



Motorcycle campaign: respect every ride

Motorcycling is a high priority for road safety in New Zealand, because in a safe system where no one should be killed or seriously injured in a crash, around 550 motorcyclists are killed or seriously injured in crashes each year. They are 21 times more likely to be killed or seriously injured in a crash, therefore they are dying and being seriously injured at a much higher rate than the rest of us. In 2017, motorcyclists accounted for 12 percent of all deaths and 10 percent of all reported injuries on the road, yet they make up less than four percent of our vehicle fleet and less than two percent of all travel.

Unlike cars, which have safety features to protect their occupants such as crumple zones and air bags, motorcycles lack the protection and stability to protect their riders in the event of a crash. This lack of protection and stability is the key reason why motorcyclists account for a disproportionate number of those killed and injured on our roads.

While motorcycling is definitely a riskier form of transport than many, we don't want to deter people from riding, but we do want to lower the number of riders that are being killed and seriously injured on our roads. We want to support motorcyclists by helping them reduce their risk and maximise the enjoyment they get from riding.

The target audience

While the campaign targets all motorcycle riders, it has a particular focus on those up to 40 years of age. While not the biggest group on the road, they're over-represented in road crashes – approximately 15 percent of riders are aged under 40, yet they accounted for 46% of all motorcyclist deaths and serious injuries on New Zealand roads in 2017.

Well-aware that riding is risky, motorcycle riders often proactively take their own precautions; investing in the best protective gear they can afford, being aware of factors on the roads they ride and continuously

upskilling and practising to improve their riding ability. They ride because they enjoy it – it's a way of life.

Our approach

This is the first marketing campaign we've developed that targets motorcycle riders, and it has been strongly guided by qualitative research. The research gave us a deep understanding of this new audience, and it's clear that their philosophy of road use is very different to drivers:

- Drivers don't think they'll have a crash and don't expect it, whereas riders know that a crash might happen and expect it
- Drivers feel like the majority and believe they have all the rights, whereas riders feel like the minority and feel they have little or no rights compared to car drivers
- Drivers believe their fast reactions will prevent them from having a crash, whereas riders know that reacting too quickly on a motorcycle can actually cause a crash
- Drivers don't necessarily see driving as a skill, but more like a day-to-day activity that you don't have to practise once you've learnt it. Riders on the other hand believe they're always learning to be a better rider – that it's all about skill and experience and they're always practising
- In a good car, drivers don't feel the road, however, riders always want to feel the road when they ride
- Drivers rarely acknowledge others are better than them, whereas riders readily admit there's always someone who rides better than them or who is more experienced.

Despite this pragmatic and proactive safety approach, riders could still reduce their risk further.

Motorcyclists often have favourite routes they like to ride but we don't want them to become complacent. Even when familiar with a ride, we want riders to stay focused. As riders readily acknowledge, there's always more to master in motorcycling and the smallest change could impact what was once a familiar ride. They see other road users as unpredictable

and different bikes require different management. New environments will also inevitably bring new challenges for riders.

This new campaign aims to reinforce that riders are valid road users, but also highlight the fact they're vulnerable. It tested strongly with the audience with very high relevance and likeability, and a clear message take-out of 'respect the ride/road and the conditions' and 'every ride is a new ride'. Riders felt it reminded them not to be complacent about riding, and that they always had to 'think' about the ride and riding, i.e. always be on. Ultimately the campaign encourages riders to do just this – respect every ride.

The campaign

Motorcycling is a new focus for the national road safety advertising programme. While ACC has a consistent focus in this area, their focus is predominantly on return riders (motorcyclists over 40 years) and the Rideforever training programme. Our campaign complements this and introduces the tagline *Respect every ride*.

[Rideforever training programme \(https://www.rideforever.co.nz/\)](https://www.rideforever.co.nz/)

The new campaign launched on 5 January with television, radio, billboards, print, online via YouTube and social media.

Video

Outdoor

Radio

Winter campaign

Building on the Respect every ride campaign, our winter motorcycling campaign reinforces that riders are valid road users while reminding them of their vulnerability as we head into winter. The campaign takes the same approach as Respect every ride and uses the same riders to provide relevant advice on the road and weather conditions that riders may encounter on their winter journeys.

Highly targeted, the campaign is running in nine regions across New Zealand. These regions are Northland, Waikato, Bay of Plenty, Hawkes Bay, Manawatu, Wairarapa, West Coast, Canterbury and Southland; areas known to have a higher risk of motorcycling deaths and serious injuries throughout the winter months. The campaign launched on Sunday 27 June and will run until it's replaced with the original Respect every ride campaign at the end of Motorcycle Awareness Month in September.

[Online](#)

[Outdoor](#)

[Radio](#)

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Motorcycling

Respect every
ride