

A photograph of a railway track at sunset. The tracks recede into the distance towards a bridge silhouette. The sky is orange and pink. The word "FEDERATION" is partially visible on the right edge.

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

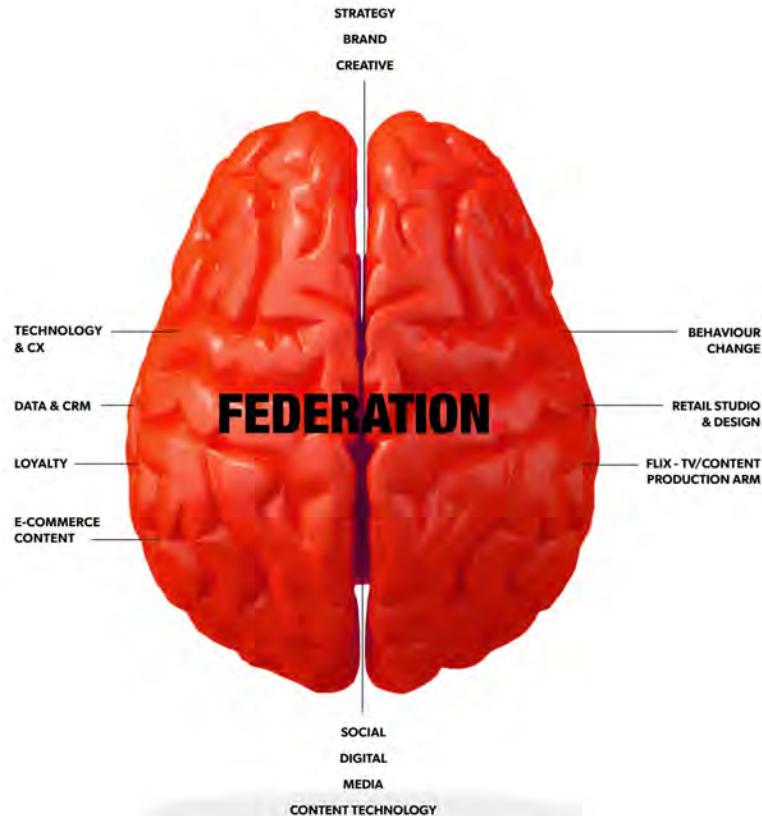
WHO WE ARE

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



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.

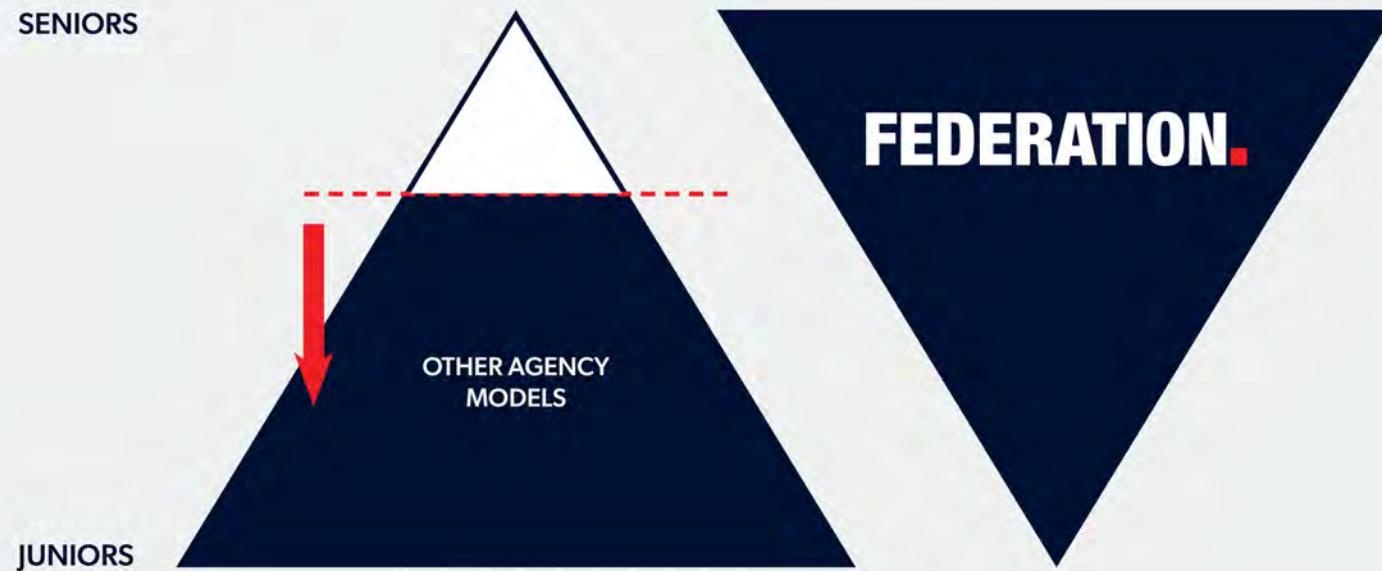


UNIVERSITY OF
CAMBRIDGE
— INSTITUTE FOR —
SUSTAINABILITY LEADERSHIP

1ST AGENCY IN NEW ZEALAND

Sustainability Leadership	Cambridge University	1,000 Hours
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

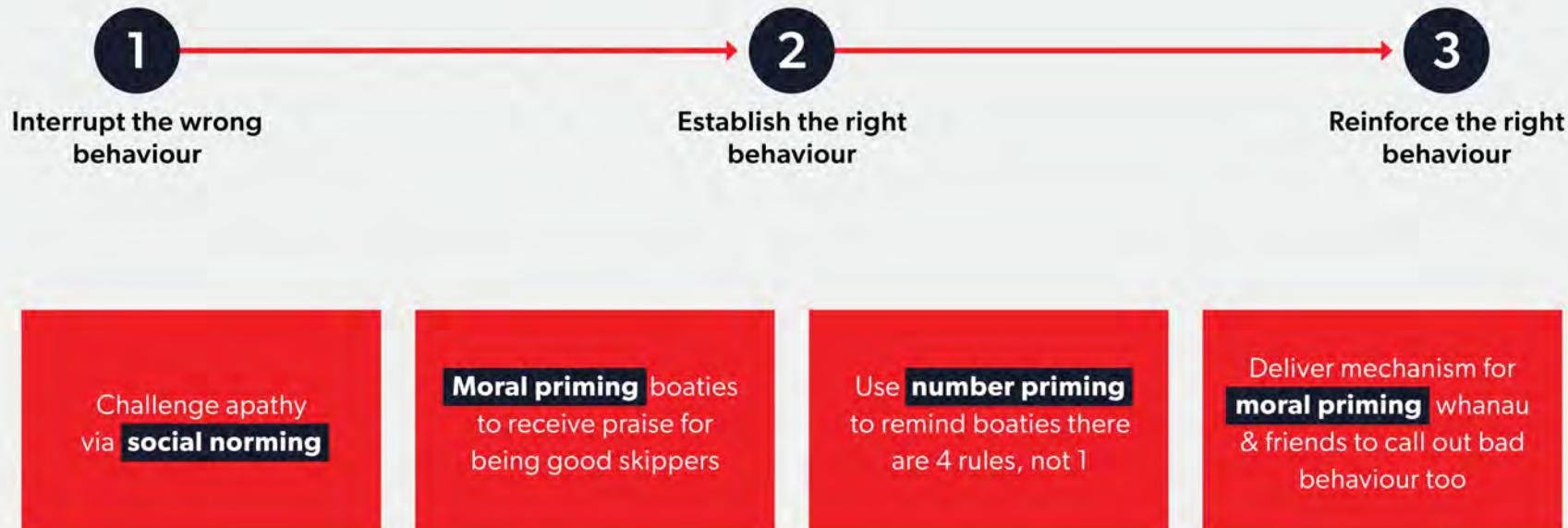
**PREVENTABLE
DEATHS ON
NZ WATERS**

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**

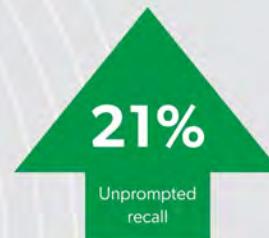


PLATFORM RESULTS

**Base
Year 0:**



Year 1:



Year 2:





Rail
Safety
Week

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?

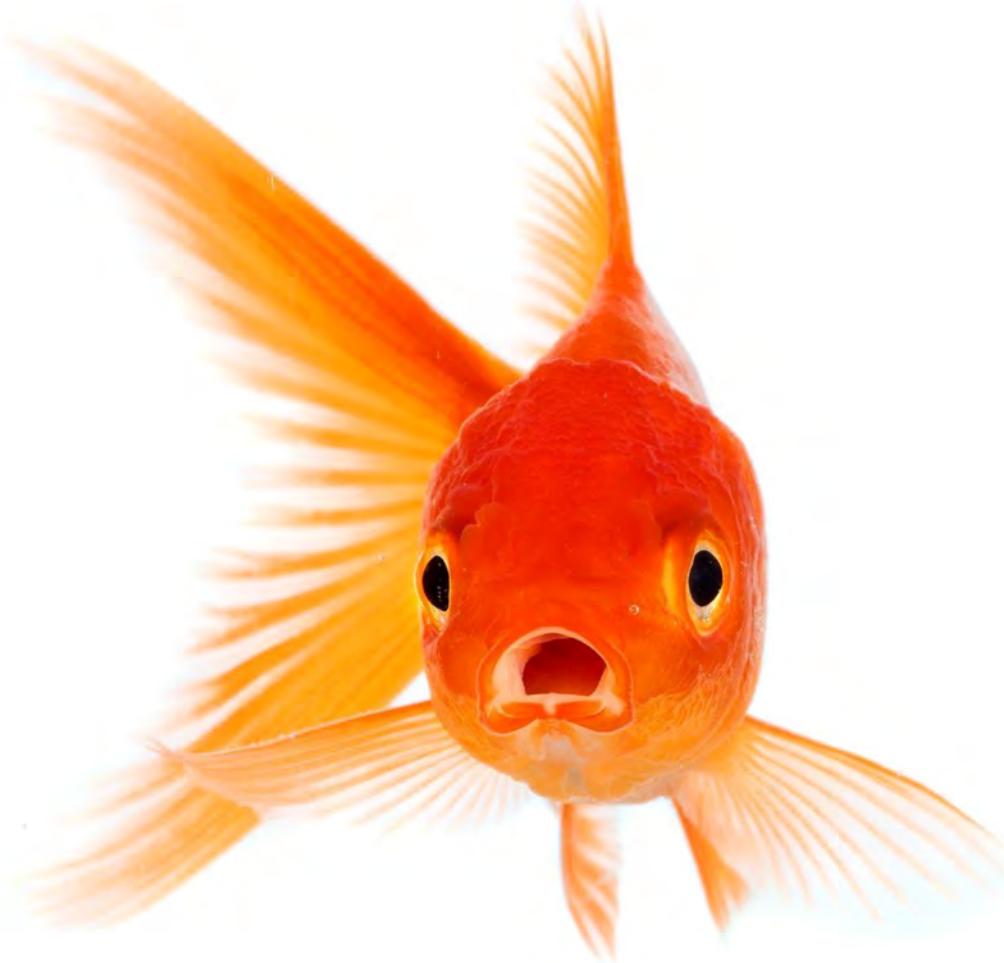


WHY ARE PEOPLE SO COMPLACENT?

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.

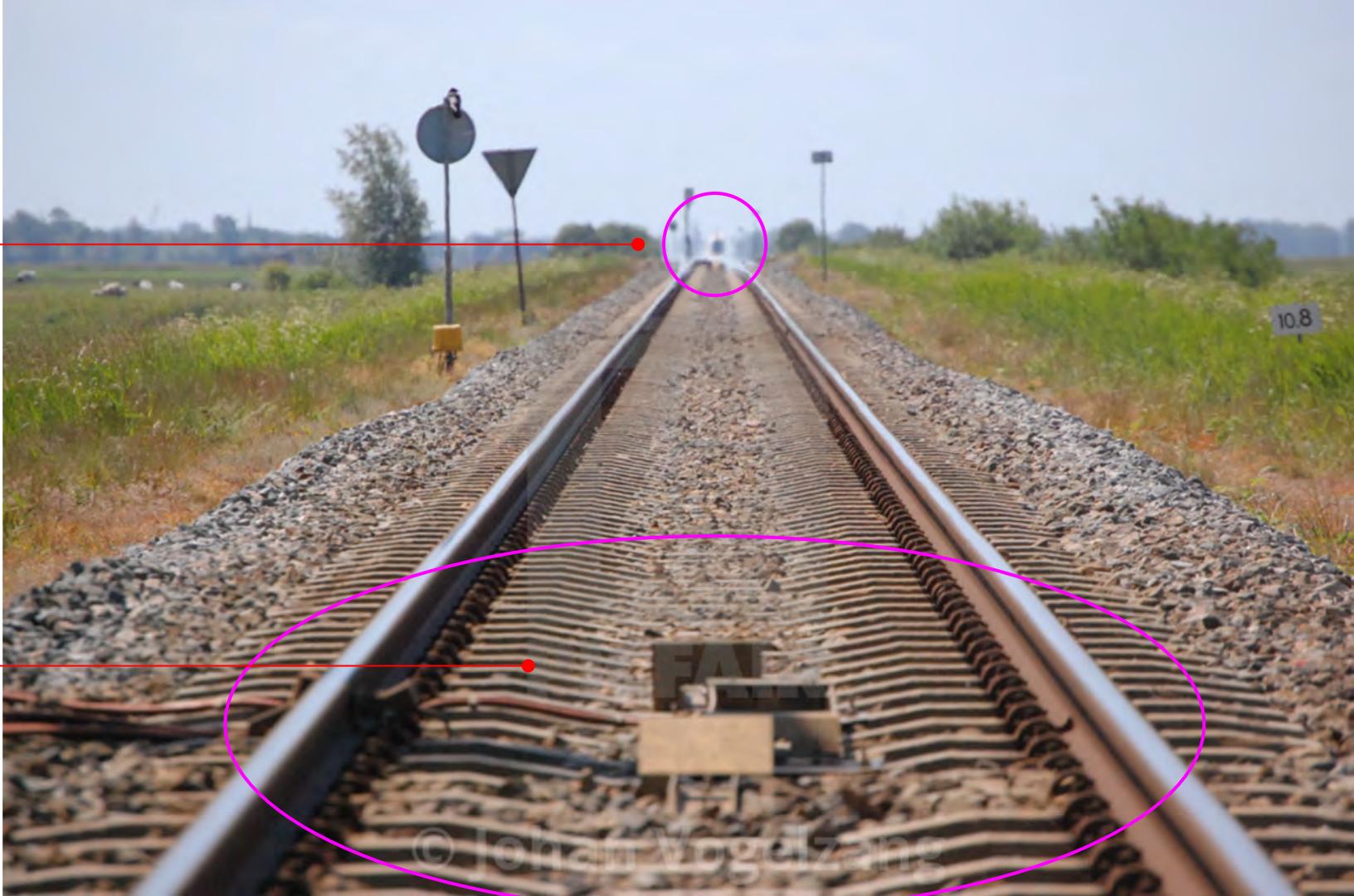
Seeing vs glancing

What's the difference?

Seeing
(requires focus)

Vs.

Glancing
(autopilot)



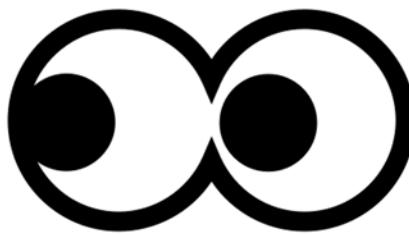
Creative thought-starter

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

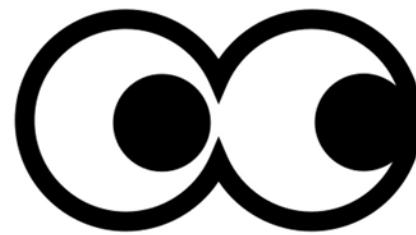
THE BEHAVIOUR TOOL



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

F.

CHOO CHOO?

CHOO CHOO? CLEAR

Rail
Safety
Week

TrackSAFE
Foundation

KiwiRail

Look twice around choo-choos

F.



Rail
Safety
Week

| TrackSAFE
Foundation

KiwiRail

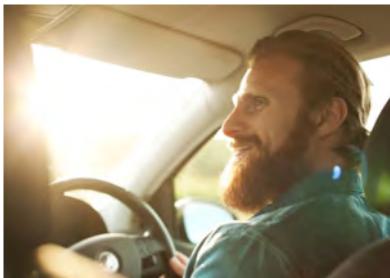
Look twice around choo-choos

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

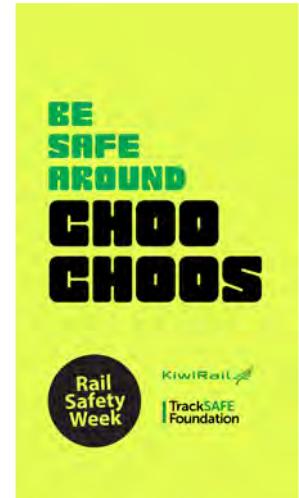
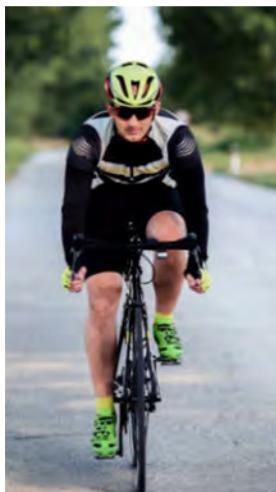
We see a series of people “choo-choo-ing” at crossings in their own unique, distinctive style. It’s infectious and fun.



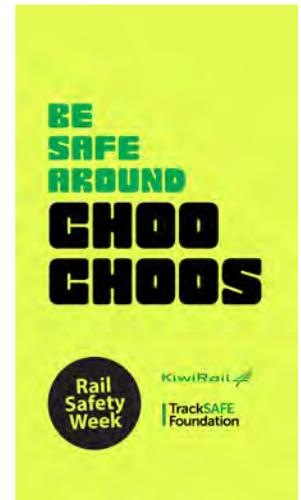
"Not that
kind of
chew-
chew"



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

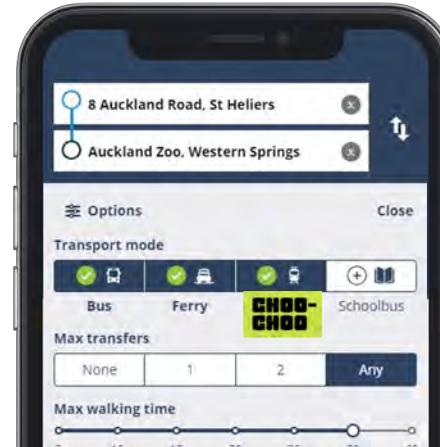


Launching Rail Safety Week 2023

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 Rail Safe.

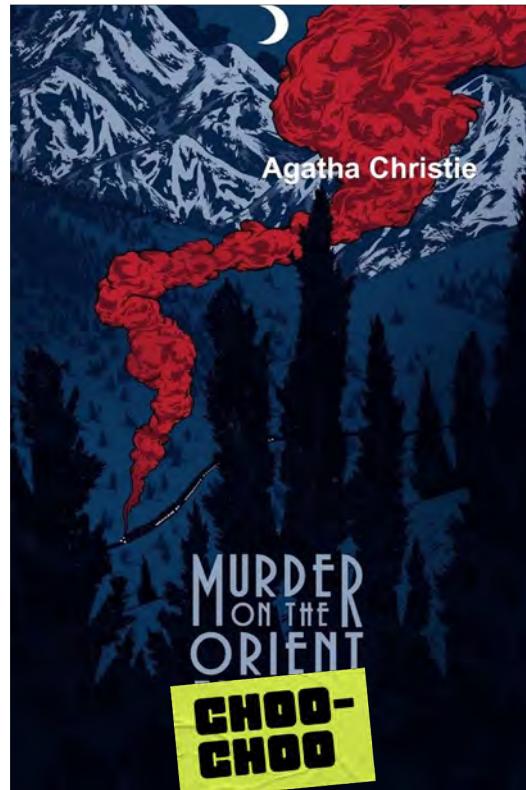
CAMPAGN +

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:

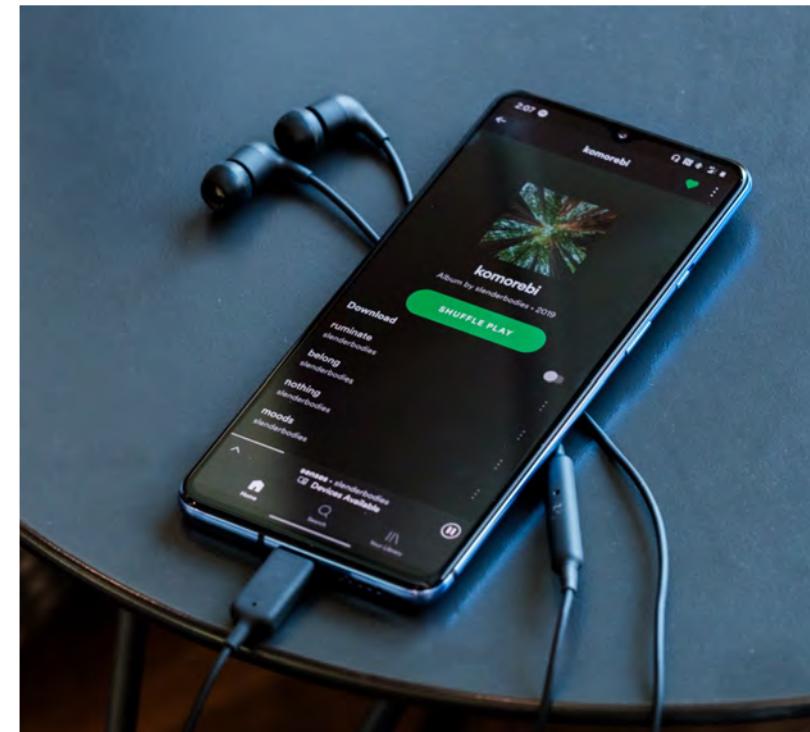
Peace Choo-Choo – Cat Stevens

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.

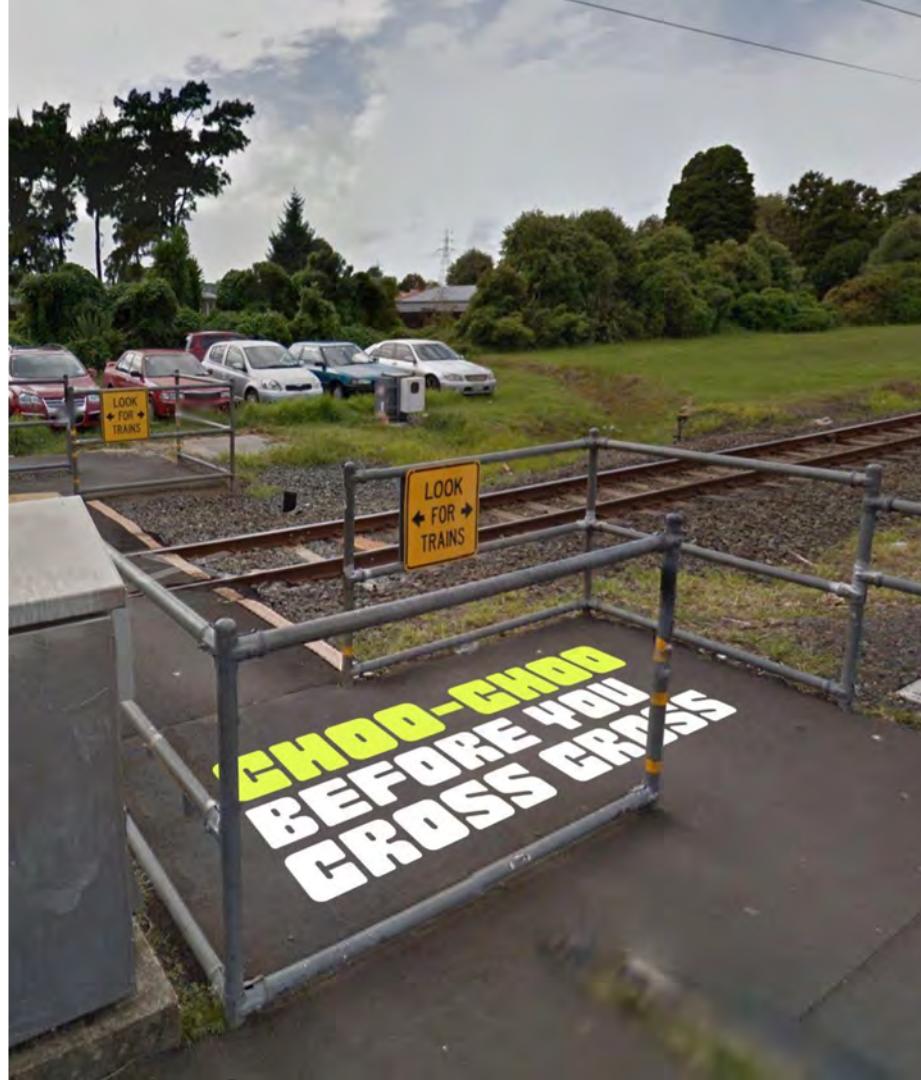


CAMPAIGN +

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

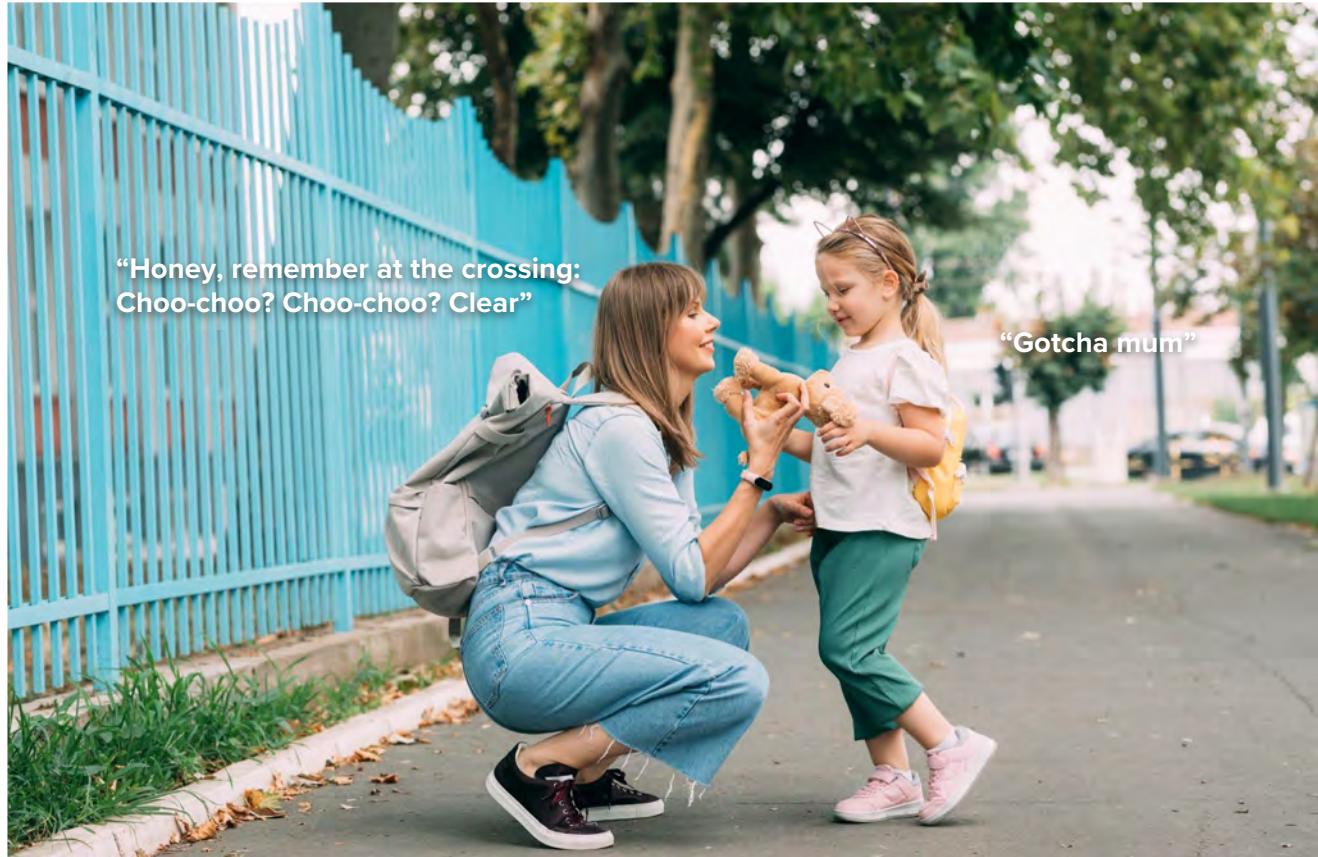
To reinforce our Choo-choo safety message, real trains could emit a vocal ‘Choo-choo’ as they pass rail crossings.

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 [MaBeachTV](#)
©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

F.

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 Rail Safe.



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...

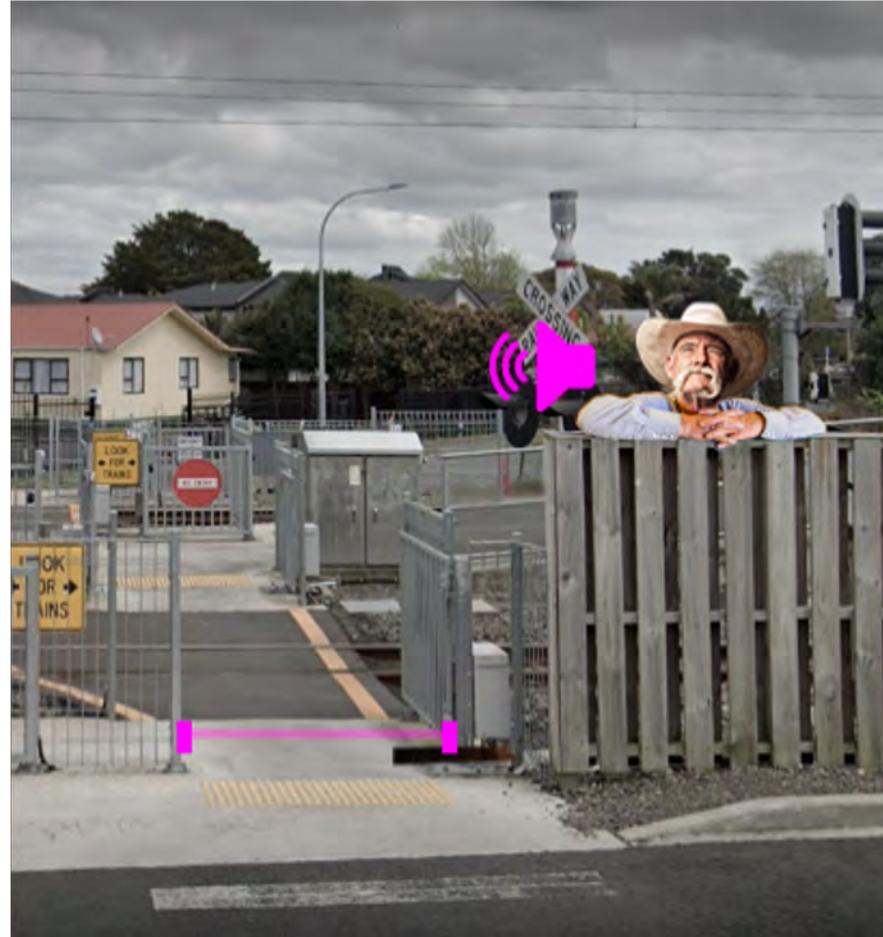
CAMPAIGN +

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.



CAMPAIGN +

'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.



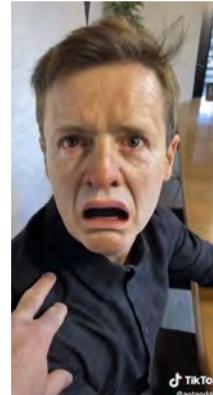
CAMPAIGN +

'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.



CAMPAIGN +

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.



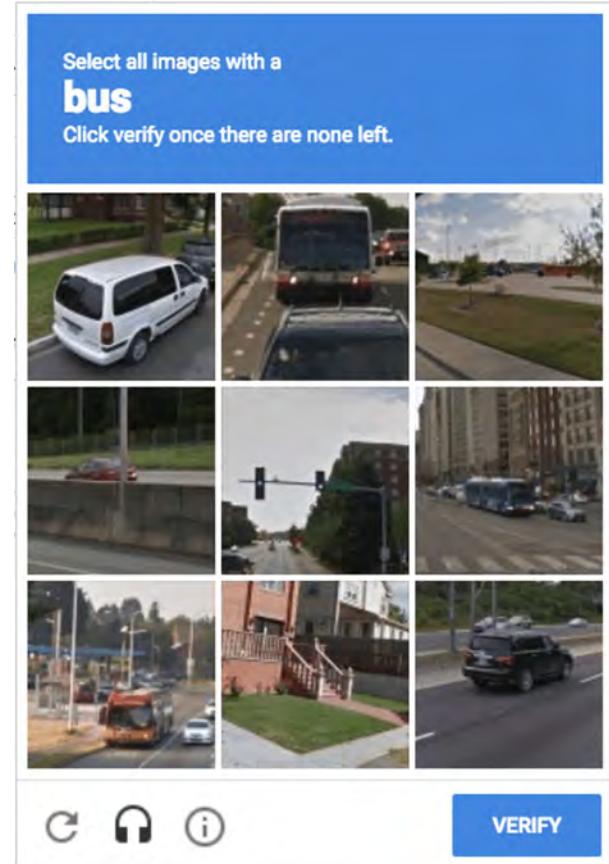
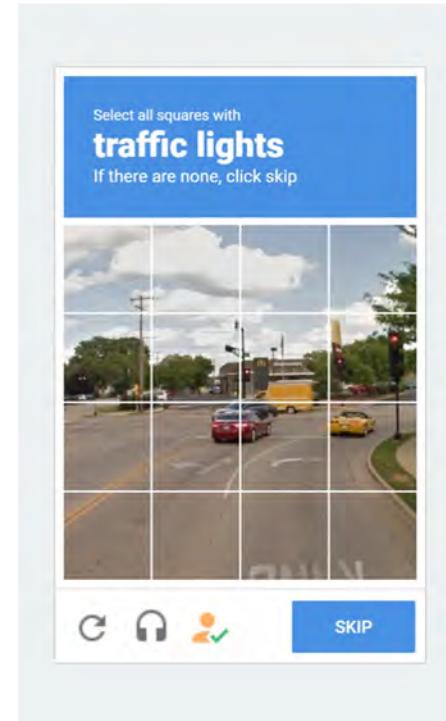
CAMPAIGN +

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”**

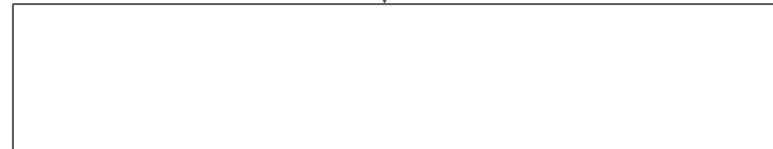
“Gotcha mum”

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.