

# **Social Advertising and its role in today's Marketing Communications**

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## **ZADÁNÍ BAKALÁŘSKÉ PRÁCE**

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Zásady pro vypracování:

### **Teoretická část**

Zpracujte teoretická a metodologická východiska k problematice nekomerčních marketingových komunikací se zaměřením na specifika sociální reklamy a sociálního marketingu.

Stanovte cíle, metodologické postupy a hypotézy práce.

### **Praktická část**

Podle teoretických východisek analyzujte vybrané reklamní kampaně a jejich účinnost.

Na základě provedených analýz charakterizujte současný stav na poli sociální reklamy a sociálního marketingu.

V závěru proveďte verifikaci pracovních hypotéz, vyvodte závěry a stanovte doporučení.

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**Kotler, Philip, Ned Roberto, and Nancy Lee. 2002. Social marketing: Improving the quality of life. 2nd edition. California: Thousand Oaks.**

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## **ABSTRAKT**

Bakalářská práce se zabývá Sociální reklamou a její rolí v dnešní marketingové komunikaci.

V teoretické části jsou uvedeny poznatky z oblasti reklamy, sociálního marketingu, sociální reklamy, její historie a účinnosti.

Dále je analyzována konkrétní sociální kampaň a je hodnocena účinnost a efektivita současné sociální reklamy.

Klíčová slova: reklama, sociální marketing, sociální reklama, účinnost sociální reklamy, bezpečnost silničního provozu

## **ABSTRACT**

The bachelor thesis deals with Social advertising and its role in today's marketing communications. The theoretical knowledge of advertising, social marketing, social advertising, its history and efficiency is elaborated in theory.

Furthermore, the concrete social advertising campaign is analysed, and the effectiveness and efficiency of current social advertising is evaluated.

Keywords: advertising, social marketing, social advertising, efficiency of social advertising, road safety

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## INTRODUCTION

There is a really wide range of social problems in every human society, ranging from poverty, domestic violence, human rights, animal cruelty, health effects of smoking cigarettes and tobacco, sexually transmitted diseases, alcohol consumption or drug use to road safety, etc... The last mentioned social problem will be crucial one for the bachelor thesis. The legislation, organs of state and also social campaigns try to solve the specific social problems.

Social advertising campaigns make up constitute one of the most important part of social advertising. The main aim of social advertising is to build awareness of the social problems and to motivate people to undertake socially desirable actions through the use of media. In figurative meaning, social advertising hits both head and mainly heart. People should feel a responsibility to change their behaviour. Social advertising has nothing to do with a product sale or with a service sale, as it is the case of commercial advertising, that forces customers to buy something although they do not really need it. That is one of the main reason why I have decided to choose just the topic of social advertising, as it is based on a totally different principle.

Social advertising is related to ethics. Therefore, social advertising campaigns cannot exceed the boundaries of ethical standards. These standards arise from the Code of Ethics, which is the fundamental pillar on which stands social advertising. The meaning of decency, truth and social responsibility is always required.

The phenomenon of social advertising is also closely linked with the field of psychology and sociology. Psychology affects people's behaviour and emotions. Emotions influence the way of the human minds which results in a change of people's behaviour. There are many emotional appeals which need to be incorporated into the advertisements. Sociology deals with social life of individuals, groups or societies, and it is just social advertising that serves as means to get the message to a target group.

The topic of social advertising seems to be a broad term, as it covers really vast numbers of social problems. It would be almost impossible to process and analyze all of them. That is why I have decided evaluate the role of social advertising from the perspective of one concrete social problem, namely road safety.

Nowadays, road safety is still highly topical in our country, as the Czech Republic belongs to the countries with one of the highest accident rate. Unfortunately, the Czech road users

can meet with an incredible reckless of the other road users every day. The Ministry of Transportation is aware of this negative phenomenon and tries to make the social problem of road safety better. Of course, this government institution has its own authority, such as bills, legislation amendments, etc., but not always the repression works. Then, a detailed social campaign, that has social advertising as its main instrument, can help instead of the repression. Therefore, I would like to find out what is the role of social advertising in the sphere of road safety.

The bachelor thesis is divided into two parts. The theoretical part concerns with the notions of advertising, social marketing and foremost the concept of social advertising. The theory also draws the progress and history of social advertising in the USA and in the Czech Republic. Further, this part is focused on legal regulations and contests that evaluate social advertising in the Czech Republic. The practical part is based on the analysis of the specific social campaign, that I have chosen for my needs. This section also contains statistics of accidents in the Czech roads as these data are essential for evaluation whether the campaign was efficient or was not, and whether social advertising does influence people's behaviour. There are drawn final recommendations and suggestions in this part.

## **I. THEORY**

## 1 ADVERTISING

Nowadays there are plenty of resources spent on advertising to inform and convince people. It is also possible to say that any other marketing activity does not provoke so many public discussions and contradictions than advertising. The following chapter will explain what does advertising mean, how it can be classified, which functions it has and who uses advertising.

### 1.1 Defining of the concept of advertising

Many definitions of advertising exist today. But all of these definitions have one main idea in common - that advertising is "communication between a submitter and a person for who some product or service is offered through the use of media with commercial goal" (Vysekalová, Mikeš, 2007, 14).

Philip Kotler (2007, 855) sees advertising as every way of paid form of impersonal presentation and thoughts, products or services through identifiable sponsor.

Gerard J. Tellis (2000, 24) states that advertising is communication of company's offer for customers by means of paid media.

The last chosen definition is taken from Act on Advertising Regulation, act number 40/1995, Coll. of Laws, of 9 February 1995. This act says that advertising is understood as announcement or presentation spread mainly through media, which they have the aim to support entrepreneurial activities; such as sales promotion, real estate rent or sale, authors' rights, providing services, protective stamp promotion, unless it is not stated somehow else. (Zákon č. 40/1995 Sb., 2010 [online])

## 1.2 Inclusion of advertising in marketing communications

Many people consider advertising as a synonym for marketing communication. The public look at advertising as one of the most visible marketing tool and they also think that advertising has got the most intensive usage as the element of the marketing communications mix. But it is misconception. There is a wide variety of other instruments of communication which all of them have their importance, features and strong and weak points. Advertising is just one of the five marketing tactics which can be totally called promotion.

The traditional conception of marketing communications mix is based on five marketing tools (Matušínská, 2007, 11). Here they are named:

1. **Advertising.** It takes up the first place at marketing communications mix.
2. **Sales promotion** which is the process of persuading a potential customer to buy the product.
3. **Personal selling** that means an oral communication with potential buyers of a product with the intention of making a sale.
4. **Public relations (P.R.)** is defined as a strategy of a firm which aims at the keeping up firm's relations with the public provided with the communication and information.
5. **Direct marketing** is a form of sales method by which the products or services are offered directly to the potential customers, i.e. through the use of emails, telephone sales, leaflets, etc. (tutor2u, 2010, [online])

## 1.3 Functions of advertising

There are several functions and purposes of advertising and this part will briefly describe which are considered as the most significant. The most common roles of advertising are to inform, to persuade and to sell the product. Nevertheless advertisements can also amuse or warn the readers of some product.

The main functions according to Bovée and Arens are mentioned here:

- **To gain attention** – advertisements must contain some interesting elements, such as unusual layout, a striking headline, etc., so that people will notice them.

- **To arouse interest** – advertisements should create a reader's interest and should keep his attention.
- **To achieve credibility** – advertisements should convince consumers and provide enough information about the value of the products; if an advertisement contains data or results from some research or references from satisfied customers, it is considered as more credible.
- **To heighten desire** – product should be presented to customers as something necessary to must have.
- **To stimulate action** – if consumers are convinced that the product will satisfy their needs resulted in they are prepared to buy the product; the advertisements can be considered as successful.
- **To inform** – potential customers need to be informed about the product. (Courtland L. Bovée and William F. Arens, 1992, 288-315)

## 1.4 Types of advertising

Advertising may be grouped according to purpose of the advertising. We may distinguish two types of advertising. The first type is commercial advertising and the second one is non-commercial advertising, whether is to make a profit as a result or not.

### 1.4.1 Commercial advertising

Commercial advertising can be also called profit-making advertising and it is used by trading companies. Commercial advertising is aimed at selling products or services, and it is divided into consumer advertising, trade advertising and corporate advertising.

### 1.4.2 Non-commercial advertising

This type of advertising is also called as non profit-making advertising is used by state and non profit-making organizations. Its main aim is to communicate important message toward the target audience. It may be divided into government advertising and charity advertising.



Government advertising includes public service information, such as announcements of new legislation. Government is now one of the country's top advertisers.

Charity advertising is intended to give publicity the needs and objectives of an organization conducted for charitable purposes.

## 2 SOCIAL MARKETING

Social marketing is one strategy for addressing the social issues such as health, safety, environment and community. Most often, social marketing is used to influence people to change their behavior for the sake of those social issues (Kotler, Roberto and Lee, 2002, 5)

### 2.1 Definitions of social marketing

The first definition of the concept of social marketing was introduced by Philip Kotler and Gerald Zaltman in 1971, in their *Journal of Marketing*, as " *the use of marketing principles and techniques to advance the social and health problems*". As marketing has been remarkably successful in encouraging people to buy products, which was well-illustrated by the example of Coca Cola and Nike, marketing may still just as well motivate society to adopt behavior that will improve its life. (MacFa-dyen, Stead, Hastings [online])

Kotler, Roberto and Lee offer the following definition of social marketing in their book:

*"Social marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behaviour for the benefit of individuals, groups, or society as a whole"* (5, 2002).

#### 2.1.1 Influence behaviour

All the definitions mentioned above try to say that social marketing uses certain marketing techniques to influence social behaviour. Social marketers are aimed to sell a behavioural change. They typically want to target audience do one of the four things: (a)to accept a new behaviour, (b)to reject a potential behaviour, (c) to modify a current behaviour, or (d) to abandon an old behavior, persuading of the fact that behavioural change is voluntary at the same time (Kotler, Roberto and Lee, 2002, 5).

### 2.2 Principles of social marketing

There should be strictly followed the following principles in social marketing:

1. All the proceeds, which were obtained from every sold products for charity, must be clearly communicated.

2. Non profit-making organisation must define its needs and what is expected from the social campaign.
3. Non profit-making organisation must determine the target group, and it also must choose the appropriate communication strategy in cooperation with the advertiser of the campaign.
4. The aims of the campaign are need to be released for a concrete target group, that responses in an active and positive way to the message.
5. The importance of the public cannot be ignored. On the contrary, the public should be greatly appreciated as it is just the public that contributes to social activities and is involved in them. (Kopecký, [online])

### 2.3 Contrasting social marketing with commercial marketing

There are several important differences between social marketing and commercial sector marketing. Here they are named:

- Kind of product that is sold

A major distinguishing factor lies in the type of product sold. In the case of commercial sector marketing, the marketing process revolves primarily around the selling of *goods and services*. In the case of social marketing, the marketing process is based on the selling of *behavior change*. The principles and techniques of influencing are the same in both sectors.

- The aim of activity

*Profit* is the most important goal in a commercial sector, while social marketing is aimed at contribution for individuals or for a society. Given this focus on financial terms, the commercial sector is looking for profitable market segments which will bring the greatest sales volume; contrasting with social marketing in which market segments are classified according to a various set of criteria such as an occurrence of social problem, ability to reach the target audience and readiness for a change. In both cases, however, the aim of marketers is to maximize and reach the greatest returns on their 'investment of resources'.

- Competition

Competition does exist in both commercial marketing and social marketing. The commercial marketers direct their effort towards selling goods and services. So the *competition is often identified as other organisations which offer similar goods and*

*services* or which satisfy similar needs. The *competition is mostly the current or preferred behaviour of the target market* which is useful or beneficial to individuals or society as a whole in the case of social marketing. (Kotler, Phillip, Roberto, Lee, 2002, 10)

## 2.4 Common features of social marketing and commercial marketing

Despite the differences introduced above, there are also similar features of social and commercial sector marketing.

- A customer orientation

The aim of marketing is to create the attractive offer, i.e. to draw up marketing mix and 4 Ps, which will meet the demands and needs of the target audience.

- Marketing research is used throughout the process

The marketing strategy is effective and successful only if it follows the results of research and if it also understands the specific needs, desires, beliefs, and attitudes of target groups.

- Target groups are segmented

Strategies must correspond to the specific needs, requirements, and current behaviour of different market segments.

- All 4Ps are needed

A winning marketing strategy requires integrating the 4Ps, not just relying on advertising. It is necessary to use other elements of the marketing mix to achieve the wanted social goals. (Kotler, Phillip, Roberto, Lee, 2002, 11)

## 2.5 Ethical aspects of social marketing

While *commercial marketing* is usually used for *subjective* business goals, the *social marketing* can have the *objectified* targets by their social desirability. Such targets include changeable attitudes and values, such as prejudices or lifestyle; education to different, socially correct approaches; presentation and public discussion of ideas that can influence the course of the society until the future.

Along with these objectives of social marketing, it is necessary to get know who can rate the adequacy and benefit of the specific thoughts which the various social campaigns bring. Here, it is encountered the similarity of social marketing with *religious and political*

*marketing*. For example, ideological leaders can abuse their charisma and financial resources to persuade many people to join them, e.g. mass suicides of religious sect members. The ideological leaders use the social marketing company but its promoted the values that seem to be positive just for their implementers not for the entire company.

The *regulatory mechanisms* of the society are insufficient to distinguish “good” and “bad” ideas, particularly from a short-term perspective. Many people can be convinced of the accuracy of some of thesis but they do not know anything about real facts hidden behind them.

Less extreme cases are ethical problem. For example, a non-profit organisation may have got an concrete idea - that it will find jobs for all homeless people in the city. But if some of them want to stay living on the street, no one has the right to force them to a change. In connection with the ethical aspects of social marketing is necessary to focus on how far can social marketing communication, mainly social advertising, mean to go in its effort to promote socially beneficial topics.

The most important is to ask question how the ethical rules are set. Many people think that the use of the specific motifs, e.g. pictures of people disfigured by car accidents in the campaign for the use of safety belts, is permitted. However, the Advertising Council records protests against some similarly aimed campaigns. It is obvious that if the social advertising wants to use such techniques, it will need to escalate them more and more to be able to shock in the future. (Bačuvčík, 2006, 18-19)

To conclude, social marketing is usually implemented through non-profit organisations, associations, formal groups and individuals. But the activity of commercial firms in the frame of PR activities and building a positive image of company is not the exception. Social marketing uses social advertising as one of the main communication tool.

### 3 SOCIAL ADVERTISING

The chapter of social advertising is the crucial part of the theory. There is going to be mentioned some important definitions of social advertising, there is going to be described history of social advertising in the USA and in the Czech Republic as well. Further, efficiency of social advertising together with its aims will be explained. Finally, the attention will be focused on legal regulations of advertising and on contests that are responsible for evaluation of social advertising.

#### 3.1 What does ‘social advertising’ mean?

It could be said that social advertising is a “younger sister“ of commercial advertising, which is one of the tools of marketing communication mix. Social advertising identifies social problems and it informs about them, but it does not try to offer immediate solutions. Social advertising does not promote any products, firms or services; its main goal is to evoke a sense of responsibility or to make people do a change in their behaviour and attitudes.

Dejan Štajnberger says that *"social advertising must hit the head and then must hit the heart of consumers.(...) Its main task is to make a man think about himself, it aims to reach into people's conscience and to help somebody"*( Museum of Art, Benešov, 2004, [online]).

Jiří Langpaul, another of experts on social advertising, says that *"the content of such advertising must be real, believable, intelligent, sensitive and very human"* (Museum of Art, Benešov, 2004, [online]).

##### 3.1.1 Defining of social advertising

The first definition of social advertising is taken from American Marketing Association website, where social advertising is described as *"The advertising designed to educate or motivate target audience to undertake socially desirable actions"* (Marketing Power, [online]).

The other definition of social advertising says that *"social advertising is not about offering an immediate solution but to draw someone's attention to the matter. There are a lot of problems which are not seen, and people do not know anything about them. Social consensus typical for a democratic society is such that it should be drawn people's attention to these problems. The goal of social advertising is to convey the message, so the recipient realizes his responsibility involved. Social advertising can not be understood as a indulgence of creative people on the one hand, and as an opportunity to show their creativity on the other hand"* (Jure Apih, a director of the International Golden Drum Festival).

### 3.2 Differences between social and commercial advertising

Social advertising differs from a commercial advertising in several points.

Firstly, it is its **measurability**. Results of commercial advertising can be relatively well-measurable, e.g. by finding out the sales results of promoted product, while the results of social advertising are difficult to find out. The effectiveness of social advertising spots, such as those against racism or domestic violence, is determined much more difficult.

The second essential difference is the **price** of social advertising. While commercial advertising agencies let themselves pay really high sum of money for their services, social advertising is often carried out for free.

Here it should be advisable to ask why is this so? Štěpán Tyller, who is a former chairman of the association Art Directors Club Czech Republic, explains the work of advertising agencies on social advertisements like this: *"They do this for two basic reasons. Firstly, they really have the opportunity to help to something, and secondly, it is a kind of prestigious job for each agency"* (Relax Lidovky, 2006, [online]).

Doubtless, another interesting fact for advertising agencies according to Jiří Langapul is *"the reality that the client does not specify any particular limits on campaigns realized for free, so there is enough place to many creative campaigns have risen. Little or no budget does not enable a non-paying client to repeat his statement endlessly. That type of client is*

*much more open to original ideas that stir up sensation"* (Museum of Art, Benešov, 2004, [online]).

### **3.3 History of social advertising**

#### **3.3.1 The tradition of social advertising in the USA**

The United States is a country where social advertising has a really long tradition. In November 1941, about six hundred members of The American Association of Advertising Agencies (4A) and The Association of National Advertisers (ANA) assembled to discuss questions about advertising market that was affected by war economy. Expenditure on advertising was reduced and voices calling for a restriction on the advertising industry could be heard more often. The proposal to increase the PR activities of advertising branch was introduced there. The greatest response aroused performance of James Webb Young from J. Walter Thompson agency. He expressed that advertising expended much effort and money to sell goods but that now has been time to advertising workers seize upon the idea on a wider use of ads for social, political and philanthropic goals. He continued that just this way is the right way to break the current resistance of the contemporary society to advertising. (Hanková, 2003, [online])

So The American Ad Council (AdC) was founded in the following year in 1942. It was established to improve the lives of all Americans; its purpose is to ensure to future generations benefit from its efforts and to continue in inspiration of their future campaigns by its services. (Ad Council, [online])

Leo Burnett agency created the first social campaign for the Ad Council. The campaign was aimed at the support of war bonds. The name of the campaign was "Saving Bonds". It encouraged Americans to buy war or saving bonds later. About 85 million of Americans bought bonds worth \$ 35 million during the existence of the campaign from 1980 after the next three decades.

"Saving Bonds" campaign was followed by the campaign called "Women in war jobs – Rosie the Riveter". It became the most successful recruitment campaign in the American history. The basic theme of the campaign was that social change requires the entry of all women into the workforce, and the other theme of the campaign insisted on being aware of



the patriotic responsibility. These ads were the cause of huge changes in a relation to women in the workplace. (Ad Council, [online]).

From the AdC's founding until the present, AdC has implemented many campaigns that have affected the social behavior of Americans. Most of these campaigns also try to move their lives towards a better tomorrow. AdC is now a synonym of the responsible initiator of publicly beneficial campaigns in the eyes of Americans; such a initiator who finds his way to the hearts and minds of Americans.

### **3.3.2 Development of social advertising in the Czech Republic**

The first social advertising in our country can be seen in the first Republic period. Kořvanec's poster from 1924 criticises a war by a simple but apposite message "Down with the war". Social advertising could be observed only sporadically in the communist era in Czechoslovakia in comparison with the elaborate system of social engagement that worked in the united States thanks to the organization of the Ad Council.

The poster challenging to women by the message "Czech woman, we are calling you" from 1945 by the author named Břetislav Hanuš can be classified as the socially oriented activity.

The goal of the campaign was to make women involved in the working process. The campaign also emphasized the message of "better tomorrow of the nation". Advertisements for products with positive health effects also arose. Those advertisements urged citizens to drink milk or eat vegetables which is beneficial to health. Another posters with war theme appeared in the 60's, such as "Africa in the fight for freedom" or a poster reminding about the turbulent situation in Vietnam by a message "There is still no peace in Vietnam". The author of this work from 1970 is Z. Filip.

Ideological propaganda of that time appeared,; for example, on the packaging of matches. (Socrealismus, [online])

Nevertheless, social advertising such as we know it today, appears after the Velvet Revolution in 1989. The two types of social campaign have been brought to a media in the first half of post-communist decade.

The first type of campaign was such created by agencies on their own initiative with the goal to highlight the particular social problem, to force the society to think about it, discuss it and contribute to solving it. The Prague agency called Bates/Saatchi&Saatchi. Can be mentioned as an example. Its campaigns were mainly aimed at outdoor advertising; campaigns such as "Shit", "Ox and zebra" or "They go to the gas" definitely got attention.

The second category of social advertising campaigns were those that had been created to support non-profit organizations. The agencies entered into long-term cooperation with these associations, or they implemented the ad hoc projects for those associations. (Museum of Art, Benešov, [online]). The poster "Souvenir" is disclosed in the appendices (*Appendix P I*).

### **3.4 Advertisers of social advertising**

The state and non-profit organizations are the advertisers of social advertising most often. These advertisers draw attention to the social issues and try to eliminate them with the help of social advertising. Social advertising also serves to raise public awareness on the activities and operations of non-profit organizations.

*"Many organizations of different sizes, branches, activities, legal forms and general utility rate operate in non-profit sector" (Bačuvčík, 2006, 24).*

Non-profit sector is one that has not been established for the achievement a profit distribution. Non-profit organizations, in case of a making profit, they must use the money to support the implementation of their mission; so they invest the money in innovation or expansion of services provided by the target group. Then non-profit organizations cannot divide the profit among their clients or employees, as it is the case in a commercial sphere. (Bačuvčík, 2006, 24)

#### **3.4.1 Division of non profit-making organizations**

Non profit-making organizations can be divided according to a founder and legal standards.

#### **3.4.1.1 Public-legal organizations**

- They are established by State Administration (e.g. ministry) and Public Administration (e.g. community and region).
- The organizational components such as kindergartens and municipal police.
- The contributory organizations (e.g. some museums, theatres, etc.).

#### **3.4.1.2 Public-legal institutions**

- Their rise is a consequence of duties given by a special law (e.g. Česká televize or Česká národní banka and so on).

#### **3.4.1.3 Private-law organizations**

- They are founded by private physical entity or private legal entity (e.g. foundations, civic associations, church organizations,...).

The special case of the private-law organizations are commercial companies with the reservation of non-profit mission; which are limited liability companies or joint-stock companies, whose status is clear from the non-profit mission of the organization (regulated by Act No. 513/1991 Coll., the Commercial Code. (Bačuvčík, 2006, 37) .

### **3.5 Topics of social campaigns**

Social advertising is engaged in an endless number of topics, starting with health, environmental problems, over human rights, ending with social engagement.

The following topics are frequently used in social campaigns:

Gender equality, human rights, children's rights, health effects of smoking, alcohol consumption or drug use, obesity as a disease problem and unhealthy lifestyle, sexually transmitted diseases and prevention options, cancer, psychological disorders, mental or physical disability, blood donation, animal cruelty, domestic violence, political violence and terror, ethics, democracy, xenophobia, racism, charity, waste recycling, environmental pollution, the destruction of rainforests, species extinction, importance of education, road safety.

### **3.6 Aims and efficiency of social advertising**

Social advertising aims several objectives; it mainly tries to inform the public about the problems occurring around us. Obviously, there is an appropriate way to communicate the

unknown, sensitive or taboo topics towards the target audience. Another goal of social advertising is to highlight terrible consequences of certain situations or phenomena, sometimes with the use of shocking and very realistic way, other times with the use of irony and humour; thereby altering social behaviour, beliefs and attitudes. Social advertising should also help raise public awareness of the existence of non-profit organizations, their activities, their kind of functions, etc.

Success and effectiveness of social advertising depends on understanding the target group and creator's image of the viewer to whom the message is presented for. It is needed to understand the motives leading a man to a certain behaviour and also his actions, and what are the values that a man recognizes.

The value orientation of each individual is limited by a number of factors. First, the essence of a man itself; second, his mental and physical behaviour, i.e. an automatic behaviour in a particular situation or inborn qualities, and in addition the environment in which human personality was formed.

Values of a man are considered to be one of the fundamental pillars in the creation of advertising message. The reason is that they help choose the right advertising strategy and define effective advertising appeal, which will be used in the message.

The goal of the advertising appeal is to draw attention to advertising message. Information and emotional appeals are most frequently used in the social advertising. (Světlík, Roubalíková, 2008, [online])

### **3.6.1 Informational appeals**

Information appeals are necessary in social advertising. It is possible to use more information appeals in advertising, but also only one. Social advertising contains a large amount of information that must be given to the viewer.

So the reason for the use of information inputs is the need to provide the public with sufficient amount of information about the specific problem and, of course, highlight the possibilities of its solution. The rate of information is derived from media that has been selected for presentation of the advertising message.

### **3.6.2 Emotional appeals**

Social campaigns use emotions and social feeling in its strategy, i.e. emotional appeals. The use of nonverbal elements is the main method of communication in case of emotional appeals. Nonverbal elements try to cause emotions in persons and try to spark their imagination.

### **3.6.3 Authenticity**

Authenticity in social advertising is definitely not second-rate feature. Viewers are likely not required to a 'hero' of an advertising spot suffers in reality, but if it seems to be real, it is much more obvious that it will have a greater emotional impression of the advertising message. The closer the message gets to them, the more they are able to think about the problem.

## **3.7 Present status of social advertising in the media**

Czech advertising agencies are good at creating the excellent social advertising and they also win with it at foreign advertising festivals. The agencies make their names and creative prestige visible in this way. As it was mentioned before, the private non-profit organizations and governmental entities of administration are advertisers and initiators of the social campaigns most often.

Nowadays, there is huge interest in non-profit advertising. Firstly, because of the growing company's productivity, which brings the negative adverse effects in the form of pathological social phenomena. So there is the growing space for social advertising, which responds to the social problems and tries to remedy them with the help of social campaigns. Social campaigns of non-profit organizations also use the same marketing and communication tools that uses the commercial sector. Secondly, social advertising is simultaneously prestige. It brings benefit to the adviser and also to advertising agency that creates it. Further, social advertising tends to be categorized into presentation materials of a company, so it indicates approach and willingness of the firm to participate in a society. (Kotler, P., Roberto, E.L. Social Marketing, 1997, 457)



## **4 THE ADVERTISING COUNCIL**

### **4.1 The explanation of The Advertising Council**

The Advertising Council is the first Eastern European organization which is engaged in advertising self-regulation. It is a non-state and non-profit organization that was founded in 1994. Its aim is to achieve true, legal and honorary advertising in the Czech Republic for over sixteen years.

The AdC deals with complaints of physical or juridical persons as well as complaints submitted by a state. The Ad Council may intervene on its own initiative provided as long as it knows that the advertising violates any provision of the Czech Code of Advertising.

The complaints about ads in newspapers, ads on billboards, advertisements in mail order services or in audiovisual production, ads in cinemas, in radio and in television, as well as the Internet advertising are all considered by the Advertising Council.

The AdC does not deal with the complaint about certain ad in the case that the legal reservations prevail over the ethical reservations in this complain. The Ad Council does not consider advertising of political parties or election campaigns.

### **4.2 Self-regulation of advertising**

The advertising industry is regulated by rules which it itself adopted, undertook to respect and obey them in the creation of ad and media messages. These rules are contained in the Code of Ethics for Advertising, which has been published by the Advertising Council, that was already mentioned above.

Advertising Self-Regulation does not replace the legal regulation, i.e. legislation, but it only adds certain ethical rules to which the act does not apply. Advertising Self-Regulation is a very flexible tool that responds immediately to any changes. It is able to adapt its ethical rules to rapidly developing media and advertising market in a very short time. (The Advertising Council, [online])

#### 4.2.1 The Code of Ethics

According to a preamble of the Code of Ethics is said that *"The Code of Advertising, issued by the Advertising Council, is formed in order for advertising in the Czech Republic serve to inform the public and fulfil ethical aspects of advertising influence demanded by citizens of the Czech Republic. The aim of the Code of ethics is to help ensure that advertising was especially true, fair and decent, and to respect internationally recognized principles of advertising practice developed by the International Chamber of Commerce in the extent of this Code"* (The Code of Ethics of the Advertising Council, 2009, [online]).

As it was mentioned above, it is not about the compensation of legal regulation of advertising, but it is just about the amendment by certain ethical principles which are not contained in the law. All subjects working in advertising industry should heed the rules of professional conduct contained in the Code of Advertising. The Code is at the same time aimed at the public, which it informs about the limits which the subjects have adopted as their own and which they intend to observe.

There is frequent situation in social advertising; that the creator has "so-called free hand" in his creation of the advertising message. He is not limited by any requirements, claims and ideas of a "standard" paying client, and therefore it is usual that he portrays the campaign message in a bolder way. This creative freedom, however, can often be used for self-promotion. It is apparent an effort to highlight the agency at various international competitions and exhibitions, to present campaigns at advertising market or to shock the public inappropriately. There is no respect to the ethical tone of campaign ads, and some of them are directly on the imaginary boundary of ethics.

Nevertheless, social advertising is obliged to observe the rules for the advertising regulation in the same way as commercial advertising do. Social advertising should include honesty, decency, truth and the responsibility to the consumer and society too.

Social responsibility is defined as follows in the Advertising Code:

1. *Advertising cannot use the theme of fear, without a legitimate reason.*
2. *Advertising cannot misuse superstitions and prejudices.*
3. *It cannot contain anything that could lead to violent acts, or to support them.*



4. *Advertising cannot contain anything that would grossly and doubtlessly offend nationality, racial or religious feelings of consumers.*
5. *Advertising can also use traditions, customs and symbols, which are not usual in the Czech Republic (e.g. Santa Claus).*
6. *But advertising cannot deny traditions, customs and symbols which are usual in the Czech Republic, such as the tradition of Saint Nicholas Day, Easter traditions, etc.*  
(The Code of Ethics of the Advertising Council, 2009, [online])

#### **4.2.2 The cases solved by the Advertising Council Arbitration Committee**

In the past, there were several situations, when the *Advertising Council Arbitration Committee* found social advertising campaign as unethical and it was recommended to withdraw it.

LBA Campaign for The *Bone Marrow Transplant Foundation* from 2000, concretely its campaign to protect animals against cruelty from 1999, they were both found as unethical and it was ordered to withdraw them by the *Advertising Council Arbitration Committee*, as both of them contained a theme of fear.

In these two cases, the verdict of *The Advertising Council Arbitration Committee*, however, caused an indignation in both commercial community and the public. Citizens appreciated both the campaigns and protested against the *Arbitration Committee's* decision in the media. A proposal, that demanded more specific approach of arbitrators for the survey for social campaigns, was considered in 2000, so the commission was extended by psychologists and sociologists. (Museum of Art, Benešov, 2004, [online])

An complaint of the campaign of the civil association, named Movement for Life aimed at preventing abortions, was brought by twelve private persons in 2006. Billboards with the message "You live because your parents wanted it" produced fear, anxiety and nightmares, as the opponents stated.

According to the advertiser of the campaign, it was just a misunderstanding, since it was an *enlightenment campaign* and not an advertisement. He further argues that the aim of the

campaign was to provoke a deeper discussion between adolescents and improve intergenerational relations. The Arbitration Committee, however, despite the non-commercial message of the campaign, decided to occupy with its ethical implications; as the Code of Advertising reports the following statement: *"1.2 The concept of advertising will be adequately applied to advertisements carried out by non-commercial entities and also those acting from their commission"* (Decision of the Advertising Council Arbitration Committee No.029, 2006, [online]).

The Arbitration Committee presented the following decisions about the campaign:

1. *"The campaign too strongly evokes a sense of guilt among women who had to undergo an abortion for health reasons. It also evokes the feeling of antipathy, disgust, tragedy and fear - especially children were afraid of the campaign when they watched it.*
2. *The use of visual aids is improperly taken out of the whole context, which is considered as extremely unethical by the Arbitration Committee.*
3. *The campaign uses billboards as the only form of marketing communications, so it reaches the wrong target group"* (Decision of The Advertising Council Arbitration Committee No.029, 2006, [online]).

The Arbitration Committee then also mentioned the Chapter II, Paragraph1, Article 1.1 of the Code of Advertising, which pertains to the Decency in advertising, where it is stated that *"Especially presentation of the human body must be implemented with full consideration of its impact on all types of readers and viewers"*.

Given all these reasons and arguments, the campaign was found to be unethical and it was ordered to withdraw it.

## 5 CONTESTS THAT EVALUATE SOCIAL ADVERTISING

Agencies have far greater opportunity to realize the creative aspect in case of creation of social ads, compared with their work for commercial-aimed clients. It usually is a common work of the advertiser of the ad and its creator, i.e. an advertising agency. It is exactly this kind of work, such as creativity, originality, processing of the ads and other factors, which are evaluated in contests. Two competitions, which evaluate success and quality of social advertising in the Czech Republic, will be mentioned in following subsection.

### 5.1 "Žihadlo" award

"Žihadlo" is an individual competition of the Czech social advertising, organized by Non-Profit Organization Information Center and Internet portal called '[www.neziskovsky.cz](http://www.neziskovsky.cz)'. "Žihadlo" focuses on the advertising campaigns promoting non-profit organizations and their projects, regardless of its specialization. The first prize of "Žihadlo" was awarded in 2007. The prize can be granted to all non-profit organizations of non-governmental sector, such as civic associations, public benefit corporations, foundations, and religious juridical persons, who made public benefit projects visible through a media campaign, which cannot be older than one year. (Neziskovsky, 2009, [online])

It is evaluated both the idea and creative development of the campaign, as well as the appropriate selection of communications strategy with regard to the target group of the message in the content in "Žihadlo".

Organizations may take part in the following competitive categories:

- Printed advertisement
- Television and cinema section
- Radio project
- Internet project.

## 5.2 "Effie" award

The name "Effie" was derived from the word "Effectiveness". So "Effie" is a competition about the most effective advertising. Evaluation of the advertisements is run in two rounds. The jury review measurable results of the campaigns in relation to assigned goals, and the jury also evaluate the effectiveness of the campaigns in proportion to the resources spent in the first round. (Effie, [online])

The survey of creativity, cunning of marketing communication mix, efficiency and purposefulness of the campaign pass all through the second round.

In our country, the first Effie Awards took place in 1997 under a license from The American Medical Association (AMA NY) from New York.

Social advertising and social marketing are evaluated in the category of Social, cultural and ecological marketing in Effie Awards.

Effie is granted in these six competition categories:

- *Food and beverages, including alcoholic ones*
- *Other fast moving consumer goods (such as cosmetics, personal hygiene, detergents, etc.)*
- *Financial products and services*
- *Other services (such as IT Software, telecommunication, Internet, Media, travelling, etc.)*
- *Durables (such as cars, IT hardware, white and brown goods, etc.)*
- *Social, cultural and ecological marketing.* (Effie, [online])

## **II. ANALYSIS**

## 6 OBJECTIVE AND METHODOLOGICAL APPROACH TO ANALYSIS

### 6.1 Aims and hypotheses

The purpose of the practical part will be particularly based on the analysis and evaluation of the chosen social advertising campaign. The author's intention is to focus exclusively on a current social problem of road safety, so to be explained what is the role of social advertising in today's marketing communications.

The selection of the campaign as well as the concentration on survey results are both used to confirm or disprove the following defined hypotheses:

**1<sup>st</sup> hypothesis:** The current social campaigns are not effective.

**2<sup>nd</sup> hypothesis:** Social advertising is not able to affect people's behaviour.

### 6.2 Analysis

The first part of analysis devotes to the safety social campaign named "Nemyslíš, zaplatíš". There is going to be presented the campaign's aims, what is target group of the campaign, how it communicates with the public and whether does it really bring some effects.

Furthermore, the analysis contains the survey results that will be the starting point for verification of working hypotheses and also for summarizing conclusion for the given matter.

### 6.3 Selecting materials

The process of selecting materials tries to cover all available sources connected with the issue. Statistics of The Ministry of Transportation and statistical overview of accidents in the CZ are regarded as a basis for the process of evaluation. The on-line publications, articles and folders were helpful sources of information in an inconceivable way.

## 7 THE ANALYSIS OF "NEMYSLÍŠ, ZAPLATÍŠ" CAMPAIGN

### 7.1 Marketing situation and objectives

There was a significant increase of accidents with heavy casualties in the Czech Republic, especially after the Velvet Revolution. The main reason is the risky behaviour of all road users caused by their unawareness of possible tragic consequences and violations of road rules. As it was mentioned above, speed, aggressive driving, the use of safety belts and alcohol or other drugs are the main problems in traffic.

The Czech Republic is notorious for its reputation within the meaning of road safety and it ranks among the states which are the worst in accidents. It ranked at eighteen position from 27 countries of the European Union in 2008.

On the basis of these facts, the road safety has become one of the major social issues. The Government of the Czech Republic clearly confirmed its intention to take effective steps to stop the long-term unfavourable trends in road traffic accidents and to approach the level to motor industry in developed countries. Widespread attention was paid to security at all levels, mainly in the media. (The National Road Safety Strategy, 5 – 9, P II)

One of the basic forms of systematic support of the non-profit making sector in the media in the Czech Republic is the provision of space for broadcasting social media campaigns. So the Ministry of Transportation announced a tender for the communication campaign for the period from 1.10.2008 till 31.12.2010. Euro RSCG agency came with its "Nemyslíš, zaplatíš" campaign and got the order for the Ministry of Transportation.

## 7.2 "Nemyslíš, zaplatíš" campaign (or in English : You don't think? You pay for that!)



*Logo of "Nemyslíš, zaplatíš" (P III)*

### 7.2.1 Presentation and launch of the campaign

The campaign was introduced by the Minister of Transport named Aleš Řebíček at a press conference on 30<sup>th</sup> September in 2008 for the first time. But the campaign itself was launched on 1<sup>st</sup> October 2008. This national campaign of the Ministry of Transportation is aimed at drivers and the most common causes of their accidents. The campaign's task is to communicate with no funny content, but in emotional and realistic way to deter drivers from dangerous driving behaviours. The transport sector has invested 150 million crowns for this campaign. The campaign could be found in the media; i.e. in television, radio, as advertisements in press, in cinemas, on the internet, as some installations of special traffic accidents, leaflets and other informational materials. The TV spots were the most costly investment .

The motif of the campaign warns the people at first sight. It evokes the accident during which the blood is flowing. The word "nemyslíš" is graphically created in the shape of vehicle registration plate and the word "zaplatíš" is shown in a pool of blood, which highlights the price you pay – your own life. (centrum aktualne, 2008,[online])

### 7.2.2 Aims of the campaign

The long-term goal of the Ministry of Transportation of the CR:



- a) In 2010, the aim is to reduce the number of traffic accidents and the number of fatalities by half since 2002 (the number of fatalities was 1314 in 2002). So the strategic document called the National Road Safety Strategy will be fulfilled in this way.
- b) The Ministry of Transportation aims to create a basis for changes in behaviour of road users – it forces people to realize that they can risk not just their own life but also the lives of other road users.
- c) The last goal of the campaign is to stimulate an immediate reactions to the campaign, i.e. to stimulate interest of the public and maintain the focus on the issue of road safety.

### 7.2.3 Target group

The primary target group are the drivers in the age of eighteen till sixty and families with children under fourteen.

Here is a more detailed segmentation of the target group:

- the drivers of a passenger car who are eighteen to twenty five years old: 40% (speed, aggressive driving, alcohol) . See 5 printed posters in
- motorcyclists: 20% (speed). - pedestrians/cyclists: 10% (pedestrian and cyclist visibility)
- .
- children: 10% (child restraints, booster seats or child safety harnesses) .
- professional drivers: 10%.
- the others (drivers aged over 25 years): 10%.

The importance of individual target groups is based on statistics regarding road safety and accidents. (Effie, 2011, [onlinee])

### 7.2.4 Communication strategy

Communication strategy was prepared by the advertising agency named Euro RSCG, which is the part of a global group of communications agencies that comprises 233 branch offices in 75 countries. The author of the brutal TV spots is a director named Filip Renč.

The communication strategy is based on these following pillars:

1. speed, aggressive driving
2. child restraints, seat belts
3. driving under the influence of alcohol and drugs

The common element of all these pillars is the idea based on the principle of crime and punishment, communicated through the slogan ''Nemyslíš, zaplatíš'.

Communication is directed to show the real situation and to shock the people by the real representation of risks in road traffic and their possible consequences. There is communicated the selection of the real situations of life for maximum credibility and intervention. It is the communication aimed at a change of mind (a change of morality) in terms of long-term effect (IMAGE). It is possible to say that it is a precisely targeted communication focused on the immediate change of behaviour (TACTICS). The tactics exactly follows the calendar of the seasons and the main problems on the Czech roads in the relevant periods, such as alcohol – accidents of young drivers in the summer months. So the immediate effect on the behaviour of users of the traffic is guaranteed. The main media is television which informs the public with the principle and concept of the campaign (Effie, 2011, [online])

### **7.2.5 Creative strategy**

The common theme connecting all parts of communication is the slogan ''Nemyslíš, zaplatíš'', stressing the fact that if someone does not observe the rules and tries to risk, he/she must be prepared to suffer the consequences and must be forced to realize his/her responsibility towards own life and lives of others. The meaning of the word ''zaplatíš'' can play a deterrent role for hazardous drivers, as they imagine a heavy fine under this word.

Creative strategy is based on strong, shocking images of the irresponsible behaviour on the roads. The idea was to overwhelm the public by the tragic reality of road accidents. (Effie, 2011, [online])

### **7.2.6 ''Nemyslíš, zaplatíš'' campaign on the radio**

Radio part of the safety campaign ''Nemyslíš, zaplatíš'' was launched on **27<sup>th</sup> October 2008** and it directly followed up the TV spots that show the consequences of traffic accidents as in really. Stories of real people involved in traffic accidents with a tragic ending were the content of the radio spots. The spots could be heard in the morning and in the early evening rush-hour, then also at the time of Friday's departure for the weekend and

Sunday's returns from the weekend. There have been four spots altogether and their names were: Friday evening, Sunday weekend, The morning rush-hour, The early evening rush-hour. (ZaVolantem, 2008, [online])

### **7.2.7 The campaign on the Internet**

In **November 2009**, the Ministry of Transportation has launched an official profile of "Nemyslíš, zaplatíš" campaign on Facebook. People can see all videos from the campaign and they can get more related information here. They can share photos from their own accidents and write here their comments and stories about them. The Ministry of Transportation became the first Czech state authority that officially communicate on social networking site. Facebook is a communication channel that provides a large intervention of the most risky target group in terms of accidents – the target group of young, potential drivers, and it enables to reach a large amount of users at the same moment. (Stránky pro řidiče MKD, 2009, [online])

The campaign also had its own website, which it is not available at present. This is very weak point as nowadays, just the Internet seem to be one of the lead medium.

### **7.2.8 TV spots**

All the TV spots show different types of traffic accidents that are depicted in a drastic but real way. The TV spots also seem to contain drastic shots, but they follow the rules of the Code of Ethics at the same time. Although the theme of fear is presented in the videos, it is used with a legitimate reason, as the videos are aimed at road safety. Moreover, all the videos were watched by the experts on psychology and psychiatry and they found the videos as moral. The TV spots make use of all advertising appeals which are required in social advertising; both information appeals, emotional appeals and authenticity.

The information appeals, which are contained in the shots, inform the viewers of problems that are connected with road safety. There are also shown the most common causes of accidents in the videos.

The emotional appeals strongly affect the emotions of the target group because they use the real, shocking shots.

Each video also includes the authenticity, that is the last needed advertising appeal of social advertising. There are shown situations, in which everybody of the viewers can find herself or himself in them. Therefore, the advertising message is closer to the viewers and they are forced to think about the problem as a result.

''Nemyslíš, zaplatíš'' campaign was complemented by seven TV spots altogether. All the TV spots are named and described in more detail in the next subsections in more detailed, as they played the crucial part in the campaign's effort to hit the target group and to They are rightly the TV spots that was mainly used to influence the target group.

#### 7.2.8.1 ''Nevěsta''

The TV spot named ''Nevěsta'' was launched on **11<sup>th</sup> November 2008**. The main theme of this TV spot is driving under the influence of marijuana. In the video, there is a group of young people going from a wedding, while they are smoking marijuana in the car. The bridegroom is driving under the influence of marijuana and as a result he does not give priority attention. The car collided with the bus that has been running along the main road. Then the bridegroom fails in attempt to rescue his bride from death.

VO:

*Marijuana significantly reduces your driving ability. Are you ready to pay even this 'price'? 'Nemyslíš? Zaplatíš!' (You don't think? You pay for that!).*

#### 7.2.8.2 ''Blázinec''

This campaign spot has also been released on **11<sup>th</sup> November 2008**. The main motive is to force people to use child safety seats. It is probably one of the strongest story from the series of ''Nemyslíš, zaplatíš'' campaign spots. Viewers can see a carefree start of the drive with one bad decision; when the married couple plans to go only a few metres by a car. The woman sits in the back seat with their baby in her arms instead of keeping the baby in a child safety seat. Suddenly, the collision with another car has happened. The baby, who has been in the arms of the woman, was killed after a crash into the windscreen. The woman cannot recover from it and she ends up in an insane asylum.

VO:

*You have no chance to keep the child in your hands in a crash. Are you ready to pay even this 'price'? 'Nemyslíš? Zaplatíš!'*

### **7.2.8.3 "Manažer"**

This TV spot warns against aggressive driving and against using mobile phones while driving. There is a manager who is driving his car in the video. He is so obsessed with his call and with aggressive driving that he does not take notice of crossing, when he is overtaking the van. A woman with a pram is crossing the street at the same time and the manager's car collides her. The woman will lie dead on the windscreen and the pram is thrown into a three standing by the road. The manager ends up in a jail.

VO:

*Aggressive driving makes you unable to stop in time. Are you ready to pay even this 'price'? 'Nemyslíš? Zaplatíš!'*

### **7.2.8.4 "Hecování"**

The TV spot, which is named, 'Hecování', deals with a danger of overestimating someone's driving skills, especially when the other fellow-travellers try to stick the driver to take a risky drive. The viewers of the video can see three young men riding in a car, one of the men is driving the car. A delivery van appears on the road in front of the car. The driver's friends provoke the driver to pull out to overtake the van. The driver does not want to be shamed, so he attempts to overtake the van. But there is an oncoming vehicle and the young driver throws the car off the road. The car crashes into a tree. There is a first aid that tries to rescue the young men at the end of the story.

VO:

*If you let other people to say what to do while you are driving, you will easily lose control of your car. Are you ready to pay even this 'price'? 'Nemyslíš? Zaplatíš!'*

### **7.2.8.5 "Divadlo"**

The next TV spot of the safety campaign is called 'Theatre'. It was launched on **19<sup>th</sup> January 2009**. The TV spot warns people that unless they use seat belts in the back seat, they can kill not only themselves but also those persons sitting in front of them. This video

shows the married couple that is going to the theatre. The woman is in a hurry, as she had no time to make up and get dressed at home before their drive. So she tries to change clothes in the car while her husband is driving. The man does not pay attention to driving and collision with another car happened. As the woman had not used the rear seat belt before the drive, she has been thrown to the windscreen and she has killed her husband by her knee. The final shot shows their son who is led to children's home.

VO:

*If you do not use the rear seat belts, you run the risk of killing yourself and persons sitting in front of you as well. Are you ready to pay even this 'price'? 'Nemyslíš? Zaplatíš!'*

#### **7.2.8.6 "Disko nehoda"**

The next of the series of TV spots was launched in **April 2009**. The main theme of the video is a driving under the influence of alcohol as it is used to be usual among young people who have visited a discotheque. Exactly, young people rank among the most risky group involved in car accidents according to statistics. There is a group of young people who go back home from a discotheque in this TV spot. The young man, who drives a car, has drunk alcohol before driving. Then an accident happened. The driver gets to a hospital with permanent brain damage as result of accident.

VO:

*Alcohol affects your perception while driving and it slows down reaction time. Are you ready to pay even this 'price'? 'Nemyslíš? Zaplatíš!'*

#### **7.2.8.7 "Ego 30"**

The last video, named 'Ego 30', focuses on aggressive driving. This TV spots shows the fate of a young man who lost control over his car, as he had overestimated his driving skills due to his aggressive driving. He crashed and died of the accident.

VO:

*If you are not able to control yourself while driving, you are not able to drive. Are you ready to pay even this 'price'? 'Nemyslíš? Zaplatíš!'*

All these TV spots end with a slogan "Nemyslíš, zaplatíš", which is immediately followed by the logo of the Ministry of Transportation; and a link to the campaign: 'www.nemyslis-zaplatis.cz' is placed under it.

All seven spots are a part of the enclosed DVD. (P XI)

### **7.2.9 "Nemyslíš, zaplatíš" campaign at festivals**

The Ministry of Transportation decided to strengthen "Nemyslíš, zaplatíš" campaign by a special project, which took place at music festivals in summer months of 2009. The project was aimed at the target group of young people who tend to be the most frequent participants in accidents. The project enabled visitors of the festivals to contrast the consequences of a driving with the use of seat belts with a driving without the use of seat belts by means of a simulated car accident.

For the visitors, there were offered information leaflets about the effects of drugs and alcohol on the body and on driving at the festivals. (Stránky pro řidiče MKD, 2009, [online])

### **7.2.10 The campaign had to be cancelled from television broadcasting**

Prohibition of the campaign's occurrence in TV had nothing to do with violation of ethics or of morality, as someone might think. The campaign was never found to be unethical. There was completely different problem. The Ministry of Transportation, which was the advertiser of the campaign, lost commercial rights to its TV broadcasting and propagation. Although the TV part of the campaign cost about 27 million crowns in the previous years, the licence was not lifelong for the ministry. It was required to pay great amount of money again; concretely more than 1 million crowns for one-year licence or 4 million crowns for lifelong rights on the TV spots. The ministry decided to deny it, so it disappeared from televisions in October 2010.

### 7.3 Survey results

The National Road Safety Strategy of the Ministry of Transportation and The Statistical overview of accidents of Police of the CR make up constitute the basis for the analysis. Statistics of accidents from December 2010 up to March 2011 is a part of the enclosed DVD. (P XII). The quarter of 2011 is involved to the statistics as it is the period when ‘‘Nemyslíš, zaplatíš’’ campaign is not advertised.

The main purpose of the survey is to analyse general overview of accidents from 2002 up to March 2011. The selection of this period is not random. On the contrary, just these will serve as a leading indicators for the needs of defined hypotheses.

This section is going to analyse statistics of accidents, according to three main criteria.

1. Analysis of the accidents before the campaign was released
2. Analysis of the accidents in course of the campaign
3. Analysis of the accidents after the campaign was called off

The results of these specific statistics will help to find out if the current social campaign is or is not effective, and whether social advertising is or is not able to affect people’s behaviour (in this case the target group of drivers).

#### 7.3.1 Statistics

First of all, the general chart of the trend in rate of accidents and its consequences is represented. It is used for a brief summary of the development of accidents. The charts shows the total trend of accidents from 1989 up to 2010. There is clearly visible that number of accidents (blue curve) was increasing from 1989 up to 1999. Only the period from **2002 up to 2010** is important for the purposes of work. The reason is obvious; that the main aim of the ‘‘Nemyslíš, zaplatíš’’ campaign was to reduce **the number of accidents** and to reduce **the number of people killed** as a result of accident.

The statistics of number of accidents, of the number of people who were killed, and the causes of accidents are the only indicators on which I focus on. The rest of them seems to be quite out of my purpose.



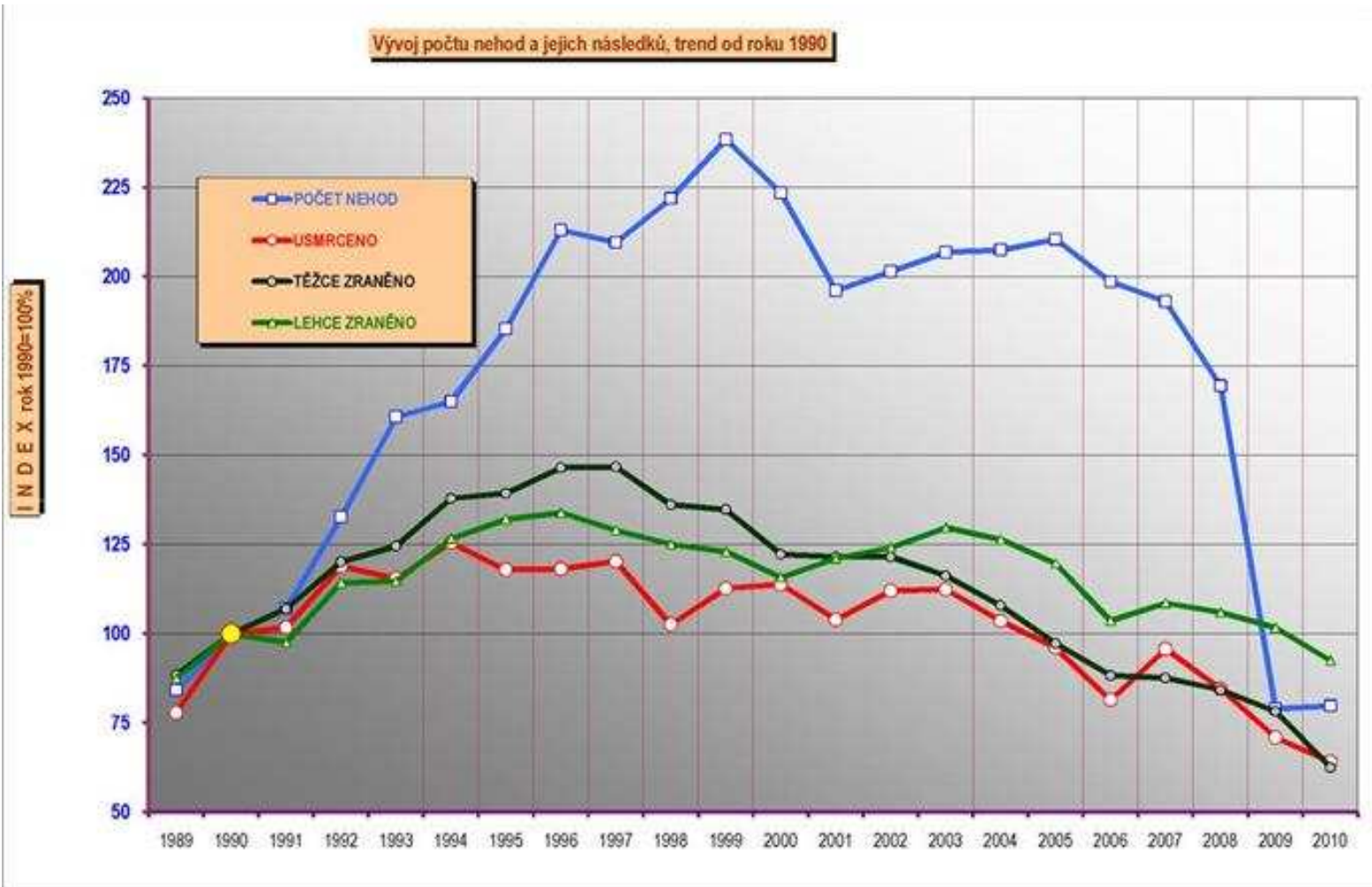


Fig.1. The trend in rate of accidents and its consequences (Statistický přehled nehodovosti 2010\_12, P XII)

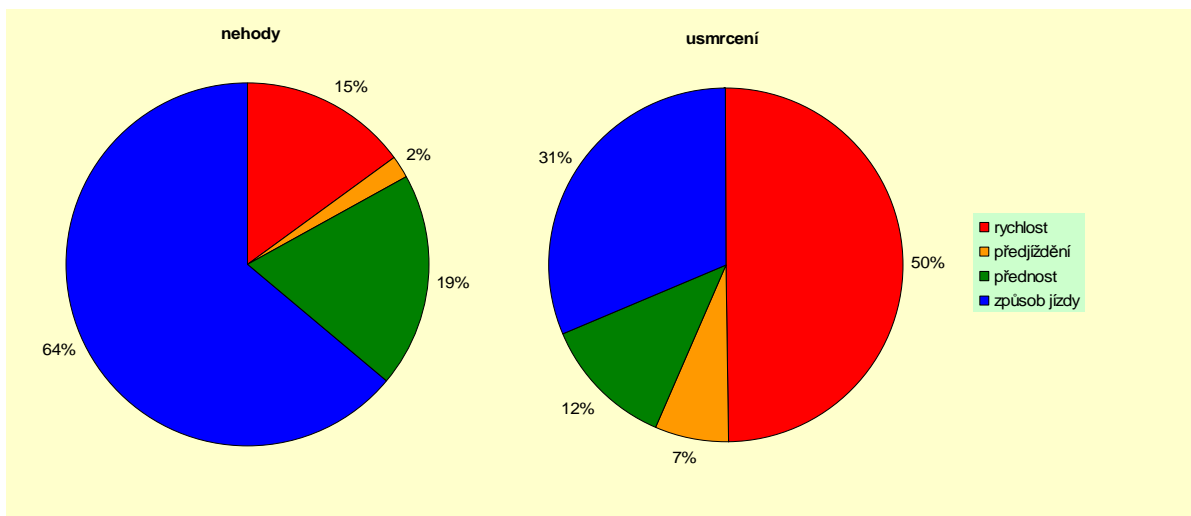
**7.3.2 Statistical overview of the accidents and their causes before the campaign (2002 – 2007)**

Fig.2. Development of people killed in the accident ( National Road Safety Strategy – evaluation of basic statistics)

<b>Years</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
The number of accidents	190 718	195 851	196 484	199 262	187 965	182 736
The number of killed people	1 314	1 319	1 215	1 127	956	1 123

It can be said that years 2002, 2003 and 2004 ranged approximately in the same plane, which is really high. The only greater decline is apparent in 2006, when the number of people, who were killed in the accident, is 171 persons lower comparing with the previous year. But this decrease has not continued. Again, there is an increase in the number of killed people in accidents. This unfavourable progress clearly shows that all the implemented measures had not worked.

Fig.3. Comparison of the main causes of accidents (the first graph) with the main causes of people killed



2007 (National Road Safety Strategy)

The first chart shows that the main cause of the accident was incorrect way of driving (64%), then giving priority (19%) and speed (15%) played almost same part as the causes of traffic accident. Overtaking (2%) almost does not cause the accident for this period.

The second chart reveals that speed (50%) was the main cause of people killed in accident, followed by incorrect way of driving (31%). Again overtaking became the least cause of killed people in accidents.

### 7.3.3 Statistical overview of the accidents and their causes within the running of the campaign (2008 – 2010)

Fig.4 Development of people killed in the accident ( National Road Safety Strategy)

<b>Years</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
The number of accidents	160 376	74 815	75 522
The number of killed people	992	832	753

Comparing the statistics of accidents in the period before the beginning of the campaign with the statistics within the running of campaign there are huge differences. It is recorded decline both in the number of accidents and in the number of people who were killed. There was about 22 360 accidents less in 2008 comparing with 2007. Great success is also visible in the number of people who were killed in the accidents. Comparing the same years (2007 with 2008), about 131 people less was killed in 2008. The progress of positive reduction continued up to 2010. The number of killed people still seems to reduce more and more. A tiny increased is seen in the number of accidents in 2010. There were about 707 accidents more than in 2009. The reason could be obvious – that the campaign was called off by the Ministry of Transportation for reasons which were explained in the section *7.2.10* above.

''Nemyslíš, zaplatíš'' specific campaigns according their release:

**November 2008:** the TV spot ''Nevěsta'' warns against **the use of psychotropic drugs** while driving (target group of young people)

**November 2008:** the TV spot ''Blázinec'' is aimed at **the use of children safety belts** (target audience are parents)

**2008:** the video ''Manager'' pointed out the danger of **aggressive driving**.

**October 2008:** the campaign is also released on the radio.

The TV spot ''Hecování'' shows that **speed and incorrect way of driving** can also kill people

**January 2009:** the video ''Divadlo'' insists on **the use of seat belts**

**April 2009:** ''Disko nehoda'' reports the terrible consequences of the driving under the influence of **alcohol** (target group of young people)

The TV spot ''Ego 30'' is concerned with the **aggressive driving** and with **speed**.

### 7.3.3.1 *The final evaluation of the fulfilment of the campaign's aims*

Fig.5. Comparison of the number and consequences of traffic accidents in terms of causes from 2002 to 2010 (National Road Safety Strategy – evaluation of basic statistics)

<b>Number of accidents</b>	<b>2002</b>	<b>2010</b>
Speed	15.0%	22.8 %
Overtaking	2.0%	2.5 %
Not giving priority	18.0%	18.2 %
Incorrect way of driving	65.0%	56.5 %
Alcohol	5.3%	8.1 %

The table shows that the **biggest part** in the number of accidents has **speed**. **Alcohol** plays the **smallest role** in the number of accidents. There is apparent that the number of accidents caused by speed, overtaking, not giving priority and alcohol has increased in 2010 in comparison with 2002. The most marked increase is recorded at speed – an increase of 7.8%. Incorrect way of driving, as only one of the mentioned causes, has declined – precisely by 8.5%.

Fig.6. Comparison of the number of people killed in terms of causes from 2002 to 2010 (National Road Safety Strategy)

<b>Killed</b>	<b>2002</b>	<b>2010</b>
Speed	48.0%	48.7 %
Overtaking	6.0%	4.1 %
Not giving priority	15.0%	13.8 %
Incorrect way of driving	31.0%	33.4 %
Alcohol	10.5%	17.5 %

The introduced numbers from the table say that speed has the biggest impact on number of killed people. The smallest impact on number of killed has alcohol. There is obvious that the number of killed people caused by speed, incorrect way of driving and alcohol has

increased in 2010 in comparison with 2002. The most marked increase is recorded at alcohol – an increase of 7.0%. On the contrary, overtaking and not giving priority recorded a decrease in 2010; greater decrease is recorded at overtaking – a decrease by 1.9%.

*Fig.7* Development of people killed in the accidents (National Road Safety Strategy – evaluation of basic statistics)

<b>Years</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Killed people – the reality	1314	1319	1215	1127	956	1123	992	832	753
The expected number of deaths according to the Strategy	1314	1319	1225	1132	1036	940	844	748	657

This table should be regarded as the crucial one as it directly shows if the long-term aim of the Ministry of Transportation of the CR was fulfilled. The original intention was to reduce the number of traffic accidents and the number of people killed by half since 2002.

The data in the table shows that the Strategy planned to reduce the number of fatalities from **1314** killed people in 2002 to **657** deaths in 2010; the wanted decrease in the number of deaths by half. The table indicates that the aim of the Strategy was not kept. The expected number of persons killed was set at 657 deaths, but the number of persons killed in the reality has reached **753** people, i.e. unfortunately, 96 deaths higher than the expected number of deaths. From the table it is apparent that the decrease in the number of killed people in the reality has reached to only 561 fatalities instead of the expected 657 fatalities. But on the other hand, it is important to mention that the number of persons killed in the reality was not even higher in comparison with the real the number of persons killed in 2002. There is a clear downward in the number of people killed in the traffic accident.

#### **7.3.4 Statistical overview of the accidents and their causes after the end of the campaign (I. quarter 2011)**

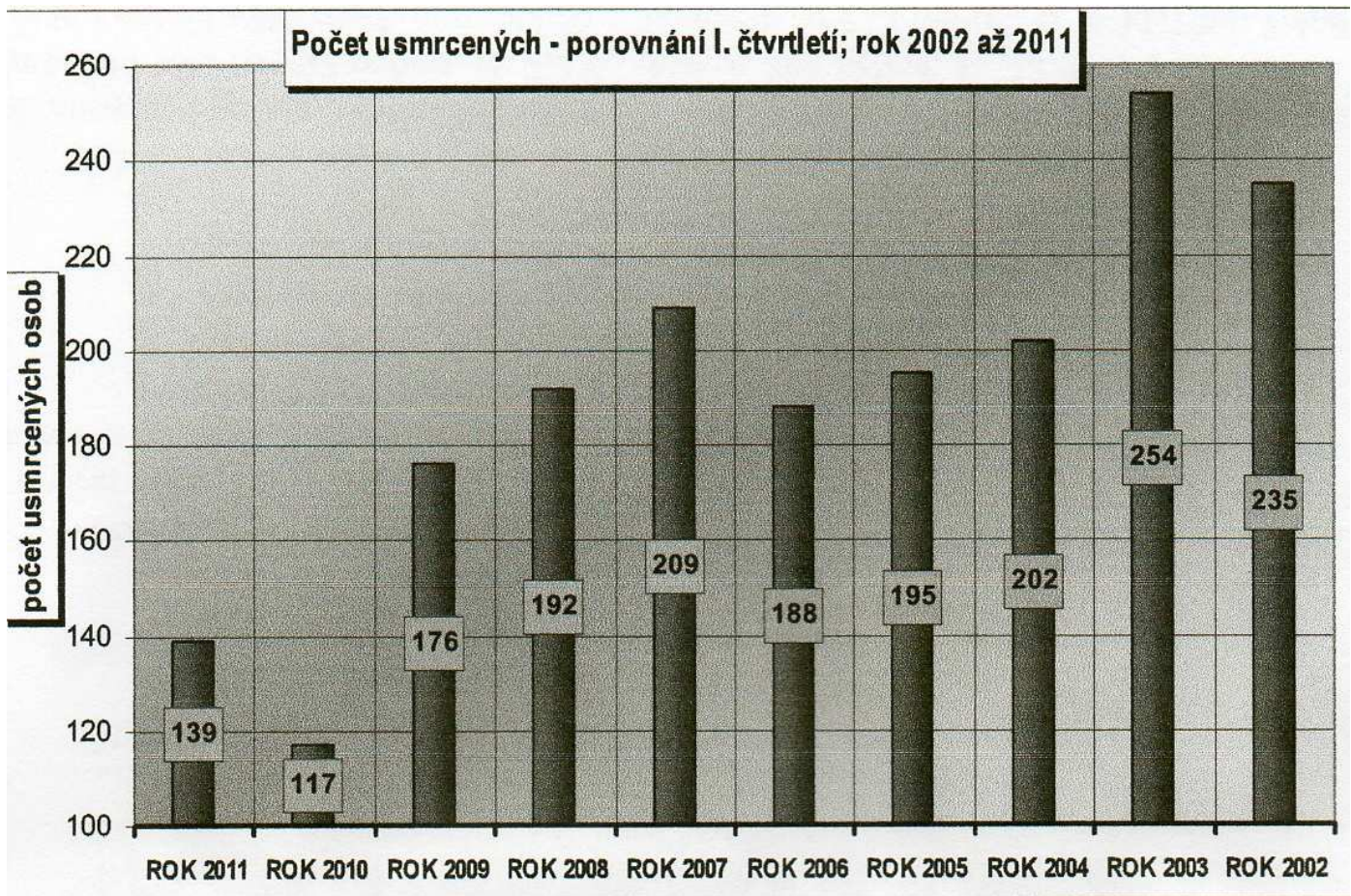


Fig.8. Comparison of the quarters from 2002 up to 2011 on the basis of the number of killed people in that period. (Statistický přehled nehodovosti 2011\_03, P XII)

As this section needs to find out if the campaign has left some effects till present, and also if it has been efficient, the attention is paid on the quarters of 2008 (i.e. the start of the campaign), of 2009 and 2010 (i.e. the operating of the campaign) and of 2011 (i.e. after the campaign).

Firstly, there were 192 killed people in accidents in the quarter of 2008. The quarter of 2009 shows 176 killed people. The number of killed people was lowered about 16 fatalities. Then much more visible reduction was recorded in comparison 2009 with 2010. There were 59 persons killed less than in 2009. Certainly, social campaign "Nemyslíš, zaplatíš" contributed to this reduction.. The I. quarter of 2010 became the quarter with the lowest killed people from 2002. Unfortunately, this positive trend seems no to continue; there is an increase in March of 2011, so the number of death was 22 fatalities more with comparison of the fatalities in a previous quarter. So the process of accidents

consequences cannot be assessed as positive one. The Police of the Czech Republic has investigated 15,725 accidents in this year.

*Fig. 9.* The process of the number of accidents and their consequences in the specific months of this year (Statistický přehled nehodovosti 2011\_03, P XII)

<b>YEAR</b>	<b>2010</b>	<b>2009</b>	Difference	Percentage
JANUARY	5 832	6 039	-207	-3.4
FEBRUARY	4 778	5 073	-295	-5.8
MARCH	5 115	5 983	-868	-14.5
Total	15 725	17 095	-1370	-8.0

The accidents of March were the lowest ones if we compare 2010 with 2011 (about 15% less). The highest number of accidents was recorded in January 2011 (5,832 accidents). The most people died in February (i.e. 51 people), that is about 70% more than in 2010. But although, the number of 51 died people is the one of the lowest in the last twenty years.

*Fig. 10* The process of the number of accidents and their consequences in the specific months of this year (Statistický přehled nehodovosti 2011\_03, P XII)

<b>YEAR</b>	<b>2011</b>	<b>2010</b>	Difference	Percentage
JANUARY	42	39	3	7.7
FEBRUARY	51	30	21	70.0
MARCH	46	48	-2	4.2

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Total	139	117	-22	18.8
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## CONCLUSION

The aim of the bachelor thesis was to find out if social advertising affects people's behaviour and if it can be regarded as an effective tool in current marketing communications.

As for the theoretical part, the thesis grasps the issues of advertising, social marketing and above all, the issue of social advertising. The main purpose of the theory was to explain the concept of social advertising, its connection with morality and principles of ethics. The aim was to shed light on efficiency of social advertising. Further, there were also described the legal regulations and contests that evaluate the Czech social advertising campaigns.

As far as the practical part was concerned, I have focused on the analysis and evaluation of a concrete social advertising campaign. My intention was to exclusively pay attention to a concrete social problem of road safety. The selection of the campaign as well as the concentration on survey results are both used to confirm or disprove the stated theses.

Social advertising is totally different from commercial advertising, so my aim was to find out whether does it manage to get attention of people or to influence the people's mind. The thesis, stating that the current social campaigns are not effective was not proved. The results of the analysis, of statistics and of the other available sources reveal that social advertising dispose with a considerable efficiency. Here are the concrete reasons why I claim so.

There were registered visible declines in all the basic accidents indicators after the campaign was revealed. So its communication and creative strategy worked. The positive effect of

reducing accidents continued till the campaign's end. Then the negative process of traffic accidents start to increase. Moreover, about 97% of people who were asked by the expert questionnaire made after the campaign end, admitted that the campaign really influenced their driving habits and that it had strong impact on their behaviour.

The campaign managed to get the high awareness on the public mainly through TV – 4.943.000 spectators, then thanks to the radio – 4.868.000 listeners, the spectators of the campaign in cinema 301.620 visitors and the Internet – 2.291.909 on line views. These data are just from the period from October 2008 – 31.12.2008 (the first period after the campaign launched). Although these data prove the campaigns success.

Thanks to the combination of all available communication canals, the campaign reaches the 95-100% of the target group. These results clearly showed that these social campaigns have influenced the people's behaviour and thanks to it was effective as well. On this basis the second working thesis was disproved as well. The campaign's most strong side was its getting the message to the target audience in a perfectly selected way (e.g. TV spots, billboards, and so on) aimed at the proper audience. So everyone feels to be engaged with the situation or message, so his head and mainly his heart is hit. This is the principle of how every social advertising campaign should work. "Nemyslíš, zaplatíš" campaign should be regarded as a model for other advertisers who would want to be successful with their company.

The analysis of the bachelor thesis proved that social advertising campaign has a strong influence on people's behaviour, it is even able to change it completely. Nowadays, efficiency of social advertising is also apparent. The analysis has shown the communication tools, strategies and canals it used, and that it plays really important part in today's marketing communications.

Here, one important thing is need to be mentioned – that the results of this analysis cover just social problem of road safety in the Czech Republic. The author's intention was aimed only at the statistics and information considering this phenomena, so the work cannot be regarded as a generally valid formula.



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## APPENDICES

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P III     Logo of the campaign

P IV     DVD

## APPENDIX P I: APPENDIX TITLE

P I Souvenir



P II Logo of the camapign

