



# User Outreach Working Group Intermediate Report

## The Work Process

- Focus on aspects of communication and consumer behaviour
- Analyse best practices and research results
- Develop a communication model
- Develop recommendations
- Define next steps and prepare follow-up

# Consumer Campaigns

## Euro NCAP

- Star Rating system
- Creates « pull demand »
- Increasing number of 5star cars



## Master Test

- First Europe-wide comparative test on active safety
- Identifying weak points especially in terms of safety

## EuroTest

- Common test platform
- Media: logo, website, flyers, brochures, conferences
- Media penetration > 15 m



# Experiences from suppliers

- Naming of safety functions
  - **Technical abbreviations**
  - **Different names for identical functions → confusion**
- Supplier safety campaign
  - **Product training of car dealers and consumers**
  - **Incentive programmes for salesmen / point of sale support**
  - **Consumer marketing**

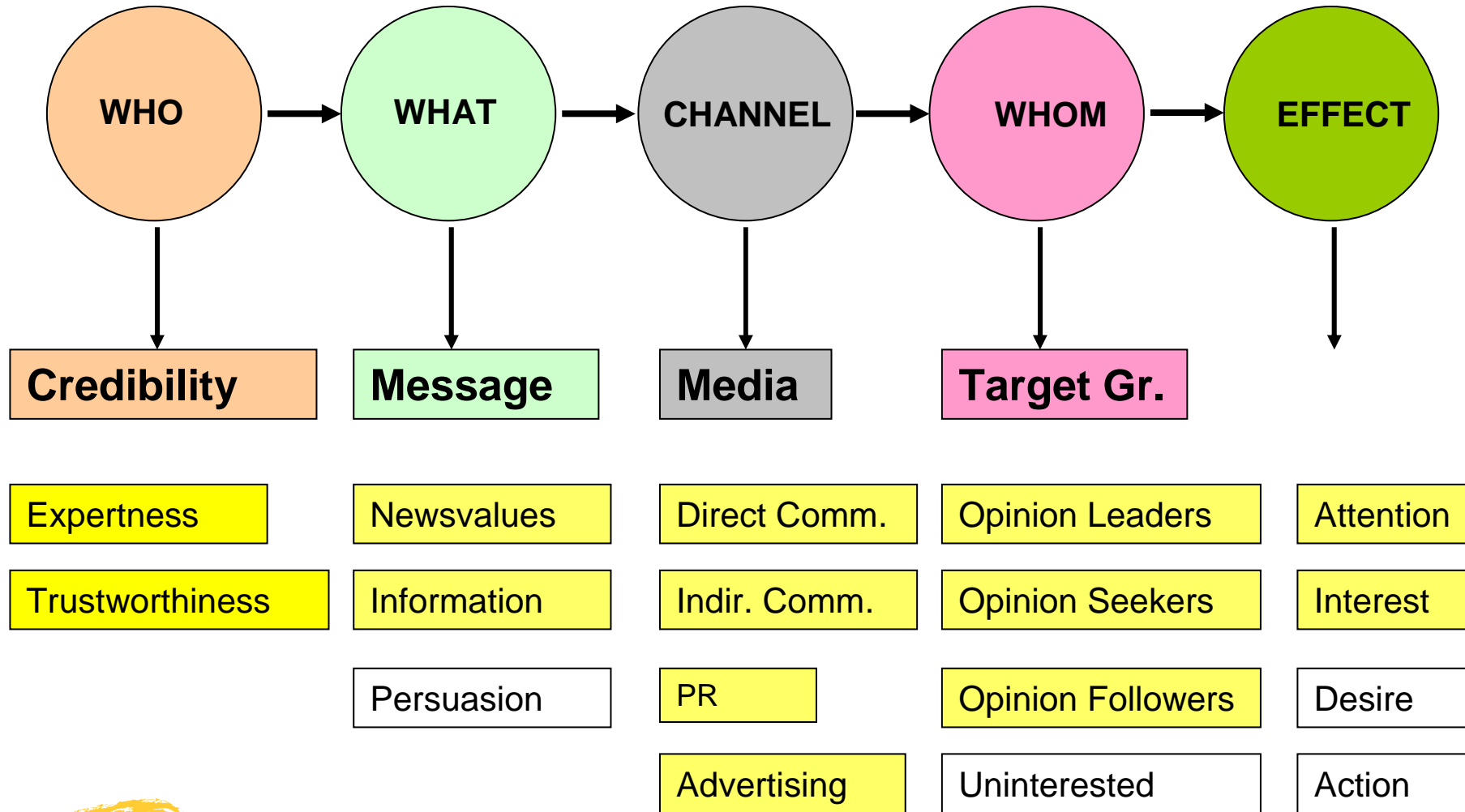
„SRS, ESP, TCS, ABS, ITC, RDC – who can remember all these abbreviations?“



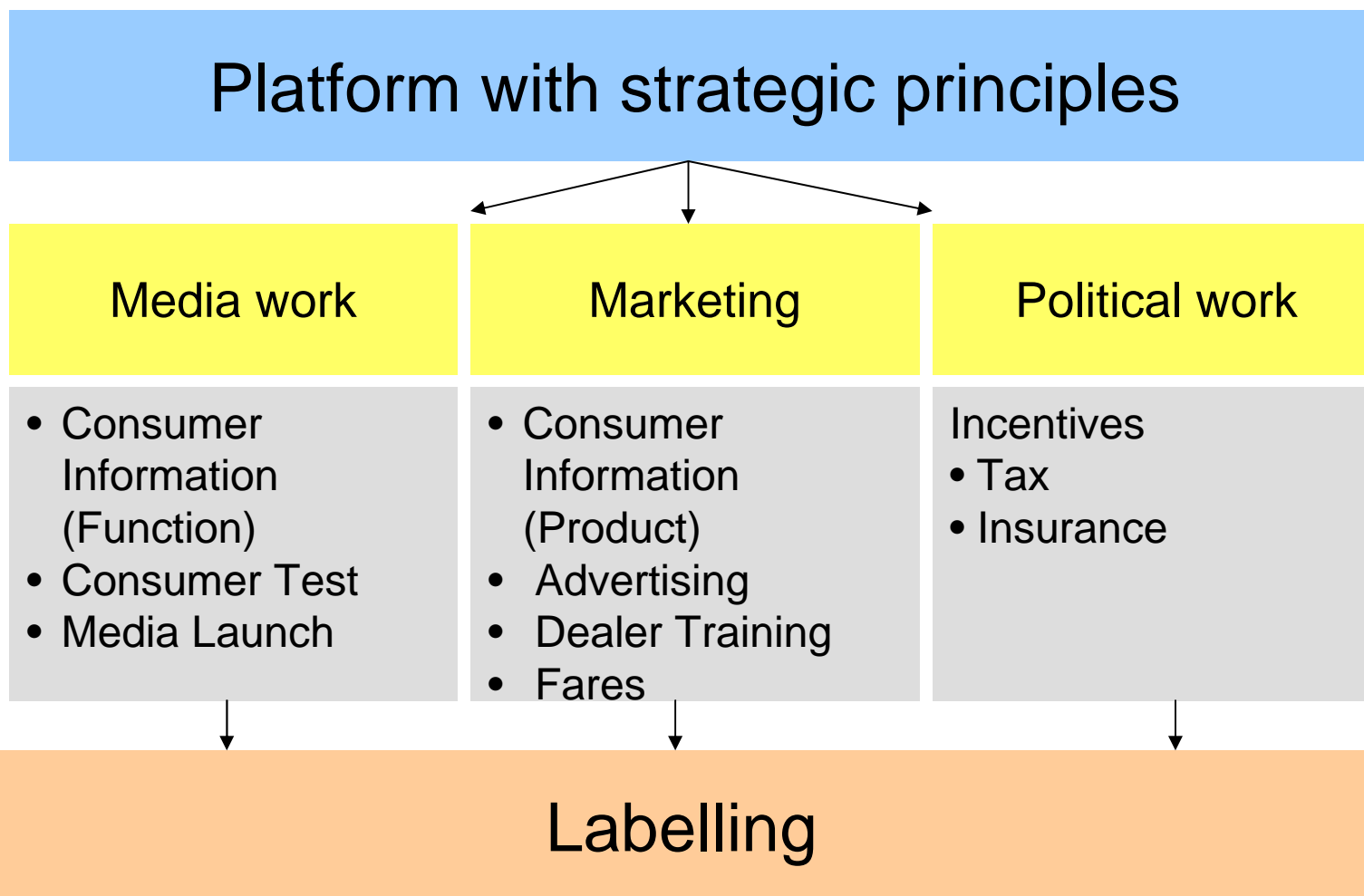
# First Results

- **Simple Messages and credibility are essential**
- **Technical communication is a mortal sin**
- **Media Campaigns are effective but**
  - **Require constant news**
  - **Difficult to sustain for longer periods**
- **Consumer Tests**
  - **High penetration in the media market**
  - **Test protocols and media agreements**
  - **Difficult communication if products show only little differences**
  - **Selection of products**
- **Label**
  - **The product speaks**
  - **Dynamic label can include new eSafety devices when they are on the market**
  - **Media communication more difficult**

# The Communication Model



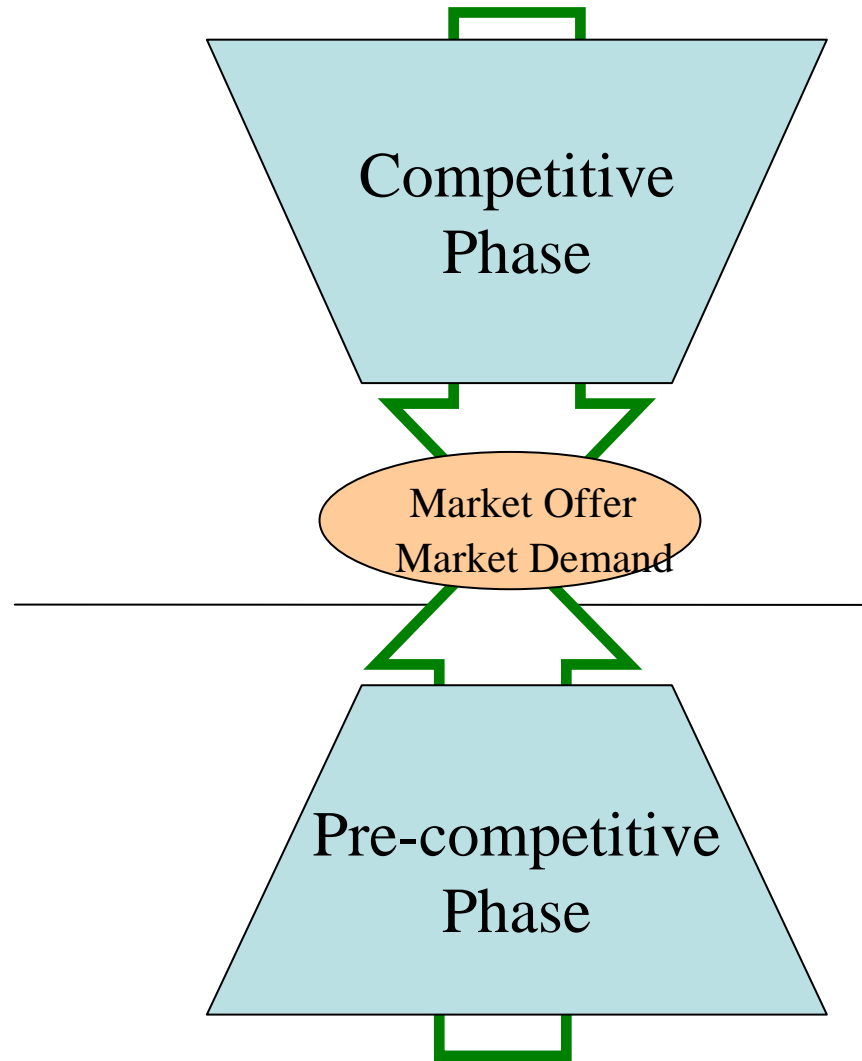
# Recommendation



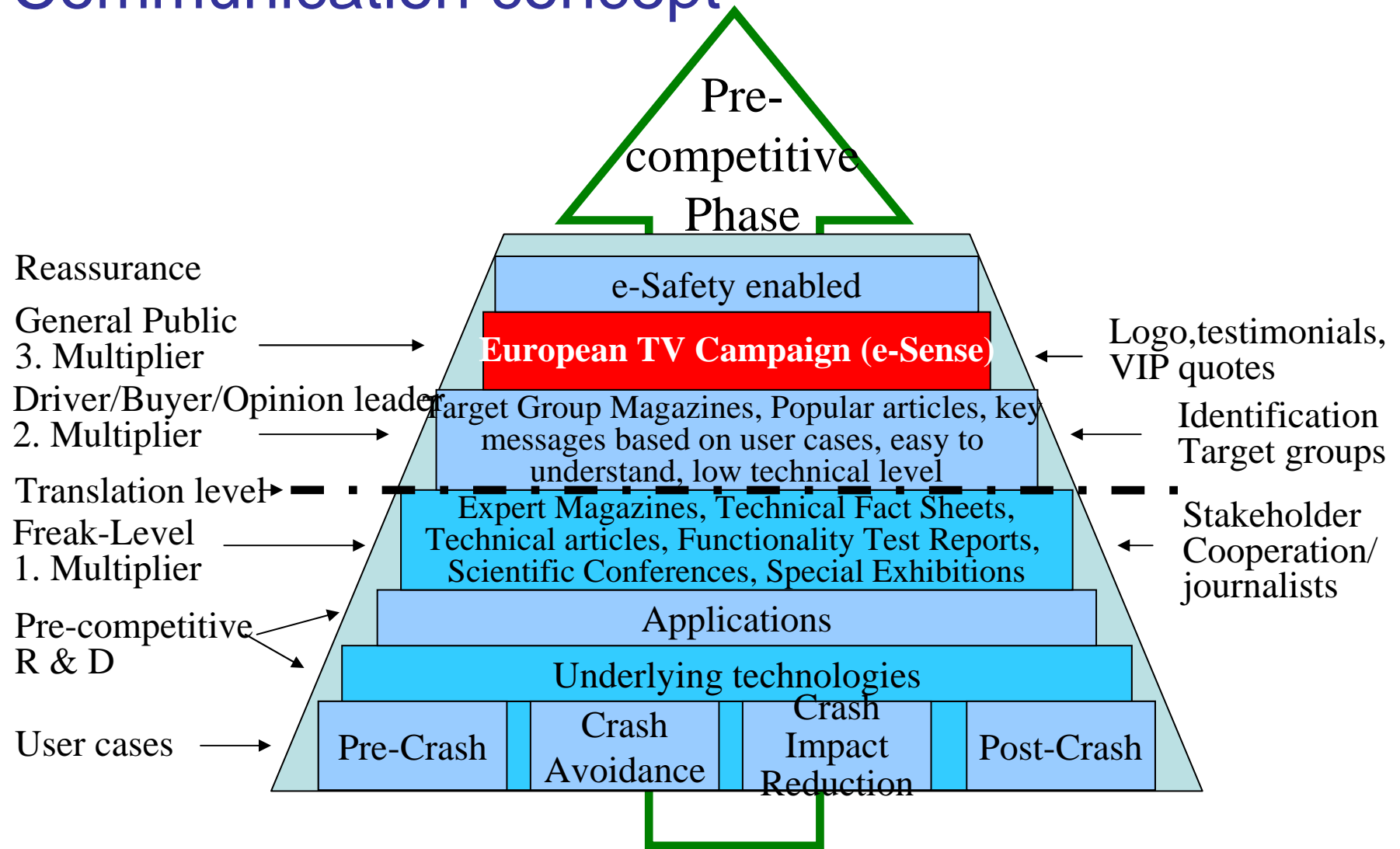
# Key Elements of Communication Platform

- Wide participation of stakeholders
  - Manufacturers, Users, Suppliers, Media, Member States...
- Non-competitive character
- Internal agreement on
  - Financing
  - Ownership
- Development of
  - Media protocols
  - Test protocols
- Definition of campaign subjects (Input Road Maps WG)
- Development of media material
- Cooperation with agencies

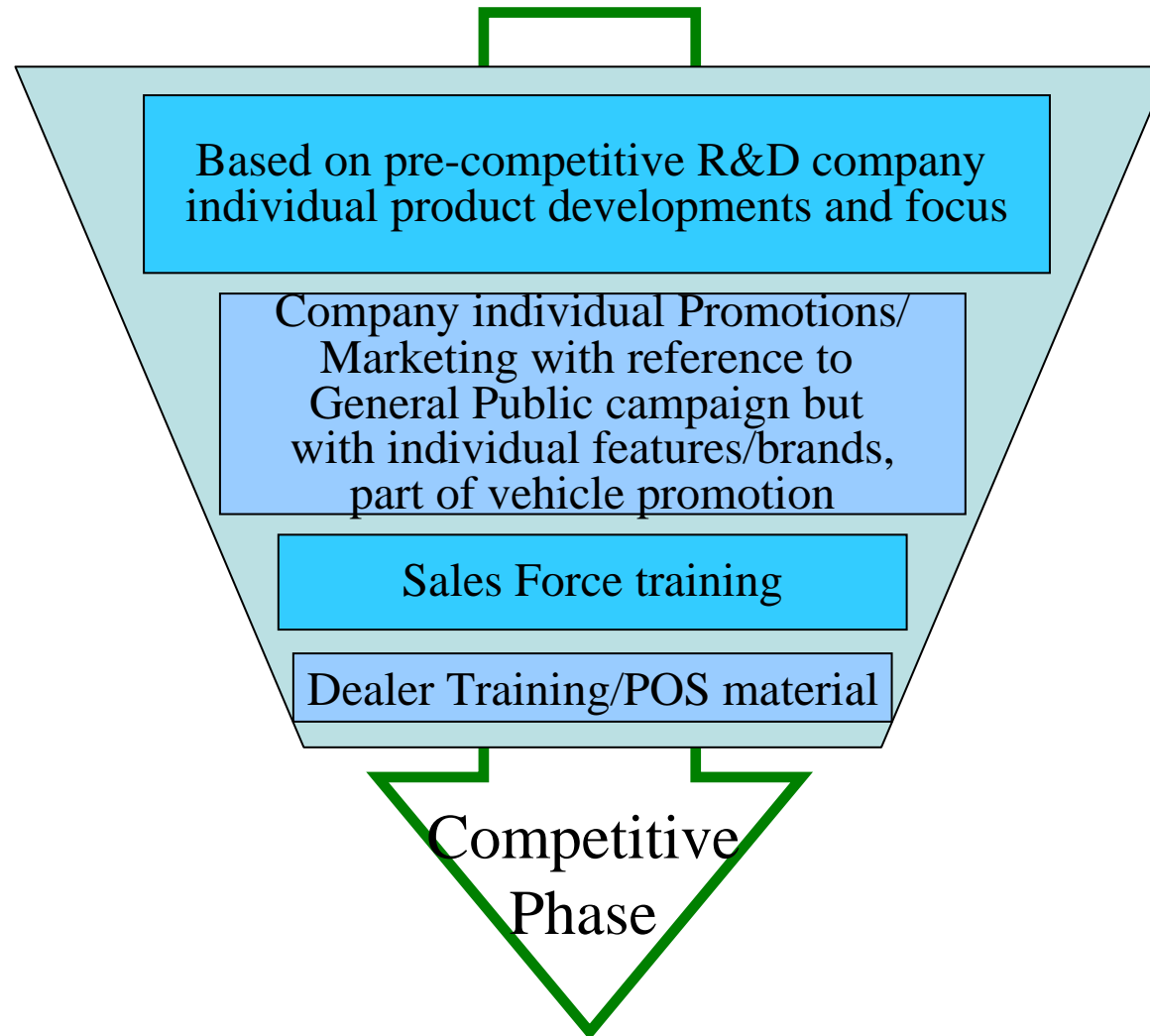
# Communication concept



# Communication concept



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## Next steps

- Definition of Communication Platform
- Definition of Pilot Campaign
- Development of Final Report
- Transition to Pilot Phase