



Stop. Look. Listen

Zulu help Road Safety Partnerships to save lives.

The Overview

Road Safety forms an essential role within our society. Not only should local authorities facilitate the safe planning and construction of transport conduits, which should be based on a wider understanding of urban planning, but they should also help in the education process which leads to our young people becoming more responsible road users - whether they happen to be a driver, passenger or pedestrian.

Through partnered initiatives, the West Midlands and Birmingham Road Safety Partnerships look to reduce road-based casualties across the Midlands area. Zulu Creative has been chosen to work in conjunction with both partnerships to deliver these important targets.

The Brief

With budgets being key, the requirement to deliver the greatest impact while maximising funds is the highest priority. Working with both the BRSP (Birmingham Road Safety Partnerships) and the WMRSP (West Midlands Road Safety Partnership), Zulu produced innovative solutions for a number of projects across a variety of different Road Safety messages. With our in-depth knowledge and experience in this field, Zulu can effectively advise what media will deliver the best results, and more importantly allow for the ability to monitor these results on a live basis.

This has ranged from outdoor poster campaigns, drawing attention to the dangers of using mobile phones whilst crossing the road, through to bespoke social media campaigns and the delivery of multiple websites for the partnerships.



“A brilliant creative agency, Zulu always delivers great results & brings excellent value for money”

Trudi Maybury
Manager, BRSP.

The Y-Factor

The Y-Factor project, is a competition open to all primary schools within the Birmingham area asking each school to enter a song about road safety. Selected finalists are filmed performing their song and put on the Y-Factor site, the winner is picked following an online public vote. The prize is recording their song in a professional music studio at Heart FM. The competition is run in conjunction with the BRSP and Heart FM and Zulu has been involved in the competition every year since its launch in 2009.



Zulu has also helped the WMRSP manage online competitions including the recent 'I Got Road Skills' prize draw. The Partnership offered under-15s the chance to win an Apple iPad 2, whilst encouraging young people to learn a little more about the Green Cross Code and the 'Be Bright, Be Seen' campaign which is run by the DFT.

The Solution & Our Approach

The versatility of our team and service has meant that the partnerships have been able to turn to Zulu for the design and production of poster campaigns, website design and development, web hosting, competition management and social media campaigns.



The 'Now you see 'em, Now you don't' poster campaign utilised one of the key well known trouble spots for the location of the photo-shoot, the poster highlights the danger people put themselves in whilst using mobile phones when crossing the road. With the DFT releasing figures which show that road casualties have reduced from 2009, it is clear that increasing the awareness of road safety issues has a substantial effect.

The Y-Factor campaign plays on the branding of the popular X-Factor TV programme to engage with the target audience and it runs each year concurrently with the X-Factor show. The results speak for themselves with over 30,000 votes in 1 month the Y-Factor is a huge success and perfectly communicates with the key target audience.

The BRSP has also ventured into the social media space with Zulu providing a layered Twitter feed which features road traffic updates during rush hours, as well as scheduled road safety news and realtime comment. BRSP has, as a result, established key relationships with the likes of the European Transport Forum and charity, RoSPA.



The Result

Both the West Midlands and Birmingham Road Safety Partnerships have benefitted from working with the team at Zulu. With the ability to clearly evaluate the success of campaigns, each subsequent project can then more effectively analysed and modified to make it even bigger and better.

Not only have road traffic casualties reduced over recent years, but the partnerships now also have valuable assets in their websites which they can continue to use to raise awareness of road safety issues.

ZULU

309 Lichfield Road
Sutton Coldfield
Birmingham
B74 4BZ

email: lee@zulucreative.co.uk
web: www.zulucreative.co.uk
twitter: [@zulucreative](https://twitter.com/zulucreative)
facebook: [zulucreativeuk](https://www.facebook.com/zulucreativeuk)