

# “Ride Safe” Campaign Design Development

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# Activity 7: Sharing design research

After considering the initial research into my three favourite themes, I decided to opt for a different theme altogether, which was to be a Motor Cycle Road Safety Campaign.

This is primarily due to the actual 'problems' I could provide a solution to within the initial 3 seemed slightly superficial in reality.

My tutor considered the challenge was to be informative and engaging, but not gory as many of these road safety campaigns have a tendency to be.

My tutor also felt it made sense to target the environment with my proposed media list of: Motorcycle Lifestyle Magazine Ad, Website, Posters, Web Banners, Accident Black-spot app, Retail Point of Sale Stand.

## Motorcycle Road Safety Campaign

The problems that act as a catalyst for Motorcycle Road Safety Campaigns worldwide however provide plenty of scope to produce a really exciting campaign.

Being an avid biker myself I have identified the following points of safety awareness:

1. Riders are statistically more at risk at weekends
2. Promote the wider use of hi-visibility clothing - remove the 'uncool' stigma.
3. Always wear appropriate protective clothing - T-shirts, trainers and shorts obviously offer no protection at all
4. Respect other road users
5. Respect your immediate environment

In my next research I'm investigating these 5 points in more detail to see which ones (or singular) to focus on. I may include all of these points collectively.



Figure 1: Motorcycle Injury Areas<sup>1</sup>

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In my next research I'm investigating these 5 points in more detail to see which ones (or singular) to focus on. I may include all of these points collectively, but it depends on how targeted I feel the campaign needs to be. Below are some of the initial campaigns I have found, in both good and bad examples.

### Grab faces backlash in Indonesia after posting gory ad for its motorbike-ride services



Figure 1: Grab campaign passenger 1

The campaign for Grab motorbike ride services in Indonesia is an example of how **not to do it**. It's being used in the context of suggesting a rival firm will cause you to have terrible injuries, and not rider safety - but its still way of the mark. Unsurprisingly it received a lot of backlash and was promptly removed from You Tube. In the ad when she taps the client app, the injuries disappear.



Figure 2: Grab campaign passenger injuries screen-shot.

This brings about the case for context however, as the following billboard uses what could be considered to be gore - but in a very different context. The campaign urges drivers to pay attention to driving conditions.



Figure 3: 'Rain changes everything' campaign sans rain.



Figure 4: 'Rain changes everything' campaign showing how rain causes blood to stream down the poster.

The poster changes when rain falls as red liquid now streams down the image, emphasising the line 'Rain changes everything'.

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## Biker Mind Map

**Key:**

- Media 
- Hotspots 
- Cold spots 
- Emotions 
- Other 

Here I have produced a mind-map of Biker media hotspots, cold spots, emotions and other touch-points a biker could experience (based on 20 yrs of personal experience).



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## Biker Customer Journey Map

The customer journey map above shows the different retail points a biker will typical be exposed to.



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## Biker Mood Board

For the mood board below I wanted to capture the pure energy and adrenaline associated with this target audience.



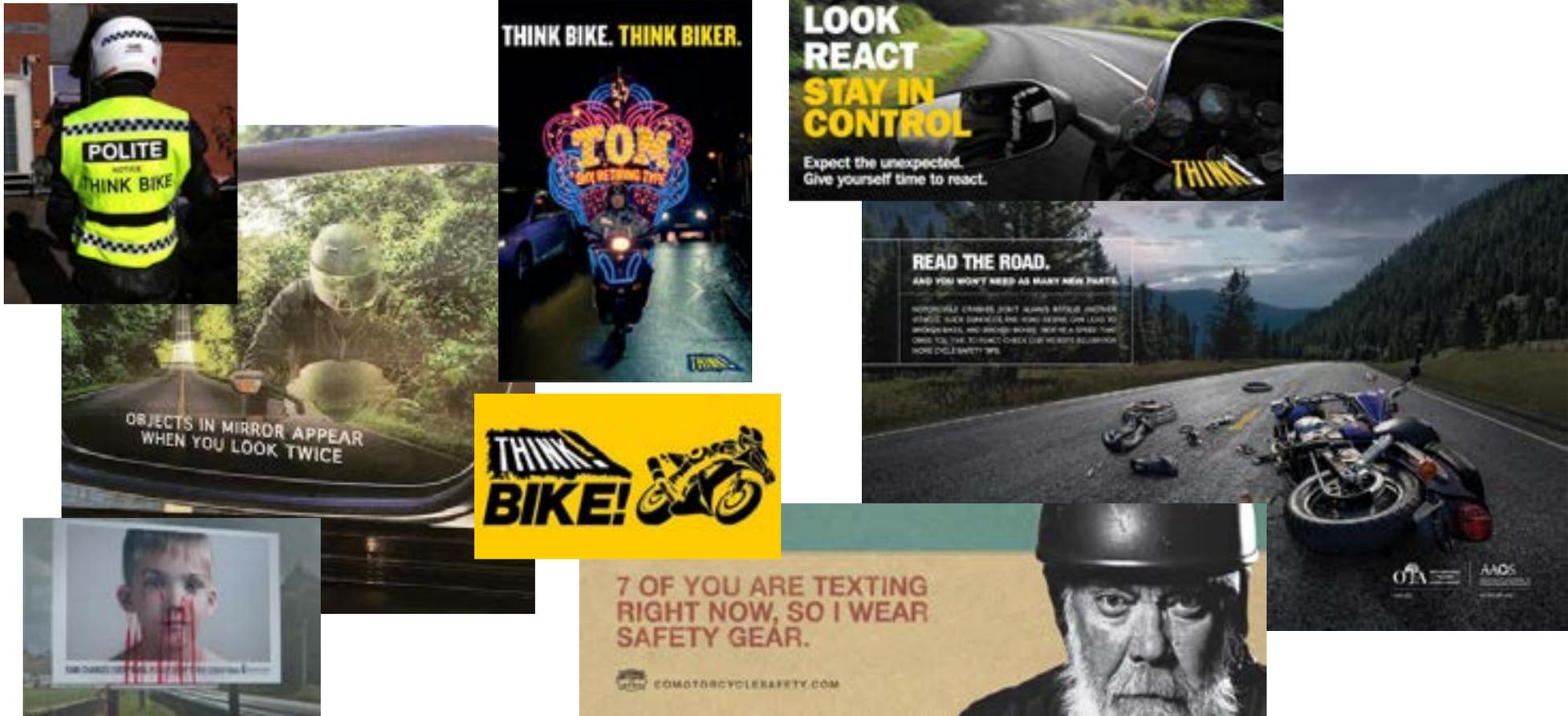
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## Biker Safety Mood Board

From personal experience this initial group has a tendency to divide into two, with the latter being more concerned with safety than speed and adrenaline. My campaigns are aimed at the first group who are likely to be semi-professional with some disposable income. Their bikes are typically over 500cc, with a sports specification.



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## Motorcyclist injuries

Motorcyclist trajectory	Total
Stopped at or within 2m of point of impact	14
Rolled/skidded from point of impact to point of rest/2nd impact	21
Vaulted above ride height to point of rest/2nd impact	6
Knocked to ground - not run over	4
Not thrown but run over	1
Thrown forwards - then run over	1
Thrown over top of vehicle	7
Thrown to side of vehicle	3
Thrown/knocked forwards - then run over	1
Thrown/knocked to side of vehicle	6
Run over but throw not known	3
Other	1
Unknown	26
<b>Total</b>	<b>94</b>

Figure 1: Motorcyclist fatalities by motorcyclist trajectory<sup>1</sup>

The group of riders this report is targeting are under-represented in statistics, as the majority of statistics will measure direct fatalities. At this level of research the type of clothing is only listed by body part ie: Trousers, Jacket etc. Severe and sometimes life threatening injuries sustained by motorcyclists in the study below were predominantly a result of blunt impact trauma, sustained post accident. That is to say, it is what happens to the rider post crash that can have a negative effect on their mortality. See figure 1.

It is not possible to accurately assess whether protective clothing could have mitigated these outcomes. The majority of riders in this survey (21) rolled or skidded to their point of rest. If at that juncture they did not further collide with other moving vehicles, then protective clothing could be deemed a positive addition to their motorcycling attire.

### The majority of motorcyclist fatalities were male;

- All but three riders were wearing a motorcycle helmet;
- Where known, the majority of riders were familiar with their route;
- Where known, the majority of motorcycle journeys were leisure journeys;
- 77 (82%) of the riders killed were from London;
- 62 (66%) occurred on a major (M or A) road;
- 55 (59%) were at a junction;
- Half were aged 30 and under;
- 45 (48%) of the motorcycles had 'exceeding the speed limit' contributory factor recorded in there stats19 record;
- Where the speeds of motorcyclists were estimated by Police Officers at the collision scene, 64% of motorcycles were travelling at speeds above the speed limit (45 above the limit, 25 below the limit and 24 where no speed was estimated);
- The most commonly involved other vehicles were cars (44, 47%) and HGVs (12,13%);
- 30 (32%) collisions involved no other vehicle;
- The most common bike type was sports bikes over 500cc;
- 18 (19%) of the riders had less than one year of riding experience;
- 17 (34%) of the riders had previous convictions (of 50 where this was known);
- 15 (16%) of the riders were impaired by alcohol or drugs; and
- 11 (12%) motorcycles had at least one vehicle defect prior to the collision, most notably defective tyres; <sup>1</sup>

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### Audience Pre - "Squids" Stupid Quick Under-dressed Imminently Dead



This group of people known as "Squids" are not appreciated by the vast majority of the motorcycling community. They tend to ride powerful sports bikes fast, with complete disregard for themselves and others wearing T-Shirts, shorts and Sandals. When found lying motionless on the pavement, these riders will exude a stream of blood, complemented with exposed flesh, and broken limbs - looking a lot like a squid.

On the next pages are some of the initial campaigns I have found, covering motorcycling and road safety in general.

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Msf-usa.org - USA



Figure2: 4 Deadly Words Ad

This banner for The Motorcycle Safety Foundation® in the USA could be considered a fairly typical approach. The copy is hard hitting, and serves as a stark reminder. However, it appears to be ambiguously talking to both car drivers and motorcyclists, with a very passive URL, which could work harder. From an aesthetic perspective the typeface is very dated, and should use the written 'four' instead of a numeral. The yellow and black colour theme does work well, except the yellow looks a little sickly - 5% magenta added would calm it down slightly. There is also ironic mistake in the art direction of the photography. The models leathers look far too big. Leathers will only keep a rider safe if they are a tight fit, like a second skin.

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Expect the unexpected - UK



Figure 3: Look React - Stay In Control

The "THINK!" campaigns use yellow and black again, with a direct call to action as the headline, with further confirmation in a subheading. The on-board helmet-cam style of photography works well in getting motorcyclists to relate to the image. The "THINK!" logo is also strong. I like the way it's subtly angled like a tarmac road sign.

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### The feel of the open road - USA

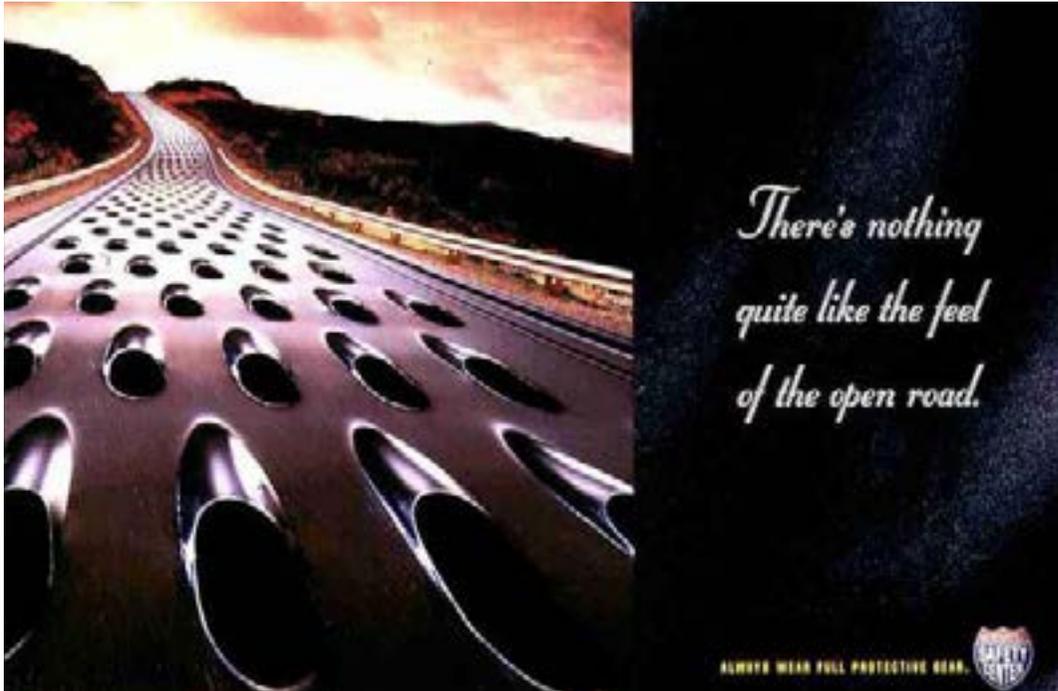


Figure 3: Look React - Stay In Control

Creative retouching in this campaign communicates the message in very memorable and effective way. There is also a great contrast between the popular headline copy and the image which conveys a very different feeling. This contrast is the Ad's greatest strength, which allows its message to hit home.

# Initial scamps & ideas

The campaign ideas that follow are designed to target riders *before* they reach the "Squid" stage, before the age of thirty. By educating riders earlier I believe this trend could be affected positively. To do this I have used several phrases widely used in the motorcycling community:

- 1. ARRIVE ALIVE**
- 2. "SORRY MATE, I DIDN'T SEE YOU"**
- 3. DRESS FOR THE SLIDE... NOT THE RIDE**

I have also explored an "STD Awareness" style of ad which uses my own copy line:

- 4. SHE WON'T LIKE YOUR ROAD RASH**
- 5. CRASH DATA INFO GRAPHIC**
- 6. I WOULDN'T BE SEEN DEAD IN HI-VIS GEAR**

The previous report suggested 19% of riders had less than one year of riding experience <sup>1</sup> With this in mind, some of the campaigns feature associated links promoting enhanced rider training as an additional incentive.

# Concepts

## Coffin Warning



For this concept I was interested in exploring the immediacy of a coffin as a graphic warning symbol. I think it has a shock quality that in some way is more powerful than a gory image (which I wish to avoid). I believe this concept is the simplest, and the most self explanatory.

The "get lit" strapline is meant to be a double-entendre to represent "being lit up on the road" and the contemporary phrase "lit" as in good or up and coming.

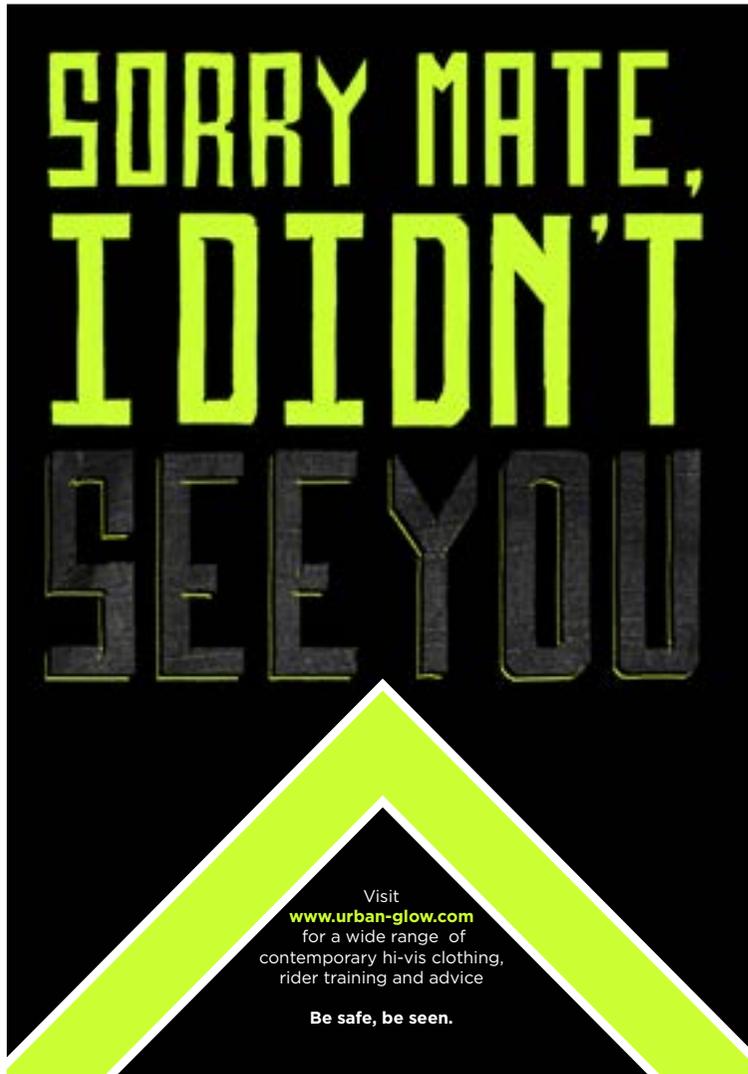
The background colour would be a special green to represent hi-vis clothing. The coffin would be overprinted to get the effect as shown above.



# Concepts

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## Sorry mate, I didn't see you: Billboard / Poster



For this concept I decided to graphically represent the phrase "Sorry mate, I didn't see you" - an oft used phrase at the scene of many a motorcycle accident.

The website [www.urban-glow](http://www.urban-glow) is a real website that sells reflective high vis clothing. The words "SEE YOU" are dimmed with a black denim texture.

I have also been considering what could happen if the "SEE YOU" letters had slightly reflective edges, so they might start to show up at night - but not enough to be read - just a hint. Gestalt theory would suggest the audience would be compelled to read the rest of the words the following day.

# Concepts

## Dress for the slide... not the ride

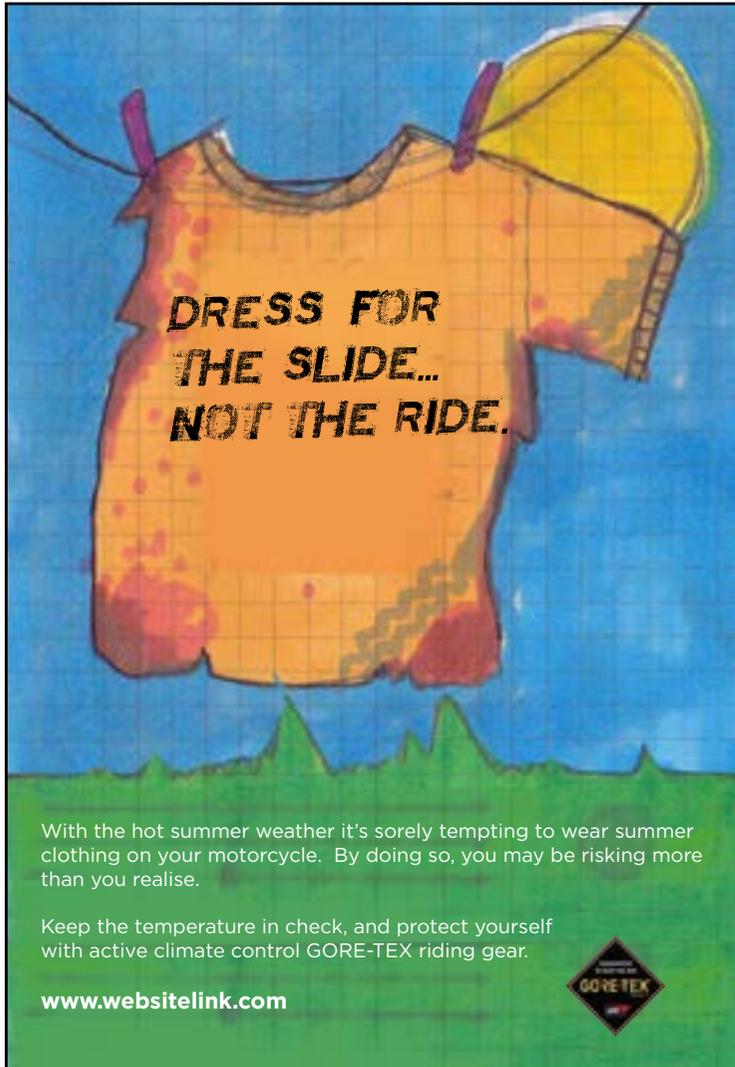


This campaign uses a phrase used predominately in America which is "Dress for the slide... not the ride". The image would show blood-stained summer clothing - with a key point being there is only one flip-flop. Many riders who crash wearing flip-flops often lose feet as their toes collapse into the road. This campaign would be aimed at riders who can't ride in leathers as they feel too hot in the summer. Gore Tex would be a great breathable, armoured substitute for leathers.

# Concepts

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## Dress for the slide... not the ride



This is the same concept, but condensed into one item of clothing. In this image the arm is missing.

# Concepts

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## STD Style Campaign



When looking at the reckless "squid" bikers - I wondered if I could borrow some of the attitude of an STD sexual disease ad. I have focussed the attention on a member of the opposite sex (I would make a male version too). The emphasis is on what potential partners would think of 'Road Rash' (a widely used slang term to represent any sliding injury caused by falling on the road.) The model is also wearing leather to hint at her or him having higher standards than the average "Squid" rider. The typography and imagery is designed to look unlike a typical road safety campaign.

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# Concepts

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## Bad to the bone



For this concept I've graphically represented the data for the speed at which flesh will be removed from your bones if you slide along the tarmac without protective gear. It makes for sobering reading, but I have also kept it graphic only - no blood. I experimented with adding blood and skin to the image - but it made it very off-putting. I believe the audience would be less likely to engage with it, and miss the important facts. It also needs a logo for a fictitious bike clothing store. The grey, orange and white are very typical colour combinations in this space - I think it's not a bad thing to honour this trend.

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# Concepts

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I wouldn't be seen dead in any of that high-vis gear.



I WOULDN'T BE  
SEEN DEAD IN  
ANY OF THAT  
HI-VIS GEAR.\*

{ Conspicuity of the motorcycle is a critical factor in the multiple vehicle accidents, and accident involvement is significantly reduced by the use of motorcycle headlamps (on in daylight) and the wearing of high visibility yellow, orange or bright red jackets.<sup>1</sup> }

<sup>1</sup>Source - The Hurt Report, Kenneth S. Obenski, P.E.

Visit [www.urban-glow.com](http://www.urban-glow.com) for contemporary hi-vis clothing. **Be safe, be seen.**

For this concept I wanted to experiment with using a negative comment about hi-vis clothing. It's use has being proven to be effective in reducing fatalities, yet it still has an 'uncool' stigma for many riders. I have challenged that notion with this concept which shows how dark and inconspicuous a rider looks without the hi-vis clothing<sup>3</sup> we are advertising.

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# Concepts

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## Glass Half Full



This concept illustrates data from the Hurt Report, reporting that almost half of all fatal motorcycle accidents involve alcohol. Pubs are also a frequently visited venue for motorcyclists, so this appeared to make sense. It plays on the "glass half full, or half empty" expression.

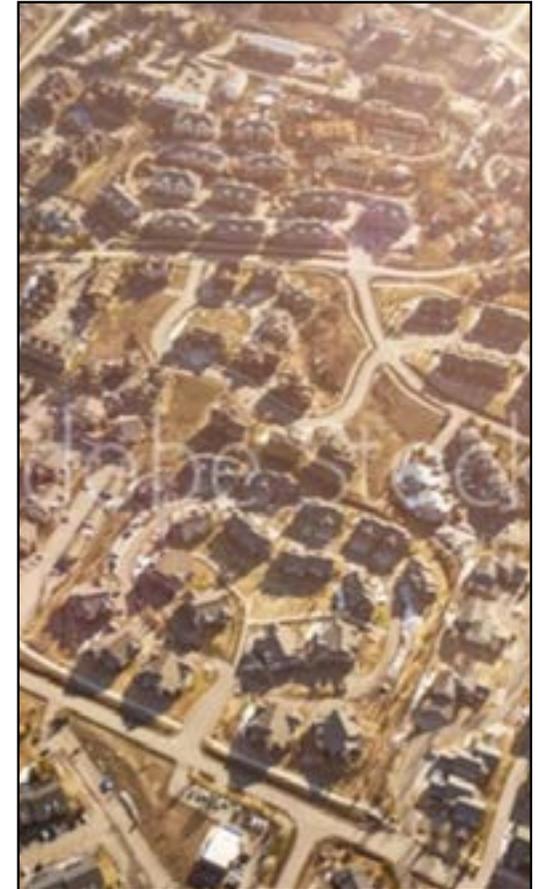
I've experimented with "foamy" type to represent beer foam. I'm not sure about the colours though, and it could still be too morbid.

# Concepts

## Glass Half Full



This concept illustrates the increased element of risk presented by riding in built up, urban areas. Data has shown these areas to be more dangerous for motorcyclists due to the increased amount of junctions, and increased potential for cars to fail to yield. The puzzle presented is interesting, but the styling (especially the random marker pen colours) aren't yet aligned with the target market.



An aerial view of suburban streets provided inspiration for roads that spell out key words.

## Further Research

### Visiting the Ace Cafe, London.



The typeface used for the 'Hot Rod Night' is very interesting.

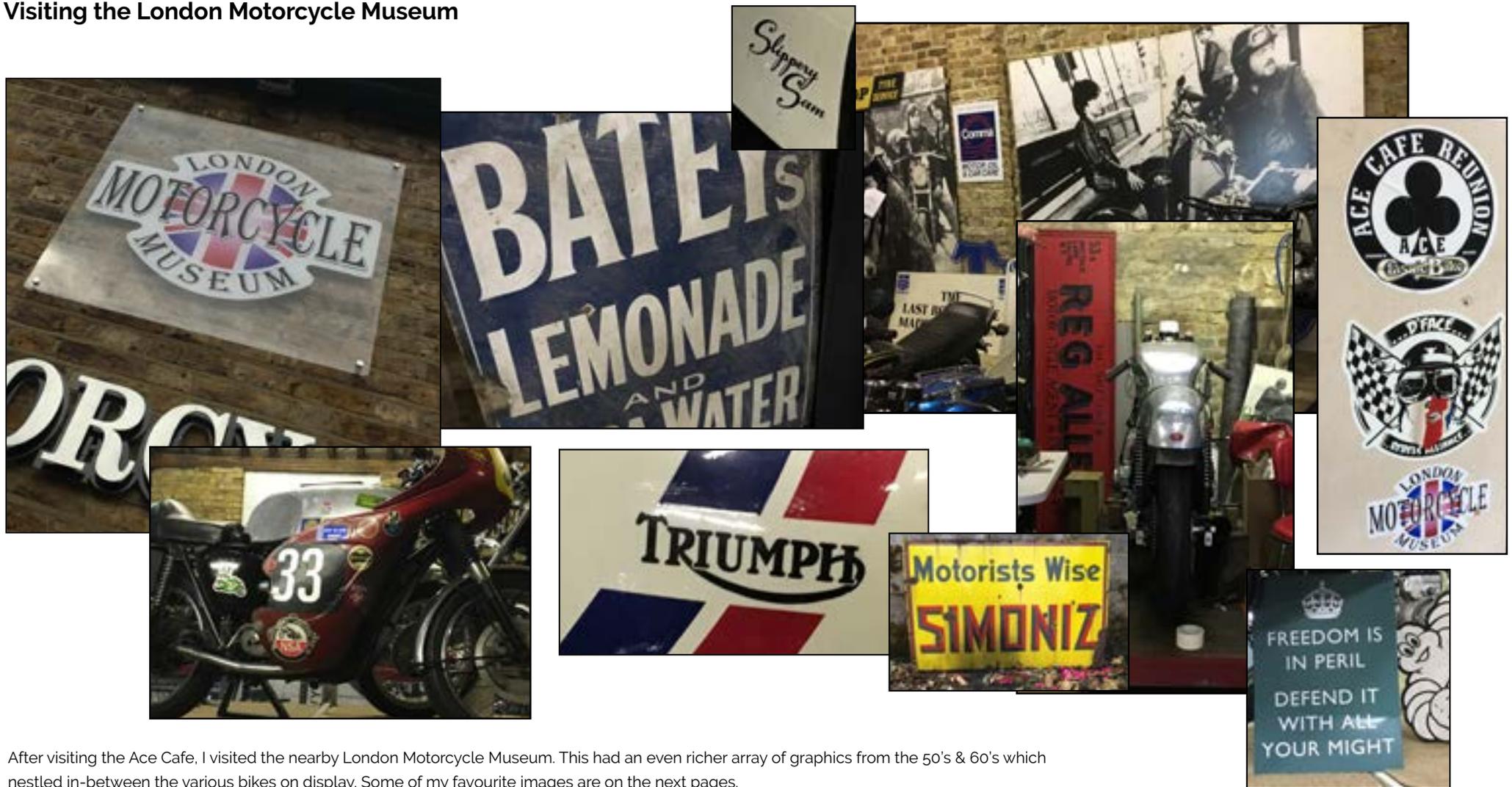


At this point I decided I needed to immerse myself in a richer history of motorcycling culture - there was no better place to start than at the Ace Cafe, London. An infamous haunt of bikers and petrol heads in since the 1950's, the atmosphere is genuine and unswerving. I noticed the 'chequer' pattern starting to emerge, further complimented by an overall black and white colour scheme.

Blackboards behind the bar are illustrated with rich rock-n'-roll themed graphics, using brightly coloured chalks.

# Further Research

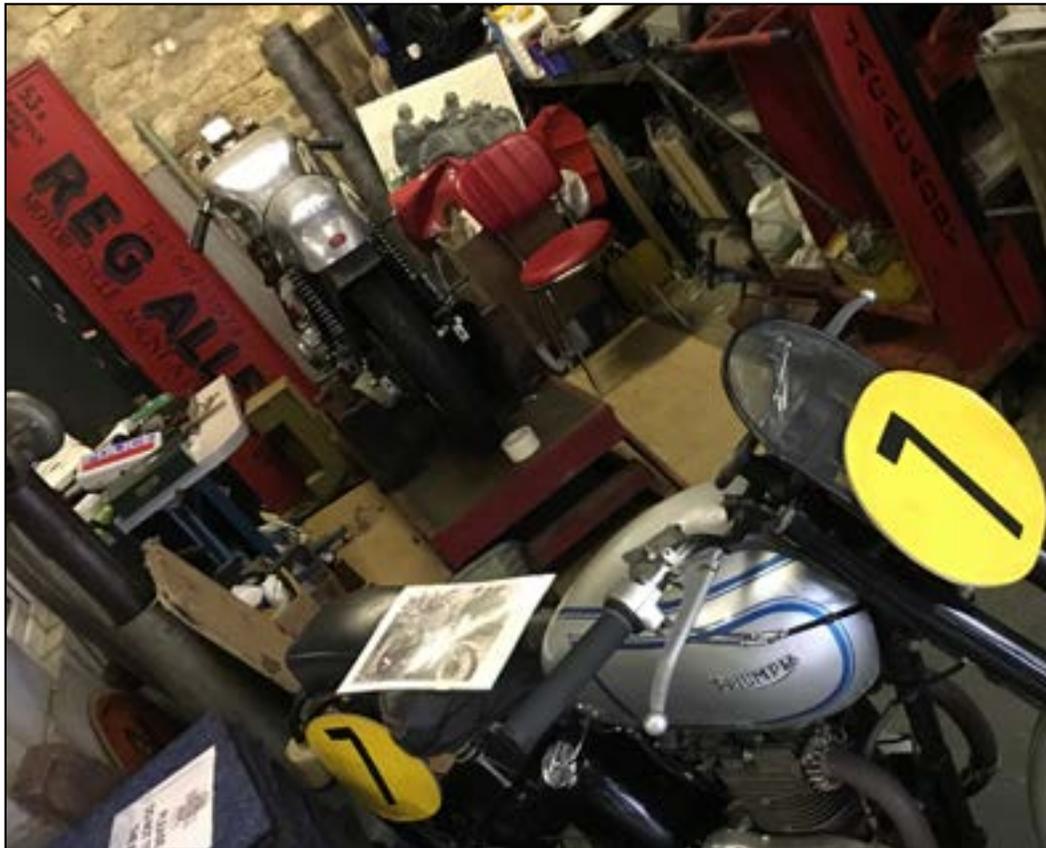
## Visiting the London Motorcycle Museum



After visiting the Ace Cafe, I visited the nearby London Motorcycle Museum. This had an even richer array of graphics from the 50's & 60's which nestled in-between the various bikes on display. Some of my favourite images are on the next pages.

# Further Research

## Visiting the London Motorcycle Museum



In these two images, I found myself drawn to the large red 'Rizla' style sign at the back of the workshop in image 1, and the simplicity of the badges in the 2nd image. Black and white iconic symbols are also prevalent. Throughout the visits to the London Motorcycle Museum, and the Ace Cafe, one feeling that echoed throughout each was one of fierce independence. This independent spirit appears to still underpin modern day motorcycles. Its something I'd like to explore more moving forward.

## Further Research

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### New 'Think!' Campaign Ads spotted in Dorset



I found these two posters at service station on the M27 near Dorset. I haven't seen any new material from the 'Think!' campaign for several years, so they were refreshing to see. They seem to have captured the spirit of independence mentioned before - but importantly they have blurred the lines of communication. They are almost like one biker offering advice to another. The advice is short and sweet, and the opening images interesting and engaging for the target audience. However - I had to walk up to these to read them - when we drove past they are somewhat ironically hard to read. I really like the way the dangers are communicated in a friendly way, however the images could be considered cliché for some.

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## Further Research

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### 'Tuscan' fonts



I then started to explore the 'Tuscan' style of font used in shows such as 'Sons Of Anarchy'. It also has a strange darkness about it, reminiscent of a Ouija Board style graphics. It could be too dark however, and is starting to look too menacing.

# Further Research

## Looking back at 1950's style graphics



I needed to warm things back up again, and remembered how friendly the 1950's style graphics were at the Ace Cafe and the London Motorcycle Museum. Whilst searching for 1950's fonts I then discovered the 'Voltage' font by Laura Worthington. I've decided to use it moving forward for a friendly but informative style.



1950's music posters also provide a great colour reference - different from the usual muted tones of that era, as seen in the motorcycle safety poster below.



Thinking back to the 'Think!' posters, I liked how they delivered the safety advice in a friendly way (despite the dark appearance).

I am next going to explore using the *benefits* of riding safe as the hook, then introduce the safety tips as a secondary item. I'm going to try and use a 1950's style clip-art character as pictured above to deliver this message.

# A deeper look at graphics from the 1950's

## Looking back at 1950's style graphics



Could I produce an illustration?



Condensed slant adds a feeling of speed.

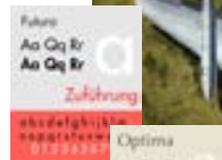
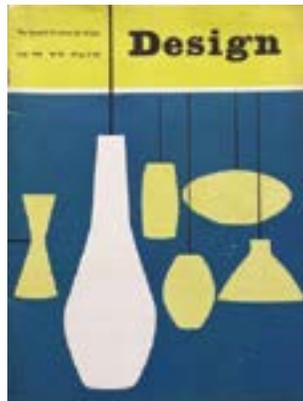
Predominant colours



Chromification



Blocks of colour?



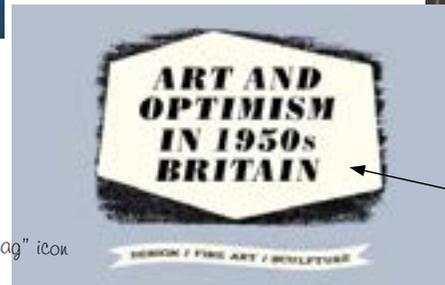
Script Fonts?



3D Text? - this reminds me of an old 'Top of the Pops' album!



Whilst there are some good elements here I may have focused too much on Americana.



I'm drawn to the "flag" icon

Sharp edges - or a softer rounded style?



Simple black and white images

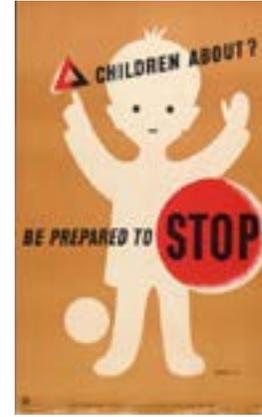
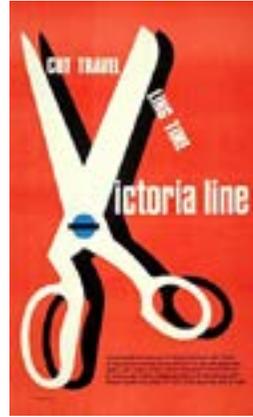
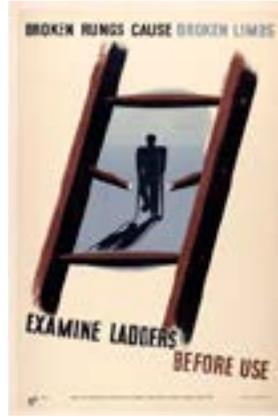
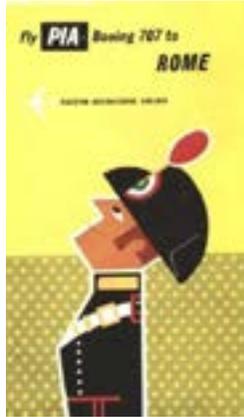


# A deeper look at graphics from the 1950'S

Looking specifically at the work by Tom Eckersley

Very minimal - but effective.

Predominant colours



Recreate a slight mottle?

I like the dramatic drop shadow

Blends and sharp points?



**AN 8° SLANT ON THE HEADLINE SEEMS TO WORK WELL**  
**67 UNIVERS BOLD CONDENSED**

Vibrant colour can be used to highlight one area

The way the two opposite slants intercept each other creates a nice effect.

Grey can add an aging effect to the paper

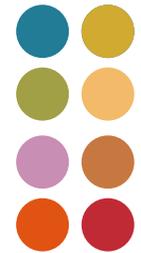
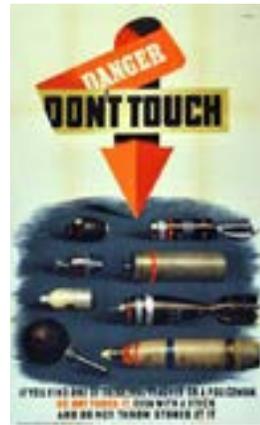
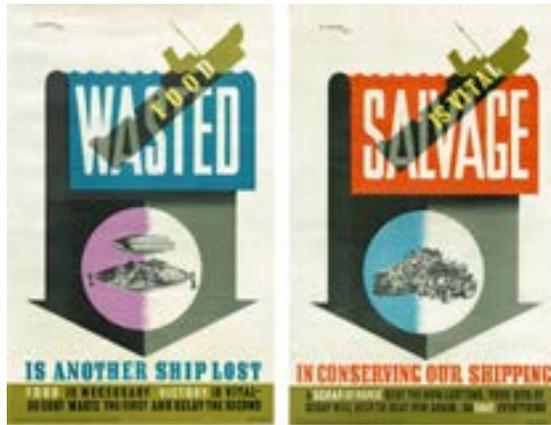


# A deeper look at graphics from the 1950'S

Looking specifically at the work by Abram Games

Logo / Banner is effective

Predominant colours



Overprinted effects work really well



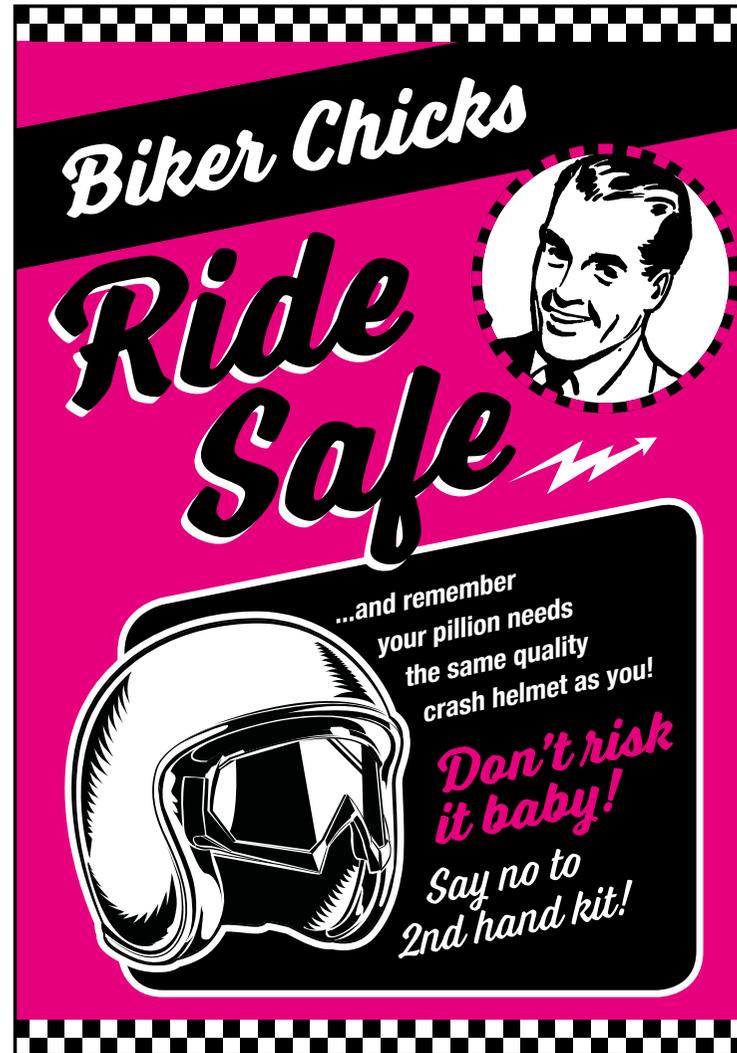
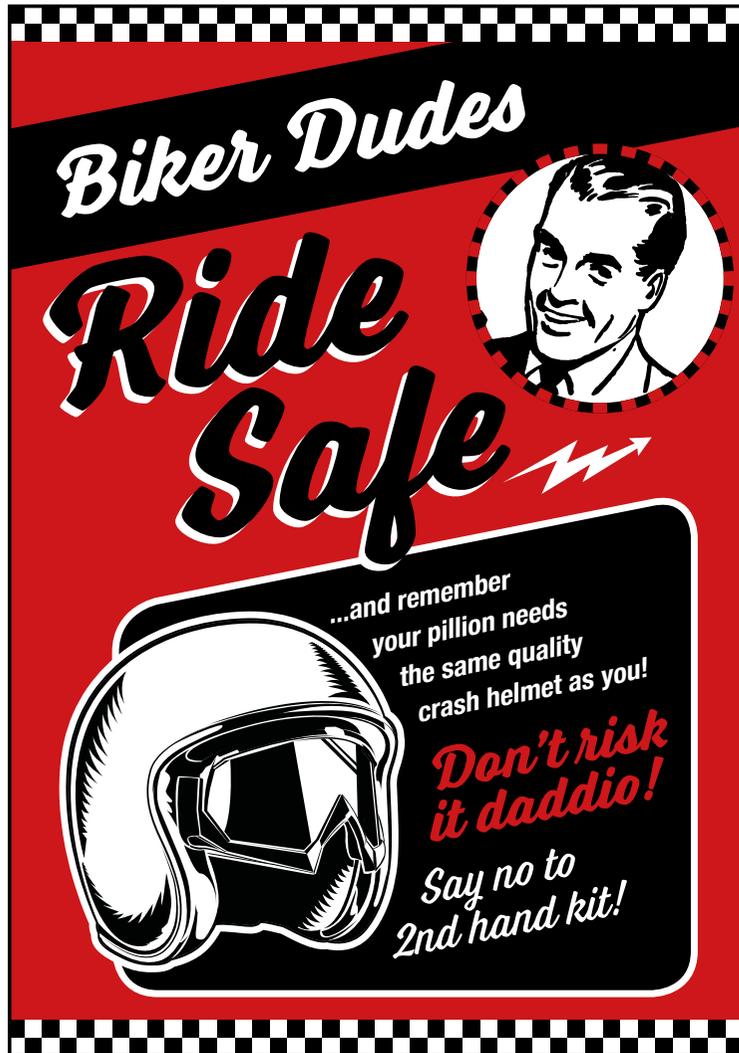
Overprinted effects work really well

Still minimal - but darker



# 1950's Retro Concept

A retro inspired concept to appeal to both young and old



For this version I have swapped the middle line with the top. I think it emphasises the safety aspect without loosing its "cheeky chappy" tone of voice.

I have also tried using the same male character for both, and introduced the chequer pattern from the Ace Cafe.



# Sources

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## Information

1. **Transport Research Laboratory**  
<http://content.tfl.gov.uk/ppr621-motorcycle-fatal-files-report.pdf> (p31)
2. **Grab faces backlash in Indonesia after posting gory ad for its motorbike-ride services**  
<https://mashable.com/2016/09/21/grab-pulls-gory-ad/?europa=true#QYayCjnUsOqM>
3. **Findings from the Hurt Study Motorcycle Accident Cause Factors and Identification of Countermeasures**  
<https://mashable.com/2016/09/21/grab-pulls-gory-ad/?europa=true#QYayCjnUsOqM>

## Imagery

1. **Motorcycle Injury Areas**  
<https://jafrum.files.wordpress.com/2011/07/motorcycle-injuries.jpg>
2. **Banner for The Motorcycle Safety Foundation®**  
<http://bikerbits.info/MCSafe18.jpg>
3. **THINK! Stay in control**  
<http://think.direct.gov.uk/images/think-stay-in-control-web-image.jpg>
4. **There's nothing like the feel of the open road**  
<http://bit.ly/2Kq6y6e>

