



# Finalist

## Award for Commercial Excellence

### AAMI Safety Index

Researcher: Lewis Jones and Tim Honcoop, Sweeney Research

Client: AAMI

#### The brief

Sweeney Research had been working with AAMI since the beginning of the 80s when, in the mid 90s, the insurance company asked it to conduct research about drivers' behaviours and attitudes that could be used as the basis for a sophisticated public relations campaign. Until then, the state road authorities or motoring associations were invariably the only organisations asked to comment when the media wanted an authoritative spokesperson. AAMI wanted to increase its presence in broadcast news and the press by providing a media-friendly monitor of Australian attitudes to safety and security at home and on the road. AAMI also wanted to know how Australians said they behaved, so they could correlate these self-reported figures with their claims statistics and deliver a series of relevant, topical media releases around the country.

#### The solution

AAMI's Safety Index is a series of surveys conducted annually among Australians that result in a number of public reports about safety on the roads, home security, home fire prevention and car security. The first report, the AAMI Crash Index, which looks at speeding, drink driving, fatigue, road-rage and driver distractions, is now in its 13th year. The AAMI Younger Drivers Index, an analysis of the attitudes and behaviours of drivers aged 18 to 24, is now in its seventh year. A telephone survey of almost 2,400 Australians is used to produce the AAMI Firescreen (about home fires, safety measures, fire plans and home insurance), the AAMI Car Security Index (about motor vehicle break-ins, theft, security features, parking behaviours and car insurance) and the AAMI Home Security Index (about burglary, home security and insurance). The research has been used as the basis for media releases this year about drink driving, pedestrian safety, rural drug-driving, animal collisions, car park collisions and

aggression, mobile phone use while driving, older drivers and renters being under-insured. Lewis Jones from Sweeney says the biggest challenge with the research, which moves online in the next wave, is to get participants to admit it when they've behaved badly. With clever questionnaire design, an astonishing number do.

#### The outcome

The research contributes significantly to AAMI's public relations presence through well researched, topical and engaging media releases. Between 1 April 2006 and 31 March 2007, the research generated 994 broadcast media reports, reaching a cumulative audience of more than 85 million people. The AAMI Safety Index research has become a fundamental pillar of the company's brand, marketing and corporate and social responsibility (CSR) strategies. The program makes a positive contribution to the community through highlighting safety issues. The research with young drivers has been used to inform the curriculum in AAMI's Skilled Drivers Program, an intensive workshop that more than 50,000 young Australians have already completed.



Tim Honcoop (left) and Lewis Jones, Sweeney Research



#### From the client



'The research has helped AAMI's public relations campaign evolve into being one of the best in the Australian insurance sector, if not the entire financial services industry. Sweeney Research has a reputation for research that is robust, reliable and authoritative. The research database, which spans more than a decade and thousands of responses, can reliably be quoted as an authoritative source and helps build AAMI's brand reputation. This has given media commentators confidence that the issues and trends that we identify are real, relevant and accurate.' Rob Whelan, national manager, corporate affairs, AAMI