

## Monster Campaign Rationale

The main purpose of the "Monsters Campaign" is to increase IAM's brand awareness and not necessarily to sell our Advanced Driving/Motorcycling programmes. With the Monsters Campaign we don't just want to stimulate public interest and awareness of the IAM, we also want to change perceptions of what the IAM is like and of what advanced drivers and riders are like in general.

The imagery used in this campaign is not the kind you would normally associate with an advanced driving or riding organisation. We want the "Monsters" to get the IAM noticed and we want to help re-shape the public's perceptions of what the IAM is all about – not staid and not boring! The campaign will also raise awareness about the amount of casualties occurring on our roads each year. Most people are simply not aware of the scale of the deaths and injuries because everyday accidents don't hit the news headlines. We've used the Department for Transport statistics for 2005 to help make this point to give us credibility and authority.

Ultimately, we want to tell everyone what the IAM is doing to help change the situation on our roads.

The IAM delivers an advanced driving and riding programme that saves lives by raising hazard perception and awareness in order to reduce danger.

Look out for the "Monster Campaign" in a variety of motoring/riding publications over the coming months.

Tell us what you think in the poll below.

What do you think of the IAM's "Monster Campaign"  
This poll closed on 23/11/2007

### Looks very effective



45%

### It might work



31%

### Have no preference



2%

### Don't think it will be effective



9%

### Don't like it at all



12%

For more information, please contact [The Marketing Department](#).