



The Marketing of Road Safety For Teenagers

SOCIETY OF PHILIPPINE MOTORING JOURNALISTS

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Program Director

Marketing Perspective

- Satisfy the customer's needs and wants

Need

Food

Safety

Want

Noodles

Free from

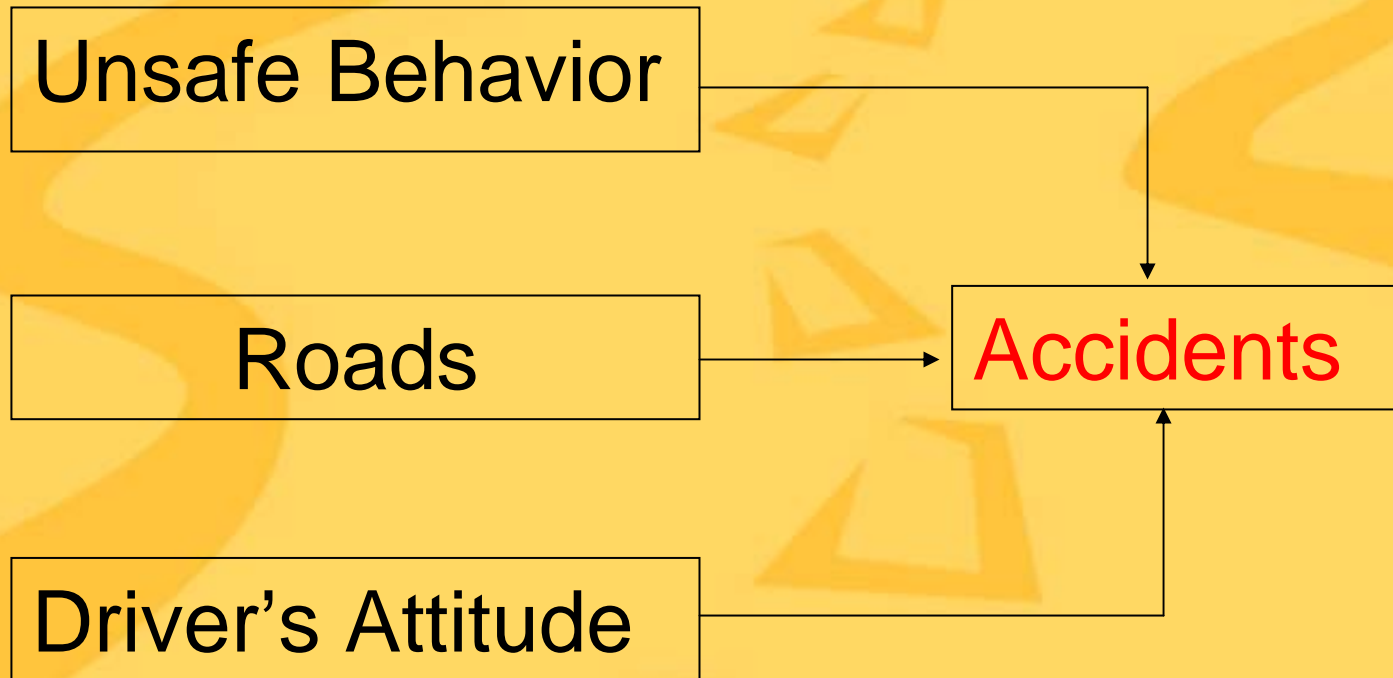
traffic accidents

- Marketing process:
 - Problem
 - Target audience
 - Strategies
 - Implementation plan

Social Marketing

- Marketing that supports activities and issues that affect society
- Persuade the target public to change attitude or to act on a societal problem:
 - Change habit
 - Follow rules
 - Acquire new values

Environment



Youth, 13-18 years

Adaptable

Capable



Concerns:

- Boy/girl relationship
- Family
- Friends
- Career choices

Values:

- Education
- Productive
- Responsibility
- Discipline



Barriers to Change:

- Youth's other priorities
- Parent's ambivalence toward traffic rules
- Enforcers weakness to "Catch and Collect"

Drivers of Change:

- Youth's adaptability
- School and community
- Corporate social responsibility

Program Objectives

1. Educate the youth to become safe and responsible road users
2. Help teachers fuse road safety in their lesson plans
3. Integrate road safety module into the school curriculum

Strategies

- Position road safety to teenagers as a learning experience that may save lives
- Conduct seminars in schools for students and teachers
- Build relationship within the community for sustained development

Branding the Program



Seminar for Students

20_{schools}

private
n'
public

- A 2-day seminar with 40 students
- 4th year high school initially
- Team of education specialists



Programme of Activity

Day 1

Importance of road safety
Traffic signs and rules
Activity
Pedestrian safety
Values integration

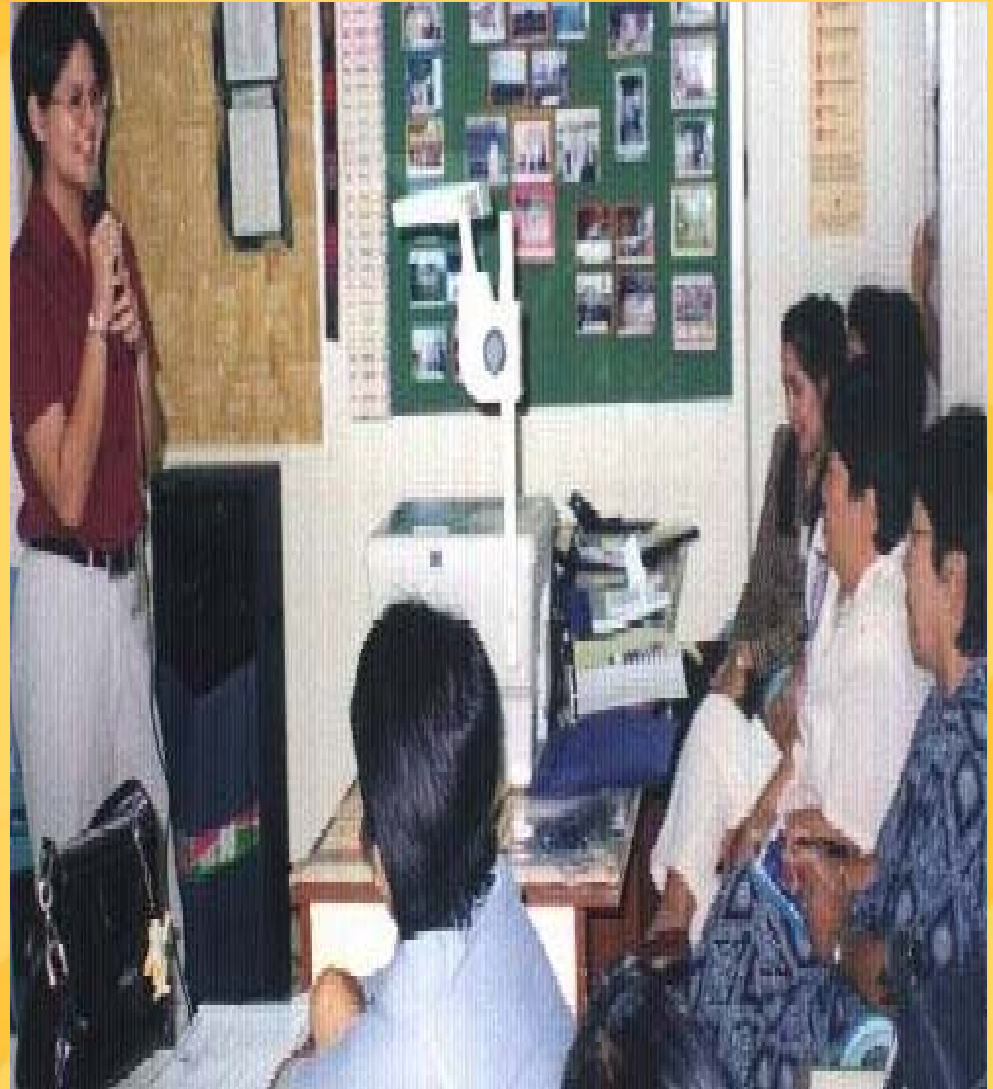
Day 2

Discussion on career
Defensive driving
Vehicle safety features
Values integration
Quiz contest



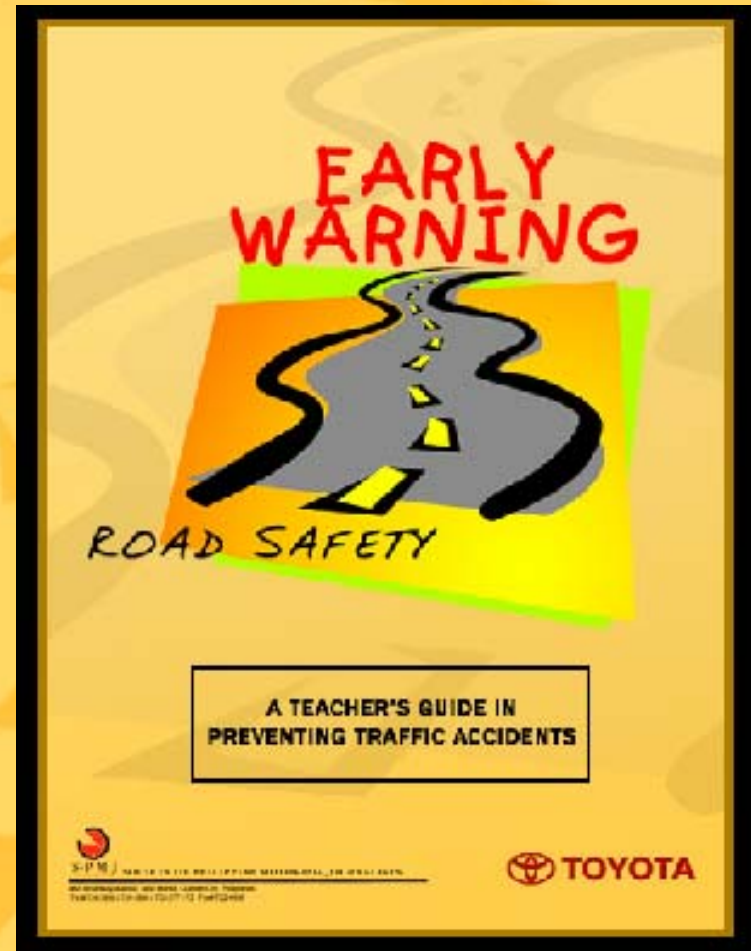
Seminar for Teachers

- A one-day seminar for high school faculty
- Focus on teacher's plan in replicating program
- Exit report submitted to school administration for continuity



Teacher's Handbook

- A teaching module intended for 10 lessons
- Handbook provides educators with lesson plans, activities and discussion notes
- Designed by UP NCTS



**EARLY
WARNING**



ROAD SAFETY

- **KNOW THE TRAFFIC SIGNS**
- **USE OVERPASSES**
- **USE PEDESTRIAN CROSSING**



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**EARLY
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ROAD SAFETY

**FOLLOW THE
TRAFFIC RULES**



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Poster for Pedestrians

Poster for Teen Drivers

The background is a solid yellow color. A thick, wavy, ribbon-like shape in a slightly darker shade of yellow flows across the page. In the center, a path of small, light-yellow triangles points upwards, creating a sense of direction and flow.

SIMPLICITY

CONSISTENCY

SIMPLICITY

AWARENESS

CONSISTENCY

IDENTITY



Maraming

salamat po

sa inyong lahat!