



RISK TAKING BEHAVIOUR IN YOUNG PEOPLE CAMPAIGN 2008/2009: CONCEPT PRESENTATION

Amsterdam, 12 July 2007

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ASSIGNMENT

- Develop a creative concept geared towards young people that will make them aware of the risks attendant in very simple, often dumb situations
- Goals:
 - Awareness
 - Positive attitude towards the subject
 - Good foundation for behavioural change

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TARGET GROUP

- Core: Young people aged 15-18 years, majority male
- Vocational preparatory educational level (vmbo)
 - No intellectual concept. ‘Between the eyes’-communication
- ‘Coolness’ is an important factor in risk behaviour
 - Barrier, but also an opportunity?
- Estimate the chance of an accident very

A 'CHALLENGING' COMMUNICATION PROCESS

- Consciousness is (physically) not yet developed
- Normal information does not work
 - “Don’t tell me what to do”-attitude applies to this age group
- Normal advertising will also miss its mark in this case
 - Remains a transmitter that shoots its message at me unasked
- Let them draw the correct conclusions

PROPOSITION

Let them discover the risks themselves

Or better yet:

Do not show them the risks, but let them discover the unexpectedly serious consequences of stupid accidents

Small accidents, big consequences

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A 'CHALLENGING' COMMUNICATION PROCESS (2)

- 'Risk taking behaviour' is more difficult to communicate than 'fireworks' or 'wear a helmet'
- This message is not only unwanted (by the target group) but also very broad and vague
 - “Be alert in everything that you do”?
 - How do you prepare someone for what he sees as a coincidence?
- Difficult to find a form of expression that you can identify with
 - “That could happen to me” → not too improbable
 - “I want to watch this” → not too banal, boring or dull

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THE SHOOTING GALLERY (1)

- **“The dumbest accident you’ve had”**
 - Suitable for radio (request by DJ, prize, etc.) in non-spot
 - In theory suitable for ‘Funniest Home Video’s’ type TV-concept
 - However: challenges to copycat behaviour = danger
 - Turns the ‘victims’ into losers, you do not identify with them
- **‘Spuiten & Slikken’ (name of a Dutch television programme about sex and drugs)-type programme about dumb accidents**
 - A case as basis for a talk show on TMF?
 - However: the proportion of action/talk should feel like 80/20

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THE SHOOTING GALLERY (2)

- **In programme-accidents**
 - Have things go wrong in simple, realistic ways in a TV-programme on TMF.
 - However: you can only do it a few times. Impact is big, reach is too small
 - And: how do you get them to apply these 'accidents' to themselves?
 - Impact is big for spectacular failures, but the relevance is smaller.
 - Feels like a hoax. We've seen that before. Plus, we cannot top the Donor show;-)
- **Real life soap at the Accident & Emergency Department**
 - Aware of the consequences? Begin with the consequences!
 - Find the story behind the injuries
 - Possibly come back to the long-term consequences
 - However: this is more AVRO/NCRV-content than TMF.

THE SHOOTING GALLERY (3)

- **IQ-Test type setting involving assessment of danger**
 - Stands with different camps: blondes, students, skaters, etc.
 - Fragments with daily situations. When the fragment stops, you have to guess how it will end
 - Can blondes better assess danger than university students?
 - However: are the fragments interesting enough to fill a programme?
Does such a quiz make risk assessment cool enough? Does it appeal to our target group (vocational preparatory students)?
- **Life is not a cartoon/Life is not a game**
 - Address the feeling of invulnerability directly
 - Interesting dramatised form:
cartoon consequences versus real consequences or
real consequences filmed in a cartoonish manner
 - However: form/concept, suitable for advertising, but how do you make it interesting enough for TV? How do you make it interactive enough for Internet? Or: do you apply the game to

CONCLUSIONS

- Humor/irony helps to remember the small causes, but the consequences can get lost
 - You do not identify with the victim, you laugh at him.
- Discourage the feeling that it is a coincidence: It is not a matter of ‘wrong time, wrong place’ but of ‘wrong time, wrong place, wrong action’
- **You** must assess the dangers before you take action.

The moment you decide whether or not to do something is the important moment

INSIGHTS

- At the moment you take action, you cannot foresee all of the consequences
- How come others (role models) can do this?
 - Extreme athletes, dangerous professions... it seems as if they can do it without effort!
- They have experience, which allows them to assess possible consequences and risks within a split second
 - They have experienced the situation hundreds of times, either themselves or through the eyes of others. You tend to assess your 'simple situation' based on your own experience. You think only of the obvious options and do not expect the unexpected.

• Can we convince the target group that it is cool

MANIFEST: A SPLIT SECOND CAN CHANGE YOUR LIFE

Your life can sometimes change in the fraction of a second. Some people are trained to be able to assess the risks of their actions within that split second, due to their profession or hobby. They are completely in control.

Your life can also change in a split second. Not paying attention for just a second can have big consequences.

Reduce the risks.
Take a split second before you take

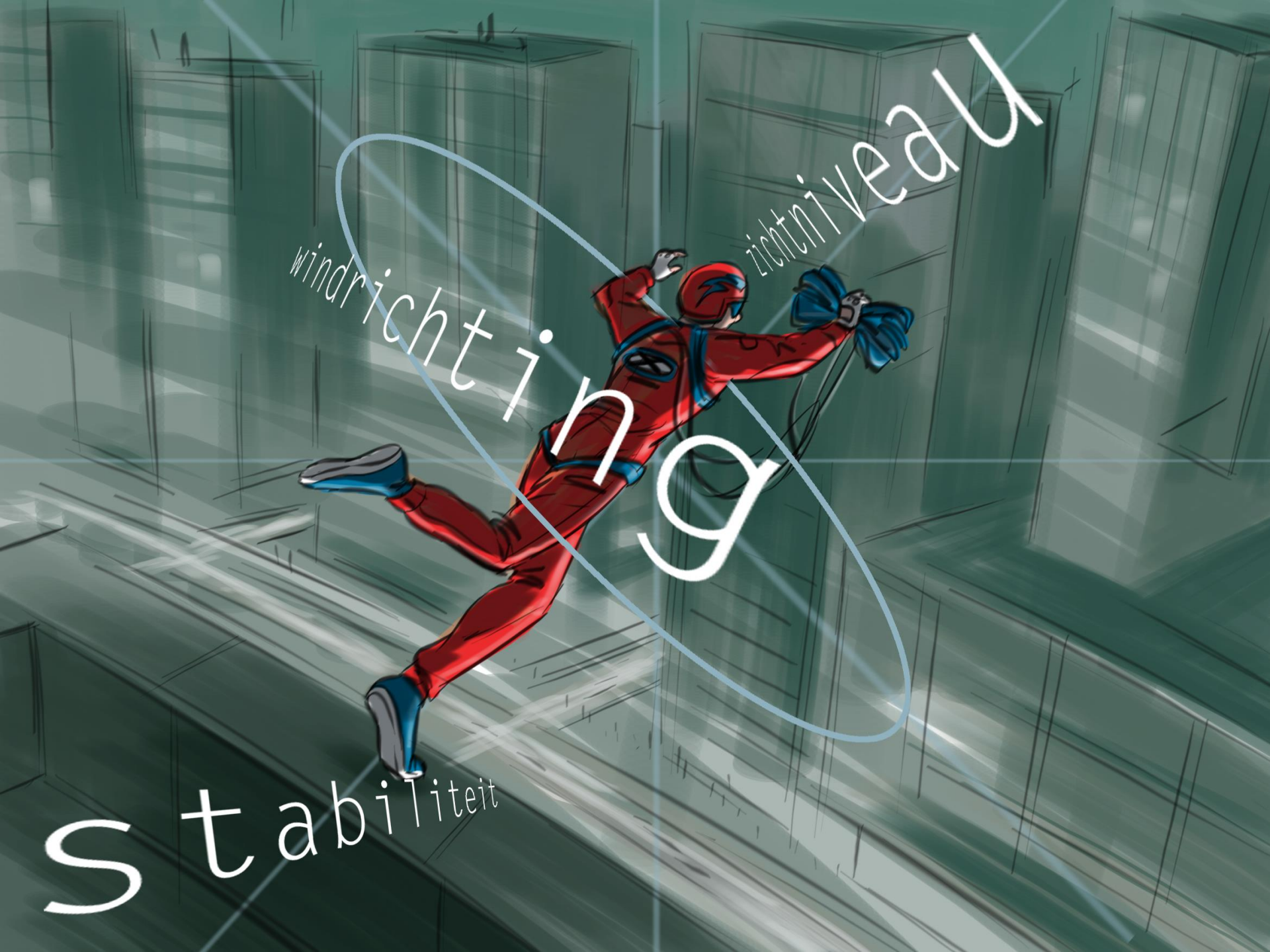
CREATIVE CONCEPT

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~~SECRET~~

SPLIT THE RISK - TV

- Mini TV Format with 3 items in every episode:
 - Someone who performs an extreme sport, with the necessary reflexes and skills
 - Someone with a job requiring reflexes and skill
 - Someone who was not sharp enough at a certain moment
- In addition to an interview with these people, we see them in a situation requiring their reflexes and skill.
- Just before the critical moment, the image freezes and we scan through the possible consequences of the action as seen by the main character.
- We slow down the split-second in which the risks are being assessed



windrichting

richting

stabiliteit

evenwicht
houding
grip



grappig stoer

snel



MOODFILM



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INTERNET

- The site will have the feeling of interactive TV
 - Increase the reach: Instead of watching all of the items in a set order, you can watch all of the items in the order and time of your choice
→ add delayed reach
 - More detail for the cases: extra content/information added
- It is also possible to play a game where you are shown the big consequences of small actions when you aren't paying attention

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GAME

- The game is based on the familiar 'memory' game, but with special cards
- One half of the cards have illustrations of situations
- The other half has illustrations of the consequences of those situations
- The game is presented in fast (split-second) flashes with sounds that correspond to the accidents we are communicating
- When the player matches a pair, we play

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Ongeluk op station Sloterdijk

Een 16-jarige jongen is beide benen verloren na een ongeval op het perron van NS station Sloterdijk.

De jongen zat samen met een vriendin met zijn benen over de perronrand. Toen een trein arriveerde trok de jongen zijn benen te laat in.

RATIONALE

- TV Format = serious, but familiar to the target group. We take them seriously.
- Internet = re-use of content. Watch what you want when you want to, and increase your experience.
- Game. Simple, but due to its confrontational form entertaining and the message sticks. Gives instant experience.

Reduce the risks.

Take a split second before you take