

Fulton Hogan

CASE STUDY

Overview

Fulton Hogan partnered with NZME to launch a radio campaign aimed at making Greymouth's roads safer. Recognising that traditional road safety messages often fail to resonate, the goal was to create a series of emotionally powerful audio ads, focused on key risks including distracted driving, drunk driving, and speeding.

Campaign Strategy

To navigate the challenge of audience fatigue around road safety messaging, the campaign had to introduce fresh and engaging creative. The ads utilised immersive audio and were designed to feel personal and impactful, catching drivers slightly off guard and prompting reflection. Placements strategically allowed for targeted dayparting, with different messages deployed at times when the risks were most relevant. The ads acted like audio "billboards," delivering the right message at the right moment to maximise their emotional and behavioural impact.

Results

The campaign delivered outstanding results. In 2024, the West Coast recorded the **third-lowest number of road fatalities in the country**, with zero fatalities during the historically high-risk Christmas holiday period. **Road injury insurance claims on the West Coast decreased year-on-year**, going against national trends.



"The success of this collaborative effort is a testament to the quality of NZME's production and strategic placement of our advertisements. We are highly impressed with the results and appreciate the professionalism and dedication demonstrated by the NZME team throughout the process."

-Kodi Conn, Customer Stakeholder Manager West Coast NOC

Audio Ad



Fulton Hogan



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