

# ACC RIDEFOREVER WEBSITE

How personal can a website really be?

We did something right! The site is now established as the 'go to' site for the motorcycling community. Usage is high and growing, a huge number of partners want to be aligned and contribute - and most importantly the stats show the injury figures are starting to lower.

If you want people to listen - talk in their language: We allowed ACC to raise awareness and lower injury statistics for motorcycle riders through the Ride Forever website. We achieved huge traffic to what is an informational and educational site with virtually no marketing spend. We did this by asking riders what they needed, how they used safety tips and what they wanted to share with their friend and other riders...the site is now recognised as the 'go to' destination for riding and safety tips within that community.



## The Challenge

The campaign was an 'issues based' series of provocations around safety. However the key learning was that the two streams of advertising were not well integrated (that of DNA and Clemenger BBDO) - results would have been stronger, allowed for optimisation and better measurement of on and offline activity if the activity had been integrated.

## The Solution

Motorcyclists are an important target in ACC's Injury Prevention activity which focuses on proactive education for at risk groups. Unlike conventional educators, ACC rarely has a captive or willing audience. Therefore their efforts must be both useful to ACC and of significant interest to the end users. This has never been more true than with a group like motorcyclists, and a topic like rider safety. The Ride Forever website, although clearly sponsored by ACC, has been built and promoted with rider-focussed messages, and it's been a huge success. DNA developed the site to fit closely with the broader education plans and planned marketing activity, but also to stand alone.

## The Result

The only site of it's kind in New Zealand, riders of all ages from all over the country have benefited from the site. While at face value Ride Forever appears a marketing and information campaign and site, it was designed to deliver high engagement within a highly targeted group and real educational outcomes. It 'engages' rather than 'instructs' and is widely used as 'the default' reference site for motorbike riding and safety tips in New Zealand. Much of the content is syndicated from well know New Zealand sources, some has been used verbatim but most as been tailored for an interactive environment.

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## DNA + ACC

### How personal can a website really be?

To address many of the key initiatives of ACC over the past 7 years we have developed and implemented solutions and campaigns for such diverse needs as childrens safety in the home and reducing sport injury. Common in our approach to any project is: being clear about the business issue and the result required; having strong and compelling audience insights to guide our approach; having a measurable framework to deliver within and; delivering meaningful and valuable experiences that lead to action.

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# ACC SPORT SITES

How personal can a website really be?

Driving huge numbers of New Zealanders to take action through a personalised online training programme that reduces sporting and physical activity injury risk.

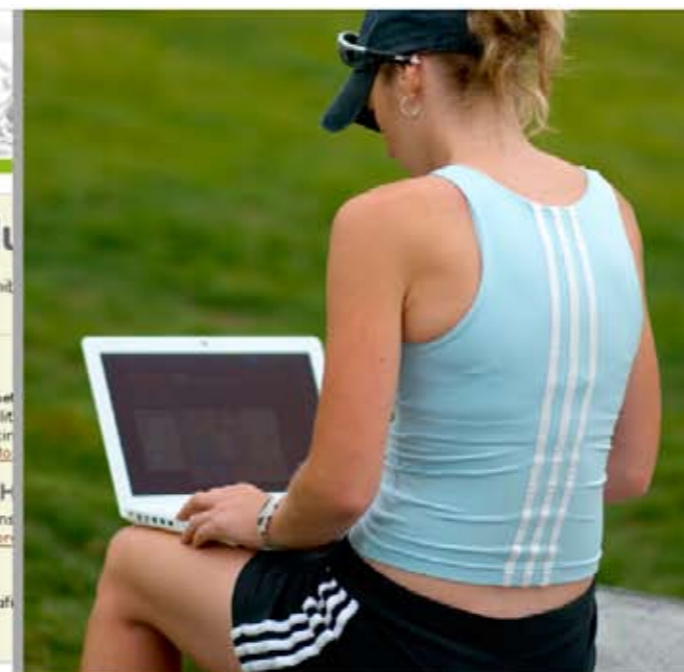
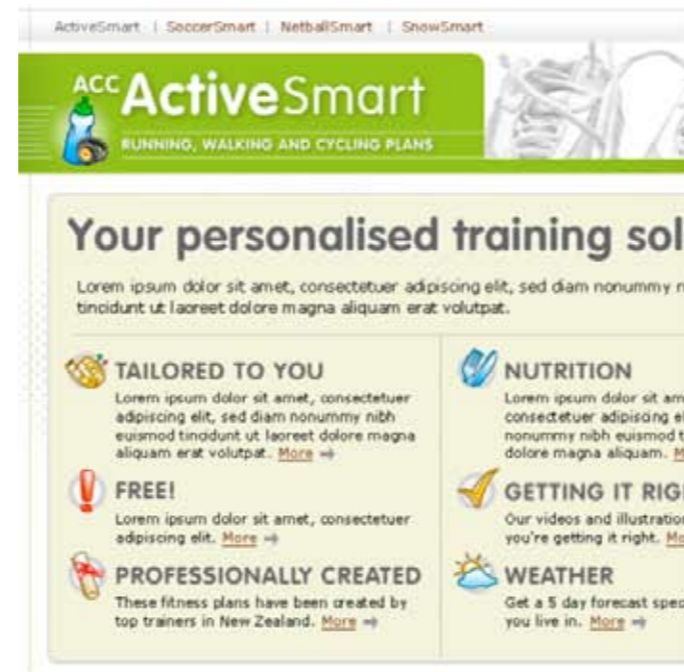
Find the right solution: We helped ACC address to cost of sporting injury with Active Smart, an interactive training tool...they achieved 15,000 user signups in 3 months and still two years on have over 32,000 registered users. The projected decrease in sporting injury is a single figure but significant. This was an inspired and hugely more beneficial approach than merely trying to advertise to engage in reducing a major problem.

[www.activesmart.co.nz](http://www.activesmart.co.nz)

[www.netballsmart.co.nz](http://www.netballsmart.co.nz)

[www.soccersmart.co.nz](http://www.soccersmart.co.nz)

[www.snowsmart.co.nz](http://www.snowsmart.co.nz)



ACC required a way to meet the growing injury prevention needs of recreational sports players. To address this ACC came to DNA to develop a series of websites to encourage New Zealanders to take practical actions to reduce the risk of injury while participating in sport or physical activity. Educating people how to participate like a personal trainer would do rather than simply encouraging them to participate.

It has been recognised that more people are participating in one-off sports events, such as a triathlons or fun runs. These typically encourage people to take part but without the organisers (in most cases) determining whether they are sufficiently able to participate. ACC also deal with a huge number of sport and recreational injuries every year, the cost of these injuries in 2005 alone was \$241,552,674.91.

Through audience research and extensive work shopping with ACC staff and the public, DNA devised a solution – SportSmart websites. A comprehensive online application which not only creates a customised training plan specific to a users sport through medical, fitness, personal and sport specific tailoring but a customised nutrition plan to match your sex, weight and plans activity level. The family of sites to date includes NetballSmart, SnowSmart, SoccerSmart and ActiveSmart (covering running, walking and cycling) with the plan to add more in the near future.

## The Challenge

The challenges faced were not only getting people to use this tool, but to trust it, find it compelling, encourage revisits and align the experience with visiting a personal trainer offline. Thus creating a simple and more enjoyable process through using the online medium. DNA rose to this challenge by not only creating a tool with the functionality that visitors required but one that allowed them to experience it in a hassle free and compelling fashion.

## The Results

The free sites have already attracted over 23,000 active registered users and have been a phenomenal success. The sites have taken on a life of their own to the extent that users who finish plans are frequently setting up new ones and most users coming to the sites through word of mouth. This relationship outcome makes marketing the sites extremely cost effective, since users who are already engaged don't need to be 'bought back' time and time again. DNA is currently working with a number of international sporting bodies to evaluate an international release.

## DNA + ACC

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