Young Driver of the Year Award 2013 (YDY)
North Lanarkshire Region.

contact: info@youngdriveroftheyearaward.com
website: www.youngdriveroftheyearaward.com
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Young Driver of the Year Award – What’s Different?

• Rather than focusing on possibly negative aspects, or telling people what not to do, the aim of this initiative is to highlight positive examples of good young drivers.

• Young drivers are notoriously hard to reach. This campaign is tailored to the way 17 – 25 year olds communicate, through outreach activities in clubs and colleges, and using social media such as Facebook and Twitter.
Young Driver of the Year Award (YDY)

• The Young Driver of the Year Award (YDY) campaign aims to put young drivers in a positive and uplifting spotlight.

• It seeks out the nation’s young heroes and heroines who have used their driving to change lives and make their communities a better and safer place.

• The competition and social networking elements of the campaign have been a huge success with the young driver audience, making them engaged, receptive and all importantly listening to the powerful road safety messaging that accompanies the YDY regional campaign.

• It is intended that each region’s YDY winner would represent that area in the National Final, hopefully to be held at the end of 2013.

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The Young Driver of the Year Award is the exclusive property of Edinburgh agency Brand Revelation Limited, who bring to the YDY campaign their extensive promotional and events experience within the youth culture demographic to great effect.

They have achieved significant results at iconic events such as T in the Park and MFest.

Regional participation enquiries can be emailed to the YDY campaign director, Grant Macintosh, on grant@youngdriveroftheyeaward.com or by telephoning Brand Revelation on 0845 2577771.

Closing date for registration for the Young Driver of the Year Award (YDY) 2013 campaign is April 30th

A number of service provision campaign packages are available to meet each region’s individual needs and requirements.
North Lanarkshire’s YDY Campaign Flyer

The search for NORTH LANARKSHIRE’S
YOUNG DRIVER OF THE YEAR IS ON!!!
ENTER the COMPETITION!!
(or nominate a Young Driver) @
www.youngdriveroftheyearaward.com
facebook.com/ydy.northlanarkshire
WINNER of the competition gets £100 in HMV vouchers
and also entry into the Scottish National Final!
Competition entry deadline is Jan 31st, 2013
Like us on FACEBOOK to gain FREE entry into the PRIZE DRAW!!

“North Lanarkshire Council is proud of its Young Drivers.
Don’t act the clown this party season!
DON'T DRINK AND DRIVE!!”

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service and people first
YDY – Approach

• North Lanarkshire’s Young Driver of the Year Award has been a multi-faceted success, incorporating:
  
  – road safety messaging
  
  – social networking
  
  – promotional face-to-face outreaches
  
  – data capture exercises
  
  – competition prize mechanics
  
  – press campaign.

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YDY – The Competition

• All young drivers aged 17-25 (at their point of entry) were able to enter the YDY competition.

• Young Drivers were able to enter themselves directly or could be nominated by friends or family.

• YDY was very well received, with the region’s young drivers putting themselves forward confidently for consideration for the award.

• The nomination element of the competition particularly brought to life some wonderful accounts and testomies of North Lanarkshire’s great young drivers from respective friends and family.
Road Safety Messaging

- Each regional YDY campaign would be spearheaded by a specially created and selected road safety message.

- North Lanarkshire’s campaign ran in December and January - our selected road safety message was:

  “North Lanarkshire is proud of its young drivers. Don’t act the clown this party season! DON’T DRINK AND DRIVE!!”

- We felt this was important, to deliver both a hard hitting road safety message and a talking point that was especially relevant at this celebration and party time of the year.
Engagement/ Messaging

• The promotional outreach teams communicated our message and engaged the region’s young drivers with discussions of the implications of what the message symbolised and what it meant to each of them on a personal level.

• Road safety messaging on YDY was successfully promoted via the thousands of the YDY campaign leaflets dispersed in the region which all carried North Lanarkshire’s road safety message.

• The Website and Facebook page were used to great effect to champion and communicate road safety messaging. These carried a fuller road safety article penned by North Lanarkshire’s road safety team for young drivers to view.

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Social Networking in Action

- Both the promotional face-to-face outreaches and the data captures exercises saw ‘tablets’ used to great effect when the promotional teams engaged the public. Looking at, discussing and promoting both the YDY Website and North Lanarkshire’s dedicated Facebook page during the public interactions proved very beneficial.

- The Website [www.youngdriveroftheyearaward.com](http://www.youngdriveroftheyearaward.com) was especially designed in a cool and funky manner to impact the young driver target audience complete with a rotating news updates screen on the home page.

- Our dedicated Facebook page [www.facebook.com/ydy.northlanarkshire](http://www.facebook.com/ydy.northlanarkshire) especially created for our campaign, contained YDY updates, road safety messages and the promotion of the competition entry itself.

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Promotional Face-to-Face Outreaches

• Brand Revelation’s promo staff engaged with young people in their environments, discussing the YDY competition’s aims and how to enter.

• The promo staff also highlighted North Lanarkshire’s road safety message for the campaign and the social networking sites.

• Their professional people skills facilitated many good conversations with the public.

• The young driver nominations benefitted from the promotional team’s encouragement, as friends or family outlined why the young driver they were nominating deserved the award.

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The YDY Promo Teams in Action!

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Data Captures Exercises

• Brand Revelation’s professional promo staff engaged the public with data capture requests (name/ email/ Twitter account/ Facebook, etc) for future road safety information from North Lanarkshire Council.

• This afforded another opportunity to promote North Lanarkshire’s road safety message for the campaign and YDY.

• People realise that spam and contact from unknown third parties can be generated from the giving out personal data, thus understandably making the public very wary. However, the promo staff provided assurances and garnered good results and strong data capture uptake.
Competition Prize Mechanics

• Competition prize draws were run for both the Facebook page and the Data Capture exercises and worked very well on the YDY campaign.

• In the main they were a useful door-opener to more meaningful conversations regarding the YDY Award and specifically North Lanarkshire’s YDY road safety campaign message.
The Press embraced the YDY campaign in a very positive manner and publicised the competition, social networking and road safety messaging elements of YDY.

The next press releases will focus on North Lanarkshire YDY ‘Winner’s Story’.

Slightly amended press releases will also be prepared focusing on the two other Finalists, to get coverage in additional local newspapers.
No boy racers required

The search is on for North Lanarkshire’s best young driver. The Young Driver of the Year Award recognises young drivers who show true talent, skill and great value to local communities. Young people aged 15-21 who have been driving for at least a year are eligible to enter. The winner will receive a cash prize and the chance to compete in the Scottish Young Driver of the Year Award Final held later this year. The winner will receive a cash prize and the chance to compete in the Scottish Young Driver of the Year Award Final held later this year.

Drive for success

A new competition has been launched which aims to reward young drivers for having a clean driving record. The competition is open to young drivers between the ages of 15-21 who have been driving for at least a year. The winner will receive a cash prize and the chance to compete in the Scottish Young Driver of the Year Award Final held later this year.

Young drivers

The North Lanarkshire Young Driver of the Year Award Final will be held on Sunday 13th January 2019 at the Scottish YDY Awards ceremony. The competition is open to young drivers aged 15-21 who have been driving for at least a year. The winner will receive a cash prize and the chance to compete in the Scottish Young Driver of the Year Award Final held later this year.

Young Driver of the Year Award

If you have a driving ambition then this competition is for you. Young drivers aged 15-21 who have been driving for at least a year are eligible to enter the competition. The winner will receive a £500 cash prize and the chance to compete in the Scottish Young Driver of the Year Award Final held later this year.
How Did We Select the Winner?

• The YDY “winner” was selected not on the basis of necessarily who is the best driver technically, but more how they put their driving to good use.

• The 4 tenets of the YDY campaign are:—
  Bravery, Dedication, Generosity and Skill.

• These were richly evident in the entries into North Lanarkshire’s YDY campaign. The list of qualities attributed to the young drivers entered were both admirable and compelling and included: heroic road incident rescues and bravery; becoming the designated non-drinking driver; green value policies in action; driving skills; road safety values and ethics and the dedication of young driver’s driving to their community, friends and family.
YDY North Lanarkshire and Our Winner!

- **North Lanarkshire’s YDY winner, Keiran Donnelly**, aged 19, is very aware of the change driving has brought about for others. Keiran has been a carer from an early age for his Mother who is an epileptic and suffers from poor control of the condition. Keiran knew the vast difference his driving could make and aimed at passing his driving test. In order to afford a car he worked overtime. His driving has transformed his family’s life and he often foregoes youth activities in order to be available and ready for the demands that can be made on his driving at no warning. Keiran also is a lifeline to his Grandparents whom he drives to hospital appointments and other essential journeys. Despite all the demands on Keiran and his driving, he is so thankful for the freedom and joy that his driving has brought. His neighbours, friends and family are hugely proud of him being crowned as North Lanarkshire’s YDY champion!

- **2nd placed Matthew Quinn**’s many qualities included a road safety rescue and **3rd placed Lyndsay Crawford** championed green policies, car sharing and designated driving.

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North Lanarkshire YDY Campaign Stats!

- Press Campaign Reach (Phase 1): *114, 139* (*based on adult average readership on JICREG research) which is hoped to be exceeded by the forthcoming ‘winner’s story’ editorial.
- Public exposure to Promo team: Thousands exposed to promo team at an array of venues.
- Leafleting drive penetration and distribution: Thousands in both face-to-face flyers and placement.
- Facebook page ‘likes’, YDY Competition entries and Data contact details captured - combined number in the hundreds.
- 3 Regional College outreaches.
- 3 Regional Retail venue outreaches.
- Numerous regional youth culture hotspot bar and club outreaches.

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North Lanarkshire’s YDY Winner!!
Keiran Donnelly receives his YDY Award and £100 from Councillor James Coyle
YDY - Summary

• Was it worth it?

• Should you do it?

• Choosing the ‘right’ criteria?

• Could it be improved?