).

- **2. Generate PR, buzz and sharing** around our message about rail safety. Although an exact Key Performance Indicator (kpi) could not be determined there was an expectation that the campaign would generate earned media on and offline.

- **3. Invite a commitment to be safe** (get 10,000 local pledges on our website) in a 12-month period.

- **4. See a reduction of near misses and accidents** at level crossings and station platforms over 12 months by 10%.
CASE B (2 slides)

- How they pursued their goals?
- Which are the unique characteristics of the campaign among public service advertisements?
- Are there possible weak points?
- Identify some metrics in order to evaluate the campaign (notoriety, awareness, attitude, behavior and train-related behavior)
1. Most of the behaviours that lead to rail related accidents were 100% avoidable – caused by people behaving irresponsibly or the result of moments of stupidity. Running on the tracks, driving around barriers because they couldn’t be bothered waiting, not paying attention to where they were walking. Simply dumb.

2. Young Australians are digital natives, which means they consume media when and where they want. For us to cut through a market filled with parental slogans on big issues we needed to embrace both the active choice they make in the media they consume and leverage the power they hold in their ability to share and influence others.
Persuade people to be safe around trains by demonstrating that of all the dumb ways to die, train related accidents are the dumbest.
The challenge of having a message that is traditionally invisible meant we needed to reframe the conversation in a way that was hyper engaging. Put simply, we needed to give people a reason to listen to us by creating content worthy of their attention.

At the heart of the idea was a 3-minute music video called “Dumb Ways to Die” featuring 21 cartoon characters dying in really dumb ways.

Only at the end of the clip – the final 20 seconds, did we reveal the true purpose of the content – where we showed three of the characters dying through train related accidents. Of all the dumb ways to die, these were the dumbest.

This piece of content was not only visually striking and completely unique, but had a dark sense of humour that would help its shareability.
1. TREAT THIS AS ENTERTAINMENT, NOT ADVERTISING

- Use YouTube as the centre of our universe (Image 1). It was critical that we embrace how and where young Australians consumed entertainment. Our strategy was to then amplify the reach of the song beyond just advertising by releasing it on iTunes as yet another channel / PR opportunity (Image 2).

*Image 1. YouTube Video. With over 44 MILLION views to date the music video directed people to our website where they could take the pledge not to do dumb stuff around trains.*

*Image 2. iTunes. The song could be downloaded for free via Sound Cloud or purchased on iTunes. It charted on iTunes in 28 countries, selling over 77,000 copies putting rail safety on people’s playlists everywhere.*
2. LAUNCH THE CLIP LIKE YOU WOULD A SONG RELEASE

- Attract attention and curiosity around the song by using both traditional (Radio, TV, Cinema, Posters, Station Ambient) and social media (specifically social media which young Australian’s already associated with entertainment platforms including Sound Cloud, Tumblr and Instagram) to drive initial traffic to the music video on YouTube (Image 3 and Image 4).
3. AMPLIFY THROUGH THE POWER OF PR AND SOCIAL

- Extend the reach of the campaign through social media (Image 6) and traditional PR (Image 5) beyond the initial $200K campaign spend by creating an idea that would be novel and easily shareable. Everything from the posters in stations to the Instagram pledges were designed to be additional content that would encourage sharing.

*Image 6. Covers.* Over 200 cover versions, plus parodies, memes and other user-generated content continue to spread the message, generating 20m+ views.
4. ASK FOR A COMMITMENT

- Invite our target group after watching the video to pledge their commitment to being safe around trains by visiting our campaign site or interact with our in station posters (Image 7 & 8).
1. INCREASE PUBLIC AWARENESS AND ENGAGEMENT WITH RAIL SAFETY

At a higher level, we needed to bring rail safety to the public spotlight. During the first few months of the launch of Dumb Ways to Die, the song garnered astronomical attention and engagement.

- More the 44 million views on YouTube
- Dumb Ways to Die was so engaging it charted on iTunes in 28 countries\(^i\)
- All the major news networks covered the campaign, including the ABC\(^ii\)
- 1 in 3 (34%) Melbournians reported seeing the campaign, and amongst our core target (18 – 29 year olds) this figure rose to 46%\(^iii\)
- Schools are using the song as a safety education piece in class
- Over 200 cover versions and parodies have generated an additional 20m YouTube views
2. GENERATE PR, BUZZ AND SHARING AROUND OUR MESSAGE ABOUT RAIL SAFETY (AN EXACT TARGET COULD NOT BE DETERMINED)

Dumb Ways to Die evolved into a cultural phenomenon that further extended the reach of the campaign. Not only was it shared around the globe, it became a meme in its own right.

- Dumb Ways to Die is the third most viral ad of all time\textsuperscript{iv}
- Dumb Ways to Die is the most shared Public Service Announcement (PSA) in history\textsuperscript{v}
  - 3,207,538 Facebook shares
  - 100,116 Re-tweets on Twitter
  - 2,220 Blog posts\textsuperscript{vi}
- $19.2 million total earned media in Australia\textsuperscript{vii}
3. GET 10,000 MELBOURNIANS TO COMMIT TO BE SAFE AROUND TRAINS

Awareness wasn’t enough. We wanted people to pledge to be safe around trains. Our objective was to get 10,000 people pledging to be safe on trains on our website.

- In the first 4 months over 44,000 Melbournians followed the call to action after the song to the campaign site and pledged, “not to do dumb things around trains”.
As this is a public services campaign we have used earned media and album sales as the basis for determining ROI.

Dumb Ways to Die delivered a remarkable $19.2 Million in earned media in Australia.

A conservative calculation of the reach and impact of the campaign, taking into account only traditional media coverage and not the value of social media still highlights the undeniable success of Dumb Ways to Die.

In addition, the iTunes release of the song was downloaded 77,866 times globally. The approximate total revenue totalled $62,000\textsuperscript{ix} and this has been re-invested in further rail safety programs.

With a total campaign investment of just under $300,000, this is a ROI of 6,506%.
How can the campaign be sustained?

Identify some possible ways for keeping the impact of the campaign