

Title

Bicycle Promotion Campaign - “No ridiculous car trips”

Short description

“No ridiculous car trips” is a campaign that uses both conventional (ads, radio spots, banners, brochures, bicycle maps, contests and giveaways) and unconventional (live billboards, “advertising” cyclists) marketing methods to reach their target groups. The campaign strategy is to make people realize the fact that it is ridiculous to drive short distances (less than five kilometers) in Malmö. “Ridiculous” is a word that is comprehensible for all and there is a humorous tone in this word. The humor is disarming, yet an epithet few want to carry. “Half of all car trips in Malmö are ridiculously short” is a simple, straightforward and clear message that is believed to serve as an eye-opener. As part of the campaign, there was a web-based competition where people could “confess” and share their most ridiculous car trip. The best story was awarded with a bicycle. The evaluation of the campaign shows that the campaign has a major impact. Statistics show that nearly half of all Malmö residents drew attention to the campaign; 15 000 Malmö residents drive less after the campaign and 21 000 says that the campaign made them change the view of the car, and that almost everyone in the city of Malmö think it is good that the municipality runs campaigns to reduce car traffic. Other municipalities have also adopted the campaign.

Topic

Moving

Characteristics (type, level)

Neighborhood, Local/Regional Intervention, Private, Public

Country/Countries of implementation

Sweden

Aims and Objectives

The campaign strategy is to make people realize the fact that it is ridiculous to drive short distances (less than five kilometers) in Malmö, Sweden. Objectives are to increase physical activity and to contribute to a more sustainable environment.

Target Group

Car drivers mainly, those who use the car because it’s convenient, but not always necessary. Another target group was the “already convinced”, as good ambassadors

Status

Completed

Start and Completion dates

One weekend up to 9 days (two weekends) for the actual campaign. Planning time not included. Performed in 2007.

Lifestyle and Behavior Change

“Ridiculous” is a word that is comprehensible for all and there is a humorous tone in this word. The humor is disarming, yet an epithet few want to carry. “Half of all car trips in

Malmö is ridiculously short" is a simple, straightforward and clear message that is believed to serve as an eye-opener

Effects on:

Health and Wellbeing	Increased physical activity, better health due to less air pollution and noise by not driving the car.
Vulnerable populations	In the long run, people feel safer biking in the city, when more bikes are around (safety by numbers). Less pressure to "afford" a car and hence, money saved.
Environment	Less air pollution and noise due to fewer car trips, synergistic effect leading to more people feeling comfortable with biking. Effects on climate due to less emissions.

Initiated and/or implemented by

The municipality of Malmö

Stakeholders and sectors involved

Municipality of Malmö, The local Road administration

Financial support

Municipality of Malmö, Region Skåne, The local Road administration

Evidence-base

Nothing stated but it is obvious that increased physical activity leads to better health

Main activities

“No ridiculous car trips” is a campaign that deliberately uses both conventional (ads, radio spots, banners, brochures, bicycle maps, contests and giveaways) and unconventional (live billboards, “advertising” cyclists) marketing methods to reach their target groups. Own website. Give-away goodie-bags. “Confessing” on website about the most ridiculous car trip made, with the chance of winning a bike.

Evaluation

Consultants made the evaluation. Telephone interviews (n=300) with Malmö citizens (15-70 yrs) one month after the campaign. Questions like “did you notice the campaign?”, “how did you notice?”, “how has it affected you?” Evaluation of how many times the campaign was mentioned in media including radio.

Main results

Statistics show that nearly half of all Malmö residents drew attention to the campaign; 15 000 Malmö residents drive less after the campaign (15%) and 21 000 says that the campaign made them change the view of the car (21%), and that almost everyone in the city of Malmö think it is good that the municipality runs campaigns to reduce car traffic. Of those paying attention to the campaign and have changed habits, 100% state that their changed habits will remain.

Key success factors and barriers

Easy to implement. A lot of attention, The disarming humour

INHERIT Perspective

This project has the potential to improve health through increasing physical activity levels and decreasing exposure to air pollution and noise. It has the potential to contribute to global environmental sustainability by decreasing car traffic and hence, air pollution emissions and noise. It has a clear emphasis on changing behaviour and raise awareness. It may have an effect on vulnerable groups by creating less pressure to “afford” a car and hence, money saved. Since the project has interactive parts, such as meetings, it may also lead to some form of improved integration/social engagement.

More information

<http://malmo.se/download/18.6e1be7ef13514d6cfcc800036835/Utv%C3%A4rdering+INGA+L%C3%96JLIGA+BILRESOR+2008.pdf>

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