

A photograph of a railway track receding into the distance under a warm, orange and yellow sunset sky. A large, modern bridge structure is visible in the background, and streetlights line the tracks on both sides.

# OUR RESPONSE TO RAIL SAFETY WEEK

FEDERATION

# WHAT WE'LL TAKE YOU THROUGH.

A bit about us

1

The make-up of Federation  
and how we do our best  
work with our clients

2

Our experience in  
behaviour change  
and safety

3

Our thinking from  
your brief to creative  
execution

## WHO WE ARE

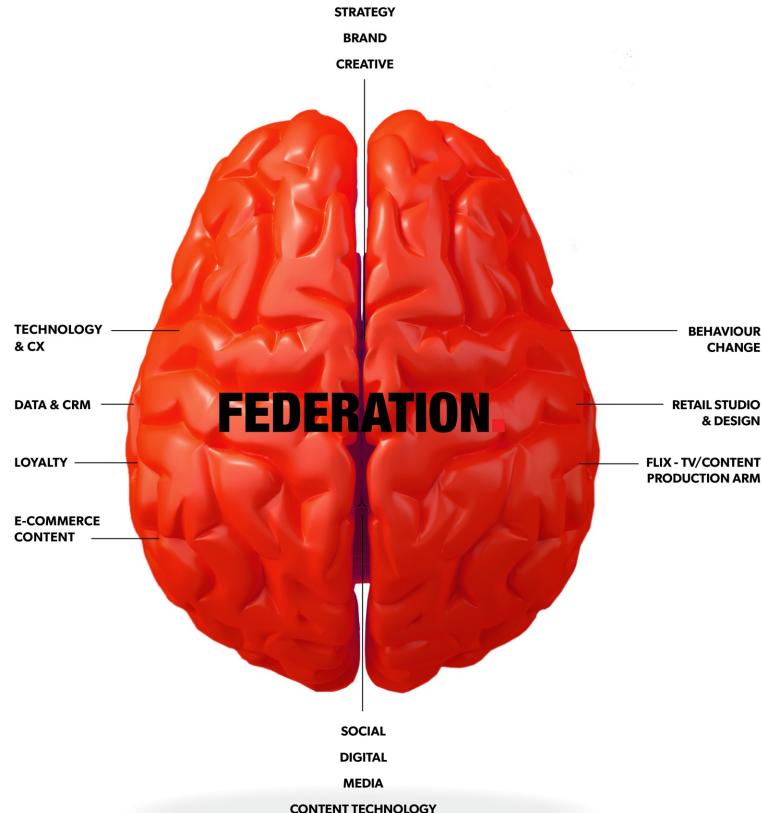
# One agency, connected creativity.

We are a full-service, New Zealand-owned agency with a full-time team of 30.

We build enduring brand platforms.  
And create compelling campaigns.

We intelligently connect with your customers  
in innovative ways.

We create meaningful experiences to influence  
customers in the moments that matter most.



# YOUR RAIL SAFETY WEEK DEDICATED TEAM AT FEDERATION

BUSINESS	STRATEGY	ACCOUNT LEADERSHIP		
				
Sharon Henderson CEO	Dan Bye PLANNING DIRECTOR	Olly Walker-Boden MANAGING PARTNER	Liz Adams GROUP BUSINESS DIRECTOR	Mikade Barns Graham SNR ACCOUNT MANAGER
CREATIVE/BRAND	DESIGN	DIGITAL/SOCIAL		
				
Tony Clewett CHIEF CREATIVE OFFICER	Bobbie McKay CREATIVE GROUP HEAD	Opeta Elika HEAD OF DESIGN	Jeremy Clark HEAD OF DIGITAL	Molly Snowdon SOCIAL LEAD

# SOME CLIENTS WE'VE HELPED GROW



Beautiful  
SAMOA



F.

# TRANSPORT AND SAFETY BRANDS WE'VE WORKED WITH



An Auckland Council Organisation



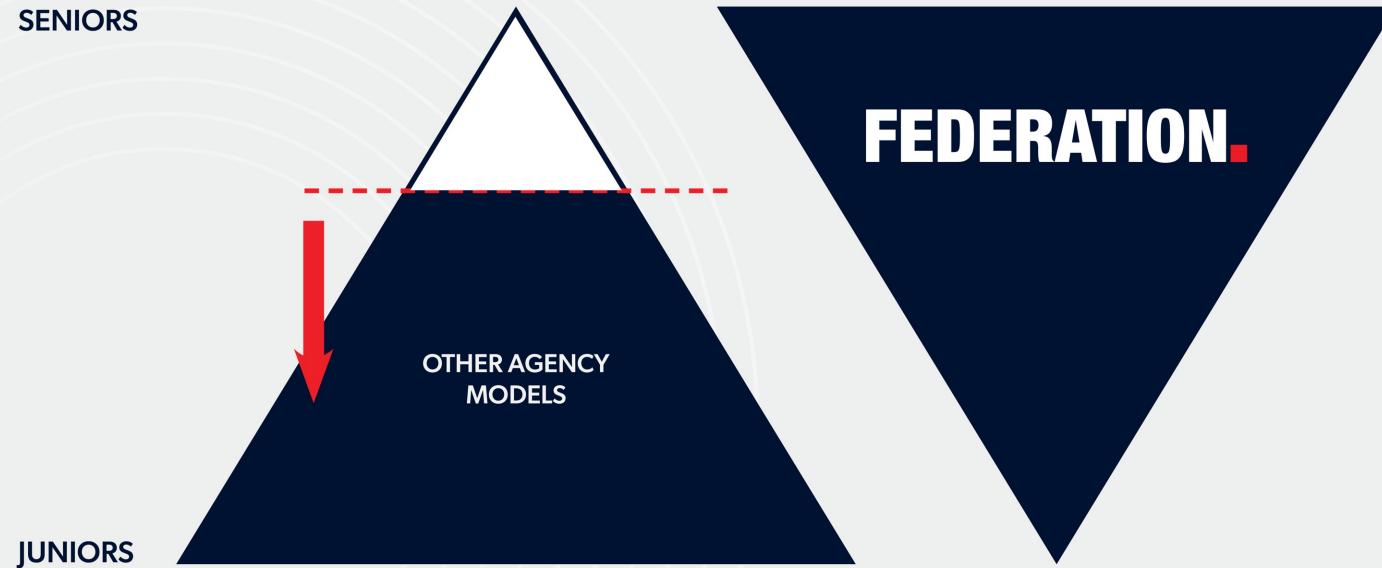
# **Leading change: The 1st and only agency in New Zealand qualified in climate and net zero transition.**



## **1ST AGENCY IN NEW ZEALAND**

<b>Sustainability Leadership</b>	<b>Cambridge University</b>	<b>1,000 Hours</b>
1st agency to offer specialist climate change and net zero advisory for brands	1st in NZ for 'Business and Climate' with Cambridge's Sustainability Leadership Institute	Learning from world leaders aligned to global business and the UN in net zero transition

OUR WAY OF WORKING, MORE SENIOR PEOPLE.  
MORE HOME RUNS



COLLABORATIVELY WITH OUR CLIENTS



*Nō te rere moana Aotearoa*



A multi-year platform for safer boating.

THE PROBLEM TO SOLVE?

ZERO

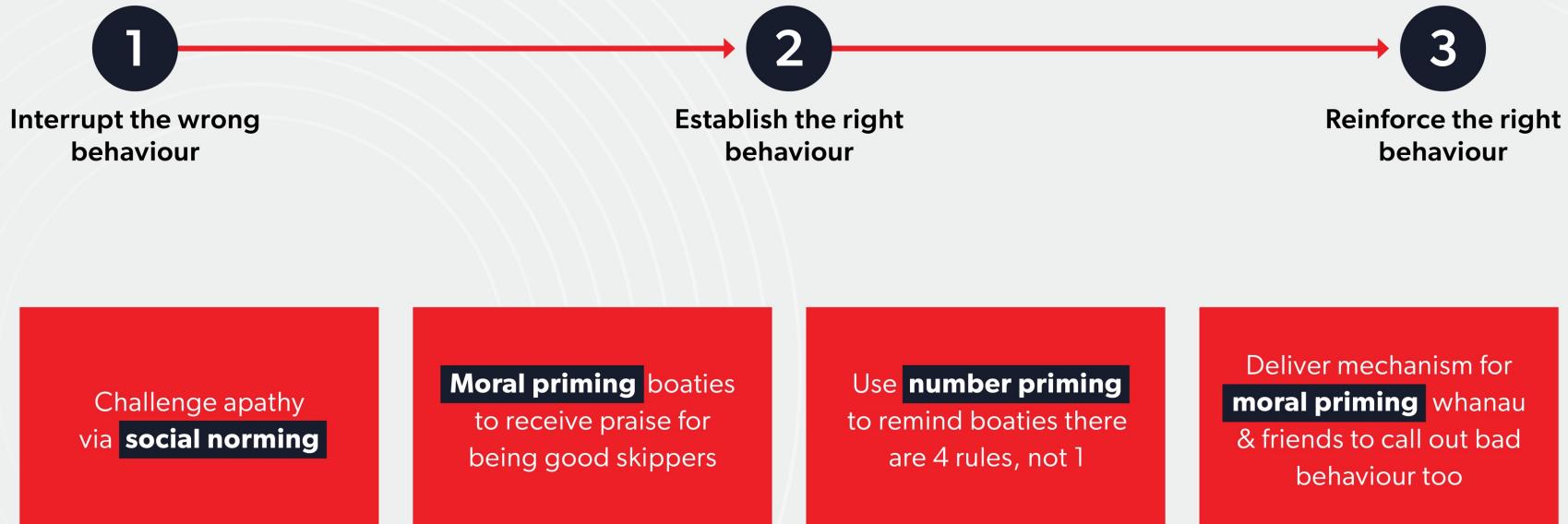
PREVENTABLE  
DEATHS ON  
NZ WATERS

## THE PROBLEM TO SOLVE?

**20** deaths per year  
on NZ waters

**506** people rescued = \$  
(located and rescued by SAR agencies)

## SOLUTION: BEHAVIOUR CHANGE OVER TIME



THE PROPOSITION:

# The five rules rule on the water

# Kia Mataara

Be alert - Be vigilant - Keep vigil - Keep watch

**Know the ways of the water  
before you let go**



## PLATFORM RESULTS

**Base  
Year 0:**

**9%**

Unprompted  
recall

**16%**

Prompted  
recall

**Year 1:**

**21%**

Unprompted  
recall

**31%**

Prompted  
recall

**Year 2:**

**29%**

Unprompted  
recall

**41%**

Prompted  
recall



Rail  
Safety  
Week

## YOUR BRIEF

**“ We require an engaging integrated marketing campaign that will remind people of the need to behave safely at level crossings throughout the country. ”**

## WHO ARE WE TALKING TO

Which is further compounded by the fact that we don't have one singular audience to engage with.



MEN & WOMEN



YOUNG & OLD



PEDESTRIANS & DRIVERS



URBAN & REGIONAL

**A powerful and universal human insight**

## A CONUNDRUM

**How do we help people to keep themselves safe around our railway crossings, when they are complacent to the potential dangers that they are exposing themselves to?**

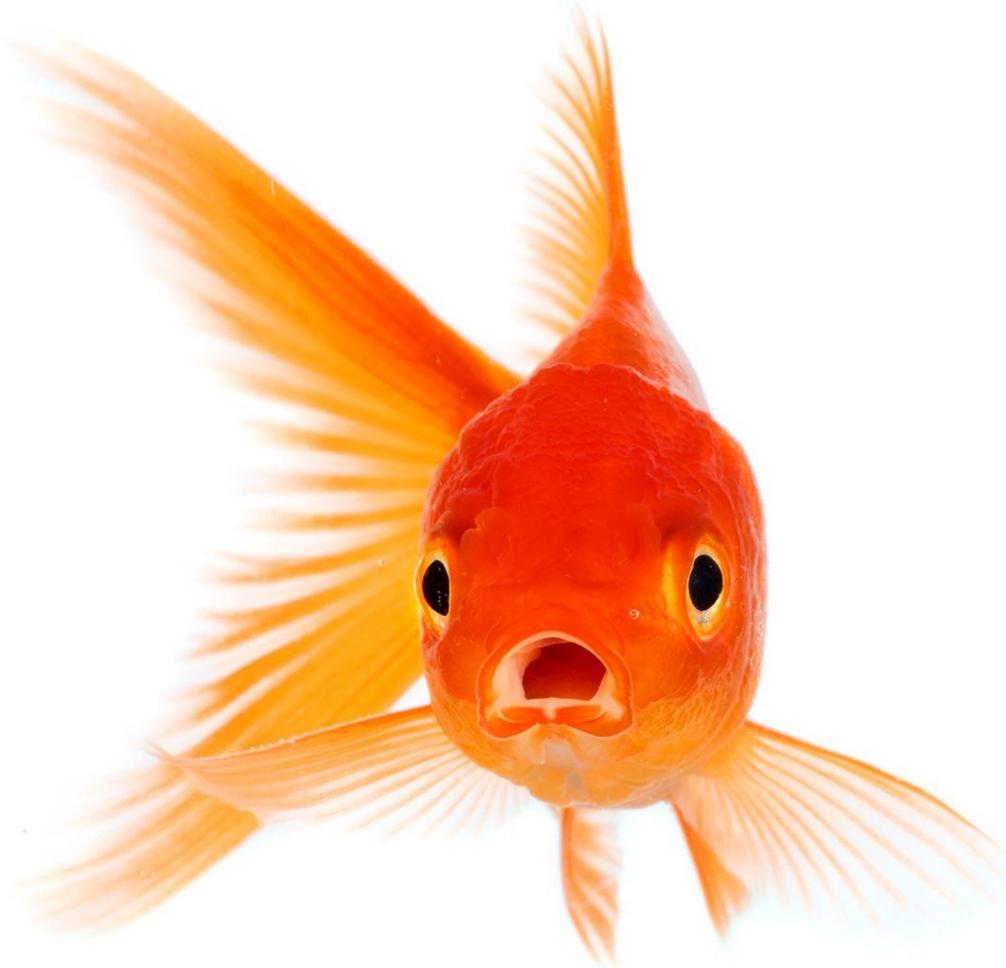


## WHY ARE PEOPLE SO COMPLACENT?

It's a combination of psychology and anatomy....

Complacency is a state of decreased external awareness and reduced sensitivity to hazards caused by **the brain's ability to activate neural pathways that require less PFC activity.**





F.

# WE ARE SUFFERING FROM A DEFICIT IN ATTENTION



Soooo.... what?

## FUNDAMENTAL HUMAN INSIGHT



## FUNDAMENTAL HUMAN INSIGHT



CULTURAL INSIGHT

We've become a  
glancing society.

## OUR CREATIVE CHALLENGE

**How do we get New Zealanders to pay attention to a campaign about paying attention, when their attention is the thing that is already under duress...**

### **INSIGHT:**

Our waning attention is impacting our ability to really see what is happening around us.

PROPOSITION:

**Glancing is not the  
same as seeing.**

PROVOCATION:

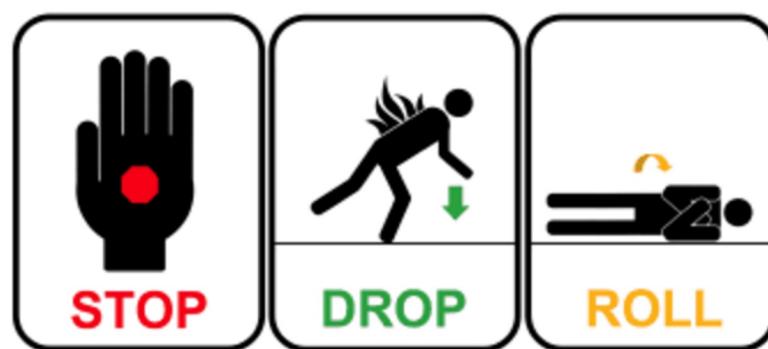
**Changing attitudes  
won't save lives.**

**Changing behaviour will.**

## THE MISSION:

**Introduce a behaviour  
change tool to help  
New Zealanders safely  
navigate rail crossings.**

## A COUPLE OF CLASSIC EXAMPLES



# OUR MEASURE OF SUCCESS: A platform that keeps on giving



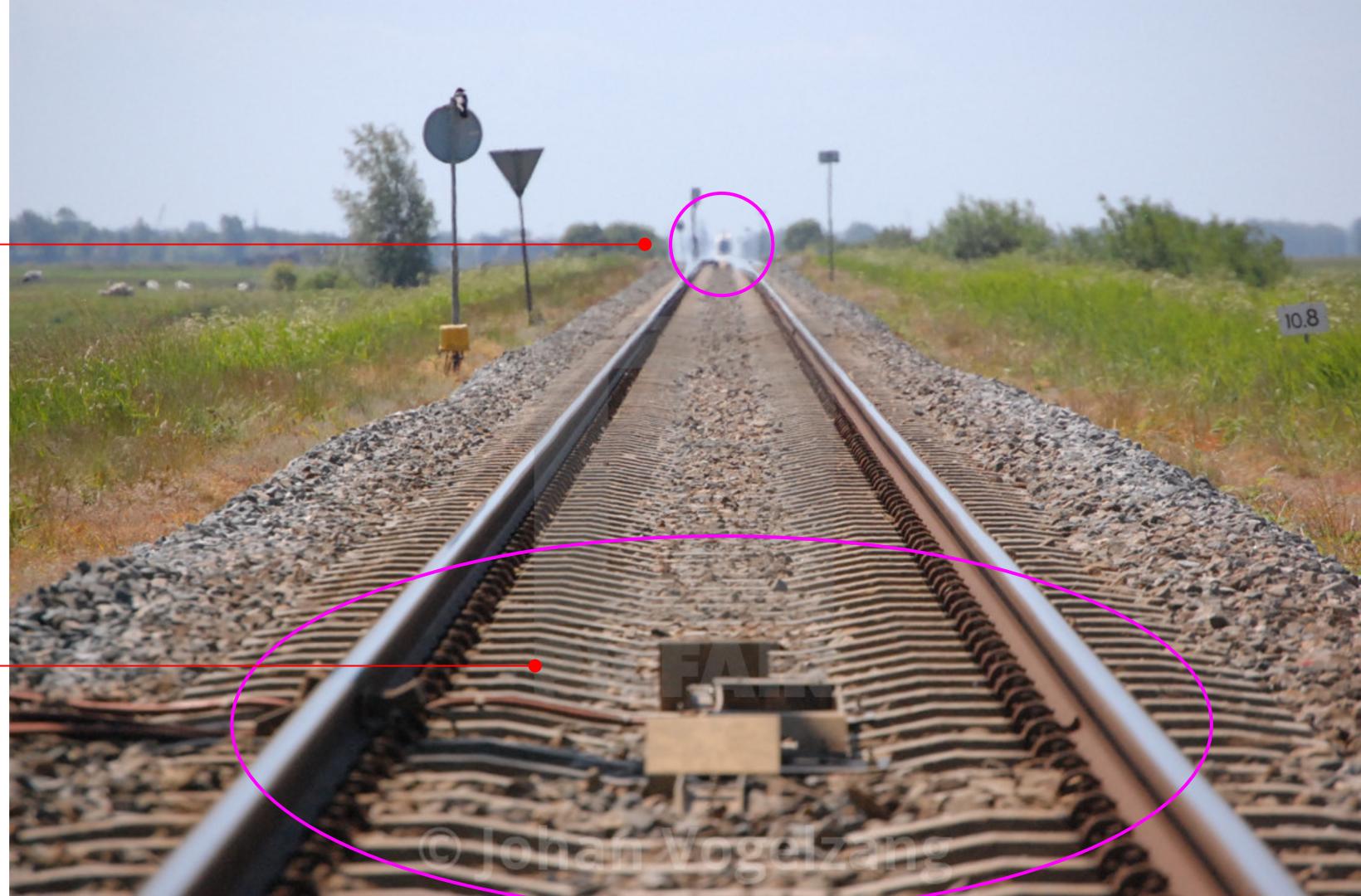
*Creating an ongoing behaviour that gets more and more famous.*

# **Seeing vs glancing**

*What's the difference?*

***Seeing***

(requires focus)



***Vs.***

***Glancing***

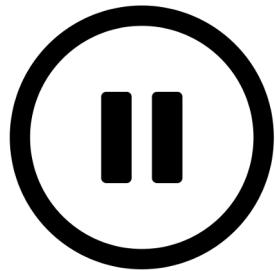
(autopilot)

© Johan Vogelzang

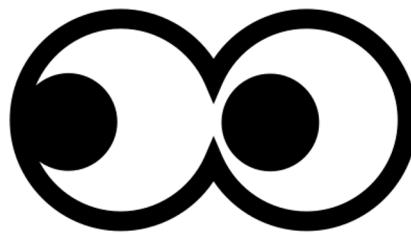
Creative thought-starter

**Don't just look for trains,  
see them.**

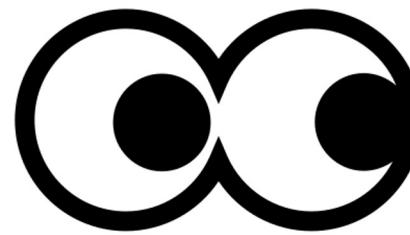
# THE BEHAVIOUR TOOL



Pause



'See' left



'See' right

If clear, proceed

Why is a behaviour tool so important? It allows the passing of knowledge.



Why is a behaviour tool so important? It allows the passing of knowledge



# **And what's the best way to make this tool ‘sticky’?**

i.e. memorable, adoptable, ‘pass-on-able’

# HUMOUR

It's one of our core culture codes, hence such an effective communications technique  
*(if we like something, we're far more likely to listen and adopt it)*



# The creative

2 x executions to bring the proposition to life

Campaign idea one

# Spot the choo-choo

## CORE BEHAVIOURAL STRATEGY

# Sensory Priming

Priming our audience with distinctive **language**, **sounds** and **visual** stimuli relating to rail safety behaviour, triggers the correct action when they encounter crossings.

# THE POWER OF AUDIO PRIMING



# THE THINKING

You're looking at a train, right?

It's also just as commonly known as a 'choo-choo'.

Let's own this fun and familiar word - attach it to an action and sound - creating a new 'easy-get-for-all' safety tool.

*Sometimes the best ideas are the simplest  
(and they're staring you right in the face).*



NZ Road Code

## OUR BEHAVIOURAL TOOL: LANGUAGE/AUDIO/ACTION

**“Choo-choo?**



*(Pause & see)*

*There is no train - left*

**Choo-choo?**



*(Pause & see)*

*There is no train - right*

**Clear.”**



*(Proceed)*

*I am clear to go*



CHOO  
CHOO?

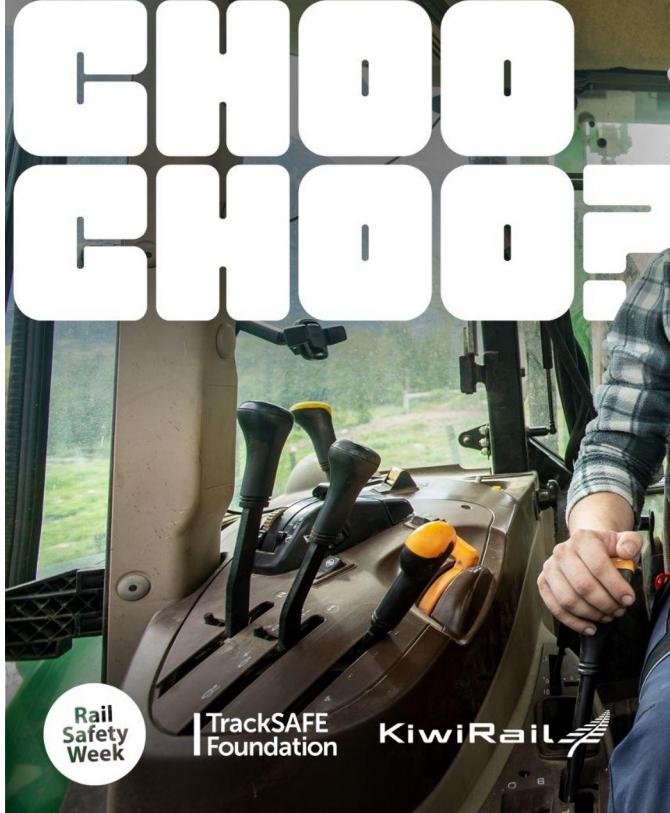
CHOO  
CHOO?  
**CLEAR**

Look twice around choo-choos

Rail  
Safety  
Week

| TrackSAFE  
Foundation

KiwiRail



CHOO  
CHOO?

CHOO  
CHOO?  
**CLEAR**

Rail  
Safety  
Week

TrackSAFE  
Foundation

KiwiRail

Look twice around choo-choos

F.



Rail  
Safety  
Week

TrackSAFE  
Foundation

KiwiRail

Look twice around choo-choos

## **Hero video content: “Choo-choo your way” - (30” + various cutdowns)**

We see a series of people “choo-choo-ing” at crossings in their own unique, distinctive style. It’s infectious and fun.



“Not that kind of chew-chew”



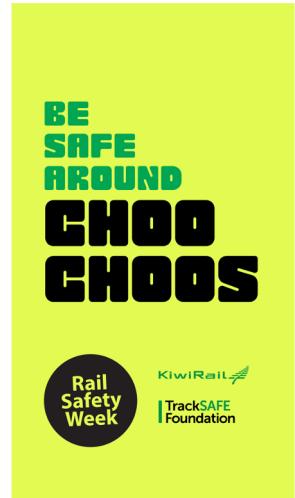
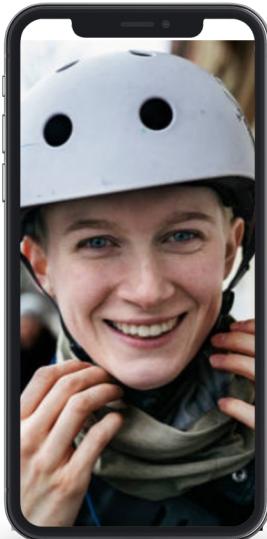
BE SAFE AROUND  
**CHOO-CHOOS**

Rail Safety Week

KiwiRail TrackSAFE Foundation

F.

# AUDIENCE SPECIFIC CONTENT: 'CHOO-CHOOS YOUR WAY' - CYCLISTS



# AUDIENCE SPECIFIC CONTENT: ‘CHOO-CHOOS YOUR WAY’ - STUDENTS



# AUDIENCE SPECIFIC CONTENT:

'CHOO-CHOOS YOUR WAY' - RURAL/FARMERS



'CHOO-CHOOS YOUR WAY' - TRUCKERS

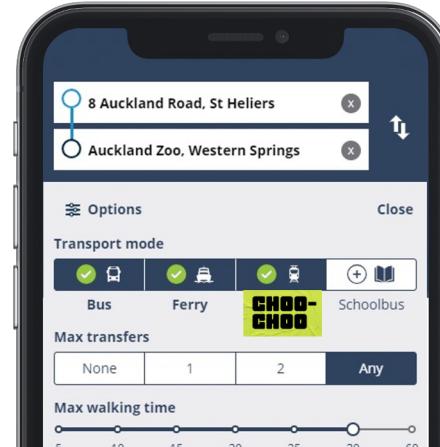


# Launching Rail Safety Week 2023

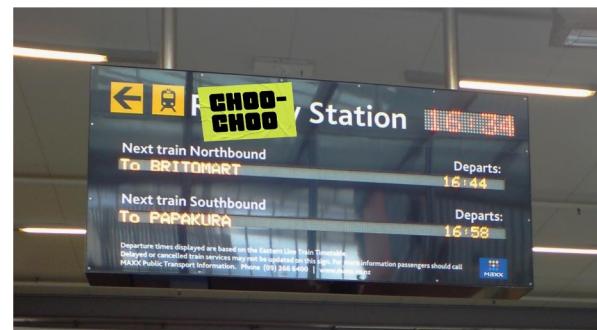
# TEASER CAMPAIGN - 'THE CHOO-CHOO TAKEOVER'



Auckland Transport App



All over NZ, the word 'train' seems to have disappeared. Huh?



Sylvia Park Station

# LAUNCH ACTIVATION: HOW DO YOU CHOO-CHOO?

*“Changing the language”*

*Jeremy, tell us about  
your fave choo-choo  
journey.*

*Well Hilary, have I got a  
choo-choo story for you...*



# LAUNCH ACTIVATION: HOW DO YOU CHOO- CHOO?

***"Show us your choo-choo!"***

We invite the public to have a go  
at our giant megaphone  
installation at key  
stations/crossings.



# RADIO: ROAD TRIPPIN'

We join three mates on a road trip as they encounter different rail crossings. The friends all take turns to verbally check for trains - each in their own unique style.

Mate 1: ***Rail crossing coming up.***

Mate 2: ***I'm on it. Choo-Choo? Choo-Choo? Clear.***

Some time later.

Mate 3: ***Another one. My turn. Choo-Choo? Choo-Choo? Clear.***

More time passes.

Mate 1: ***I got this one. Choo-Choo? Choo-Choo? Clear.***

Announcer: ***Nice. Always look both ways for Choo-choos before crossing the tracks.***

***A message from KiwiRail and TrackSAFE.***

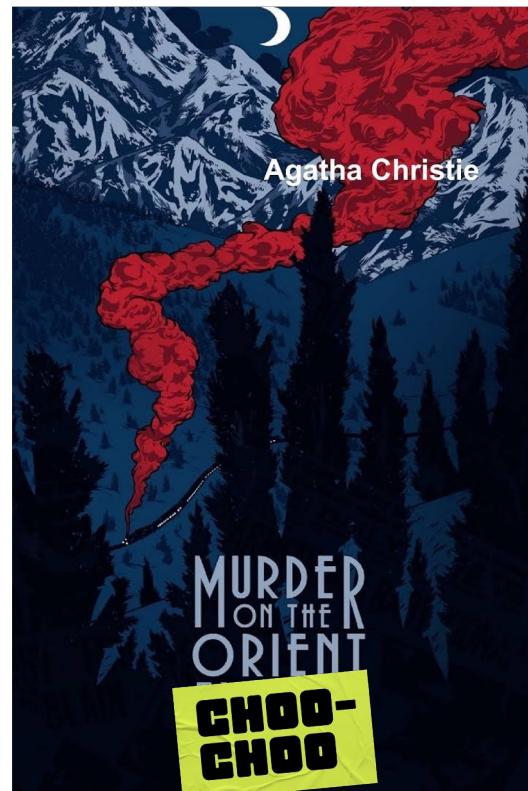
# CAMPAGN +

*Looking beyond 2023*

*How to keep building and building over time...*

CAMPAIGN +

# RE-PURPOSING FAMOUS MOVIES AS PLATFORM POSTERS



CAMPAIGN +

## SPOTIFY HIJACK

We'll re-record famous 'train' songs and insert "Choo-choo" instead. Disruptive and unusual, this helps our campaign become part of pop-culture.

Starters for ten.

### ***Choo-choo playlist:***

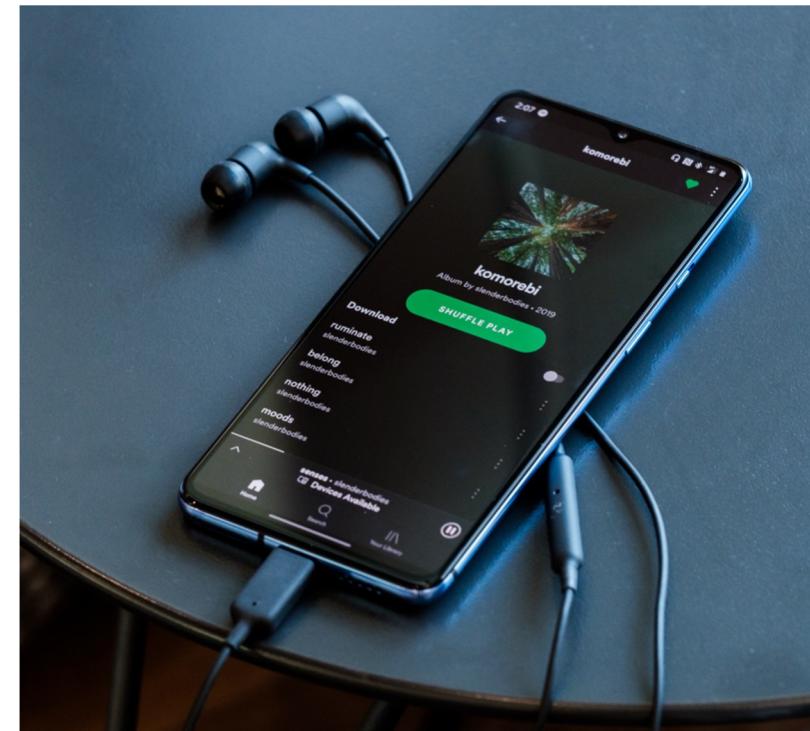
*Peace Choo-Choo – Cat Stevens*

*Bullet Choo-Choo – Judas Priest*

*Crazy Choo-Choo - Ozzy Osbourne*

*Choo-Choo of Love – Meatloaf*

*Midnight Choo-Choo to Georgia - Gladys Knight*



CAMPAIGN +

# THE CHOO CHOO SONG

Make a song as simple, annoying, brain-wormy, and memorable as Baby Shark.

**“When you’re at the train tracks  
Choo choo choo choo  
You know what to do  
Choo choo choo choo  
Look left  
Choo Choo  
Look Right  
Choo Choo”**

*Getting kids to help change the parents behaviour.*



CAMPAIGN +

## MESSAGING MOBILE USERS

Pedestrians are often distracted by their phones.

Disruptive floor decals with the message “Choo-choo before you cross-cross” will grab their attention.



## CHOO-CHOO-ING TRAINS

To reinforce our Choo-choo safety message, real trains could emit a vocal ‘Choo-choo’ as they pass rail crossings.

### Staff engagement

A great way to engage staff (or the general public) by letting them “Be the voice of choo-choo”.

“Chooooooooo-  
choooooooooooooo”





**“Honey, remember at the crossing:  
Choo-choo? Choo-choo? Clear”**

**“Gotcha mum”**

Campaign idea two

# Seeing, not just looking

## CORE BEHAVIOURAL STRATEGY

# Moral Priming

Behavioural science shows us that we improve our behaviour when we know our actions are being observed - we're much more likely to **do the right thing**. So we'll introduce a role model to demonstrate the correct behaviour around crossings, and then keep a 'helpful' eye on everyone.

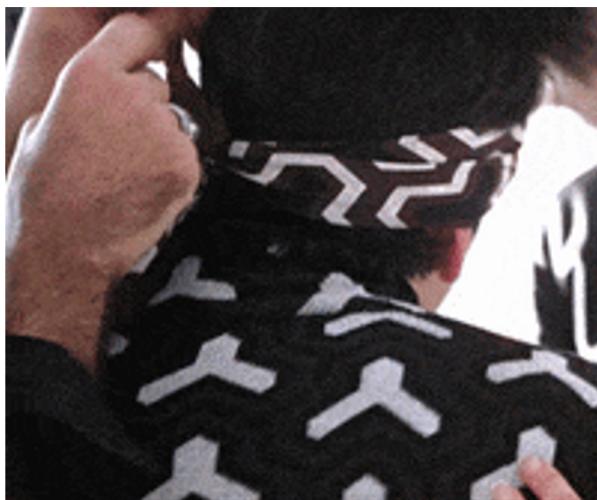
Seeing, not just looking...

## STEVE STYLE



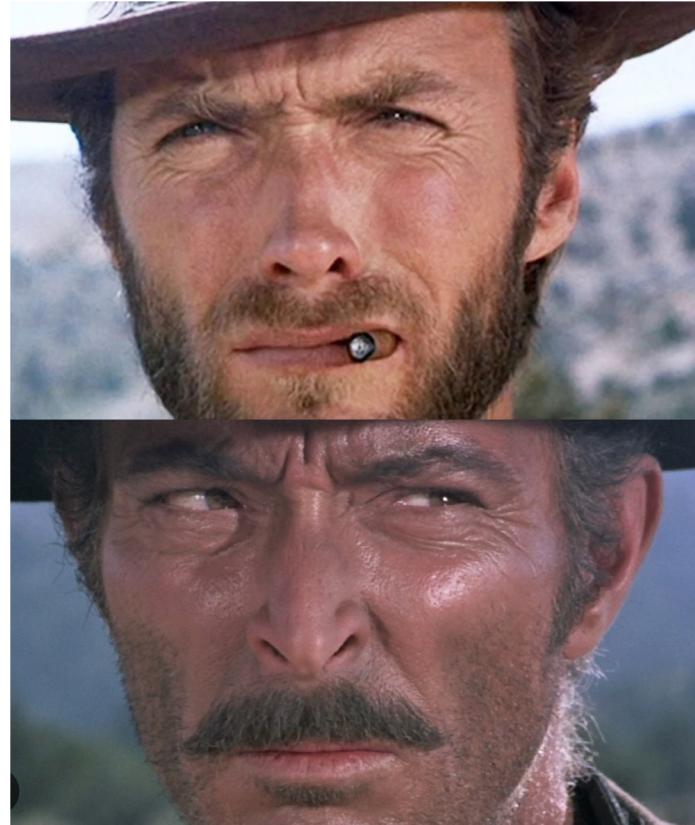
Seeing, not just looking...

## BLUE STEEL STYLE



Seeing, not just looking...

## CLINT STYLE



Seeing, not just looking...

## A GREAT STARTING POINT



Recorded by [MaestroTV](#)  
©Youtube.com/Torprintos

**Imagine if we could own and  
brand this ‘seeing’ action.**

**How powerful would that be?**

Campaign number two

# The rail crossing Steely Stare™

## OUR BEHAVIOURAL TOOL: LANGUAGE/AUDIO/ACTION

**Steely Stare.**



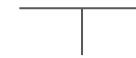
*(Pause & focus)*

**Steely Stare.**



*(Pause & focus)*

**Clear.**



*(Proceed)*

*(Why Steely Stare? Determined, focused, with intent. Steel - The material tracks and trains are made of)*

**So, who or what is going to  
educate NZ on the Steely Stare™?**

# Meet Steely Stan

Our Steely Stare™  
extraordinaire



**Together,  
we'll find  
our right  
'Steely'.**



## STEELY STAN.

The man. The legend. And his horse.  
So, just exactly who is Steely Stan?

Some say he resides deep in the Rimutakas. Others swear he's from the Fiordland high country. While a few claim he's a Mt Eden local.

Who knows? Maybe he's all of these things. But know this. Wherever rail crossing advice is needed, Stan will be your guide - astride his faithful horse (imaginatively called 'Horse') and ready to dispense the secrets of his 'Steely Stare'™

# LAUNCH HERO CONTENT: 'THE STEELY STARE' - 45"

We introduce Steely Stan, the Steely Stare, and model the correct crossing behaviour.



# HERO CONTENT (45"): 'THE STEELY STARE'

*SETTING: Rural road by a rail crossing.*

We open on a bumper-stickered car approaching a rural rail crossing. Inside the car, four mates are talking trash. The car slows and the driver gives a cursory glance... before doing a double take.

Suddenly standing beside the car is Steely Stan, a grizzled kiwi bloke on a large horse. He is the epitome of denim cool. Stan leans down to the driver's window.

**STEELY STAN:** That how you look for trains?

**DRIVER:** Whaaa...?

**STEELY STAN:** Needs some work. Try this.

CUT TO: Extreme western-style close-up of Steely Stan gazing down the rail tracks. His eyes are intense, focused, unblinking, assessing the danger. "**Steely stare**" (sonic sting SFX). He turns his head and stares in the opposite direction, putting Clint Eastward to shame. "**Steely stare** (sonic sting SFX). **Clear.**"

**STEELY STAN:** See, a train can be a tricky beast. One minute...

CUT TO: We see Steely Stan and his horse galloping beside the tracks - way off in the distance.

CUT TO: Sam and his horse have leapt through time and are now bearing down on the car. The young men shout in terror but Sam pulls up, stones and grass flying.

**STEELY STAN:** Then they're here. And they come at you from both ways.

CUT TO: Suddenly Sam's galloping from the opposite side of the tracks.

CUT TO: Sam is back - beside the driver's window again.

**STEELY STAN:** Your turn.

We see the driver doing his cinematic version of the steely stare up the tracks. "**Steely stare, steely stare, clear**" (sonic SFX). Sam seems impressed.

**STEELY STAN:** Not bad for a novice.

We see Sam and his horse moseying across the tracks. The car follows.

**MATE (whispered):** Mate, was that Steely Stan?

**GRAPHIC:** Steely Stare. Steely stare. Go when it's clear.

Rail Safety Week logos.

OOH

**STEELY STARE...**

**STEELY STARE...**

**ALL CLEAR!**

**Be safe around crossings**



OOH



Be safe around crossings

TrackSAFE  
Foundation

KiwiRail

Rail  
Safety  
Week

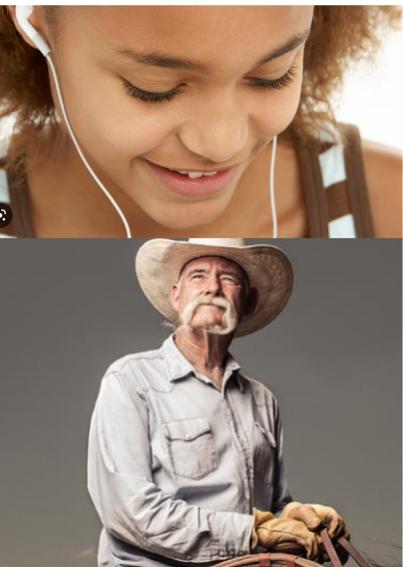
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## OOH - Cyclists

Our key audiences demonstrate the Steely Stare



# SOCIAL: INSTA STORY 15"



## Headphones (Distraction).

SETTING. RAIL CROSSING. Inner City Wellington.

We see a teenage school girl approaching a rail crossing with ringing bells. Music earbuds in, she's oblivious to anything until...

..she sees Steely Stan and his horse suddenly standing beside her. Stan stares at her intensely until she removes her earbuds. She knows better. Steely Stan gives her a nod of approval.

**STEELY STAN: Show me what you got.**

We see the school girl in cinematic slow mo giving her steely stare to either side.  
**"Steely stare... Steely stare... Clear".**

STEELY STAN tips his hat at her and as the lights have stopped, they both cross safely.

**GRAPHIC: Steely Stare. Steely stare. Go when it's clear.**

Rail Safety Week Logos.



# SOCIAL: FACEBOOK STORY - 15"

## Impatience (rushing).



EXT. RAIL CROSSING. Urban Auckland Station.

We see a 50's businessman standing at a rail crossing with the barrier down. He's sighted his waiting train - you sense he's keen to push past the barrier and make a dash for it...

..until Steely Stan and his horse join the scene. Steely Stan taps his watch.

**STEELY STAN: Tai-ho, mate. They can come when you least expect them.**

Suddenly a train comes from the other direction, taking the businessman by surprise.

**STEELY STAN: Let's do it together, Mr Pin-stripe.**

(The barrier lifts) The two stare down the tracks "**Steely stare... Steely stare... Clear**".

STEELY STAN gives him a nod and they both cross safely.

**GRAPHIC: Steely Stare. Steely stare. Go when it's clear.**

Rail Safety Week Logos.



# RADIO: (DRIVETIME) 'HOMEWARD BOUND'

***Note: we'll use Binaural audio to make the most of the car medium ie. it's left & right speakers.***

Gidday partner, your work day may be over, but don't be switching off just yet..  
‘Specially ‘round rail crossings - because trains..... trains can be mighty tricky to spot.

One minute they’re coming this-a-way (*left speaker*)  
And before yer know it, this-a-way (*right speaker*).

When you reach a crossing take a good, long, hard stare - a Steely Stare.  
Way down to the left (*sonic SFX*). Then all the way yonder to the far right (*sonic SFX*).  
Steely stare.  
Steely stare.  
Carry on safely, if it’s clear.

Stay safe partner. Yeehaa!  
*A message from KiwiRail and TrackSAFE.*



# Launching Rail Safety Week 2023

## LAUNCH: THE STEELY STARE™ APPEARS EVERYWHERE

We'll use our iconic visual & sound technique for Rail Safety Week PR - Hilary & Jeremy give steely stares on the show / Vox pops from people on the street etc.



*Steely stare™*



*Steely stare™*



## LAUNCH: STEELY APPEARS EVERYWHERE

*Steely and his horse create 'theatre' at key stations/crossings and even on Seven Sharp.*



# CAMPAGN +

*Looking beyond 2023*

*How to keep building and building over time...*

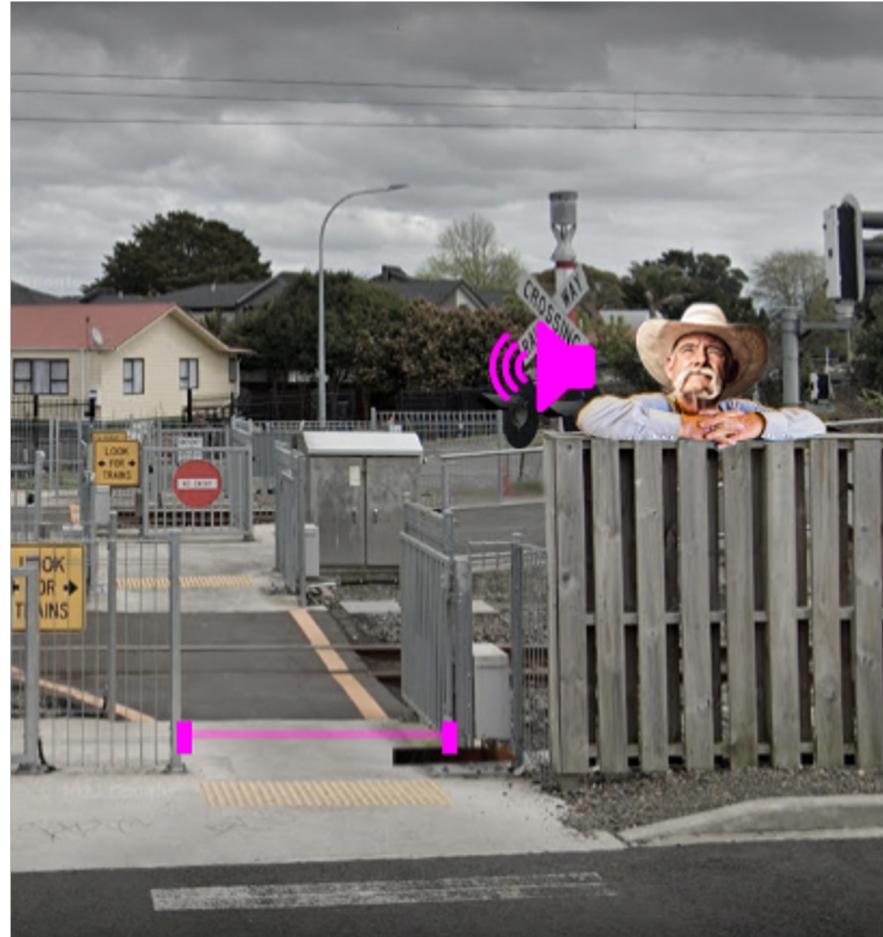
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## SOUNDS OF STEELY

**Pedestrian rail crossing VISUAL & AUDIO alerts.**

Steely Stan cutouts greet pedestrians at rail crossings.

Using Chime mechanism technology (think your local Dairy) an automated Steely Stare safety message is triggered - where it's most relevant.



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## 'STEELY STAN' REMINDERS

Steely Stan becomes a constant safety reminder in drivers' cars.

**Steely Stan Car Fresheners** - a twinkling rail safety reminder on the rear vision mirror.

***Steely Stan key rings and phone protectors*** put the message in people's hands and pockets, no matter where they are.



CAMPAIGN +

## 'STEELY STARE' FILTER

### TikTok/ Instagram

Filters are everywhere - think “sad face”, “bold glamour” and L&Ps super manu splash.

Let's give users twinkling eyes, bushy eyebrows and a moustache. When users look left or right, the image even plays the Steely sound.



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## STAFF PROMO

### 'STEELY STAN' - FAKE MOUSTACHE.



CAMPAIGN +

# STEELY KNOWS

## Interactive In-station Steely kiosks.

Talk to Steely, live (kinda). An interactive kiosk offers train times, Steely Stare instructions, and the odd tale from the Rimutakas. Steely really is everywhere.



CAMPAIGN +

## STEELY STARE TO WIN

### Gamification - trainspotting

'Spot the trains faster than Steely'.  
Interactive games engage younger  
audiences and demo the right behaviour  
- ie. seeing, not just looking.

Prizes and leader board glory up for  
grabs.



CAMPAIGN +

## 'SEE' THE TRAIN & WIN

### Snap a pic of Steely and horse to win

Steely decals ride on the side of selected trains, Snap him, share him and be in to win prizes.

Again, doubling down on 'seeing'. And making Steely even more loved.



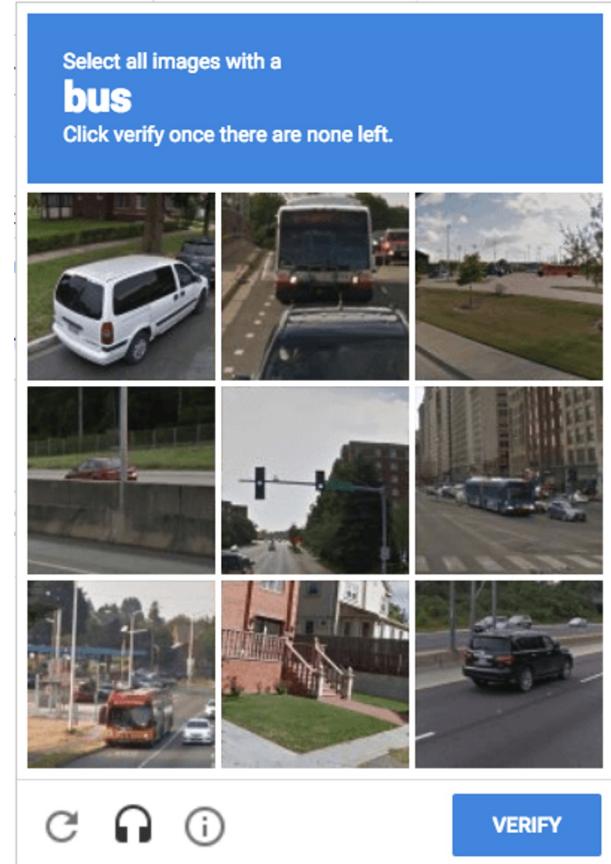
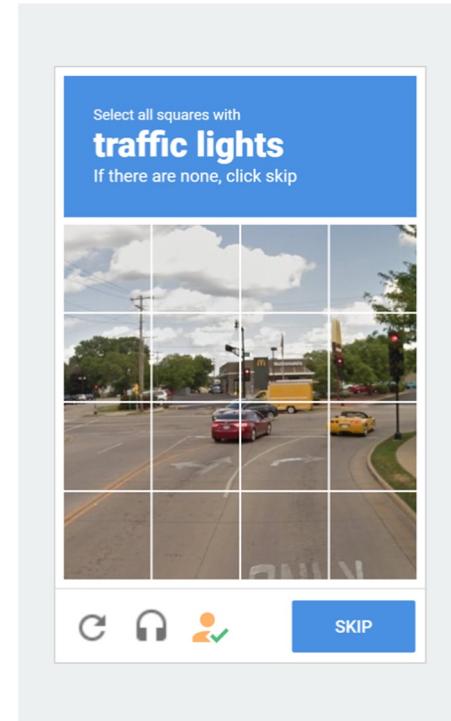
CAMPAIGN +

## CAPTCHA

### Partnerships

“Use your steely stare to find the trains’.

Captcha technology during Rail Safety week allows partners to join in e.g. NZTA car rego payments.





**“Honey, remember at the crossing:  
Steely stare? steely stare? Clear”**

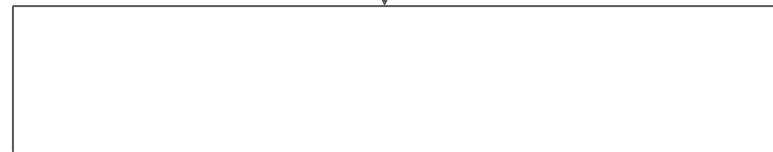
**“Gotcha mum”**

## CREATIVE SUMMARY

*Behaviour: Seeing, not just looking*



## Behaviour Change Tool



*Execution 1*

### Choo-choo



*Execution 2*

### Steely Stare



*The end goal...*

## CREATIVE SUMMARY

Established a clear understanding of why NZers aren't currently paying attention to rail safety rules ✓

Identified that through *glancing* our audience aren't *seeing* the potential dangers around the tracks ✓

Displayed a need to go further than awareness through creating a behavioural change ✓

Delivered impactful behaviour change led creative, wrapped in warmth and a smile ✓

Shown that creating a platform can build effectiveness through our thinking again and again and again ✓

FEDERATION.

Let's chat.