

Fatigue

Brief form

Student Q&A:	12 March
Student check in:	16 April
Final presentation:	14 May

1. Our challenge

Fatigue is a lack of alertness, or drowsiness, that can be caused by lack of sleep. The main causes of driver fatigue include not getting enough sleep, being awake when your body wants you to sleep, how long you've been awake, and long hours of work. Fatigue impacts driver behaviour and our risk of being involved in a crash. 'Driving tired', or while drowsy, reduces our alertness and decision making and impairs the time it takes to detect and respond to hazards. In extreme cases, we can literally fall asleep at the wheel.

One in five (20%) of fatal road crashes involve driver fatigue, and fatigue is a contributing factor in almost three-quarters (70%) of serious crashes. Driving after being awake for 17 hours is estimated to produce the same level of impairment as driving with a blood alcohol level of 0.05, making that driver twice as likely to crash as a driver with a zero BAC who is not fatigued.

Research also suggests more than a third (37%) of people have driven while drowsy, but younger drivers are much more likely to report driving while tired:

- More than half (53%) of 18-25 year olds report driving tired in the past three months
- 18-25s is the age group with the highest incidence of driving while drowsy
- 9% of 18-25 year olds report driving while drowsy at least half the time, and
- 18-25s perceive driving drowsy as less dangerous compared to drivers aged 26 and older.

'Driving tired', or 'drowsy driving', may also be linked to other risky road behaviours. For example, drivers who report driving while stressed are more likely to report driving while fatigued. Furthermore, many people do not make the connection between poor personal sleep habits and increased driving risk.

The causes of fatigue for young drivers include:

- Social lives mean they're driving when they would usually be sleeping, often between 10pm and 6am
- Often work in jobs that require them to work at night after school commitments
- Driving for 'fun' with no other purpose.

Several myths exist around combating fatigue and staying awake while driving, like playing loud music, driving with the windows down or eating lollies. However, sleep is the only solution to the sleep-inducing chemicals that build up over the day.

Sources: TAC, NRSPP, RSC

2. Target audience

18-25 year old drivers.

3. Current attitudes & behaviours

Your research for this brief should investigate this in detail, with the insights feeding into your creative strategy. As a starting point, consider:

- Do they lack awareness of their behaviours that cause fatigue on the roads?
- If they are aware, why do they do it?

4. Future/target attitudes & behaviours

- Clear awareness of the risks of fatigue on the road.
- The targeted road user should make safer choices and have greater awareness of the effects of fatigue and poor quality sleep and the connection to increased road risks and trauma.
- A positive, communal attitude to all other road users, and an understanding that individual choices can have ramifications for all road users.

5. What is the single-minded proposition?

Arm yourself against fatigue, and avoid fatigue, or 'driving tired', when interacting with the roads.

re:act

inspiring change

6. Like this (our tone)

- A clear tone should be developed as part of your creative and messaging strategy.
- While the tone needs to resonate with the target audience of 18-25 year olds, consider that the campaign will appear in public spaces and be supported by several corporate partners. As such, the messaging should be appropriate and not potentially offensive to any segments of the wider population.

7. Support

Your campaign strategy and concept should be underpinned by insights you uncover through your primary and secondary research.

8. Mandatories

Re:act, University, and Partner logos (logo lock-up will be supplied).

9. Deliverables

10 minute presentation including:

- Primary and secondary research findings and target audience insights
- Concept development and messaging strategy
- Campaign concept applied to multiple media channels, including (but not limited to) mandatory digital boards

Specifications

1. Digital Portrait (1080pxW x 1920pxH, 7 seconds)
2. Digital Landscape (1280pxW x 720pxH, 7 seconds)

- Campaign plan – how will you reach the target audience to effectively change their attitudes and behaviour?

10. KPIs

What are the quantifiable campaign objectives (overall and for individual channels/activities)?

Provide as much detail as possible.

How will we know it's been successful?

Others TBC.

11. Timing

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12. Appendices

The following resources should be reviewed for further reference and insights.

[You can't fight sleep campaign](#)

[Test your tired self webpage](#)

[Fatigue statistics and resources](#)

[Fatigue knowledge centre and resources](#)

13. Three tips for Re:act success

- Take the opportunity to ask questions of Re:act panellists at the Q&A, and incorporate their feedback
- Ensure you outline your research approach and the sample size that underpins your campaign
- Keep it simple, and ensure there is a logical flow to your campaign and message

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