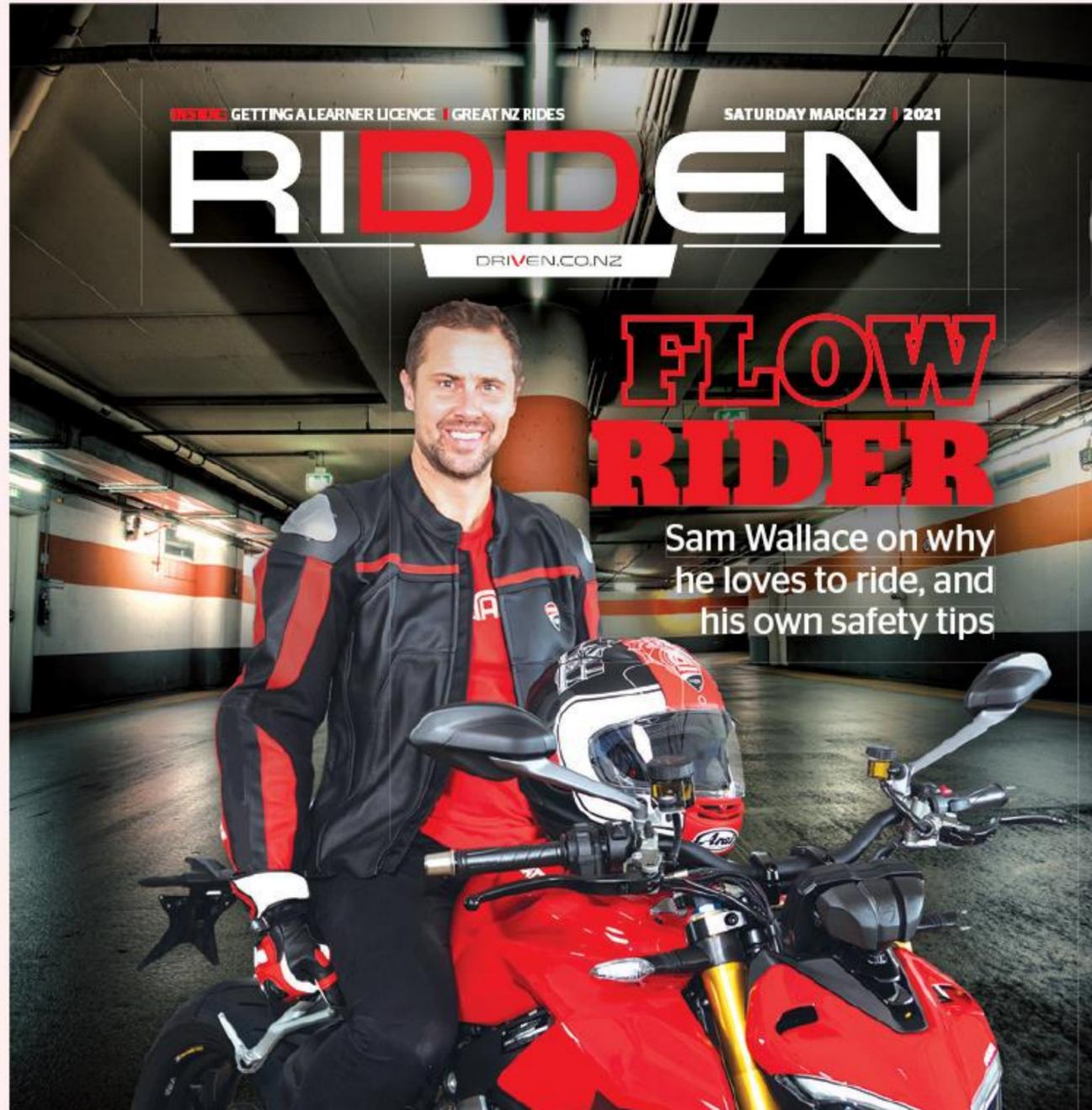


DRIVEN



DRIVEN & WAKA KOTAHI NZ TRANSPORT AGENCY'S RIDDEN CASE STUDY

OVERVIEW

Only 4% of NZ's vehicle fleet, motorcycle riders are 21x more likely to be killed or seriously injured in a crash.*

Waka Kotahi NZ Transport Agency didn't want to stop people riding, but needed to make it a safer experience.

NZME was tasked with sharing motorcycle safety messages with riders in such a way that they would willingly engage with the topic of safety.

In response, we pivoted NZ's biggest automotive media brand, DRIVEN, to become RIDDEN – a magazine targeted at motorcyclists, and speaking directly to their needs.

This campaign delivered unprecedented dwell times and clicks to content, ensuring that motorcyclists both saw and engaged with this critical message.



DRIVEN

CASE STUDY: DRIVEN & WAKA KOTAHI NZ TRANSPORT AGENCY'S RIDDEN
CAMPAIGN DATE: MARCH 2021

BE SEEN. BE HEARD. EVERYONE'S HERE.

PROMOTIONAL ELEMENTS AND EXPOSURE

DRIVEN magazine was re-created as RIDDEN magazine for one special issue, weaving messages on great NZ bike rides, licenses and safety into every DRIVEN channel, reaching and engaging Kiwi road users in equal measure.

- **RIDDEN** magazine, a special edition of DRIVEN, was created to directly engage motorcyclists.
- **NZ Herald**, NZ's leading newspaper, promoted RIDDEN magazine from the front cover
- **The NZME Digital Network** promoted RIDDEN via native links, display, and content
- **NZME's Radio brands** promoted RIDDEN via **radio spots**
- **Motorcycle clubs and dealerships** through the country received a special print run of RIDDEN magazine, introduced by a letter co-signed by NZME and Waka Kotahi.
- **DRIVEN** social posts extended the conversation via Facebook
- **nzherald.co.nz** produced and shared a special feature video 'Zooming with Ridden'



2.99% CLICK THROUGH ON RIDDEN CONTENT



PROMOTED FRONT PAGE NZ HERALD



2.55% CLICKS TO CONTENT

PROMOTION SUCCESS

4 MINUTES

AVERAGE DWELL TIME FOR A FEATURE ON **DRIVEN.CO.NZ IS 2.09 MINUTES**. 'RIDDEN' CONTENT DELIVERED **~4 MINUTES**** (WITH INFLUENCER CONTENT LEADING THE WAY.)

2.99%

AVERAGE **CLICK-THRU ON DRIVEN IS 0.08%**. CAMPAIGN CREATIVE DELIVERED UP TO **2.99% *****

7,850

KIWIS VIEWED RIDDEN'S' ZOOM FEATURE WITH A **CLICK-THRU OF 3.28%****

2.55%

2.55% CLICK THRU TO CONTENT VIA SOCIAL MEDIA TO CONTENT^ AND THE KEY EDUCATION FEATURE DELIVERED A **DWELL TIME OF 5:40 ****

140,000

COPIES OF RIDDEN MAGAZINE DELIVERED **13 MOTORCYCLING STORIES ^^**

2,000+

2,000+ COPIES WERE DELIVERED TO **MOTORCYCLE CLUBS AND DEALERS**

201,000

KIWI'S AGED **16+**, WERE REACHED VIA **NATIONWIDE RADIO** DRIVING THEM TO WAKA KOTAHI CONTENT ONLINE ^

SOURCE: * <https://www.nzta.govt.nz/safety/what-waka-kotahi-is-doing/our-advertising/currentadvertising-campaigns/respect-every-ride/>

** Google Analytics March – April 2021 *** Google Ad Manager Traffic reports 23rd March 2021 to 6th April 2021 ^ Facebook ^^ Nielsen CMI Q1 20 – Q4 20, AP 15+ ^^ GFK NZ Total 2021/2

CLIENT RESULTS



Our partnership with Ridden enabled us to reach the motoring community, in particular, under 40-year-old male motorcycle riders who have a higher crash risk.

Motorcyclists are always learning and improving. The editorial provided a great channel to communicate the benefits of the Ride Forever courses as well as expand on the thoughts and philosophies of the motorcycle riders featured in our Respect Every Ride campaign.

KATE OLDFIELD - MARKETING ADVISOR, WAKA KOTAHI



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