

Roadside advertising promoting road safety

A submission by the
Outdoor Media
Association

IT'S NOT
WORTH IT.



The Outdoor Media Association

OUTDOOR
MEDIA
ASSOCIATION

The Outdoor Media Association (OMA) is the national industry body representing the majority of Australia's Out of Home (OOH) media display and media production companies, as well as some media display asset owners.

The OMA welcomes the opportunity to provide input to the NSW government's consultation on the 2026 Road Safety Action Plan.

We believe that OOH advertising has an important role to play in supporting behaviour change on our roads. As a place-based medium, OOH advertising can deliver important safety messaging to drivers while they are on the roads.

The following examples demonstrate the positive impact that road safety campaigns that use OOH advertising have a significant positive impact on driver behaviour.

The OMA and our members regularly work with state and federal governments and others to deliver campaigns that help to change behaviour and make our roads safer.

We welcome the opportunity to continue working with the NSW government .

For more information, please contact Emma Carr at emma.carr@oma.org.au

Changing Driving Behaviour



Roadside advertising can play an important role in changing driver behaviour by providing contextual messaging, when and where people need to see it.

- OOH advertising targets drivers while they are driving
- Contextual advertising is 19% more effective
- Creative with 7 words or fewer is recalled 1.5x more
- 68% of OOH advertising is by the roadside
- 32,400 roadside advertising signs across Australia

The right message at the right moment

“Overall the results are consistent with the idea that campaigns can be more effective in the short term if the message is delivered with personal communication in a way that is proximal in space and time to the behaviour targeted by the campaign.”



State road safety campaigns



**Speeding.
No one thinks
big of you.**



NSW's 2007 Pinkie campaign

- Achieved 97% campaign awareness
- Reduced P-Plater death toll by 46%



80%

In March 2015, the Queensland Government launched a new five-week campaign, 'Let's change the way we look at speed'.

The campaign asked drivers to consider how driving just a few kilometres over the speed limit can have devastating consequences.

After the campaign, nearly all drivers remembered the ad in detail, and around 80% said it reminded them about the effect their driving could have on others and they were more aware that speeds just over the limit are enough to kill.





QLD's 2015 Dry Drivers campaign

- The campaign achieved record 90% campaign recall
- 89% of people said they were more aware that, as a designated driver, it is best not to drink at all



LOSE YOUR
LICENCE
LOSE YOUR
LOVE LIFE



LOSE YOUR
LICENCE
LOSE YOUR
SLEEP IN

WA's 2016 Time with Mum campaign

- 30,000 fewer speeding incidences across the state
- 70% of people surveyed said that the campaign worked because it made them think about the embarrassment of losing their licence



If you have zero demerits, you're one of WA's

ZERO HEROES

A large, colorful graphic of the words "ZERO HEROES" in a 3D, blocky font. The letters are filled with various patterns and colors: 'Z' is blue with white stripes, 'E' is red, 'R' is orange, 'O' is yellow, 'H' is orange, 'E' is red, 'R' is orange, 'O' is red, 'E' is purple, and 'S' is purple. The letters are set against a background of a blue sky with white clouds. Below the letters, a road scene is depicted with a blue car, a bicycle, a red car, a purple car, and a person walking. A yellow sun is visible in the background.

Use your influence to make a difference.



WA's 2016 Zero Heroes campaign

- 82% agreed that Zero Heroes are safe drivers who can influence those around them to drive safer on our roads
- 66% said the ad made them stop and think about how they drive



drink driving?

GROW UP.

MAC

EXTREME
AUTO
DETAILERS

49
MEDICAL
CENTRE

MEDICAL SUITES FOR LEASE
S.A. REAL ESTATE PTY LTD
Phone 8344 7999

Emergency
Ambulance

73

Safe and effective



In 2018, the Australian Road Research Board (ARRB) was commissioned by the OMA to conduct a research project measuring the real-world driving impact of a digital billboard. This followed a similar ARRB study conducted for Main Roads Western Australia.

Using video data of vehicle movement, the study measured lane drift and stopping over the line incidents, which are factors in 75 per cent of road accidents.

The study concluded that digital billboards had little to no negative impact on driver behaviour, regardless of dwell times.

In fact, the results showed that the presence of a billboard could have a positive effect by focusing lateral attention, reducing visual distraction and improving driving performance.

¹ Australian Naturalistic Driving Study (ANDS), Accident Research Centre, Monash University, 2018.

Lane drift
either
improved or
was
unaffected

Stopping over
the line
improved

During the
study, there
were no
incidents

What kind of driver are you raising?

TOWARDS ZERO TAC FINE



TROPHYWIFE
SALON

LEASE

LANDMARK OFFICE OPPORTUNITY
Well-presented 1st floor office of 222 m². Onsite parking for 4-5 cars
Terence Yeh 0452 475 627

Richmond Jolimont
Convenience Store
Open 7 Days
ATM Inside

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AUZFIRE
WORKS

Recommendations

Recommendations

Harnessing the power of roadside advertising can have a significant impact on road safety. This is recognised by the car insurance industry, where insurers regularly run road safety campaigns because they see the economic benefits in the form of fewer claims.

The OMA recommends that the NSW government includes a focus on positive behaviour change through roadside advertising in the 2026 action plan.

- Share and adopt campaigns that have proven to be effective
- Work with industry to maximise impact through best practice creative
- Use contextual message delivery to reach drivers while they are driving
- Work in partnership with international road safety initiatives and campaigns



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