

Dumb Ways to Die



Introduction

- Dumb Ways to Die is an Australian public service announcement campaign by Metro Trains in Melbourne, Victoria, Australia, to promote rail safety. The campaign video went viral through sharing and social media starting in November 2012

Describe the campaign:

<https://www.youtube.com/watch?v=v75CvUz58tk>

Campaign's song (translate to arabic):

<https://www.youtube.com/watch?v=utzlPKh6lUU>

Outline

Phase One/ Formative Research

- **Analyzing the situation**
- **Analyzing the organization**
- **Analyzing the public**

Phase Two/ Strategy

- **Establishing Goals and Objectives**
- **Formulating Action and Response Strategies**
- **Developing the Message Strategy**

Phase Three/ Tactics

- **Selecting Communication Tactics**
- **Implementing the Strategic Plan**

Phase Four/ Evaluation

- **Evaluating the Strategic Plan**

Analyzing the situation

- Accidents and deaths among young people on Melbourne's Metro train system had been on the rise for years.
- Despite Metro's best intentions, all their safety messaging was effectively invisible.
- They needed to make train safety part of the conversation amongst 13-25 years olds, and a traditional approach clearly wouldn't work



Analyzing the organization

Dumb Ways to Die is an Australian public service announcement campaign by Metro Trains in Melbourne

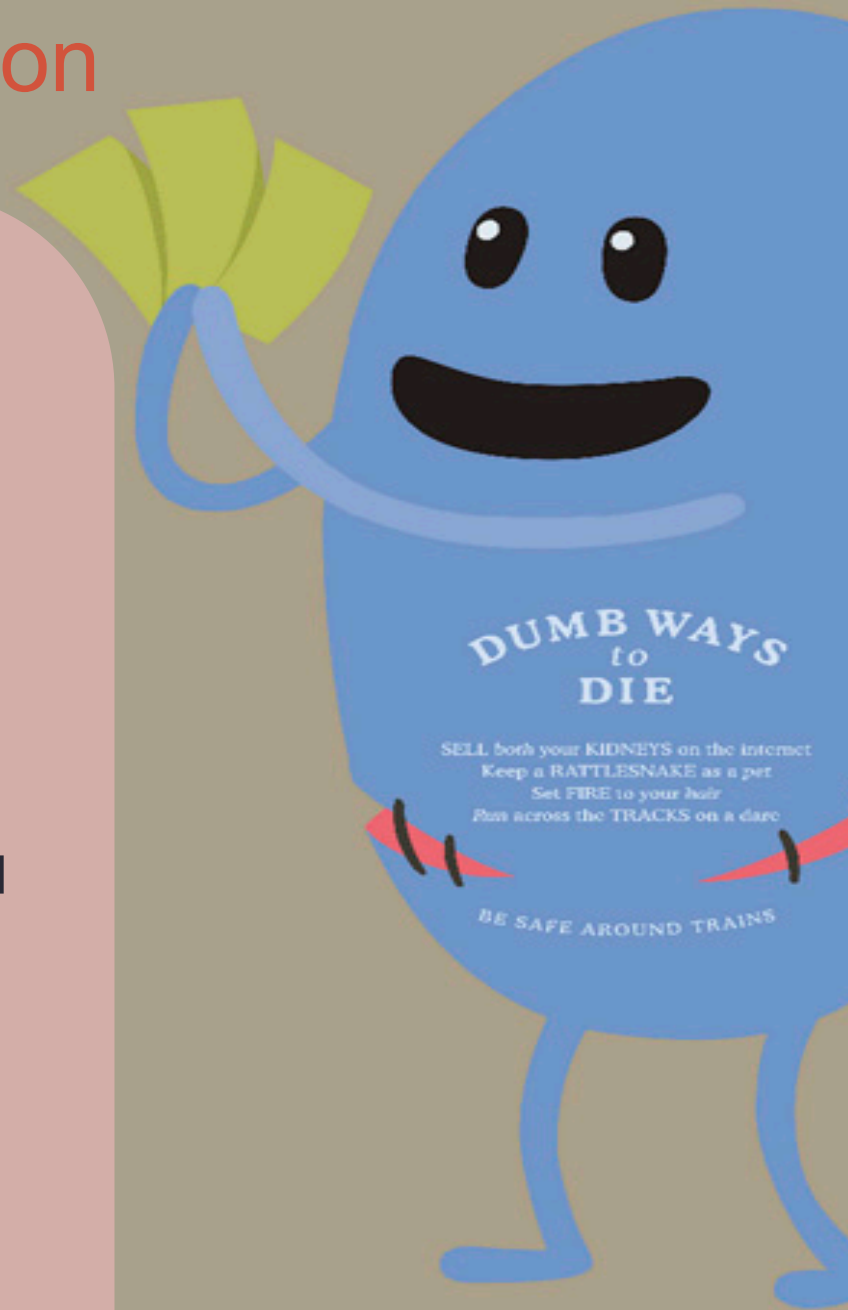
1- Internal environment

Performance:

A video by Metro takes a creative and very cute and cuddly approach to the issue of safety around trains.

Structure (mission):

mission to save little creatures from killing themselves.



Analyzing the organization

3. External Environment

Supporters:

All people who see this video support this campaign

Competitors:

There is no competitors

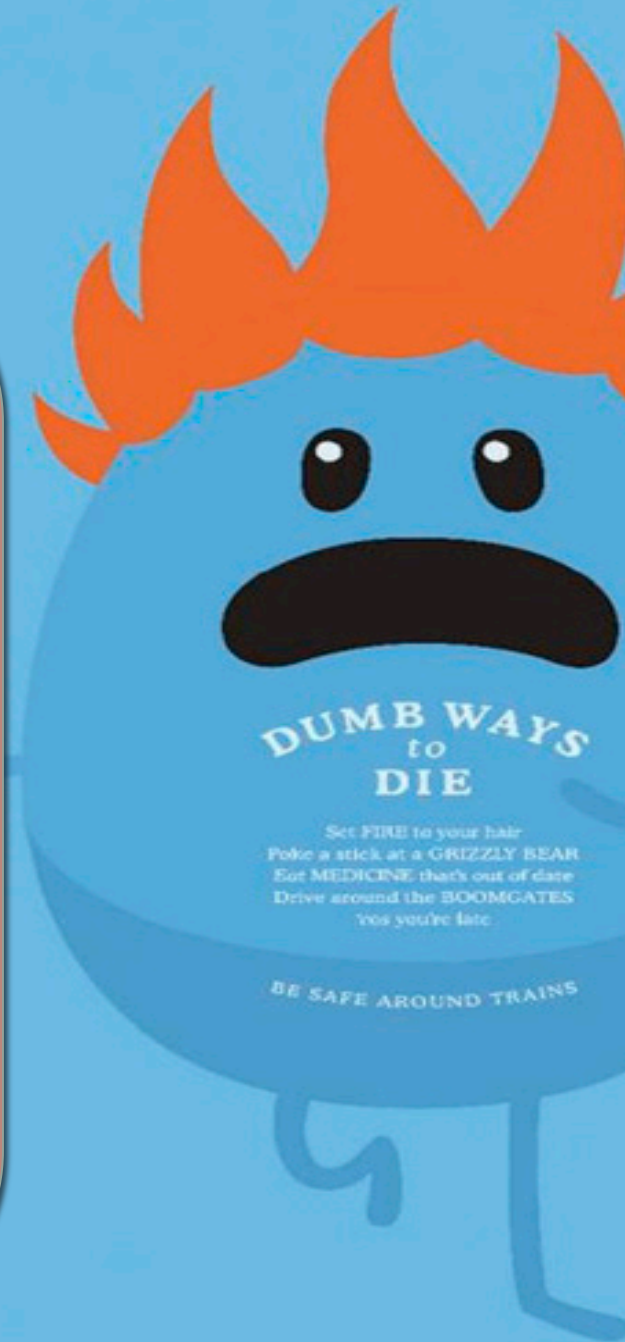
Opponents:

No, Because the campaign's Aim is public interest



Analyzing the public

young people who
don't listen to public
safety messages
especially when they
come from authorities.



Goal and objectives

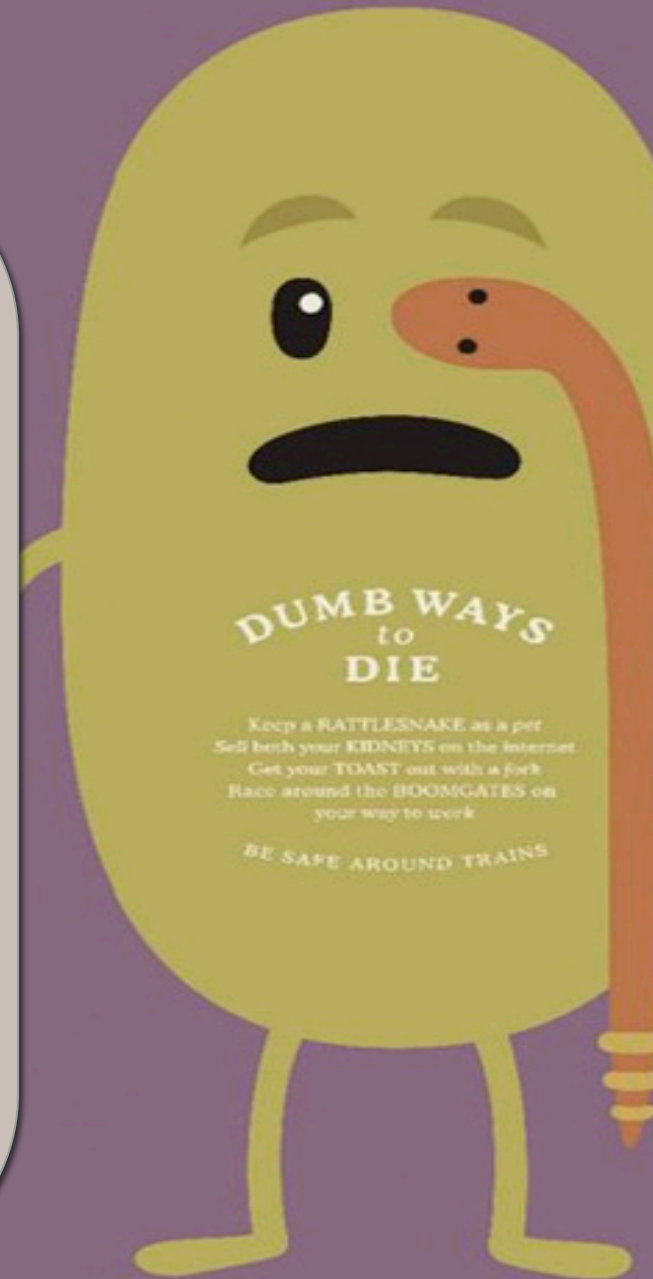
1- goal

This public service announcement was released in hopes of promoting rail safety.

2- Objectives

reduce the number of accidents on rail network.

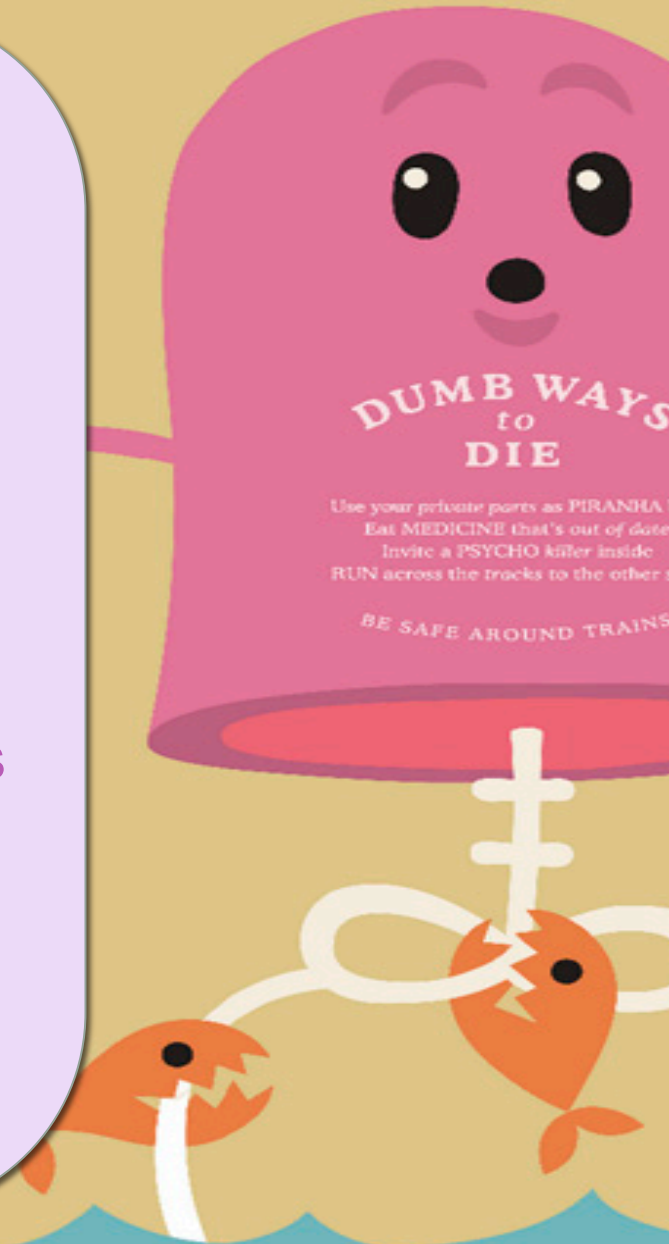
to engage an audience that really doesn't want to hear any kind of safety message, between 13-25 year olds



Formulating Action and Response Strategies

Action Strategy:

- They wrote a song called Dumb Ways to Die, created a music video for it.
- They uploaded the video onto YouTube and the song onto iTunes.
- Within a three days it had been viewed 20 millions time and covered on every news service in Australia
- Over the next week they launched 21 animated gifs which quickly became tens of thousands of memes and avatars.
- They launched a karaoke version of the video to encourage parodies and covers. Over 200 were made inside of a month.



Developing the Message Strategy

- The message of the campaign viewed through the video, interesting video with bright and fun images.
- Their website: <http://dumbwaystodie.com>
- Twitter: [@_DumbWaysToDie](https://twitter.com/DumbWaysToDie)
- They made a games, you can download from app store and Google play



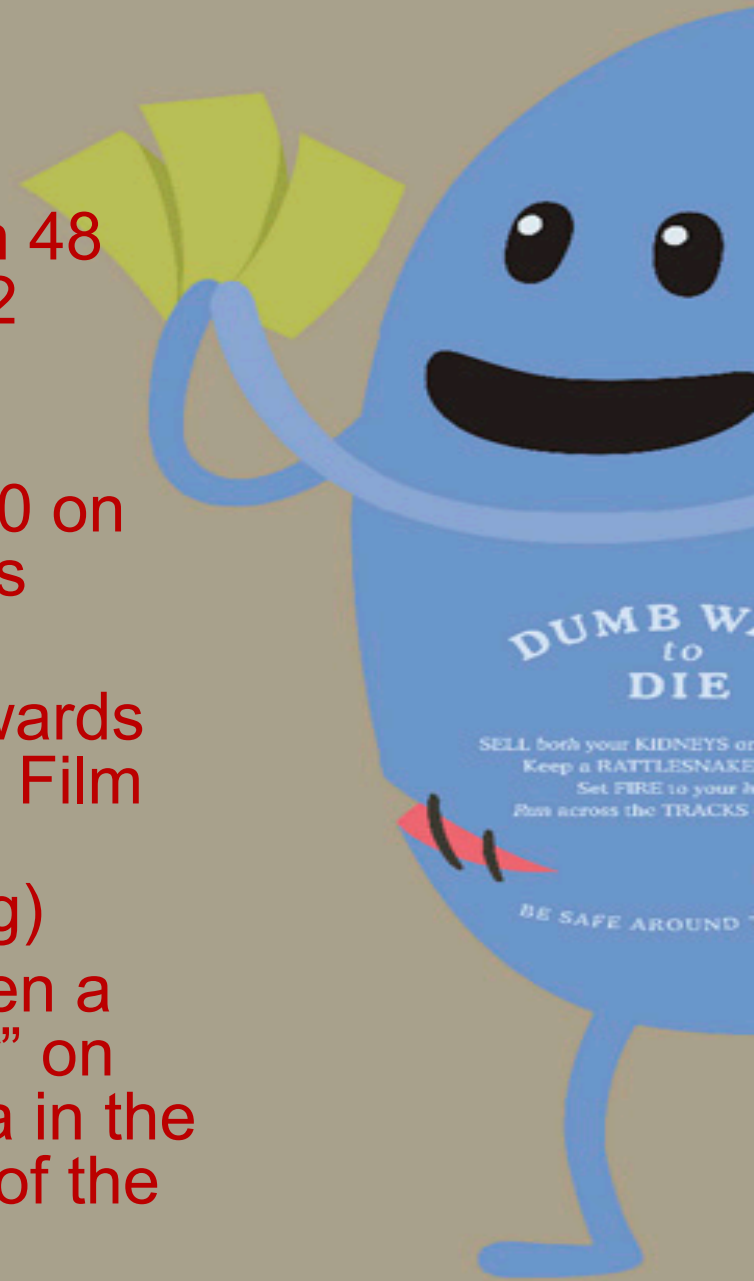
Tactics:

- A video by Metro takes a very cute and cuddly approach to the issue of safety around trains.
- The campaign uses more of an emotional appeal than a rational appeal.
- The video isn't so serious in its nature and doesn't show how it really people die in Railway.



Evaluations:

- It was viewed 2.7 million times within 48 hours, and 4.7 million times within 72 hours. Within two weeks it had been viewed 28 million times.
- The campaign song was in the top 10 on the iTunes chart within 24 hours of its release.
- The campaign won seven Webby Awards in 2013 including the Best Animation Film & Video and Best Public Service & Activism (Social Content & Marketing)
- Waymark said the campaign had seen a 20 per cent drop in “dumb behaviour” on train platforms in the Melbourne area in the two months directly after the launch of the safety video.



References:

- [http://en.wikipedia.org/wiki/Dumb Ways to Die](http://en.wikipedia.org/wiki/Dumb_Ways_to_Die)
- https://www.youtube.com/watch?v=c5H7FY_DSWo
- <https://www.youtube.com/watch?v=utzlPKh6IUU>
- <http://dumbwaystodie.com>
- <http://mccann.com.au/project/dumb-ways-to-die/>
- <http://dumbwaystodie.com>

Links

- https://www.youtube.com/watch?v=c5H7FY_DSWo
- <https://www.youtube.com/watch?v=utzlPKh6IUU>
- <https://www.youtube.com/watch?v=v75CvUz58tk>

Thank you for listening!

