

GATORS

WEAR HELMETS

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EXECUTIVE SUMMARY

University of Florida students have an important problem when it comes to scooter-riding; the majority don't wear helmets. Despite numerous attempts by different organizations to raise awareness for the dangers of not wearing a helmet, students still choose to not be bothered. The client, UFPD, is looking for engaging ways to catch the students' attention and get them to wear a helmet every time they ride their scooter. Our research consisted of one-on-one qualitative interviews between the scooter user and a member of our team. Interviews were conducted both in-person and over Zoom.

Our key insight was that although competing factors exist, like the inconvenience of putting on a helmet, feeling invincible, or trying to look cool, UF students are still highly motivated by their drive to have successful futures. The strategic position of **Gators Wear Helmets** is to appeal to Gators by showing them that real Gators care about their future and don't let their hard work go to nothing. We feel that advertisements with a humorous, yet serious undertone would be successful. Our big idea is to get students to be more conscious of present decisions and we plan to do this through social media and fake parking tickets from UFPD. On Snapchat, there will be a filter where the user can pick between helmets and take a picture. Once a picture is taken, the user will be invited to play a game. The Temple Run styled scooter driving game will be available on Snapchat and Instagram stories. There will be prizes for the highest scoring students that sign a pledge that they will wear a helmet on their scooter. UFPD will partner with Study Edge to give coupons to scooter users if they reach a certain score. The second piece of the campaign, the fake parking tickets, will be a way to catch the students' attention and promote the game. We feel that with these recommendations, UFPD can achieve their goal of increasing the use of helmets among scooter riders.

THE CHALLENGE

Get UF students to wear a helmet on their scooter.



SITUATION ANALYSIS

The Client
The Behavior
Current Communications
Industry Competition
Target Audience
Trends



The Client

Accredited in 1996, the **University of Florida Police Department (UFPD)** safety division is primarily concerned with improving the well-being of the university community through outreach and education programming to promote the adoption of safety behaviors and educate the campus community about risks to public and personal safety. The UFPD lists their top values as: justice, professionalism, trust, service, and integrity. Their mission statement is “The mission of the University of Florida Police Department is to preserve a safe, secure campus environment where diverse social, cultural and academic values are allowed to develop and prosper through a combination of reactive, proactive and educational law enforcement services”¹.



1. UF Police Department Missions, Values, Visions, Goals. (2020). Retrieved September 20, 2020, from <https://police.ufl.edu/about/chiefs-office/missions-values-visions-goals/#:~:text=we%20proudly%20serve-,MISSION, and%20educational%20law%20enforcement%20services>.

The Behavior



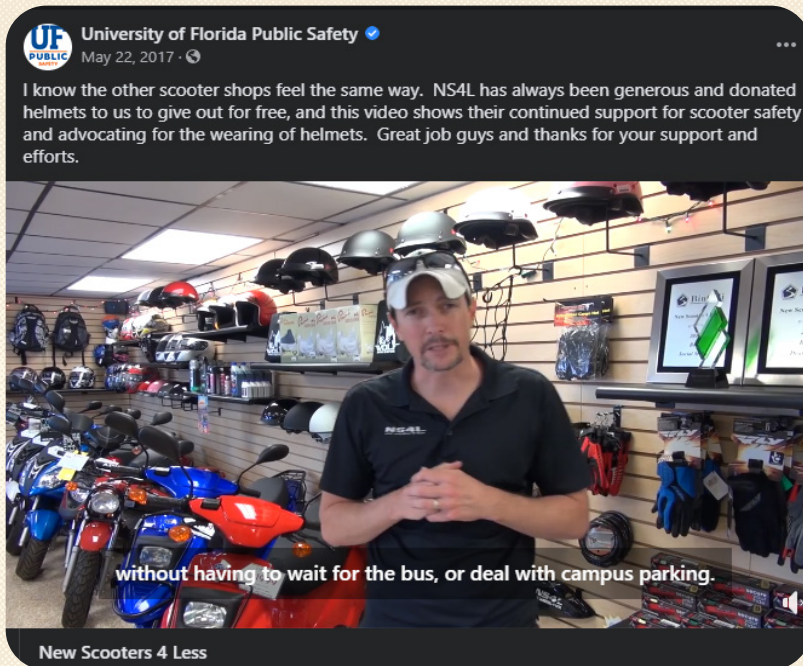
The UFPD is concerned about the low rate of helmet use by students who operate mopeds or scooters. In an observational study conducted by interns in the Neuromedicine Interdisciplinary Clinical and Academic Program at UF, only 12% of scooter riders on campus were observed wearing helmets¹. Scooters have continued to gain popularity within the student body, with over 6,000 parking decals sold in 2018 according to the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area³.

Though nearly one-fourth of UF students use scooters, according to the 2018 UF Transportation and Parking strategic plan⁴,

scooters were only involved in 6% of the on-campus crashes reported between 2013 and 2017. However, 88% of scooter crashes were considered severe, which was the greatest ratio of severe crashes of any transportation mode on campus. The UFPD safety division has recognized the increased safety risk of students electing to forgo their helmet when riding their scooters. In a 2012 study focusing on college student scooter use and behaviors, it was found that while about half of student scooter users owned helmets, 34% of students who owned a helmet never wore it, and 30% reportedly did not believe a helmet would be helpful in lowering the risk of crash-related injury⁵.

2. Izaguirre, R. (2019). Wear a helmet: A look at scooter and bike accidents. The Alligator. https://www.alligator.org/news/wear-a-helmet-a-look-at-scooter-and-bike-accidents/article_1564f392-bd66-11e9-8eae-37dea2b50825.html
3. Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area. (2019). Annual Transit Ridership Monitoring Report Fiscal Year 2017-18. Retrieved September 19, 2020, from http://www.ncfrpc.org/mtpo/publications/Transit/ANNUAL_TRM_REPORT_2017.pdf
4. Vanasse Hangen Brustlin, Inc. (VHB). (2018). UF Transportation & Parking Strategic Plan. Retrieved September 19, 2020, from <https://taps.ufl.edu/wp-content/uploads/TransportationStrategicPlan.pdf>
5. Mueller, T. S. (2013). Scooter crashes at university: intervention tactics for modified behavior and helmet use. *Traffic injury prevention*, 14(4), 335-339.

Current Marketing Communication



Aside from their website, UFPD has an Instagram, Twitter, and Facebook page under the username @ufpublicsafety. They regularly post announcements and general content applicable to the public's safety. In order to encourage students to wear helmets, they posted about a donation of helmets from New Scooters for Less (NS4L) across all of their social media platforms, and told their followers to come pick one up. All socials appear to be consistent and provide accurate information for communication. Besides announcements like this, they have not released any campaigns promoting the wearing of helmets and there seems to be a low emphasis on this issue.

Industry and Competition

The main competition for messaging to convince students that they should wear helmets while riding their scooter comes from scooter companies, like NS4L, and from student organizations like Eta Sigma Gamma. In addition to the messaging and ads put out there by companies, there is also the competition of thoughts and reasoning inside the student.

In 2017, New Scooters 4 Less offered free helmets to everyone who bought a scooter from them in order to advocate for helmet safety. Their investment was estimated to be worth \$30,000. They also had another campaign in 2009 advocating for helmet safety. Since 2017, they haven't had any other promotions for free helmets, but they have reported that nearly half of scooter buyers also purchase a helmet². Another organization that did a helmet wearing safety campaign was health education student organization Eta Sigma Gamma in 2009. The day-long event had student speakers that had gotten in accidents.

The biggest competition to getting students to wear helmets while riding their scooter lies within them. It's the idea that they will be fine, that accidents won't happen to them. In student testimonials, a common theme is that students do not perceive riding without a helmet as high risk until they experience or witness a dangerous scooter incident⁶. There's also a common feeling that putting on the helmet is inconvenient, as it takes a couple of minutes to put on correctly and to take off. Helmet comfort and safety features were predictors of the perceived risk of injury. Women also reported higher levels of unpleasantness associated with helmet use than men⁴. The last competition comes from the law. The law only requires people under 21 to wear a helmet on a motorcycle, and under 16 to wear a helmet on a moped. To create a campaign that competes against these feelings, it is necessary to overcome the negative feelings attributed to putting on a helmet.

6. Knight, T. (2020). Some Question How Safe Mopeds And Motorcycles Are For College Students. Retrieved September 19, 2020, from <https://wusfnews.wusf.usf.edu/2017-12-11/some-question-how-safe-mopeds-and-motorcycles-are-for-college-students>

Target Audience

Our target audience is scooter users at UF and are largely students between 18-26 years old. Due to the easy access to convenient parking on campus, and local adoption of scooter parking at businesses near campus, 44% of scooter decal holders live within a half-mile of campus⁴. Due to the large number of scooter parking lots spread across campus, students with scooters are more likely to make multiple scooter trips on campus that would otherwise be completed by alternative modes such as walking, bicycling, or riding the bus³.

External Environment

Budget, location, societal norms, and convenience are some external factors that impact wearing a helmet on a scooter. The price of a decent scooter helmet can cost close to one hundred dollars. Budget is a factor in certain situations because someone might be riding a scooter in the first place if they can't afford a car. Likewise, they don't want to spend more money on a helmet, especially a cheap one that might have the same effect as if they weren't wearing one at all.

Location is another factor that impacts the reason people are even using scooters to get around instead of a car. Scooters are more of a norm on college campuses and aren't seen in other places as much. For example, driving a scooter in Miami, Florida is very unsafe because of traffic

and the need to use a highway to get to a lot of different places. Gainesville doesn't have the same flow of traffic and amount of people on the streets. This is also why people don't feel the need to wear a helmet because in comparison they feel safer on the roads.

Convenience of having a scooter because of parking and distance from classes is another external impact. Parking is impossible on campus so owning a scooter makes it easier to get to classes instead of taking a bus. In a town like Gainesville, everything is relatively close so that also makes a great case for having a scooter. As for wearing a helmet, this provides a person to think it's not necessary even more because they aren't traveling a far distance.

Trends

The biggest trend is that wearing a helmet can save your life. This is something that the department tries to directly promote to students who don't wear helmets while riding their scooters. Safety is obviously the most important goal and operating a motor vehicle without the right equipment could cost someone their life. For example, this also directly correlates to the methods used by the National Highway Traffic Safety Administration⁷ and their seat belt campaign "Click It or Ticket." The NHTSA highlights that it's against the law to not wear your seatbelt so wearing it would save someone from being fined and more importantly it would save their life if they were to get into an accident.

Another trend that has been prevalent among young adults is that wearing a helmet is not perceived as "cool." As with most risky behaviors, the risk is seen as more socially positive, where adopting safety measures is seen as socially negative. A successful campaign will need to normalize wearing a helmet even though it's not required by law. For females especially, helmet hair is also a major complaint. Students and younger people in general are very concerned about personal appearance and there is no benefit to wearing a helmet other than wearing it for safety reasons.

SWOT ANALYSIS

Strengths:

- It's a known fact that helmets save lives and reduce the risk of injury
- Safety is a strong incentive for wearing a helmet
- You save more money buying a helmet than potentially paying for hospital bills
- Our target audience is easy to reach since it's so concentrated - UF student body

Weaknesses:

- Students perceive helmets as inconvenient
- Students don't think an accident can really happen to them
- Students are not aware of what can really happen to them if an accident happens
- Most scooter helmets don't protect the whole face/head so there's a perception they don't really do anything

Opportunities:

- Engaging incoming Freshman when promoting helmet use
- Social media is growing in the field of public interest- great place for promotion
- Localized problem, easier to target UF students
- Use culture at UF in campaign
- Can work with on campus organizations
- Student Government
- No direct competition

Threats:

- No legal requirement to wear a helmet after 16 years old on a moped that cannot exceed 30mph. On larger mopeds, there is no restriction after 21 years old.
- Several helmet types of varied level of protection on the market as scooter helmets, they are not all equally safe.

RESEARCH METHODS

FINDINGS



Background and Objectives
Methodology and Location
Key Findings

Background

The business problem that we are trying to solve is figuring out why students who drive scooters don't wear helmets. When thinking about the business problem and considering the consumer's point of view, three main issues stood out from our research.

1. Perception of danger risk
2. Aesthetics
3. Convenience/Time

Due to a low perception of danger, our interviewees didn't consider the lack of a helmet to be particularly risky since they only traveled short distances. We found that a lot of scooter drivers only traveled short distances so they really didn't think that not wearing a helmet was a big deal. One interviewee stated, "When I am on campus just going like one building over to my next class, well I am never really going that fast on my scooter so I won't usually wear a helmet for a short ride like that." A majority of our interviewees agreed that helmets don't look great aesthetically, so it's not like people are rushing to put them on. As for convenience, usually students are running late or just trying to get where they need to be in a quick manner so putting on a helmet takes extra time to deal.

Objectives

Why don't UF students wear helmets on their scooters?

What would motivate them to wear a helmet?

Research Methodology and Location

Our research consisted of one-on-one qualitative interviews between the scooter user and a member of our team. This was the best way to learn more about the perceptions and beliefs about helmet use among our audience. Since we were interviewing students who have busy school and personal lives, working around their schedule ensured we would get the interviews we needed.

Some interviews were conducted in-person while others were conducted via Zoom, each interview lasted about 30-45 minutes. Ideally all the interviews would have been in person, but due to Covid-19 we had limited opportunity to do so. We interviewed 8 UF student scooter users of different backgrounds from ages 18-23.

Our questions were broken down into 5 groups: Lifestyle, General Transportation, Scooter, Safety, and Perceptions on Helmets. Lifestyle questions focused on living situations and interactions with campus to give us insight into reasons for having the scooter. Transportation questions focused on other modes of transport available and the participants reliance on those other modes (bus, car, etc.). Scooter questions focused on their purchase of the scooter and the day to day use of it, allowing us to identify patterns and the importance of the scooter in the participants routine. Safety questions focused on their general

safety knowledge and habits when using scooters. Lastly, helmet perceptions allowed us to understand what outside factors may influence their decision on whether to wear a helmet or not. In this section we asked what celebrities would or would not wear a helmet and why as a projective technique. This allowed us to understand some of the latent perceptions of helmet wearing behavior among college students.

Participant	Age	Sex	Is your scooter your primary mode of transportation?	Do you own a helmet?	How often do you wear a helmet?	Type of Student
P1	21	M	No	Yes	0%	Undergrad
P2	19	F	Yes	Yes	80%	Undergrad
P3	20	F	Yes in Gainesville	Yes, free from UPD	75%	Undergrad
P4	22	F	Yes	Yes	25%	Undergrad
P5	22	F	Yes	Yes	30%	Grad
P6	23	F	No	Yes	30%	Grad
P7	21	M	Yes	Yes	40%	Undergrad
P8	20	F	Yes	Yes	75%	Undergrad

Key Findings

Human Truths

UF students are very motivated to achieve life goals

Our interviews showed that students who are academically driven are determined to protect their futures. In the context of wearing a helmet on a scooter, these students are motivated to wear a helmet because it protects them so that they can achieve their goals. These students were less concerned with the risk of bodily injury in itself, rather they worried how injury would impact their futures. *"I'm working so hard to be a good candidate for vet school, like I've been doing undergrad research, I'm on the judging team, and I volunteer, and even just so much studying! I don't want to waste all my work just because I didn't wear a helmet."*

Young adults think they are invincible

Many of our interviewees were generally unconcerned with risks to their health and wellbeing despite being aware of them. One 22 year old scooter user said, *"Like I know you should wear a helmet but usually the places I'm going I feel like I can get there safely and honestly how many legit scooter accidents do you even hear about? I feel if it was really that unsafe then it would be illegal not to wear one no matter what age."* Since scooters are not common in areas away from the university, scooter accidents and the importance of wearing a helmet on a scooter aren't a

part of this discourse around vehicle safety. Without a personal connection to someone with a scooter injury, the risks of not wearing a helmet seem low. When asked "do you think you could ever be in an accident?" not one of the eight interviewees stated that it was a serious concern of theirs.

Social pressure says helmets aren't "cool"

There is an overarching fear of being "uncool" or not looking aesthetically pleasing when it comes to wearing a helmet. This is mostly driven from the idea that everyone else doesn't wear a helmet, so why should they? One student commented, *"Sometimes it ruins my hair if I have an updo. I can't wear a ponytail with my helmet, so I have to let my hair down."* There is a strong perception of inconvenience for women more than for men because women wear certain hairstyles and makeup. In addition to the social pressure from peers, there are also parental impacts. *"I mean, anything your parents told you to do as a kid is kind of lame, they worried too much...helmets are definitely part of that."* Because parents are able to interpret risks better, they often remind their kids to wear a helmet, as they did when the kids used to ride bikes. From that, students often feel their parents are overexaggerating the risks.

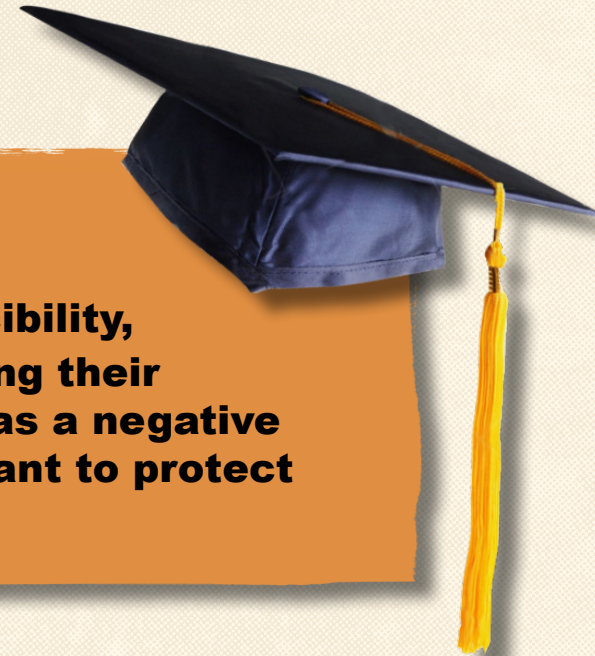
Brand Truths

UFPD has respect and authority on the University of Florida campus as an entity dedicated to protecting the students. The UFPD is not trying to sell students anything and clearly doesn't make any profit off students wearing helmets. They simply want everyone to wear helmets for their own safety and well being. In this case, the "consumer" is directly benefiting and UFPD the "brand" is making no profit which is important to note. The campaign we decide to produce will be trying to sell the idea that wearing a helmet is good and necessary and in the public's interest, which is ultimately an idea and not a product.

As a top six public university, there is a lot of pressure for students to succeed academically as well as professionally. Even on their admissions page UF sets a precedent for high achievement, *"We measure success not in individual achievement, but where you go from there. Because when reaching your goals is just the starting point, there's no end to what Gators can accomplish."* UF is a school of high achieving students who value their own success and work hard for their goals. Due to the nature of the student body, the UFPD has the advantage of being able to tap into this high academic drive as a motivating factor for increased safety.

Key Insights

Though the target audience may maintain youthful beliefs of their own invincibility, UF's body of high achieving students are also ambitious and dedicated to achieving their academic and professional goals. While wearing a helmet is generally perceived as a negative experience, the students place a high value on their own academic efforts and want to protect their investment in their futures.



CREATIVE BRIEF

Objective Increase the use of helmets among scooter users on campus

Target Audience Students at the University of Florida ages 18-23 who use scooters
“A scooter is what I use to go on a 10 minute drive to campus; it’s quick and easy drive to and from campus, and it’s easy to find parking”

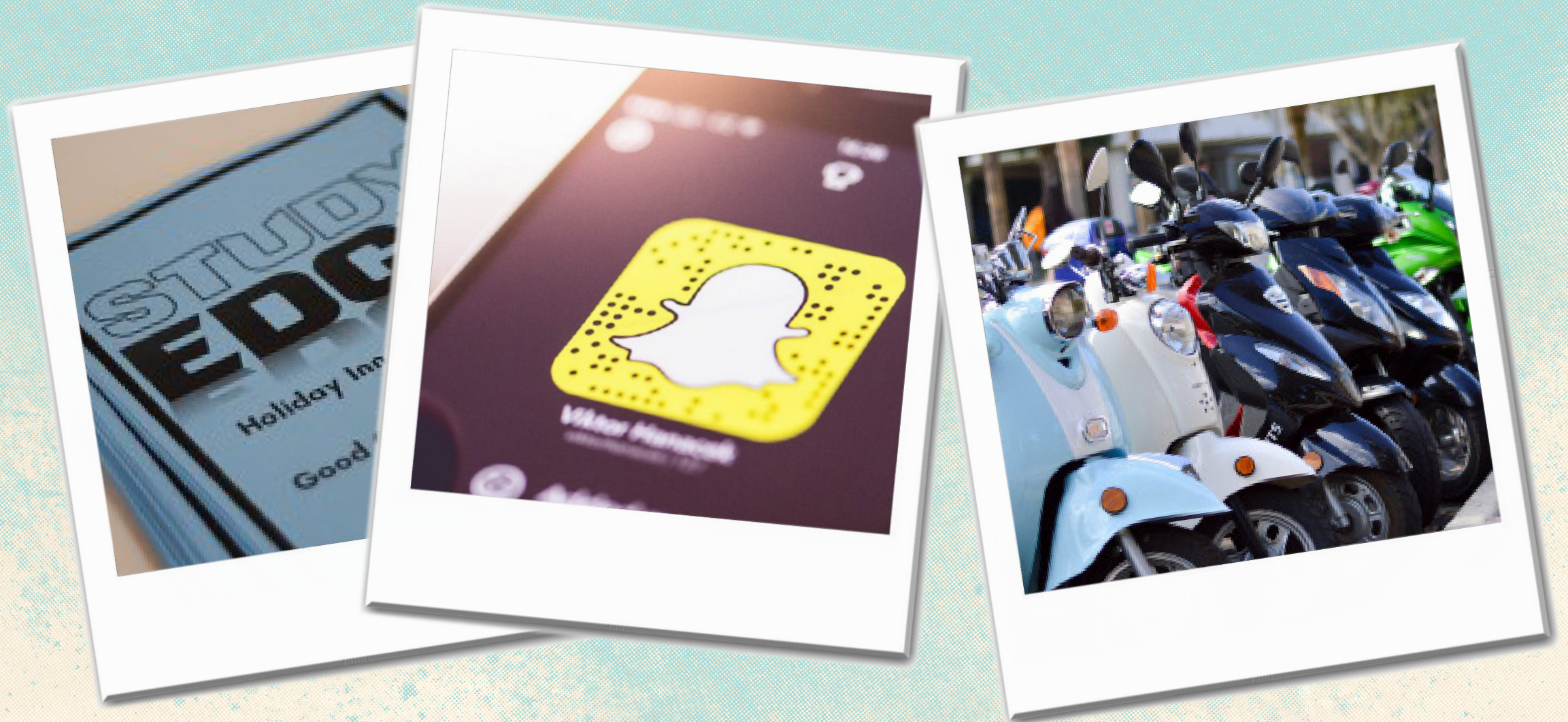
The Problem Students don’t place emphasis on their own safety because they perceive they are invincible. They believe the chances of them getting into an accident are minimal/ close to none.

Human Truth/ Insight High achieving students are motivated by their desire to accomplish life goals.

Brand Truth/ Advantage UF is a top 10 university with a lot of high achieving and highly motivated students. Since Gator students are motivated to achieve their life goals, UFPD can communicate the risk of never achieving goals as motivation to wear a helmet.

Strategic Proposition Show that real Gators care about protecting their education and their future. Don’t let your hard work be for nothing.

The Tone The tone is humorous with a serious undertone.



Concept and Execution

Big Idea
Tactics

Big Idea

Students come to UF to earn a degree that will kick off their future career. Students invest time, money, and years of effort to get these degrees. However, young people often approach life as if they are invincible. Gators Wear Helmets taps into the idea that students should be more conscious of present decisions and the impacts on their future, and they should want to protect themselves and their investments. We show that wearing a helmet while riding a scooter is one of the easiest ways to stay safe by protecting yourself and your future.



Tactics

The first piece of our campaign utilizes Snapchat and Instagram stories to create a filter and game promoting the use of helmets. Instagram and Snapchat are the most used social media platforms among college students⁸, making them the easiest platforms available to connect with our student demographic.

There will be a filter, geographically centered around UF's campus, where the user can pick between helmets and take their picture wearing one. After the picture is taken, there will be an option to play a game. At the beginning of the game, the player will choose if they will wear a helmet. The helmet option has benefits, such as more lives and less damage from obstacles. The game has 5 levels, with each level ending at different locations on campus that are relevant to student life. For example, the first level will be driving to your first day of class while the last level will have you drive to your graduation. The actual gameplay will involve typical driving practices such as stopping at the appropriate time, taking the right turns, and avoiding obstacles, similar to the classic iPhone game Temple Run.

There is the option to play by yourself or to compete with friends by sending them a challenge. Throughout the semester there will be special days where students can collect upgrades and new helmets that have more abilities. At the end of each level, the student has the option of saving their score, but must first sign a pledge stating that they will wear a helmet the next time they

ride a scooter. At the end of the semester, there will be prizes for the highest scoring players that also signed the pledge. Current scores, and who has signed the pledge, will be visible in the game scoreboard. By having players sign the pledge, we employ the social influence principal of commitment and consistency⁹ to encourage students to wear their helmets.

The student with the highest score will win a free year of Study Edge, to help them achieve their academic goals, as well as a free scooter parking decal. Second and Third place will be able to choose one of the options. Everyone who has played the game and falls within a certain score bracket will get a coupon for Study Edge.



8. Knight-McCord, J., Cleary, D., Grant, N., Heron, A., Jumbo, S., Lacey, T., . . . Emanuel, R. (2016). What social media sites do college students use most? [Abstract]. Journal of Undergraduate Ethnic Minority Psychology. Retrieved from http://www.juempyschology.com/wp-content/uploads/2016/05/Knight-McCord_et-al_JUEMP_2016.pdf

9. Cialdini, R. B. (1993). Influence: Science and practice. New York: HarperCollinsCollegePublishers.

The second piece of our campaign involves the distribution of fake parking tickets on scooters parked on campus. The tickets come in three versions that all center around the tagline “protect your education, wear a helmet.” The “tickets” will be distributed in the same yellow slips as the real UF Parking and Transportation tickets to cause the students to open them and look at the message. Tickets will be distributed intermittently at a variety of campus scooter parking locations over the course of the semester.

The tickets themselves will serve as a promotional tool for the Snapchat game contest. On the back of the tickets there will be information about where the filter can be located, and the prizes for the high scoring players.



Conclusion

UF scooter users are concerned for their future, yet don't take into consideration present safety decisions. We found that although UF students are highly motivated to invest in their futures every day, there are competing factors like **feeling too busy to put on a helmet, feeling invincible, and wanting to look “cool”** that lead them to not wear a helmet while riding their scooter. By using social media platforms popular in their age group, and creating guerrilla marketing, like fake parking tickets, we can catch their attention and make them realize that there's something very important on the line every time they don't wear a helmet: their entire future, and that future is directly linked to wearing a helmet.

Appendix

Interview Questions:

LIFESTYLE QUESTIONS

- Where did you grow up?
- Tell me about yourself.
- How close to campus do you live?
- How often are you on campus (in a normal year)?
- How early do you wake up before your first class?
- How far are/were your classes from each other?

TRANSPORTATION QUESTIONS

- Tell me a bit about your modes of transportation.
- Do you ever take the bus?
- Do you have a bike, skateboard, roller blades, etc?
- Do you have a car?
 - If so, what kind? Make/model/year?
 - How long have you been driving?
- Did you have a scooter before college?
- Did you ever think about getting a scooter before you came to UF?

SCOOTER QUESTIONS

- Why do you have a scooter?
- How important is your scooter in your day to day life?
 - Extremely Important 1-2-3-4-5-6-7-8-9-10 Not Important
- What kind of scooter do you have?
- How much research did you do before you bought the scooter?
- Did you learn about scooter safety when you bought the scooter?
 - EX: Pamphlet, video, in person lecture?
- What did the people in your life think about you getting a scooter?
- Did anyone help with the purchase?
- When you first were considering getting a scooter, what factors influenced your decision?
- How are scooters different from motorcycles?
 - Should motorcyclists be wearing helmets?

SAFETY QUESTIONS

- Describe to me the last time you used your scooter, tell me about the traffic, where you were going, and how you felt while on the way.
- Do you wear a helmet on your scooter? Why or why not?
- Do you own a helmet?
- How did you get your helmet? (Bought it? Given it? New or used?)
- Do you wear a helmet on your bike, skateboard, roller blades etc?
 - Why or why not?
- How often do you wear a helmet (50% of the time? 100%?)
- Have you ever been in an accident (car or scooter)?
 - (If no) Do you think you could ever get into an accident?
- Do you know anyone that has been in an accident?
- Do you have health insurance?
- How fast do you normally drive?
- Is your scooter unrestricted?
- Tell me what you know about scooter safety and traffic rules.
- Did you wear a helmet last time you rode your scooter? Why or why not?
 - Is this a typical behavior for you?
- What factors influence your decision to wear a helmet versus not wear one?

PERCEPTIONS ON HELMETS QUESTIONS

- What do you think of helmets in general?
- Do you know the consequences of not wearing a helmet?
- What is your thought process when you choose not to wear a helmet?
 - EX: Aesthetically unpleasant? Physically unpleasant? Inconvenient?
- When is it okay to not wear a helmet?
- How do you feel about getting caught not wearing one?
- Have you or someone you know been cited for not wearing a helmet?
- Are there any stereotypes that come to mind of people who wear helmets?
- Think about the last time you decided to wear a helmet - what was different on that day that caused you to wear your helmet? Who, if anyone, was with you?

PROJECTIVE TECHNIQUES

- A celebrity who would wear a helmet is ____?
- A celebrity who wouldn't wear a helmet is ____?
- Who wears helmets more- men or women?
- Describe the type of person who wears a helmet on their scooter.
- Describe the type of person who doesn't wear a helmet on their scooter.
- Would these two people be friends? If they were at a house party, what kind of party guest would they be?