Question on Notice
No. 302
Asked on 11 March 2008

MS DARLING asked the Minister for Police, Corrective Services and Sport (MS SPENCE)—

QUESTION:

With reference to the recent launch of the second phase of the *One Punch Can Kill* campaign—

Will she explain how this will help young people understand the consequences of acts of violence?

ANSWER:

After the tragic death of teenager Matthew Stanley in September 2006, this Government established the Youth Violence Taskforce to examine ways to reduce incidents of violent behaviour amongst young Queenslanders. In its report to the Government late last year the Taskforce recommended that the Government undertake an education campaign, aimed at Generation Y, about the consequences of violence.

Consequently, on 17 December 2007 the Premier launched the *One Punch Can Kill* campaign which aims to teach young people the consequences of violence.

The branding concept developed for the campaign was an "emoticon" (similar to a smiley face) which resonates well with a Generation Y audience. This emoticon is the brand which is carried across all advertising.

The *One Punch Can Kill* campaign has been specifically designed to reach Generation Y and includes the use of the internet and new media. The first phase of the campaign included radio ads, convenience advertising in pubs and clubs, and internet sites such as MySpace, Facebook, Yahoo and Hotmail.

On 6 February 2008 I launched the second phase of the campaign. Phase two features a dedicated website, interactive game, videos, bus advertising and a large inflatable display to be used at events such as music festivals.

Concepts developed for the *One Punch Can Kill* campaign are based on social marketing research undertaken for the Queensland Government. This research, released in July 2007, provides an aid for advertising and marketing strategy development to engage Queensland youth (aged 12–25) during 2007–08 and beyond.

This research shows that media usage and exposure are high among this age group, and that internet is among the preferred forms of entertainment. As such, this campaign places emphasis on communicating with Generation Y through emerging communication methods such as social networking (MySpace, Facebook); online (a dedicated website, blogs, discussions); word of mouth/buzz marketing (at school, movies, cafes, work); and viral communications.

Scanning shows that one of the most effective ways to engage a younger demographic is via experiential or experimental marketing campaigns – for example, ones that allow them to have an experience with the campaign, brand or product.

Experiential marketing for this campaign was predominantly an education and awareness "drop in" location for the campaign, providing giveaways and information in a venue that encompasses typical Generation Y attributes.

The outcome of this style of marketing was a concept that could be toured around the State and have a strong impact as it would allow for the campaign to be prevalent at music festivals, universities, youth centres and so forth to enable the campaign to reach its target audience.

All these factors were taken into account in the development of the campaign, which includes a dedicated website, online game and outdoor inflatable display among its key promotional aspects.

Promotional materials such as the game, online video, posters and outdoor advertising both educate and entertain. They show both sides to the story – what happens if young people do and don't take the message on board. The promotional materials also use a peer group concept and employ talent within the Generation Y age group in a way that is relevant to them.

The posters, videos and online game show both sides of the story and the game even carries cautionary messages and credible statistics to demonstrate the consequences in an environment that relates to young people, particularly young males to reflect the higher incidence of violence in their demographic.

All key messages for the *One Punch Can Kill* campaign were developed to effectively cut through to the individual target audience groups – being males 15–25 and females 15–25.

Scanning and analysis show that young males are highly influenced by the women around them – friends, girlfriends, housemates and sisters – along with mothers. Utilising women for the "don't fight" message is a strong way of engaging young males.

The online component of the campaign was a first for Queensland Police and the Queensland Government. It emulated the "choose your own adventure" approach. This reflected research which shows that Generation Y males like to be given all the facts to allow them to make their own decision regarding the product, issue or idea.

Further research shows that Generation Y males do not respond well to being told what to do. Accordingly, the message developed through the "choose your own adventure" approach provides information to young males which enables them to make up their own mind on the subject.

Preliminary figures show the *One Punch Can Kill* campaign is already penetrating the target market.

The online interactive game, in which young men have to reach their girl without getting into a fight or drinking too much, was played more then 800 times in the first three weeks since the establishment of the website. The website also received almost 3,200 visits in the same period.

The *One Punch Can Kill* internet banner ad has already appeared more than five million times on Facebook and two million times on MySpace. Already, just through word of mouth, more than 970 people have joined the *One Punch Can Kill* group on Facebook (growing at a rate of more than 100 members a week).

The outdoor inflatable display developed for this campaign can be used for a variety of purposes from housing musical performances to novelty indoor games such as soccer and tenpin bowling. The display was a recent feature at the Griffith University's Nathan campus during O Week, reaching approximately 500 people with the campaign messages in just a few hours.

Statewide, 40,000 coasters have been distributed for use in licensed premises with more to be produced. In addition, almost 15,000 posters are being displayed in Police Citizens Youth Clubs and participating licensed premises, youth centres and schools throughout Queensland.