

COUNTRY ROADS CAMPAIGN 2018

What is the Country Roads campaign?

Country roads account for over half of all fatalities on Scotland's roads (60%).¹ Latest figures show that in a twelve month period, 789 people were killed or seriously injured whilst driving on country roads² and two thirds of those people were men.³ Half of all drivers killed or seriously injured on country roads are aged 22-49⁴.

The Scottish Government and Road Safety Scotland are launching a campaign encouraging drivers to slow down and prepare for the unexpected on country roads, in a bid to help reduce the number of fatalities.

Launching at the end of May, the campaign primarily targets male drivers aged 22-29. This audience live and breathe social and digital media, so the campaign has been created to tap into this, speaking to them as they go about their daily lives online and will employ a variety of creative tactics including a highly immersive 360 film and virtual reality tour.

The thought provoking film, which uses 360 technology to position the viewer as a driver in a car, highlights many of the unexpected hazards on country roads that can turn a familiar journey into a potentially fatal one.

The campaign is running throughout Scotland and across multiple channels including digital advertising, social media, PR, outdoor, radio, field and partnership.