

SANRAL CHEKiCOAST HOLIDAY: CASE STUDY

SANRAL's CHEKiCOAST Holiday reached an incredible **2,293,480** people across social media, with **117,621** engagements at a rate of **7.2%**

THIS IS HOW WE DID IT

WHY?

"CHEKiCOAST – save a life" is a road safety campaign run by the South African National Road Agency (SANRAL), to raise road safety awareness over the summer holidays. While it was aimed at all road users (drivers and pedestrians), it specifically targeted road users under the age of 25 years. SANRAL believes that instilling the correct behaviour on our roads from a young age will have a direct impact on the rest of society.

CHEKiCOAST is a colloquial term used by young South Africans that simply means "look out". In relation to road safety it means **"be alert on the road"**.

HOW?



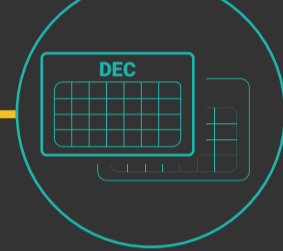
The SANRAL CHEKiCOAST influencer campaign consisted of **10** influencers sharing content on Facebook



The influencers seeded SANRAL safety content in order to increase awareness and educate their audiences on road safety during the holiday period



The key theme of the messaging was focused around the state of South African roads and simple measures to follow in order to improve that. The key goal was to encourage audiences to be alert and safe when driving



21 pieces of original content was shared in total by **10** influencers from December 2015 to February 2016



7.2%

Average social engagements

Industry averages say that anything above **3,5%** engagement is being well received by the target market



2,293,480

Total opportunities to view

This amount of exposure required a spend of **R286,685** with a premium publisher; with a **0,4%** engagement rate = **9173** engagements; **1000 people** post campaign spent **R60,17** to reach **1000 people**



117,621

Total social engagements

Our cost per engagement was **R1,17**. An average Facebook campaign costs around **R2 – R2,50** per engagement and Twitter costs about **R5 / R7** per engagement

WHAT WE LEARNT:

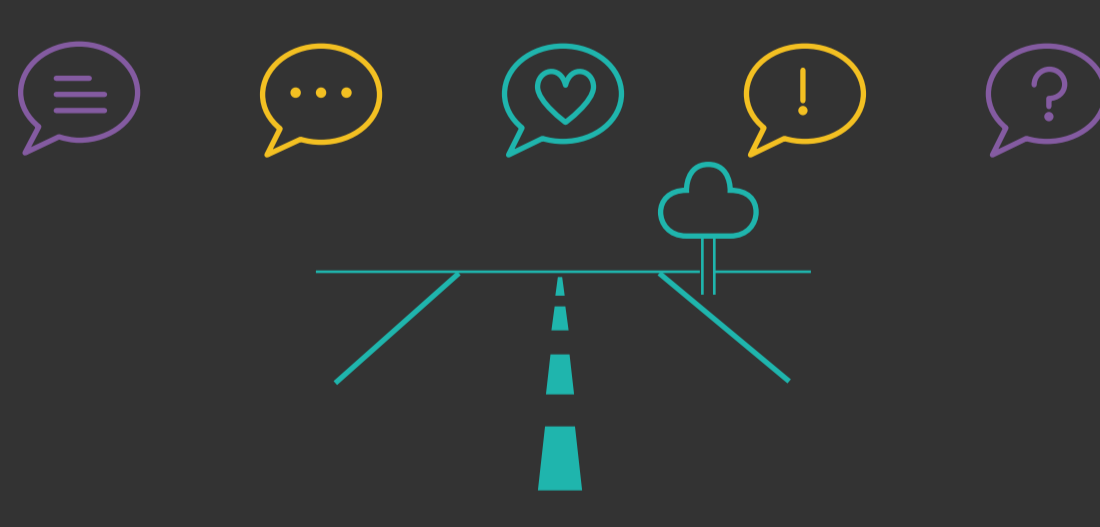
- The audiences responded well to the influencers' content. The engagement rate of **7,2%** is considered well above average.



- Content created by influencers performed better than content created by brands. Influencers had an option to create content or seed influencer provided content.



- Road safety is a contentious issue which resulted in higher than average engagement rates with the influencer audiences communicating their beliefs - whether negative or positive. It's important for brands to join the conversation and be prepared for any queries.



- The highest engagements were on the pieces of content which focused around the high-rate of fatalities on our roads. The shock-value received high engagements.



- The biggest audiences reached on the campaign were individuals between the ages of 19 and 34. **80%** of deaths on the country's roads comprise of adults between the ages of 19 and 34.



- 80%** percent of the content was viewed on mobile devices. With texting and driving being a Sanral key-point, there is an opportunity to focus on a campaign around the use of mobile devices while driving.

