

**YOUNG DRIVER  
FOCUS 2019**

# **CREATING SAFER YOUNG DRIVERS**

**TRAINING, INTERVENTIONS & AN INTERNATIONAL PERSPECTIVE**

IN ASSOCIATION WITH  
**ingenie**

ORGANISED BY  
Road Safety GB **FIRST CAR** **f** RAC Foundation



*to the end*





A person is shown from the chest down, wearing a dark green t-shirt. They are sitting at a desk with a silver laptop. Their left hand is holding a smartphone, and their right hand is resting on the laptop keyboard. The background is slightly blurred, showing a white wall and a blue object. The text "Consuming Entertaining Content At Home" is overlaid in the center in a white, serif font.

# Consuming Entertaining Content At Home

# TV timeline



# TV timeline



# TV timeline



# TV timeline





# TV timeline



A photograph of four people (three women and one man) standing together, all looking down at their smartphones. The man on the left is wearing a tan shirt and has white earbuds in. The woman next to him has curly hair and is wearing a white top. The woman next to her has dark hair and is wearing a striped top. The woman on the far right has blonde hair and is wearing a dark top and a striped skirt. The background is a plain, light-colored wall. The entire image has a dark, semi-transparent overlay.

**CONSUMING  
VIA  
INTERNET  
AND SOCIAL  
MEDIA**

A group of four young adults are shown from the chest up, all looking down at their smartphones. On the left, a young man with short hair and a light-colored shirt is wearing white earbuds and holding a black smartphone. Next to him is a young woman with curly hair, wearing a white blazer, also looking at her phone. To her right is another young woman with dark hair pulled back, wearing a striped short-sleeved shirt, looking at her phone. On the far right is a young woman with long blonde hair, wearing a dark top and a striped skirt, looking at her phone. The background is a plain, light-colored wall. The entire image has a dark, semi-transparent overlay, and the text is centered in a white, bold, serif font.

**CELEBRITY  
ENDORSEMENT.  
INFLUENCERS.**



**Instagram Stories - the  
power of ephemeral.**

# BTCC - Rounds 28-30



ITV4 Live coverage (28-day consolidated) = 197,900 viewers

(BARB)

# BTCC - Rounds 28-30



ITV4 Live coverage (28-day consolidated) = 197,900 viewers  
Influencers (with links!) = 500,000 viewers

**TIKTOK?**

**TWITCH?**

**VERO?**

**WHATSAPP?**



# SAVVY.

**Young people are very aware of advertising.  
Product placements, etc. Don't try to be sneaky.  
Be real.**

A photograph of Mark Zuckerberg speaking, overlaid with a large, semi-transparent Facebook logo. The background is a dark blue gradient.

**IS FACEBOOK  
STILL  
RELEVANT?**

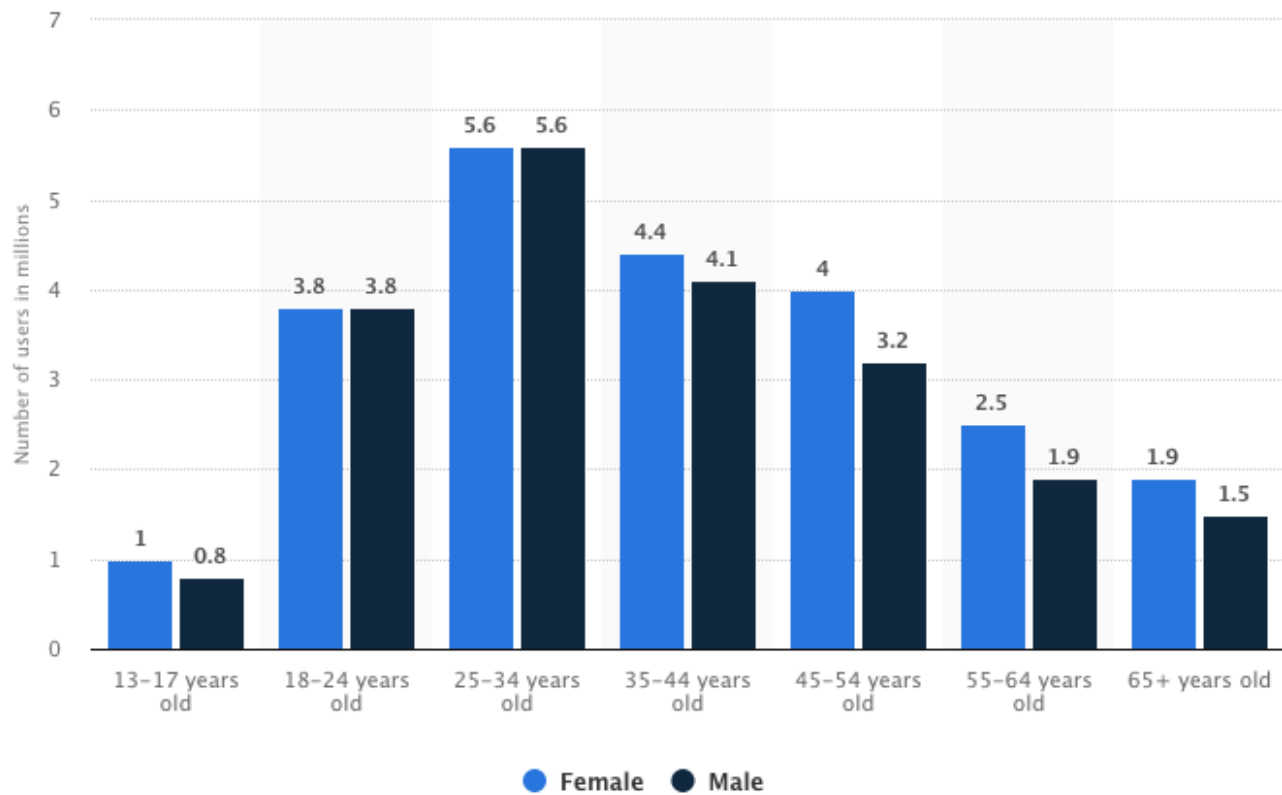
**HANDS UP!**

**\$500-550bn**

**UK users**

**(active)**

**> 44,100,000**

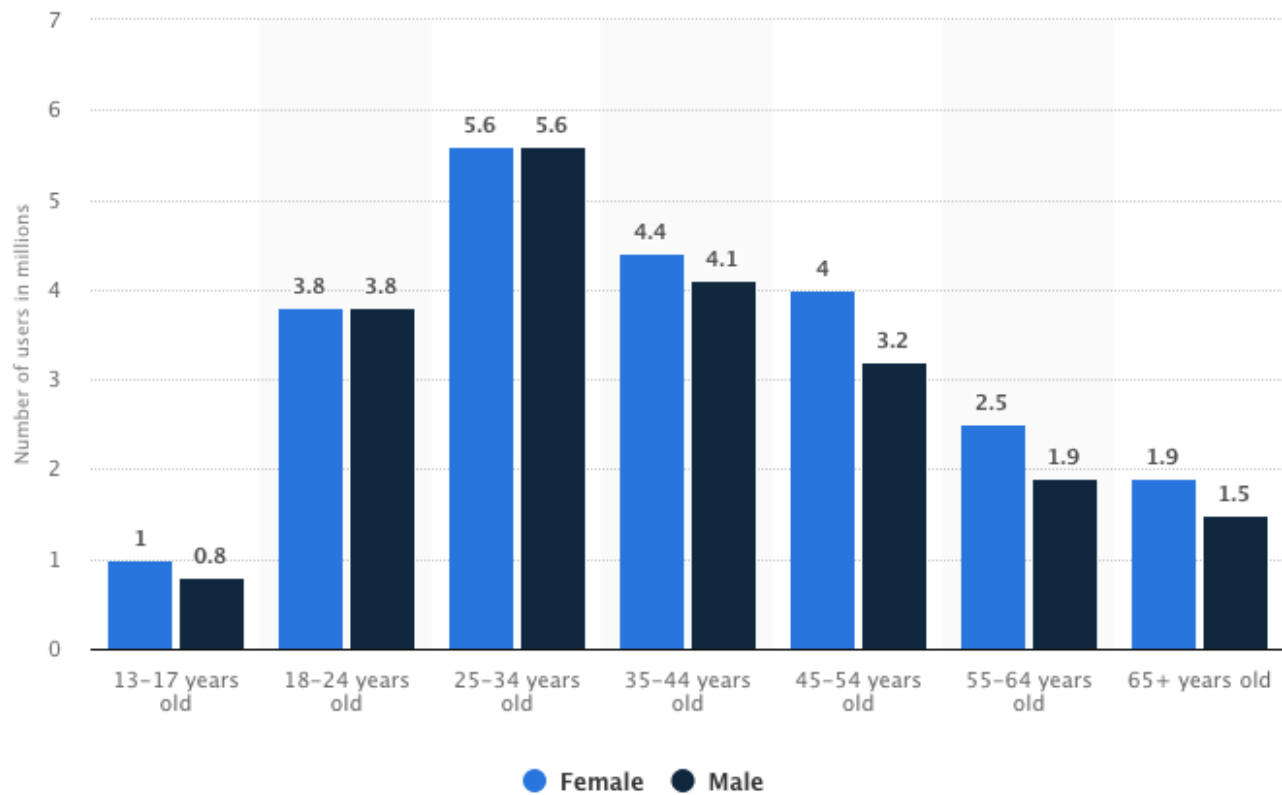


**“Facebook is for  
\_\_\_\_\_ people”**

**“Facebook is for  
\_\_\_\_\_d people”**



**“Facebook is for  
dead people”**





**facebook**

# Mobile first.

**‘Always connected’**

**Globally - 2.1B active users monthly - 1.6B mobile**

# Video.

**135% greater organic reach than photo**

**186% higher interaction rate for native (Facebook)**

**Facebook is generating over 3,000 years worth of watch time each day**



**ALGORITHM**

**ATTENTION**

**STAY PUT**

**ENGAGEMENT**

# CAN I FORCE MY WAY TO THE FRONT OF THE QUEUE?



# TELL

Look how interesting this slide is. With all its words. Stunning.

# SHOW





# EXPLAIN



ASK



**Influencers - big  
budget?**

**Influencers -  
small budget?**

**TO TAKE AWAY**

**TODAY:**

**Be: real, open, engaging**

**Do: help, entertain, inform**

**Don't: try to mislead, force a sale**

Content, social media, digital engagement and influencers

*to the end*

[www.totheend.co.uk](http://www.totheend.co.uk)



[www.fluential.co.uk](http://www.fluential.co.uk)