

16 August 2019

HEADS UP! CAMPAIGN LAUNCHES IN SYDNEY

With Sydney's new light rail set to open later this year, Transport for NSW has launched a new campaign to help pedestrians, cyclists and motorists stay safe.

The campaign's strategy and creative production was executed by Melbourne-based behaviour change creative agency, Hard Edge.

Research and insights from the initial brief presented the challenge of educating a diverse audience about light rail and how to interact with it. This resulted in the development of the 'Heads Up!' campaign, with a focus on positive behaviours around light rail.

Hard Edge Managing Director Andrew Hardwick said "Taking a figure of authority but delivering the message in an entertaining and inclusive way meant we could influence behaviour in a positive manner and build on the already positive sentiment of Sydney. This positive messaging, focused on informing 'what to do' rather than 'what not to do', creates the basis of most successful behaviour change approaches.

"This campaign aligned perfectly with the agency's focus on behaviour change, in particular in road safety. The team has collaborated with the client in producing a great campaign."

The 'Heads Up!' campaign uses a light-hearted and charismatic rugby referee as the main character who amuses the audience through his interaction with legends of the NRL—Paul Sironen, Steve Roach, Craig Wing, and Steve Menzies – and current A - list female players of the game – Ruan Sims, Corban McGregor, Talesha Quinn, and Simaima Taufu-Kautai. The main 90 second video features four key positive behaviours needed to stay safe, which will be utilised in four short cut-down scenarios for social media.

Transport for NSW Coordinator General Marg Prendergast commented that "The campaign is an important aspect of educating the community about pedestrian, cyclist and motorist safety whilst introducing the trams to the CBD and south east area.

"It's essential that we raise awareness of tram safety now that we are testing the trams more frequently through Sydney's CBD and south east."

'Heads Up!' forms part of a series of behaviour change campaigns to help the public stay safe around the new CBD and South East Light Rail. For more information, take a look at the campaign and safety tips on the Sydney Light Rail [Safety page](#).

For further information:

Hard Edge
Andrew Hardwick
ahardwick@hardedge.com.au
0417 334 399

HARD EDGE™