



## One Punch Can Kill Assault Reduction Campaign (Phase Three)

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**81387:** June 2011

## Research Report

**Online Survey and Qualitative Exploration**



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# Background, Objectives and Research Design





# Research background and objectives (1)

- The One Punch Can Kill (OPCK) assault reduction campaign has been run over three phases from 2008, with the third phase having just completed in April 2011.
- The first phase included advertising (radio, convenience advertising, Internet and a Facebook supporters' group), production of merchandise and the creation of a dedicated website, [www.onepunchcankill.qld.gov.au](http://www.onepunchcankill.qld.gov.au). The second phase included television commercials (screened as free community service announcements), bus back advertising, a large inflatable display to be used at youth-oriented events, and an update of the dedicated website, featuring an interactive game and additional Facebook and Myspace applications.
- A third phase of the campaign was approved by State Cabinet on 10 December 2009 with an additional \$700,000 granted for a 2010-2011 roll-out. This **third phase of the campaign** ran from April 2010 to April 2011 and included a new-look website, a state-wide advertising competition, continued production and distribution of campaign merchandise, and state-wide cinema, bus and radio advertising.
  - As part of the third phase, a website advertising competition was conducted to enable Queenslanders to have their say on what they think the next round of One Punch Can Kill advertisements should look like. Winning entries formed the basis of the final state-wide cinema, bus back and radio advertisements for this phase, with radio advertising having commenced 19 September 2010, and bus back and cinema advertising having commenced early November 2010.

## Research background and objectives (2)

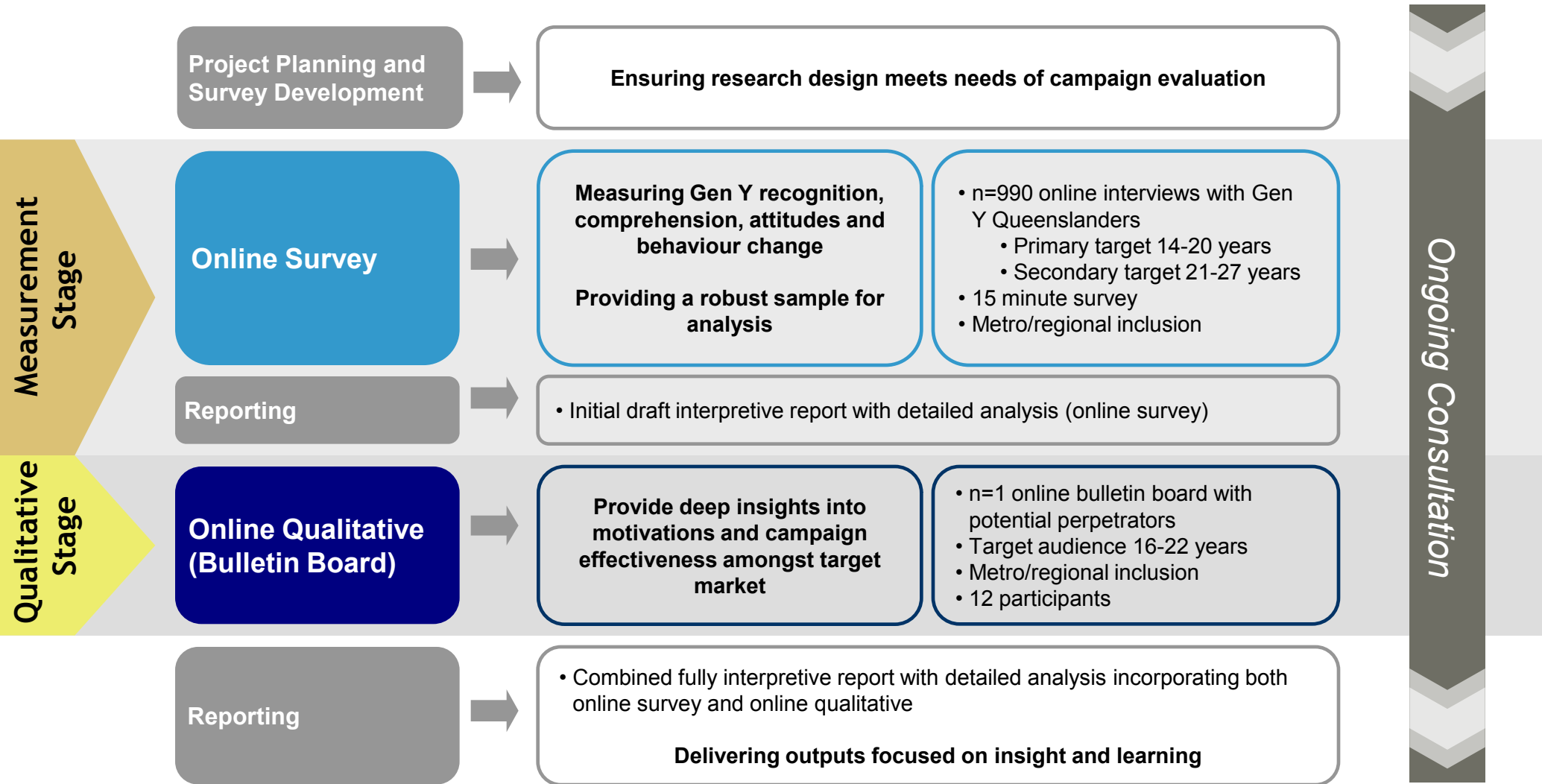
- The overall aim of the OPCK assault reduction campaign was to reduce the incidence of reported unlawful assaults through encouraging the target audience to consider the use of non-violent alternatives in handling personal conflict situations.

The purpose of the campaign evaluation was primarily to consider the effectiveness of the third phase of the campaign, from April 2010 to April 2011, in achieving behavioural and attitudinal change within the target market.

- More specific questions addressed in the research to evaluate Phase Three of the campaign included the following:
  - What messages were received by the target market from the 2010-2011 campaign?
  - Did the target market comprehend the messages conveyed from the campaign?
  - Did the campaign change the target market's attitudes towards youth violence? If so, what are the changes in beliefs/attitudes towards youth violence?
  - Additionally, would the target market use extra support services information on the OPCK website if available (such as links and contact information to associations such as Kids Helpline, Beyond Blue etc)?
  - Furthermore, specific questions of interest for the research included the target market's awareness of youth assault and the campaign's impact on behavioural change within the target market. However, the research encompasses the appropriate measures to understand shifts in attitudes as a result of the campaign. Further research would have a role in understanding sustained attitude change over time and affect on behaviour within the target market.



# Overview of research design





# Research design

## Online survey

### Sample respondents

- Generation Y – Young Queenslanders
  - Primary target audience 14-20 years
  - Secondary target audience 21-27 years

### Methodology

- Online interviews conducted through TNS MyOpinions panel and RewardsCentral panel
- Fieldwork conducted 29 April – 13 May 2011
- Average survey length of 15 minutes
- Minimum quotas were applied for target audience (age), gender and location



### Sample size

- Total sample n=990 (see sample quota breakdown overleaf)
  - Primary 14-20 years sample: n=567
  - Secondary 21-27 years sample: n=423

### Margin of error

- On the total sample size of n=990 the maximum sampling error is  $\pm 3.1\%$ 
  - On the 14-20 years sample of n=567 the maximum sampling error is  $\pm 4.1\%$
  - On the 21-27 years sample of n=423 the maximum sampling error is  $\pm 4.8\%$

### Analysis and reporting

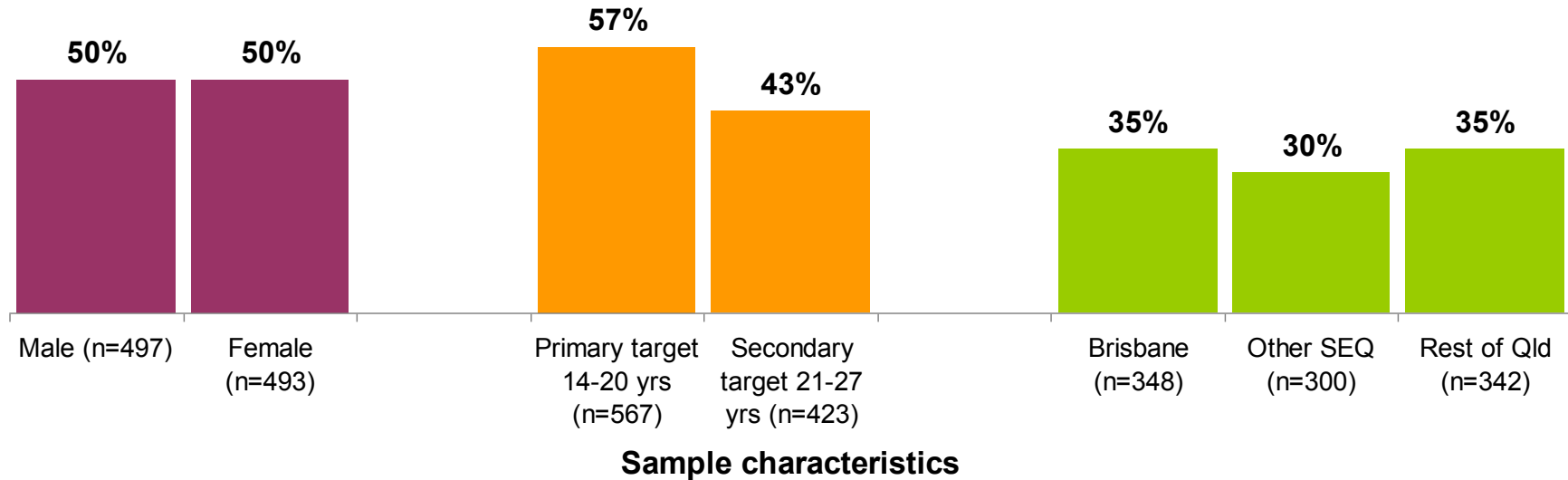
- The first section of this report includes the results from the online survey.
- Responses to the survey questions have been weighted to represent age, gender and location within Queensland according to ABS Statistics .
- Statistically significant differences between subgroups and the average results are highlighted where relevant throughout the report.
-  represents a significantly higher result than average.
-  represents a significantly lower result than average.
- Results may not add to 100% due to rounding.



# Research design

## Online survey – sample profile

Sample Quotas, unweighted (%)



Base: Unweighted, Total respondents (n=990)





# Research design

## Online bulletin board

### Forum participants

- Young males aged 16-22 years
  - Recruited on the basis of them exhibiting certain behaviours and attitudes towards violence which would categorise them „potential perpetrators’ – the target market for the One Punch Can Kill campaign
  - All participants admitted to either themselves or their friends being involved in at least one fight or act of violence in the past 12 months

### Methodology

- Online bulletin board forum
- Conducted 24 – 27 May 2011

### Recruitment

- Screening criteria established by TNS, with recruitment conducted by Q&A Research

### Sample size

- n=1 online forum, total of 12 participants
- Mix from a range of locations around Queensland
  - Brisbane
  - Gold Coast
  - Sunshine Coast
  - Toowoomba
  - Bribie Island
  - Rockhampton
  - Townsville

### Analysis and reporting

- The second section of the report includes a summary of findings from the online bulletin board.



# Executive Summary





# Executive Summary (1)

- Justifications for violence are strongest when it relates to self-defence (55% agree), and to some degree, standing up for yourself (33% agree), though perhaps a concern, one in five young people believe violence attracts respect (20% agree) and serves to get what they want (19% agree), though this is higher among males. Encouragingly, however, the vast majority of all young people do not believe that alcohol and drugs are an excuse (only 6% agree).
- It would appear exposure to violence is a part of life for the majority of young people who go out with their friends, particularly males, with drinking alcohol a standard element of a night out. Three quarters of young people have been exposed to violence at least once in the past 12 months. In the same timeframe, at least half have either been involved in arguments or fights themselves or their friends have at least once, with involvement significantly more likely among males than females.
- In seeking help in the case of violence, most young people would have some idea where to go. Top of mind is the police, though getting police involvement is likely to depend on the seriousness of an incident. Family and friends is a key source of help and support, though the qualitative research suggests this is most likely friends as sounding boards and debriefing on incidents which may have occurred rather than family. Importantly the internet is a key avenue, possibly because this offers an anonymous outlet for seeking advice and information in congruence with this type of sensitive topic.
- The OPCK campaign achieved fairly strong spontaneous recall of the campaign itself in terms of *one punch can kill* (41% recall), as well as recall of various other descriptions around *youth violence*, *consequences of violence* and linking advertising related to *drinking and violence*. The message was also fairly clear – that *one punch/ fighting can kill*, *violence doesn't solve anything*, the potential *consequences of one punch/ fighting on your life*, and the impacts of *alcohol*.



## Executive Summary (2)

- More encouragingly, the prompted awareness of the OPCK campaign tag is considerable with seven in ten (71%) young people aware. However, this awareness was more limited across the specific campaign executions, with one quarter aware of the cinema ad (24%), one in five aware of the radio ad (20%), and one in seven aware of the bus back ads (14%).
- The advertising messages are strong and clear from the campaign – that *one punch can kill* or *fighting can kill*. Further key messages from the cinema ad also related to *avoiding fighting*, *walking away*, and driving home the message of the *potential life ruining consequences*, especially for a victim. While the radio ad shared a similar message to the cinema ad, the main message for the radio ad focused more on *walking away*. The key message for the bus back executions focused more on the *consequences of violence* for young people – that it can ruin your life (as a perpetrator) with consequences such as jail time, criminal record, lost job opportunities and lost travel opportunities.
- The OPCK campaign may be likely to have an impact on young people's future decisions around fights and violence, in particular, it may serve to potentially influence the influencer. After viewing the advertising, more than four in ten young people indicated they would be more likely to think twice about being involved in a fight or violence, while nearly eight in ten indicated they would be more likely to encourage a friend or loved one to walk away. However, as might be expected, males remain more likely than females to „stand up' in a violent situation, while females are much more likely to encourage the „walk away'.
- Learnings from the qualitative component of the research suggest it is unlikely that any communications campaign will have great impact on the „Hard Core' group of young males, who are more predisposed to violence and often initiators seeking out a fight and disregarding the consequences. The right campaign may, however, impact on their support network or key influencers, particularly in the heat of the moment of an argument or impending violence.

## Executive Summary (3)

- Communications are more likely to impact on the average young male (the Reactor group) who is still at risk of being drawn into violence, because at any point of reason and commonsense acts as a reminder and has some impact – both on the average young male, who may do nothing more than react to a situation, as well as their influencers.
- The concepts for the communication executions – **Victim-Sophie** (for the cinema and radio) and **Consequences** (for the bus backs) – were both effective across the target audiences and their influencers. With differing approaches to the messages, there is likely a place for both execution approaches in the future to cover the different messages required for target audiences.
  - For many young males, the more immediate realistic consequences on their life as they know it (possibility of criminal charges, loss of passport, jail) had most impact;
  - While for some, the hard hitting message of the ultimate consequence of death (and the mother's heartbreak) had strongest impact, for both some of the target audience and potentially for its influencers.
- The key improvement across all the advertising to meet the needs of target young males, is a need to contextualise the situations depicted by tweaking of the current concepts to include the facts around 'the full story', including the causes (who started the fight, who was at fault) and the consequences etc.



# Main Findings – Online Survey





# Attitudes to Violence





# Attitudes to violence

## Summary

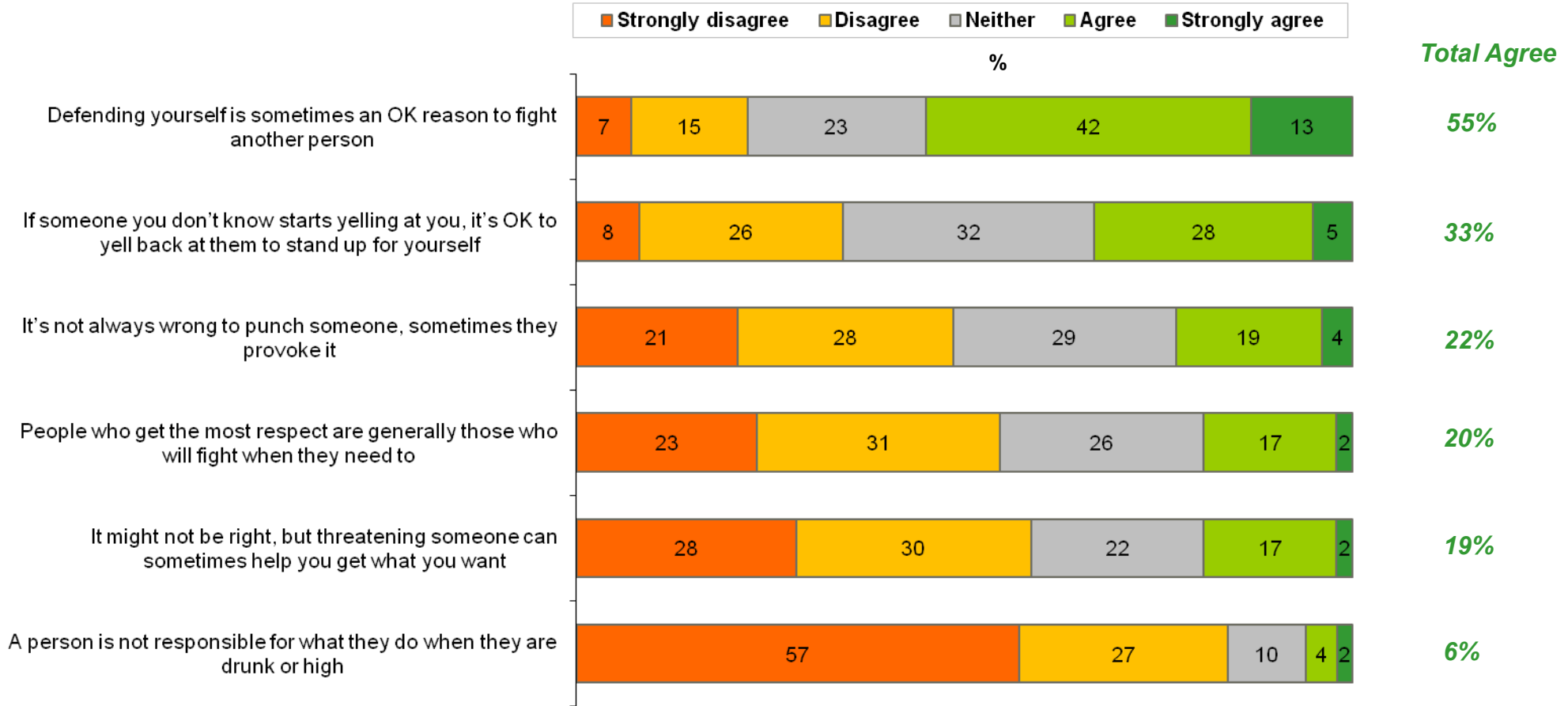
- Respondents were asked to agree or disagree with a series of attitude statements regarding violent behaviour, before they were exposed to any One Punch Can Kill advertising in the survey.
- The most common attitude is that defending yourself is sometimes a valid reason to fight someone, with over half (55%) of young Queenslanders agreeing with this statement. One in three (33%) believe it is ok to yell back at a stranger who starts yelling first.
- Around one in five young people respectively believe:
  - It is not always wrong to punch someone as they sometimes provoke it (22%);
  - People who fight when they need to get the most respect (20%); and
  - Threatening someone can sometimes help you get what you want (19%).
- On the whole, males have significantly higher agreement with all of these attitude statements, however there is no real difference between younger males (14-20 yrs) and older males (21-27 yrs). There are also no significant differences by region.
- It is generally accepted (including by males) that people are responsible for their own actions, regardless of whether they are affected by alcohol or drugs, with only 6% indicating non-responsibility when they are drunk or high.





# Attitudes to violent behaviour

## Total respondents



A2: For each of the statements below, please select the extent to which you agree or disagree (single response)

Base: Weighted, Total respondents (n=990)






# Attitudes to violent behaviour

## By key subgroups

% agree or strongly agree with attitude statements	Total n=990	Male n=497	Female n=493	14-20 yrs n=567	21-27 yrs n=423	Brisbane n=348	Other SEQ n=300	Rest of Qld n=342
Defending yourself is sometimes an OK reason to fight another person	55%	61%	48%	54%	56%	54%	57%	55%
If someone you don't know starts yelling at you, it's OK to yell back at them to stand up for yourself	33%	38%	28%	33%	34%	33%	37%	31%
It's not always wrong to punch someone, sometimes they provoke it	22%	30%	15%	23%	22%	21%	25%	22%
People who get the most respect are generally those who will fight when they need to	20%	24%	15%	21%	19%	19%	20%	21%
It might not be right, but threatening someone can sometimes help you get what you want	19%	22%	16%	20%	18%	19%	17%	19%
A person is not responsible for what they do when they are drunk or high	6%	7%	5%	6%	7%	8%	8%	3%

- No real difference between older and younger males or between younger and older females.

 Significantly higher amongst this group



# Experience and exposure to violent behaviour

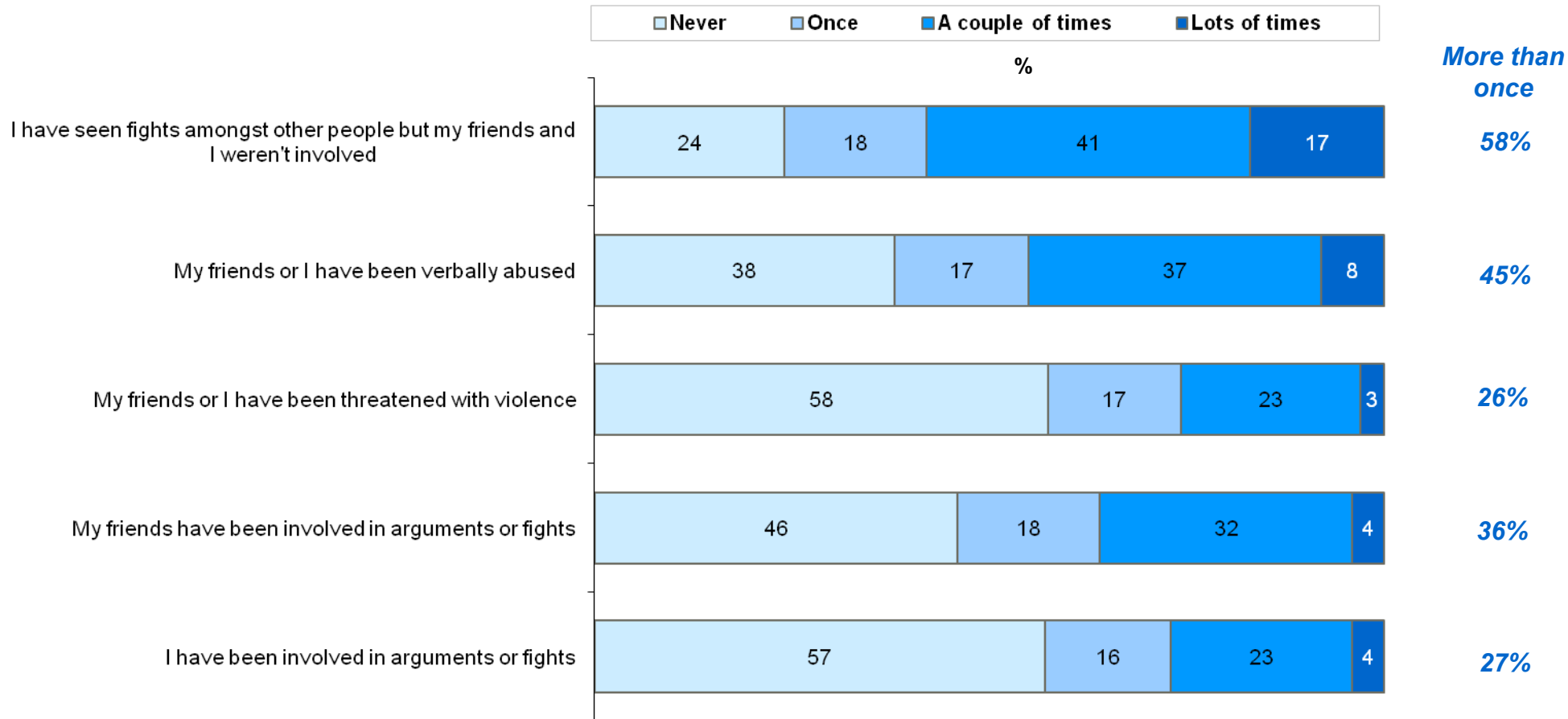
## Summary

- In terms of exposure to violent behaviour in the past 12 months, three in four (76%) young people have witnessed at least one fight. Fifty-eight percent have witnessed fights on more than one occasion – a proportion which is significantly higher outside of South East Queensland (66%) and lower in Brisbane (52%). Multiple fights were just as likely to have been witnessed by females (57%) as males (60%).
- When it comes to actual involvement in arguments or fights, males have a significantly higher incidence of involvement than females on each of the following counts.
  - Friends or themselves have been verbally abused (53% experienced more than once in last 12 months)
  - Friends have been involved in arguments or fights (43% experienced more than once)
  - Friends or themselves have been threatened with violence (35% experienced more than once)
  - They themselves have been involved in arguments or fights (34% experienced more than once).



# Experience and exposure to violent behaviour

## Total respondents



A1: Which of the following, if any, have happened when you have been out anywhere with friends in the past 12 months (single response)

Base: Weighted, Total respondents (n=990)







# Attitudes to violent behaviour

## By key subgroups

% experienced more than once	Total n=990	Male n=497	Female n=493	14-20 yrs n=567	21-27 yrs n=423	Brisbane n=348	Other SEQ n=300	Rest of Qld n=342
I have seen fights amongst other people but my friends and I weren't involved	58%	60%	57%	60%	57%	52%	62%	66%
My friends or I have been verbally abused	45%	53%	37%	46%	43%	40%	45%	51%
My friends or I have been threatened with violence	26%	35%	16%	27%	24%	22%	29%	30%
My friends have been involved in arguments or fights	36%	43%	30%	39%	33%	34%	40%	39%
I have been involved in arguments or fights	27%	34%	20%	28%	26%	25%	31%	28%

 Significantly higher amongst this group

 Significantly lower amongst this group





# Spontaneous Communications Awareness





# Spontaneous communications awareness (1)

## Summary

- All respondents were asked spontaneous recall of any advertising over the past year about *violence among young people or the consequences of violence*.
- Six in ten young Queenslanders (59%) indicated recall of advertising about youth violence. Recall is higher amongst females (63%) compared with males (56%), while regional areas of Queensland also registered higher awareness – 66% outside South East Queensland, compared with both Brisbane (55%) and other areas within South East Queensland (58%).
- The majority of spontaneous advertising recall was ascribed to television (87%). However, encouragingly for the campaign, around one in seven young people (15%) who recalled advertising about youth violence ascribed it to radio. Around one in ten each also ascribed the recalled advertising to other OPCK campaign mediums including buses/ bus backs (10%) and cinema (8%). Similar levels of recall were also registered for newspaper or magazines and websites/ online (11% each) and for outdoor mediums (10%).
  - There are limited differences amongst subgroups on the mediums recalled for general advertising about youth violence, however, the main differences emerge for two OPCK campaign mediums – including buses/ bus backs being with a higher proportion in Brisbane (15%) and cinema with higher proportions outside Brisbane (10%-11%).
- Most spontaneous descriptions for the advertising seen or heard about violence among young people related to the general „one punch can kill’ message, with four in ten young people (41%) spontaneously mentioning.



# Spontaneous communications awareness (2)

## Summary

- The main message emerging from spontaneously recalled advertising also related to the „one punch/fighting can kill’ message (33%), as well as various other messages around avoiding violence, not fighting, consequences, and alcohol’s role in violence.
- Young people largely ascribed the target audience for the advertising to their own generation, but with relevance across all ages and gender, and with some influence of drinking.

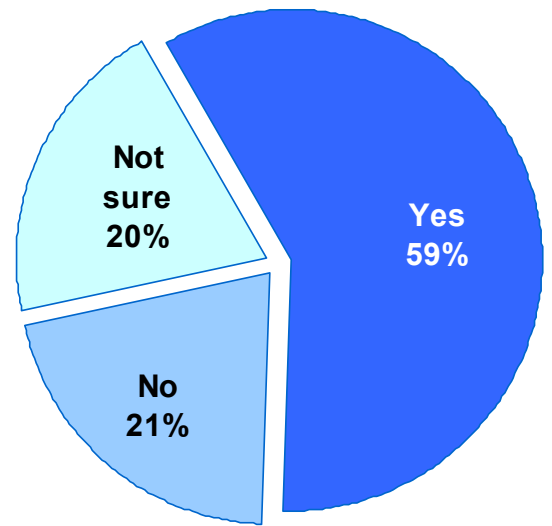




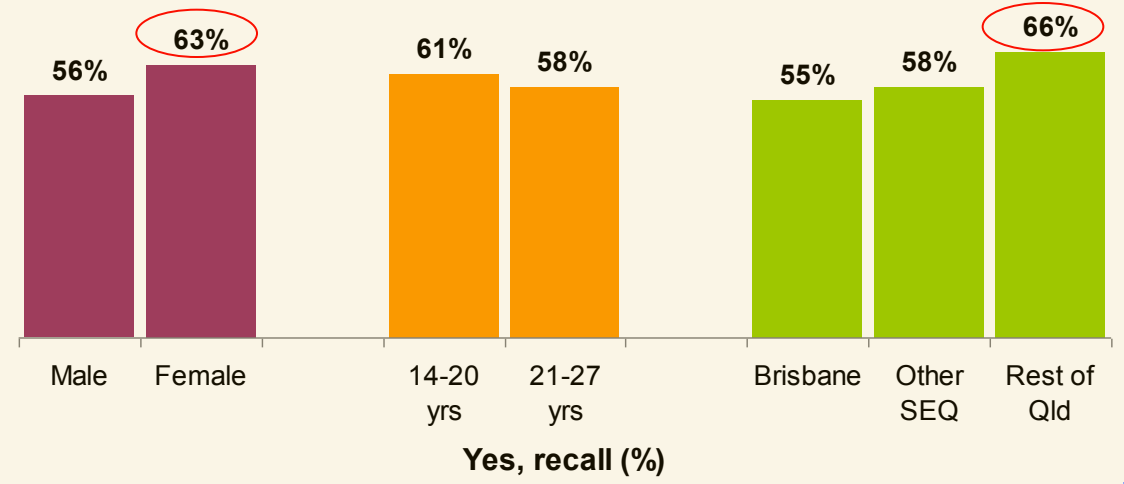
# Spontaneous awareness of advertising

## 'Violence among young people or the consequences of violence'

Recall among total respondents (%)



By key subgroups (%)



- Six in ten young people (59%) recall some kind of advertising about violence among young people, particularly females and those in regional Qld.



B1: Do you recall seeing or hearing any advertising over the past year about violence among young people or the consequences of violence?

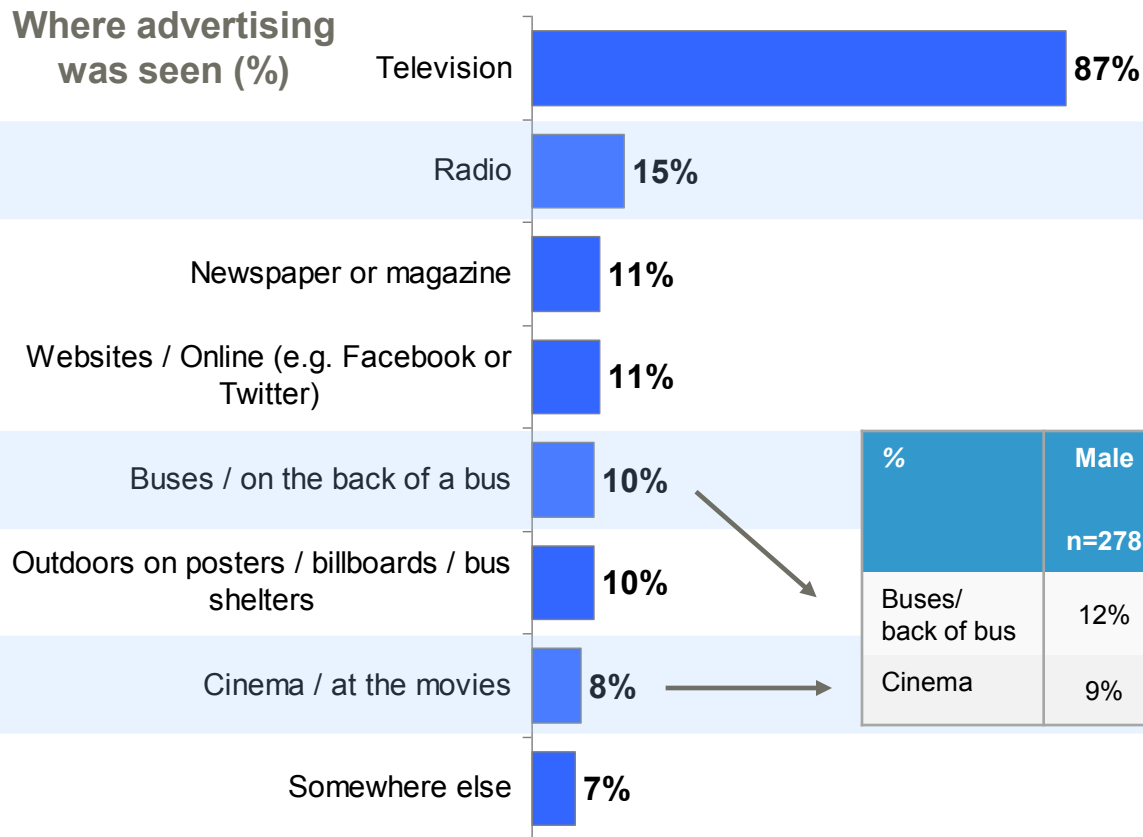
Base: Weighted, Total respondents (n=990)





# Spontaneous advertising recall mediums

## 'Violence among young people or the consequences of violence'



%	Male n=278	Female n=316	14-20 yrs n=344	21-27 yrs n=250	Brisbane n=192	Other SEQ n=173	Rest of Qld n=229
Buses/ back of bus	12%	9%	12%	9%	15%	9%	6%
Cinema	9%	7%	9%	7%	5%	11%	10%

- Around one in seven young people who recalled advertising ascribed radio (15%) as a medium, while up to one in ten respondents correctly ascribed buses/ on the back of buses (particularly Brisbane respondents) or cinema / at the movies (particularly residents outside Brisbane) as advertising mediums.
- There were no other significant differences by subgroup.



B3: Where did you see or hear this ad? (multiple response, total recall net)

Base: Weighted, Those respondents who recalled seeing or hearing advertising in past year (n=594)





# Spontaneous advertising – descriptors

## Respondents who recalled advertising about ‘violence’

Descriptors	(%)
<b>One punch can kill</b>	<b>41%</b>
Drinking too much alcohol leading to violence	15%
Someone accidentally punching a girl/ seen from eyes of drunk person/ starting a fight	10%
TV ad	8%
Government ad	7%
Domestic violence ad/ violence against women	7%
Don't turn a night out into a nightmare	5%
On the news	5%

Descriptors	(%)
<b>Other Youth violence / OPCK related mentions (under 5%):</b>	
Fighting can lead to grave consequences/ ruin your life	4%
Youth violence/ stop youth violence	4%
Walk away from a violent situation/ avoid violence	4%
On the back of a bus/ billboard / Poster/ bus ad with one punch = jail time, criminal record / Advertised on a poster	4%
A fight at a bar/ party	3%
A mother speaking about her son dying	2%
One punch could lead to jail time/ criminal record	2%
Someone ends up in hospital/ fight ends with someone in hospital	2%
Think about the consequences before you fight	1%
Group of teenage boys walking the streets/ boy gets knocked to the road	1%
Impressing a girl by not fighting	1%
Radio ad	1%
T-shirts/ wristbands	1%
The yellow face	<1%

B2: What advertising have you seen or heard over the past year about violence among young people or the consequences of violence? Please describe everything you can remember... (open question)

Base: Weighted, Those respondents who recalled seeing or hearing advertising in past year (n=594)

Note: Key messages shown including mentions of 5% and above; Other mentions shown relating to youth violence or OPCK campaign.





# Spontaneous advertising – main message

## Respondents who recalled advertising about ‘violence’

Main message	(%)
One punch/ fighting can kill	33%
Avoid violence/ violence is not the answer/ doesn't solve anything	19%
Don't fight/ don't punch people	14%
One punch/ fighting can ruin your life/ have devastating consequences	12%
Alcohol leads to violence/ don't get drunk and fight/ alcohol fuels violence	12%
Be safe/ responsible/ sensible when drinking/ drink responsibly	11%
Don't drink/ don't get drunk	9%
Domestic violence is not acceptable/ is wrong	4%
Walk away/ walk away from violence/ it takes strength to walk away	3%
Think before you act/ think about the consequences before you act	3%
Youth violence is a serious issue/ can kill/ needs to be stopped	2%
Fighting/ assault could ruin the lives of those around you	2%
One punch can lead to jail time/ criminal record	1%
Fighting is not cool	1%
Women support men who don't fight	1%
Don't let a night out turn into a nightmare	1%
Don't be stupid	1%
About the dangers of glassing	1%

B4: What was the main thing the ad was trying to tell you? (open question)

Base: Weighted, Those respondents who recalled seeing or hearing advertising in past year (n=594)

Note: Key messages shown including mentions of 1% and above





# Spontaneous advertising – target audience

## Respondents who recalled advertising about ‘violence’

- Respondents tended to ascribe the target audience for the advertising recalled mainly to young males, but with relevance across the board:
  - Young males
  - Young people/ young adults
  - Teenagers
  - People who drink/ go out and drink
  - School students – primary and high school
  - Uni students
  - Young females
  - Parents of young people
  - Anyone/ everyone

Young people – teenagers to young adults.

„ Young people between 15 and 25.

Young adults, 18-25, again male. Also parents to try to discourage their children from engaging in violence.

Children, parents, teens, everybody, especially people who have lost someone dear to violence.

Teenagers, young adult men.

Again, mainly the younger market newer to the drinking scene, but really, anyone who is heavily drinking.

Young males from 16-30yrs of age – the types that drink hard and want to do anything to impress their mates and girls.





# OPCK Prompted Advertising Awareness





# Prompted advertising awareness

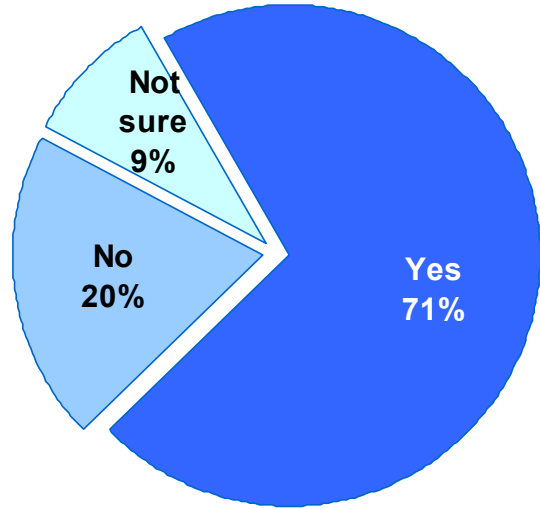
## Summary

- Prompted awareness of the „One Punch Can Kill’ advertising campaign is considerable amongst the target audiences. Seven in ten young people (71%) registered awareness of the OPCK advertising campaign, and this was particularly higher amongst the primary target audience aged 14-20 years (75%).
- While a majority of respondents who have heard of the OPCK campaign instinctively ascribed their awareness to television (80%), encouragingly, one quarter correctly ascribed it to radio (25%), and a further one in ten each to the cinema and buses (11% each).
  - Medium awareness differed somewhat between subgroups, with the younger target audience aged 14-20 years more likely to recall OPCK bus advertising, and the older cohort aged 21-27 years more likely to recall radio activity for the campaign.
  - Brisbane-based young people were also more likely to recall bus activity (15%) than those outside Brisbane.

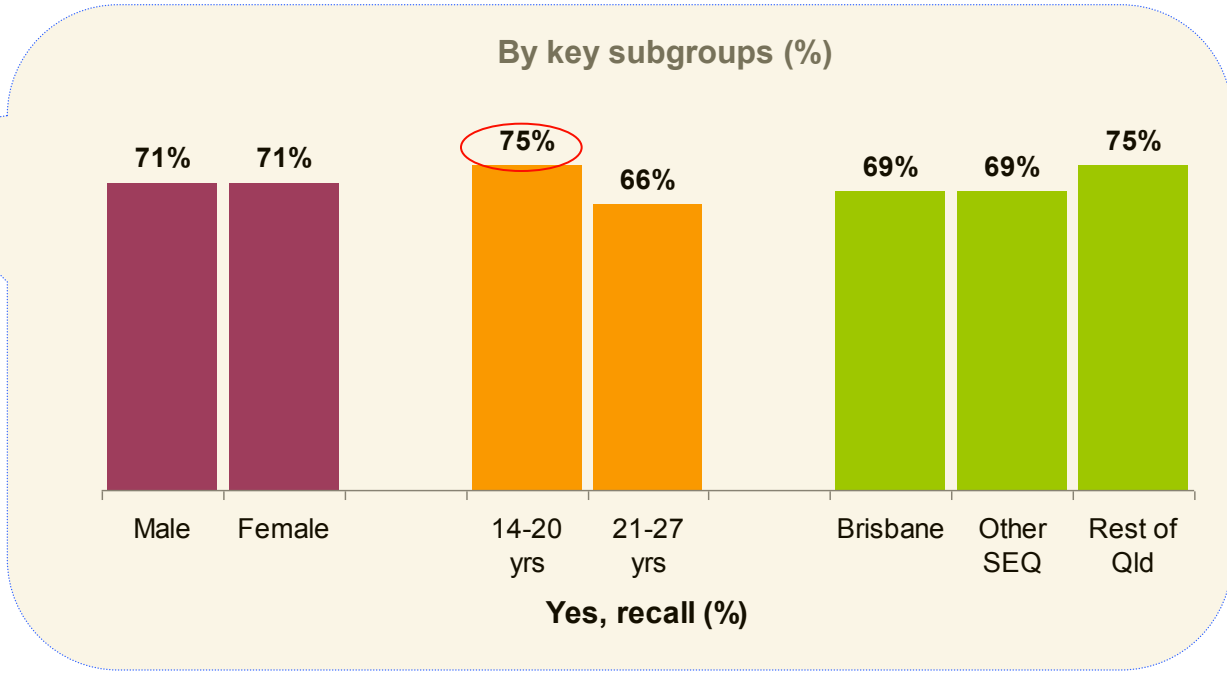


# Awareness of OPCK advertising campaign

Prompted recall amongst total respondents (%)



By key subgroups (%)



- Seven in ten young people (71%) register awareness of the OPCK advertising campaign, particularly the primary target audience aged 14-20 years.



C1a: Have you heard of the 'One Punch Can Kill' advertising campaign? (single response)

Base: Weighted, Total respondents (n=990)



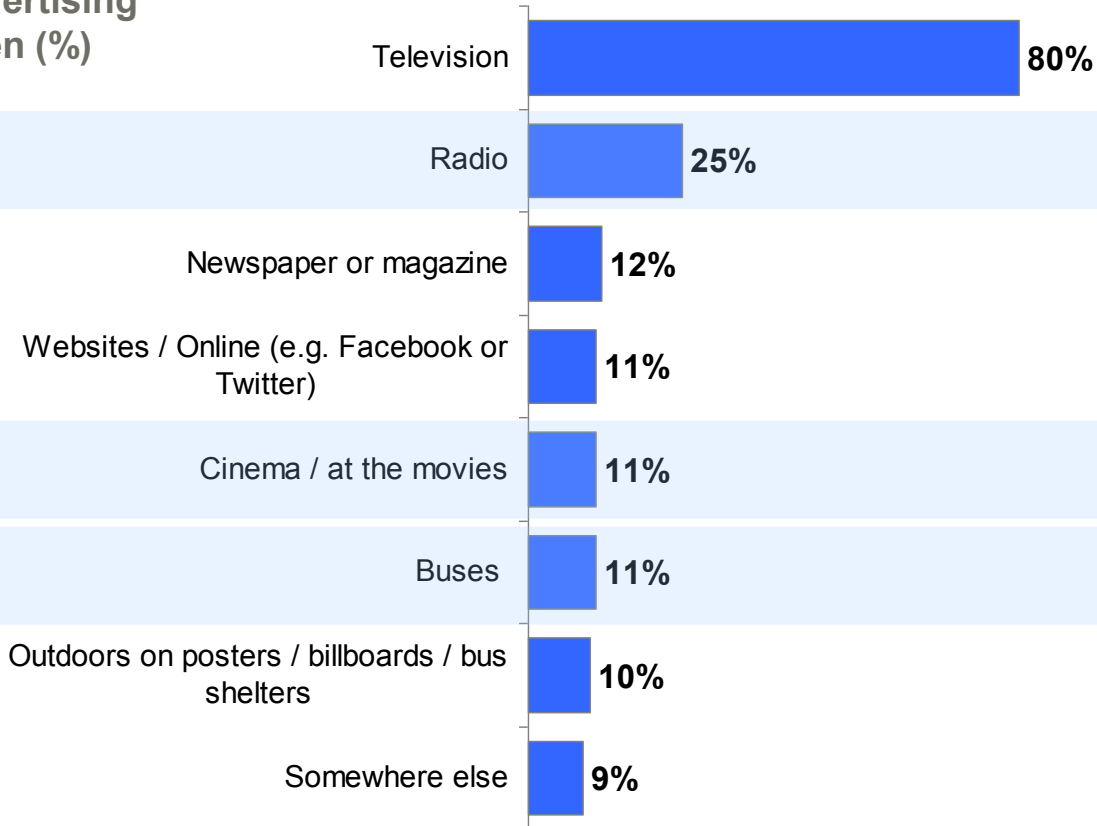




# OPCK recall mediums

## OPCK advertising campaign

Where advertising was seen (%)



- Awareness of the OPCK campaign is mistakenly allocated largely to television, however, one quarter of those who have heard of the OPCK campaign correctly ascribe it to radio (25%), and a further one in ten each to the cinema and buses.



C1b: Where do you remember seeing or hearing about the 'One Punch Can Kill' campaign? (multiple response)

Base: Weighted, Those respondents who have heard of OPCK campaign (n=707)






# OPCK recall mediums

## By key subgroups

% recall each medium	Total n=707	Male n=356	Female n=351	14-20 yrs n=428	21-27 yrs n=279	Brisbane n=240	Other SEQ n=212	Rest of Qld n=255
Television	80%	80%	80%	82%	77%	75%	82%	85%
Radio	25%	26%	25%	22%	30%	24%	27%	26%
Newspaper or magazine	12%	10%	14%	12%	12%	11%	14%	13%
Websites / Online	11%	11%	11%	12%	9%	11%	15%	9%
Cinema / at the movies	11%	10%	11%	12%	9%	9%	12%	13%
Buses	11%	11%	10%	13%	8%	15%	9%	6%
Outdoors on posters/ billboards/ bus shelters	10%	10%	10%	10%	10%	11%	9%	10%

 Significantly higher amongst this group



C1b: Where do you remember seeing or hearing about the 'One Punch Can Kill' campaign? (multiple response)  
 Base: Weighted, Those respondents who have heard of OPCK campaign (n=707)





# Awareness across the advertising mix (1)

## Summary

- Regardless of initial awareness, all respondents were shown or played the three media activity variants for the OPCK campaign – this included the cinema execution, radio execution and two out of four bus back (print) executions each. The order of the ads was randomly rotated around respondents, and respondents were not provided with the origin of the cinema and prints ads.
- The cinema ad attracted highest awareness for the OPCK campaign, followed by the radio ad, then bus back ads. One quarter of young people (24%) registered awareness of the cinema ad, and as might be expected, this was higher amongst those who have been to the cinema more recently, in the past six months (30%).
  - Consistent with higher cinema patronage amongst younger respondents aged 14-20 years, the younger target group was also more likely to have specifically recalled seeing the cinema ad once prompted (28%) compared to those aged 21-27 years (19%).
  - Overall, six in ten young people indicated cinema patronage in the past six months, also more likely females, one in six in the past year, while one quarter have not been to the cinema in the past year.
- As with the overall prompted OPCK advertising campaign, the majority of young people who recalled seeing the cinema ad instinctively ascribed it to the medium of television (87%). Only five percent correctly ascribed the ad to cinema advertising, and these were more likely young people living outside Brisbane.
- The key message emerging from the cinema execution relates directly to the tag line that one punch can kill or fighting can kill (54%). Other messages also relate to avoiding fighting, walking away, and the potential devastating and life ruining consequences.



# Awareness across the advertising mix (2)

## Summary

- The cinema ad has fared positively across the battery of advertising diagnostics measured amongst the target audiences. Most notably, the cinema ad achieves credibility and differentiation.
  - Credibility is supported with seven in ten young people (70%) indicating it is easy to believe, and close to this proportion (67%) that it differentiates in helping to point out the dangers of violence.
  - Strong feedback on the cinema ad also suggested that it was relevant, with six in ten young people indicating it was worth remembering (58%), and achieved commitment in making young people more conscious of the dangers of violence (57%).
  - At least half of young people also rated the cinema ad positively in terms of energy (strong and hard hitting, 56%), informative (about the consequences of violence, 53%), accurate (fitting with their views of the world, 51%), and visible (standing out from other ads, 50%).
  - However, the cinema execution did not rate as well on aspects of originality (telling something new, 35%), ingenuity (being clever or imaginative, 37%), or involving, with only four in ten suggesting it was easy to relate to (42%).
- Overall the cinema ad was more likely to rate positively with females, in particular across differentiation, commitment, relevance, energy, visibility, accurate, involving and originality aspects. The primary target of younger people aged 14-20 years were more likely to rate positively on commitment and originality, while those aged 21-27 years rated higher on accuracy. Young people within Brisbane and South East Queensland were more likely to rate the cinema ad positively on visibility and originality.



# Awareness across the advertising mix (3)

## Summary

- Perhaps with the cinema and radio executions sharing a similar message, prompted awareness for the radio ad was close to that for cinema ad, with one in five young people (20%) citing awareness. Recall amongst females (23%) was significantly higher than amongst males (18%).
- The main messages emerging for the radio execution are similar to the cinema execution, but with a greater focus on walking away (29%), as well as one punch can kill (46%).
- Awareness gauged unprompted for the print ads (bus backs) was somewhat lower than other mediums, with one in seven young people (14%) citing awareness, and no particular differences across subgroups.
  - However, on a positive note, many of those recalling the print ads were able to correctly ascribe them to bus back advertising (36%). Some also cited other outdoor mediums and television.
- The key message emerging for the bus back executions focuses more on the consequences of violence for young people, in particular one punch/ fighting can ruin your life/ have devastating consequences (47%), also jail time/ criminal records (13%) and ruining your future (11%).



# Prompted awareness of advertising executions

## Summary

Recall (%)

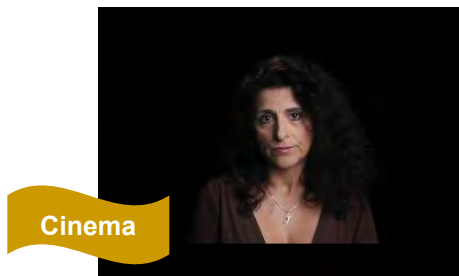
24%



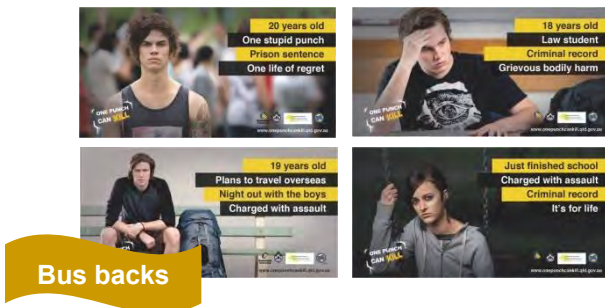
20%



14%



*“My name is Sophie...  
...remember, it takes strength  
and courage to walk away. By  
walking away you’re choosing a  
life without regrets. One punch  
can kill.”*



C2a: We'd like to show you a clip of an ad for the 'One Punch Can Kill' campaign. Before today, do you recall seeing this ad? (single response)

C3a: Now we'd like to play you a radio ad for the 'One Punch Can Kill' campaign... Before today, do you recall hearing this radio ad? (single response)

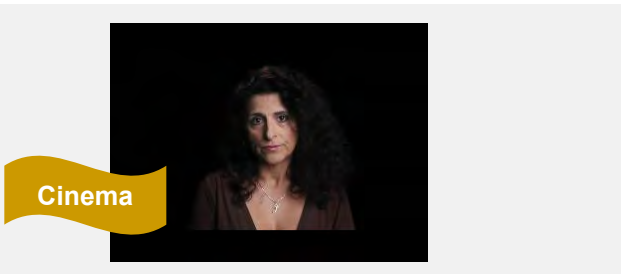
C4a: Now we'd like to show you two other ads for the 'One Punch Can Kill' campaign... Before today, do you recall seeing either of these ads? (single response)

Base: Weighted, Total respondents (n=990)

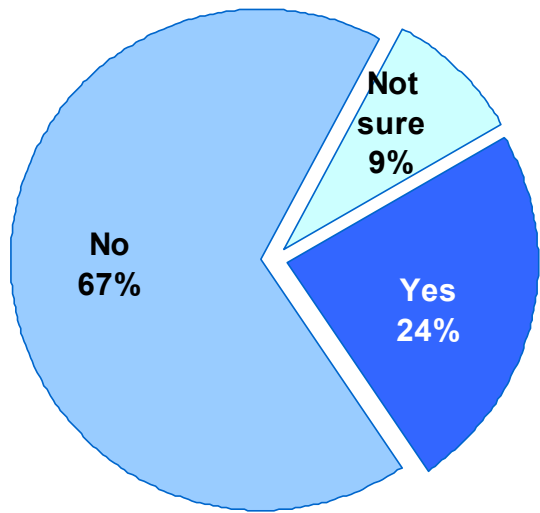




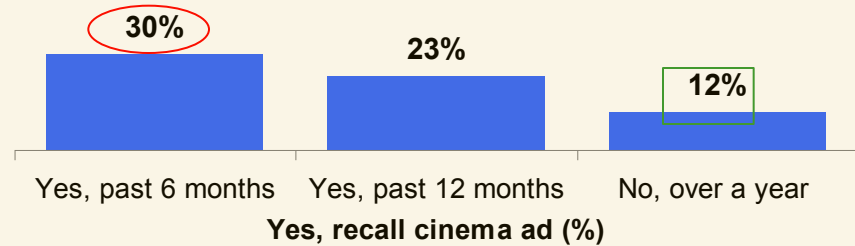
# Prompted awareness of cinema ad (Origin unprompted)



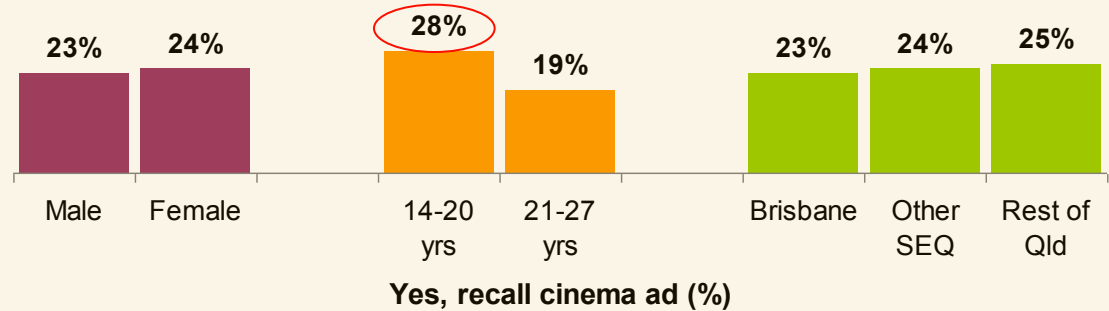
Total respondents (%)



By cinema attendance (%)



By key subgroups (%)



- One quarter of young people (24%) register awareness of the cinema advertising, particularly the primary target audience aged 14-20 years.



C2a: We'd like to show you a clip of an ad for the 'One Punch Can Kill' campaign. Before today, do you recall seeing this ad? (single response)

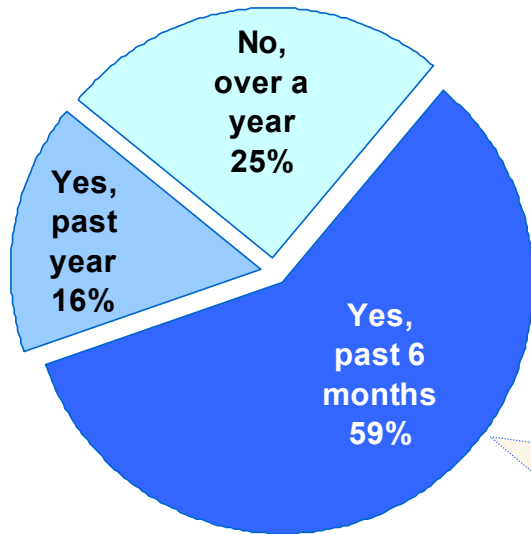
Base: Weighted, Total respondents (n=990)



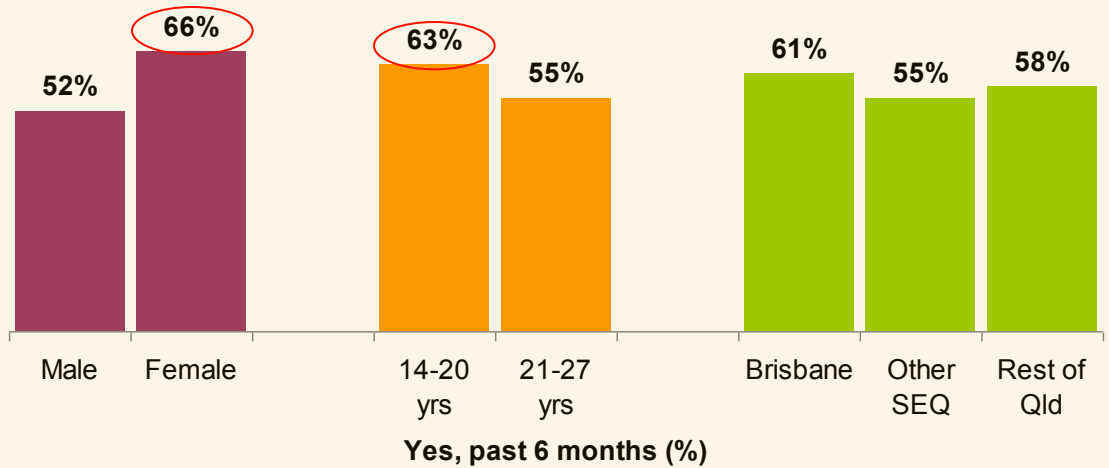
# Cinema patronage



Total respondents (%)



By key subgroups (%)



Significantly higher amongst this group

C2g: This ad was shown at the movies. Have you been to the movies in the past six months or the past year? (single response)

Base: Weighted, Total respondents (n=990)

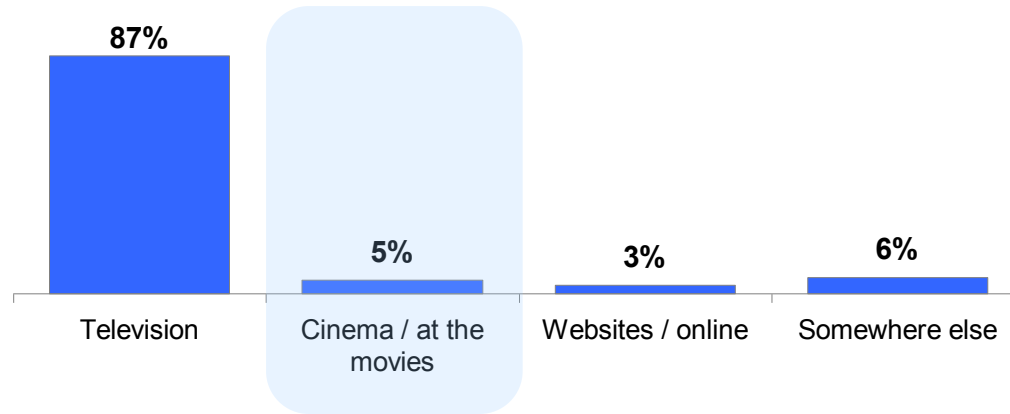






# Cinema ad recall mediums

Where advertising execution was seen (%)



By key subgroups (%)

% recall each medium	Total n=238	Male n=116	Female n=122	14-20 yrs n=154	21-27 yrs n=84	Brisbane n=81	Other SEQ n=72	Rest of Qld n=85
Television	87%	84%	89%	85%	89%	89%	75%	91%
Cinema	5%	7%	2%	5%	5%	1%	11%	6%



C2b: Where do you recall seeing this ad? (single response)  
 Base: Weighted, Those respondents who recalled seeing cinema ad (n=238)





# Cinema execution – main message

## Total respondents

Main message	(%)
One punch/ fighting can kill	54%
Avoid violence/ violence is not the answer/ doesn't solve anything	13%
One punch/ fighting can ruin your life/ have devastating consequences	13%
Walk away/ walk away from violence/ it takes strength to walk away	13%
Don't fight/ don't punch people	12%
Fighting/ assault could ruin the lives of those around you	5%
Think before you act/ think about the consequences before you act	4%
A woman lost her son from one punch	2%
Youth violence is a serious issue/ can kill/ needs to be stopped	2%
Assault could ruin your life	1%
Violence can happen to anyone	1%
Choose a life without regrets	1%
Be safe/ responsible/ sensible when drinking/ drink responsibly	1%
Don't know	6%



C2c: What do you believe was the main message of the ad? (open question)

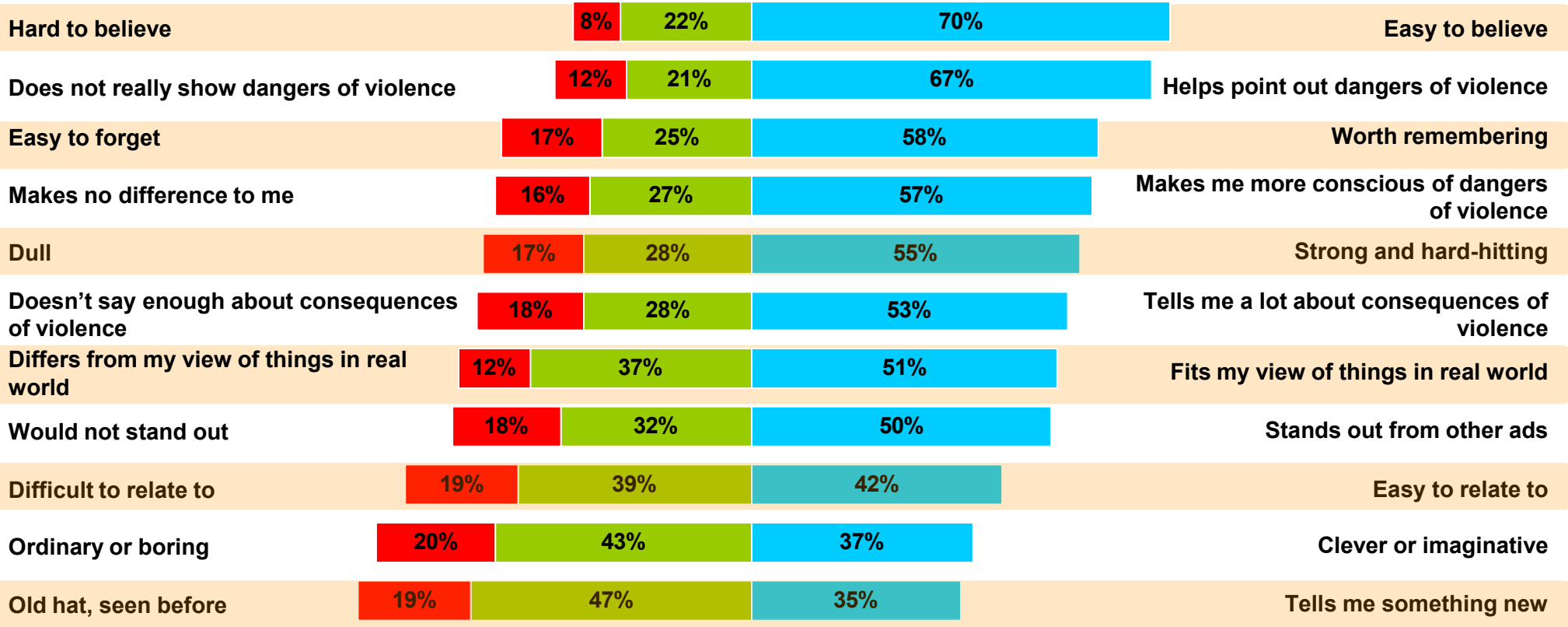
Base: Weighted, Total respondents (n=990)

Note: Key messages shown including mentions of 1% and above



# Cinema ad diagnostics

## Total respondents



■ Describes Negative    
 ■ Neutral    
 ■ Describes Positive



C2f: Thinking about the ad you have just seen, please indicate which number on the scale best describes what you personally feel about this ad. You can use any number from 1 to 5 depending on which statement you think more describes the ad. (single response)

Base: Weighted, Total respondents (n=990)





# Cinema ad diagnostics

## Key subgroup differences

**Females** are more likely than **males** to have positive perceptions of the cinema ad overall, in particular identifying the following attributes:

### *Describe cinema ad as:*

- Helps point out dangers of violence (71% vs 65%)
- Makes me more conscious of dangers of violence (64% vs 53%)
- Worth remembering (63% vs 53%)
- Strong and hard-hitting (62% vs 50%)
- Stands out (57% vs 45%)
- Fits with my view of real world (55% vs 46%)
- Easy to relate to (47% vs 38%)
- Tells me something new (41% vs 31%)

Young people aged **14-20 years** are more likely than those aged **21-27 years** to have positive perceptions of the cinema ad, in relation to the following attributes:

### *Describe cinema ad as:*

- Makes me more conscious of dangers of violence (62% vs 54%)
- Tells me something new (39% vs 31%)

People aged **21-27 years** are more likely than those aged **14-20 years** to have positive perceptions of the cinema ad, in relation to the following attribute:

### *Describe cinema ad as:*

- Fits with my view of real world (55% vs 47%)

Young people in **Brisbane and Other SEQ** are more likely than **Rest of Qld** to have positive perceptions, in particular identifying the following attributes:

### *Describe cinema ad:*

- Stands out (50% and 53% vs 31%)
- Tells me something new (33% and 39% vs 26%)

# Cinema ad – likes

- Young people highlighted various things they **liked** about the cinema advertising, including the clear and simple message, the realism of the message, the imagery, the music, and particular messages including to walk away, avoid violence, consider consequences, and the reality that violence can happen to anyone.

Encouraging people to walk away rather than fight. (Male 21-27 years)

I liked that it was realistic – people are more likely to engage emotionally and the message is more likely to get through. (Female 21-27 years)

The music, nice and eerie. Fits well. Children vocals can be super creepy like that. (Male 14-20 years)

The background music. Not too overbearing and loud, just right to draw you in. (Male 21-27 years)

The ad was straight to the point, no hidden messages. (Male 21-27 years)

Showed situation common to many young males. (Male 14-20 years)

Seemed true, and it probably was (the lady's story). (Male 14-20 years)

The childhood footage, showing him getting older, then the grave. (Female 14-20 years)

That it lets you know that you might be a good person but one punch can still ruin your life. (Female 14-20 years)

# Cinema ad – dislikes



- Encouragingly, many young people indicated there was „nothing’ they **disliked** about the cinema advertising. Those that did mention some dislike/s highlighted the overly emotive approach, unappealing or irrelevant aspects of the imagery or music, lack of cause shown in the ad, and missing the target audience, in that the ad is not likely to be effective in changing the behaviour of those who really need to change their behaviour.

Needs to be reasonable not too emotional. (Male 21-27 years)

I didn't like the add because of the fact it's not going to effect people the way it should, to hope this add is going to change the way people are going to act is like telling a child it's bad to smoke if you all ready do. (Male 21-27 years)

That it always depicts teenagers doing the stuff [violence], not a bunch of 30 year olds. (Male 14-20 years)

The lady wasn't very appealing, a tad too harsh and confronting. (Female 21-27 years)

I don't really understand how one punch can kill a person, so I don't really find it as believable, the ad did not tell the audience how that one punch killed the twenty year old, I am left feeling let down. (Female 14-20 years)

Sometimes it's hard to walk away in some situations. (Male 21-27 years)

Thinking about people who fight, they probably don't listen to their own mums. Why would they listen to somebody else's mum? (Female 14-20 years)

Maybe too focused/appealing to parents, should be more aimed at youth/young adults. (Female 21-27 years)

Seeing the woman's face as she was talking, as it was irrelevant. (Male 14-20 years)

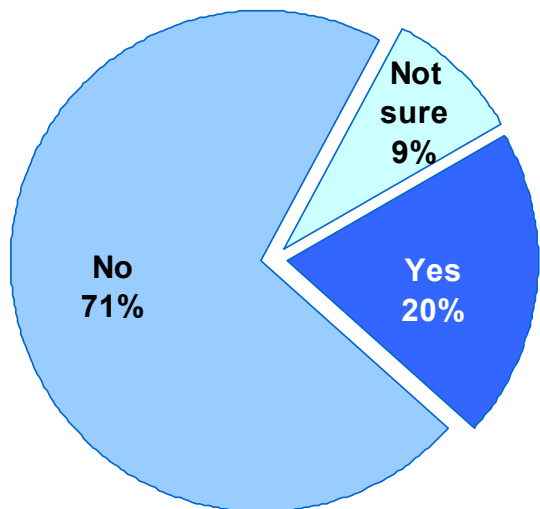


# Prompted awareness of radio ad

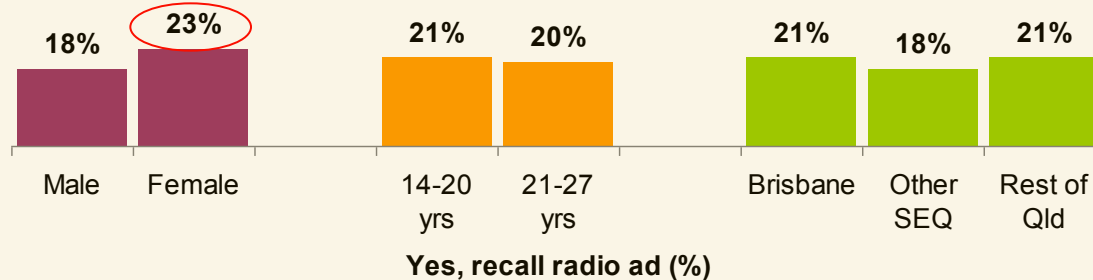
*“My name is Sophie...  
...remember, it takes strength and courage to walk away. By walking away you’re choosing a life without regrets. One punch can kill.”*

Radio

Total respondents (%)



By key subgroups (%)



- One in five young people (20%) register awareness of the radio advertising, higher amongst females.



C3a: Now we'd like to play you a radio ad for the 'One Punch Can Kill' campaign... Before today, do you recall hearing this radio ad? (single response)

Base: Weighted, Total respondents (n=990)





# Radio execution – main message

## Total respondents

Main message	(%)
One punch/ fighting can kill	46%
Walk away/ walk away from violence/ it take strength to walk away	29%
One punch/ fighting can ruin your life/ have devastating consequences	14%
Avoid violence/ violence is not the answer/ doesn't solve anything	13%
Don't fight/ don't punch people	13%
Fighting/ assault could ruin the lives of those around you	5%
Think before you act/ think about the consequences before you act	5%
Choose a life without regrets	3%
A woman lost her son from one punch	2%
Youth violence is a serious issue/ can kill/ needs to be stopped	2%
Assault could ruin your future	1%
Violence can happen to anyone	1%
One punch can lead to jail time/ criminal record	1%
Alcohol leads to violence/ don't get drunk and fight/ alcohol fuels violence	1%
Don't know	1%



C3b: What do you believe was the main message of the radio ad? (open question)

Base: Weighted, Total respondents (n=990)

Note: Key messages shown including mentions of 1% and above

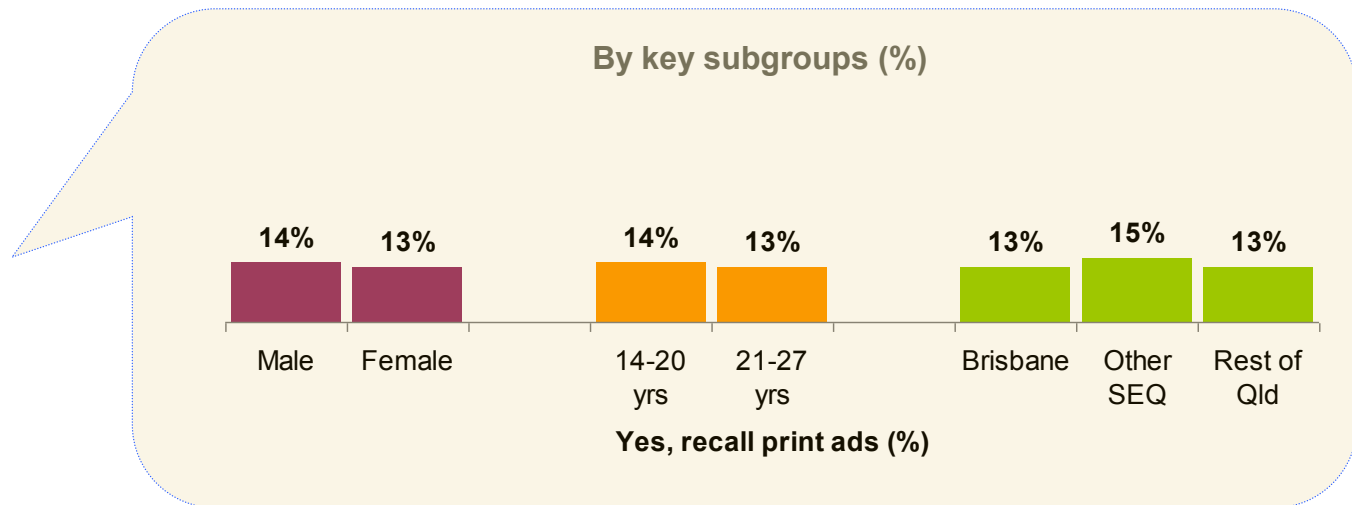
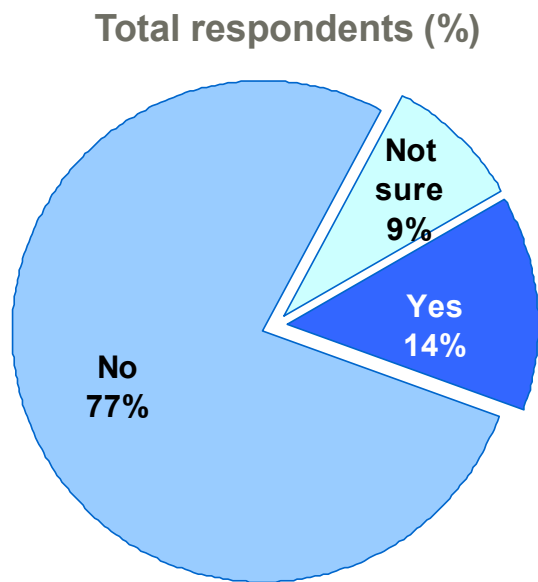
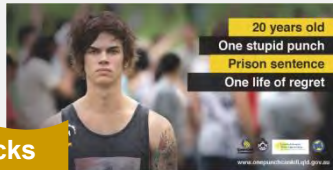






# Prompted awareness of print ads (Bus backs – origin unprompted)

Bus backs



- One in seven young people (14%) register awareness of the print advertising (without being told the origin).

C4a: Now we'd like to show you two other ads for the 'One Punch Can Kill' campaign... Before today, do you recall seeing either of these ads? (single response)

Base: Weighted, Total respondents (n=990)

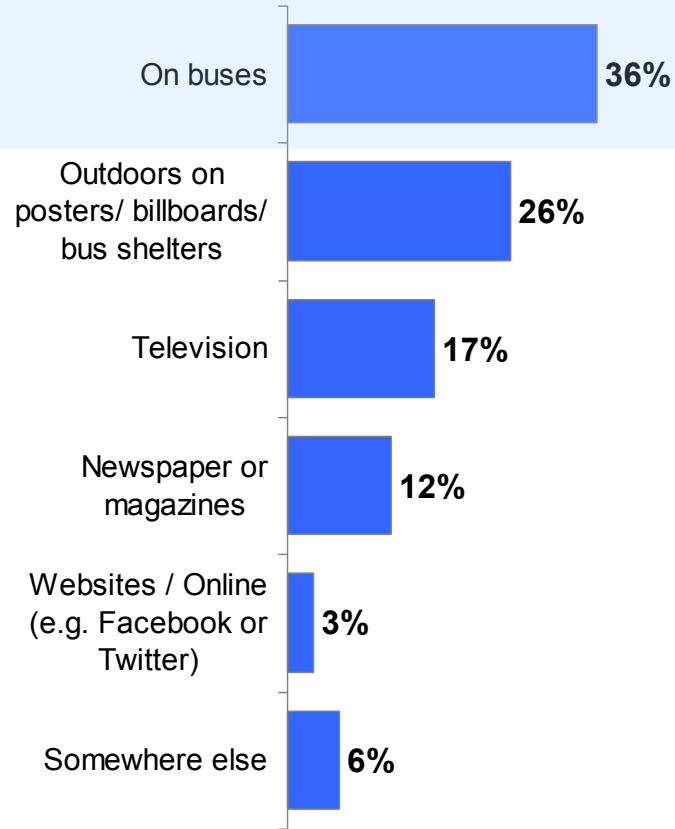
Note: Each respondent shown two bus back ads together: males shown two random male bus ads and females shown female bus ad plus one random male bus ad.





# Print ad recall mediums

## Unprompted bus backs



- At least one third correctly ascribed the bus back advertising to buses.
- There were no significant differences by subgroup due to smaller sample size recalling bus back ads.



# Bus back executions – main message

## Total respondents

Main message	(%)
One punch/ fighting can ruin your life/ have devastating consequences	47%
One punch/ fighting can kill	20%
One punch can lead to jail time/ criminal record	13%
Assault could ruin your future	11%
Avoid violence/ violence is not the answer/ doesn't solve anything	9%
Don't fight/ don't punch people	6%
Think before you act/ think about the consequences before you act	6%
Violence can happen to anyone	4%
Choose a life without regrets	2%
Fighting/ assault could ruin the lives of those around you	1%
Walk away/ walk away from violence/ it takes strength to walk away	1%
Don't be stupid	1%
Youth violence is a serious issue/ can kill/ needs to be stopped	1%
Be safe/ responsible/ sensible when drinking/ drink responsibly	1%
Alcohol leads to violence/ don't get drunk and fight/ alcohol fuels violence	1%
Don't know	1%



C4c: What do you believe was the main message of these ads? (open question)

Base: Weighted, Total respondents (n=990)

Note: Key messages shown including mentions of 1% and above





# Impact of OPCK campaign advertising (1)

## Summary

- Upon presentation of the three advertising stimulus, respondents were asked the potential impact of this advertising on their future decisions around fights and violence. The potential impact of the OPCK advertising is strong.
- More than four in ten young people (44%) indicated they would be more likely to think twice about being involved in a fight or violence. Perhaps regardless of the campaign, a further four in five young people (40%) indicate they would never get involved in a fight anyway. Eleven percent may still get into a fight, depending on the situation or if they felt they needed to.
  - The primary target audience aged 14-20 years (36%) appear to be more likely to be affected by the advertising, and indicated a likelihood to be much more likely to think twice about involvement in violence than their older cohorts (27%). Males may be somewhat more likely than females to think twice, but also more likely to still get into a fight if they needed to, while females are more likely to indicate exclusion from fights anyway.
  - Interestingly, there are no real differences amongst young people around their previous involvement in fights or violence.



# Impact of OPCK campaign advertising (2)

## Summary

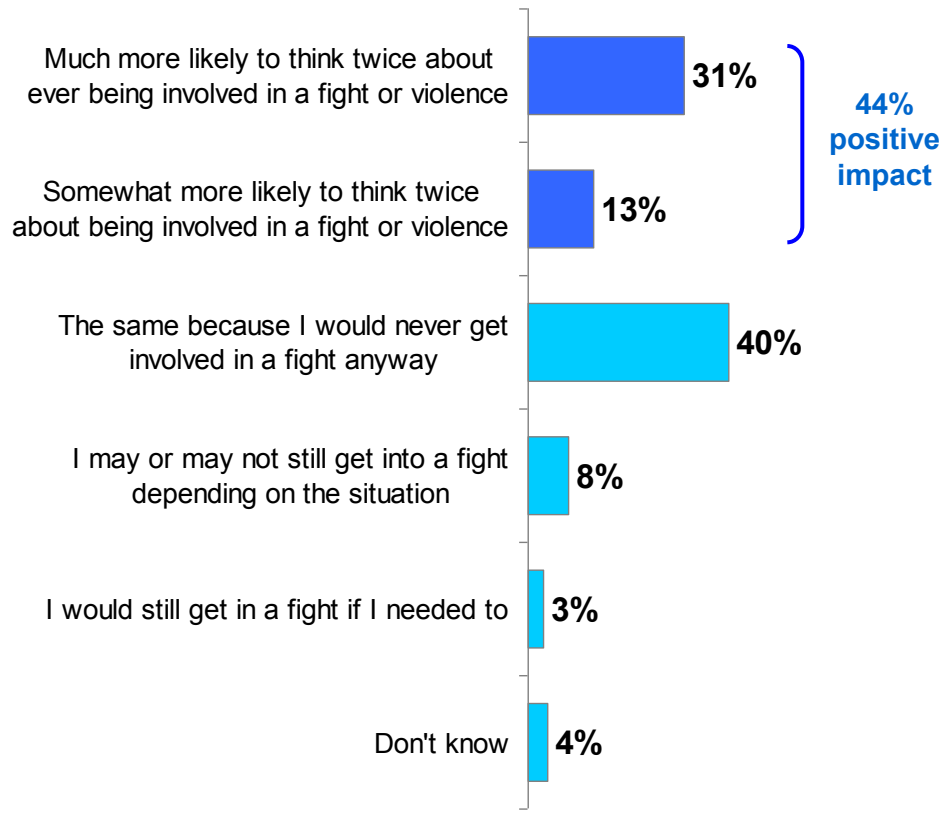
- Perhaps even more encouragingly, the advertising serves to potentially influence the influencer in these types of violent situations. A positive impact registered with nearly eight in ten young people (78%) who suggest they would be more likely to encourage a friend or loved one to walk away from a fight or argument. One in ten young people (10%) indicated that they may or would assist in the fight or argument, while six percent would remain apathetic towards the situation.
  - As might be expected, males are more likely than females to stand up and assist a friend or loved one in a violent situation. Females are much more likely than males to encourage the „walk away’. Interestingly, Brisbane young people are more likely than those outside Brisbane to be apathetic.
- Young people offer varied spontaneous mentions of perceived avenues for assistance should they need advice, help or information about the types of violence discussed in the survey. Predominantly, the authorities and family/friends are the major ports of call, in particular police (24%), friends/ relatives (19%) and parents (15%). Internet research is also an important avenue – including Internet generally (18%), and Google (5%) and the OPCK website (3%) specifically, as well as other Government agencies/ websites (10%). Young people also mention other various counselling options.



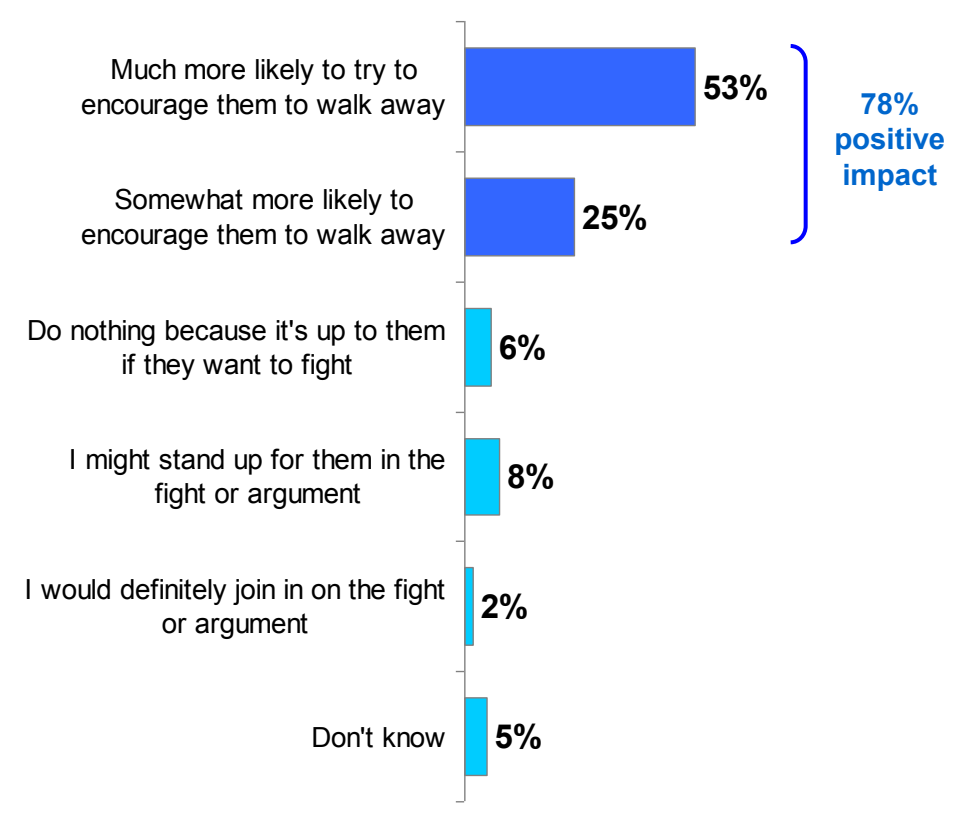
# Impact of OPCK campaign advertising

## Total respondents

### Likelihood of own involvement in fights and violence (%)



### Likelihood to influence others in fights and violence (%)



C5: As a result of seeing and hearing these cinema, radio and bus ads for the 'One Punch Can Kill' campaign, would you say you feel...? (single response)  
 C6: And if you saw a friend or loved one fighting or having an argument with someone, would you say you would be...? (single response)

Base: Weighted, Total respondents (n=990)






# Impact of OPCK campaign advertising

## Likelihood of own involvement in fights and violence

%	Total n=990	Male n=497	Female n=493	14-20 yrs n=567	21-27 yrs n=423	Brisbane n=348	Other SEQ n=300	Rest of Qld n=342
Much more likely to think twice about ever being involved in a fight or violence	<b>31%</b>	29%	34%	<b>36%</b>	27%	29%	34%	33%
Somewhat more likely to think twice about being involved in a fight or violence	<b>13%</b>	<b>16%</b>	11%	14%	13%	14%	13%	13%
The same because I would never get involved in a fight anyway	<b>40%</b>	34%	<b>47%</b>	38%	43%	42%	39%	37%
I may or may not still get into a fight depending on the situation	<b>8%</b>	12%	4%	7%	9%	7%	9%	9%
I would still get in a fight if I needed to	<b>3%</b>	<b>5%</b>	1%	3%	3%	2%	2%	5%
Don't know	<b>5%</b>	6%	3%	3%	6%	6%	3%	3%

 Significantly higher amongst this group



C5: As a result of seeing and hearing these cinema, radio and bus ads for the 'One Punch Can Kill' campaign, would you say you feel...? (single response)


Base: Weighted, Total respondents (n=990)



# Impact of OPCK campaign advertising

## Likelihood to influence others in fights and violence

%	Total n=990	Male n=497	Female n=493	14-20 yrs n=567	21-27 yrs n=423	Brisbane n=348	Other SEQ n=300	Rest of Qld n=342
Much more likely to try to encourage them to walk away	53%	42%	64%	55%	51%	51%	55%	55%
Somewhat more likely to encourage them to walk away	25%	29%	22%	25%	26%	26%	26%	24%
Do nothing because it's up to them if they want to fight	6%	7%	5%	5%	7%	9%	4%	4%
I might stand up for them in the fight or argument	8%	11%	5%	9%	7%	7%	8%	10%
I would definitely join in on the fight or argument	2%	4%	0%	2%	2%	2%	2%	3%
Don't know	5%	7%	4%	4%	7%	6%	6%	4%

 Significantly higher amongst this group



C6: And if you saw a friend or loved one fighting or having an argument with someone, would you say you would be...? (single response)

Base: Weighted, Total respondents (n=990)







# Spontaneous mentions of sources of advice, help or information on violence



Note: The greater the size of the word, the greater the frequency it was mentioned

- Overall, 14% of respondents were unsure as to where they would go to for help if they needed it.
- A further 2% said they would not require any help, advice or information.



C7: If you needed advice, help or information about the types of violence we have been talking about today, where do you think you would go to for help?

Base: Total respondents who mentioned something





# Spontaneous mentions of sources of advice

## Total respondents

Sources for help	(%)
Police	24%
<b>Family and friends</b>	
A friend/ relative	19%
Parents	15%
<b>Internet</b>	
Internet	18%
Government agency/ website	10%
Google	5%
One Punch Can Kill website	3%
<b>Counselling options</b>	
A counsellor/ psychologist	8%
A Helpline/ hotline	6%
Teacher	5%
Kids Helpline	3%
Lifeline	2%
Doctor/ hospital	2%
Other	5%
Don't know/ nowhere	16%



C7: If you needed advice, help or information about the types of violence we have been talking about today, where do you think you would go to for help? (open question)

Base: Weighted, Total respondents (n=990)





## Other OPCK Campaign Elements





# Other OPCK campaign elements

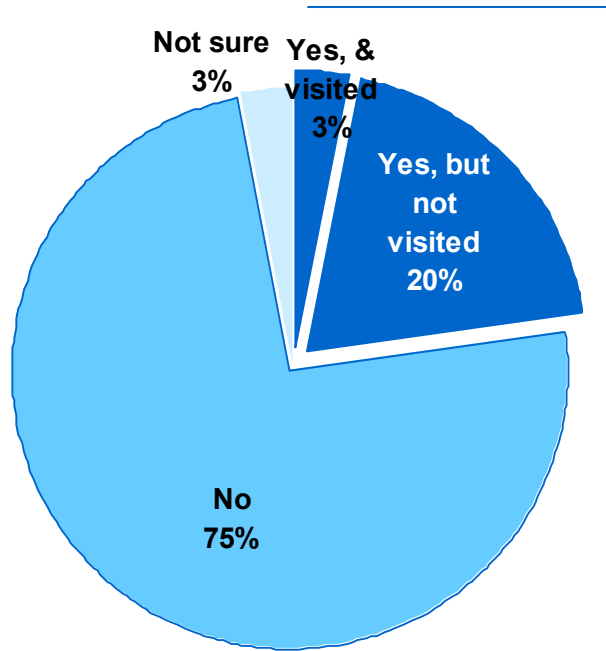
## Summary

- One in five young people (22%) were aware of the One Punch Can Kill website, with 3% claiming to have visited it before.
- Thirteen percent of young people have seen One Punch Can Kill merchandise, with 3% saying they have some.
- Awareness of both the website and the merchandise is significantly higher amongst the target age group of 14-20 year olds with 29% and 16% of this age group saying they are aware of the website and merchandise respectively .
  - Merchandise is less well known, however, in areas of South East Queensland outside of Brisbane with just 8% awareness.
- Awareness of the One Punch Can Kill competition was very low with 3% of young people saying they had heard of the competition.



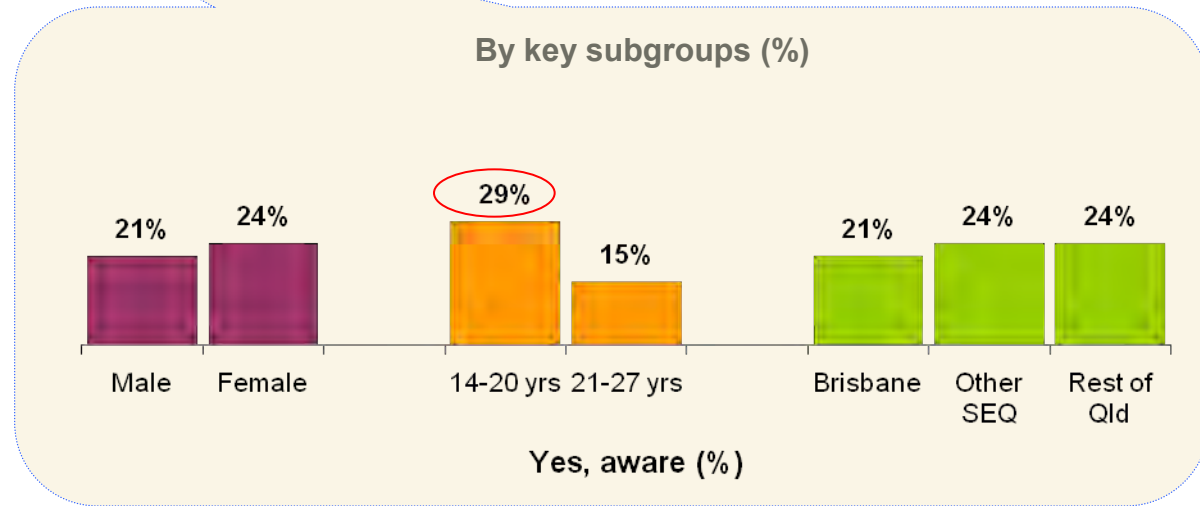
# Awareness of OPCK website

Total respondents (%)



22% awareness

By key subgroups (%)



- One in five (22%) people are aware of the One Punch Can Kill website, but the majority of these have not visited the site before.
- There is higher awareness amongst the primary 14-20 yrs target market (29%) as well as those who had seen at least one OPCK execution prior to being interviewed (33%).



D1: Did you know there was a 'One Punch Can Kill' website?

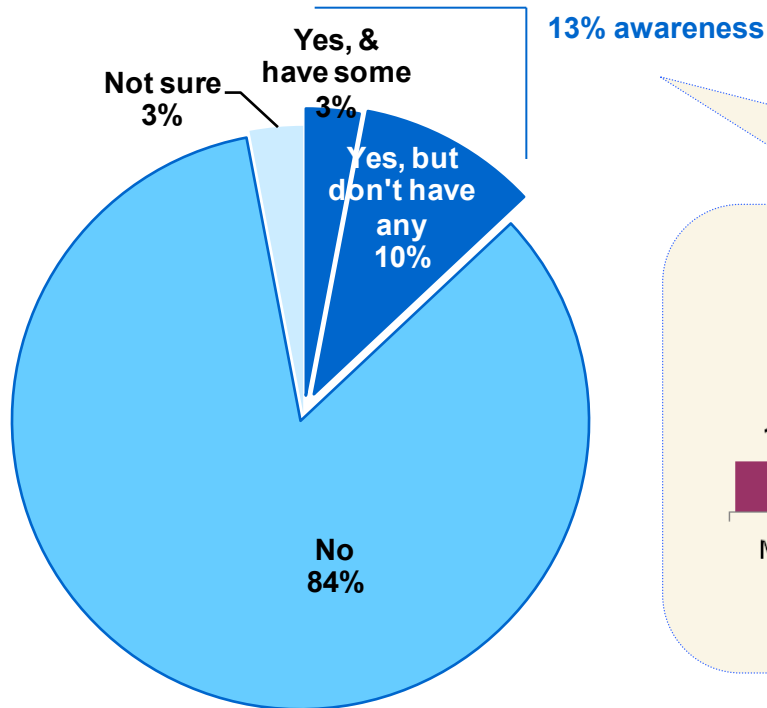
Base: Weighted, Total respondents (n=990)



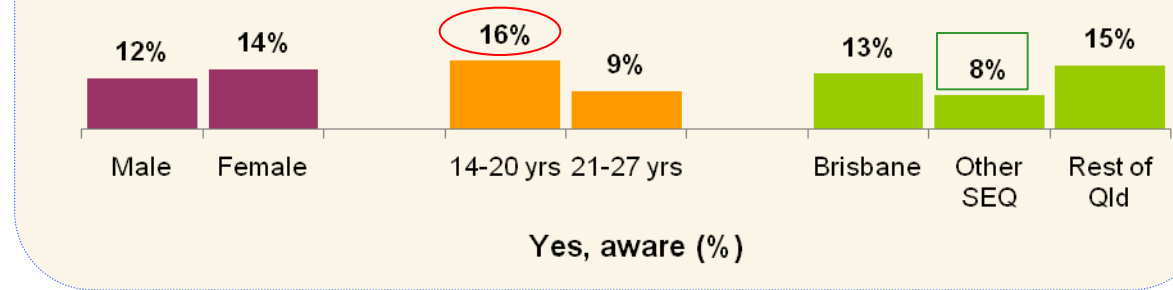


# Awareness of OPCK merchandise

Total respondents (%)



By key subgroups (%)

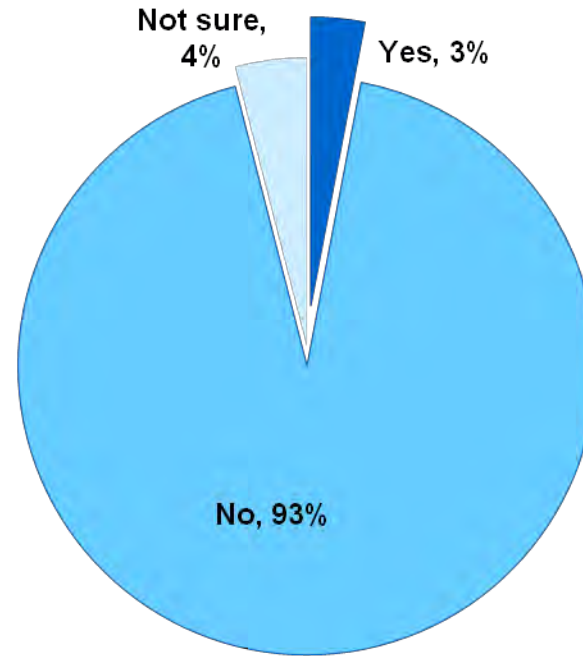


- Overall, 13% say they have seen One Punch Can Kill Merchandise; 17% amongst those who had seen at least one execution of the campaign prior to being surveyed.
- This is significantly higher amongst the primary target group of those aged 14-20 yrs at 16%, particularly females aged 14-20 yrs (19%). It is lower amongst those living in South East Queensland outside of Brisbane.

# Awareness of OPCK campaign competition



Total respondents (%)



- Just 3% of respondents had heard about the OPCK competition, and two people claim to have entered it. Both were males – one aged 17 and one aged 27. Both had seen at least one execution of the OPCK campaign prior to being surveyed.
- There were no significant differences in awareness by subgroups.



# Sample Profile

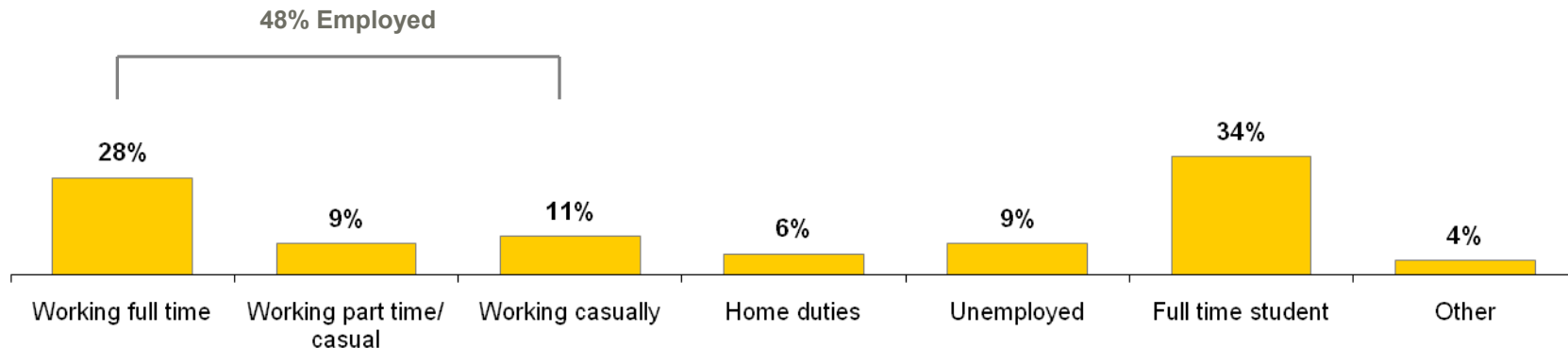




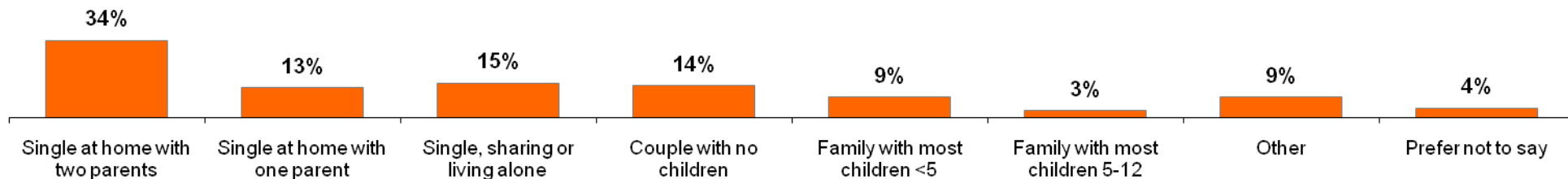


# Employment Status, Household Structure

## Employment status (%)



## Household structure (%)



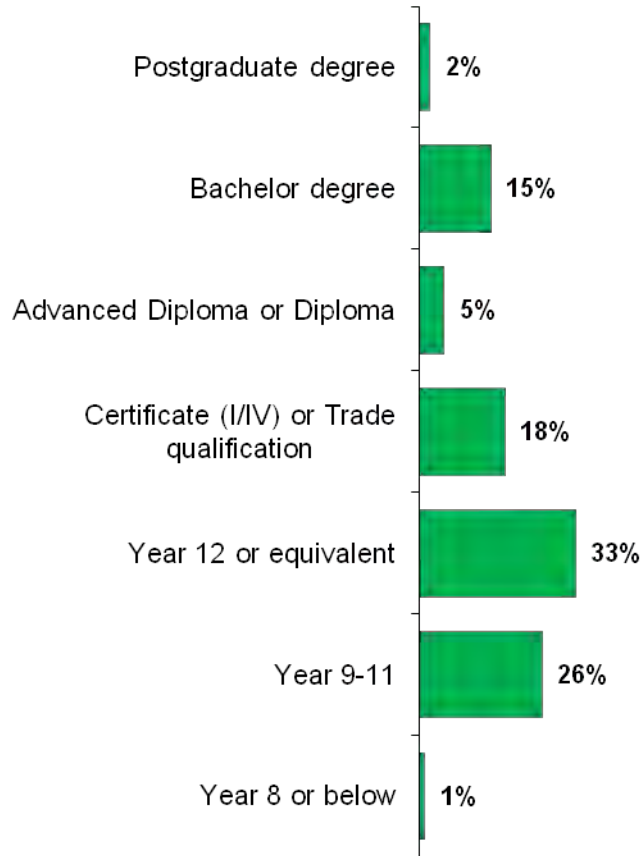
E4: What is your employment status?  
E1: Which of the following best describes your household situation?  
Base: Unweighted, Total respondents (n=990)



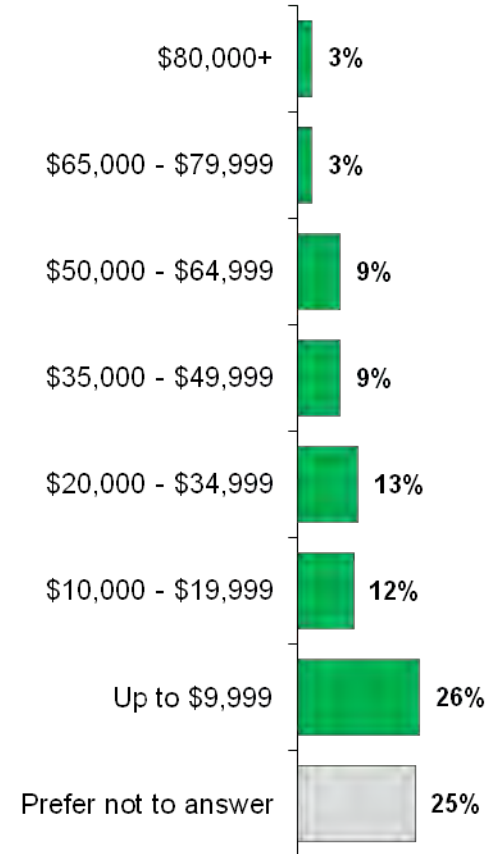


# Education, Income

### Highest level of education (%)



### Personal Annual Income (%)



E3: What is the highest level of education that you have so far?

E5: Approximately, what is your current personal annual income before tax, including pensions, Austudy, and anything else that you earn?

Base: Unweighted, Total respondents (n=990)





# Main Findings – Qualitative Exploration

## Online Bulletin Board





## Setting the scene





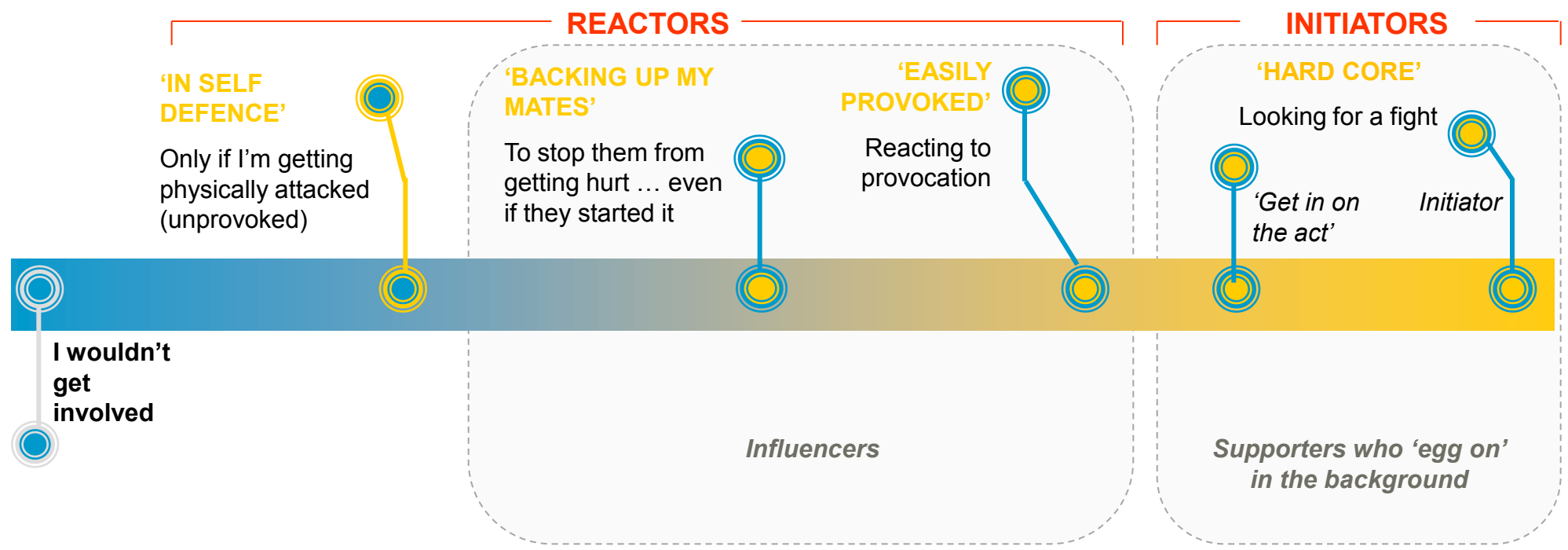
# Who did we speak to? (1)

- The online forum comprised of 12 young men aged 16-22 years across Queensland who were recruited on the basis of them exhibiting certain behaviours and attitudes towards violence which would categorise them 'potential perpetrators' - the target market for the One Punch Can Kill campaign.
- All participants admitted to either themselves or their friends being involved in at least one fight or act of violence in the past 12 months.
- Most of the participants had positive attitudes to life in general, despite a couple of them having had a challenging upbringing. In general, however, most have supportive families, are currently studying or working and are looking forward to a bright future.



# Who did we speak to? (2)

- During the course of the online forum discussions, a clear continuum of behaviours and attitudes emerged in relation to violence.



- Within the online forum it became apparent that the young men involved fit into the „Easily provoked’ and the „Backing up my mates’ categories. In saying that, given their backgrounds and situations they had been in, they were well equipped to be able to talk about „Hard core’ males in terms of their behaviours and motivations.
  - This report will cover both initiator („hard core’) and reactor („backing up my mates’ and „easily provoked’ perspectives where possible).





# Typical profiles

## ‘Hard Core’

He is a binge drinker and a bit of a larakin with his mates, he has an ego with something to prove. He likes to run his mouth at anyone who will listen ... this entertains his friends. He either seeks out a fight, or gets into situations which can get him into trouble.

## ‘Easily Provoked’

His friends don't go looking for trouble, however with the street life that's around today arguments and threats do occur. The people he hangs with you couldn't say are the most upstanding, however they only stand up against what they think is wrong.

## ‘Backing Up My Mates’

He doesn't really like getting into fights, but he can't really leave a friend to get into a fight by himself – he just feels it's against his morals to leave a friend alone if he's in a fight. He'd like to avoid it if he could, but some situations are fairly tough to diffuse. You have to step up to help a mate.

# Examples of violent situations experienced by participants

October last year .. two mates and I were jumped by eighteen people while leaving a private party ... ended with myself having a fractured eye socket and broken jaw... end result we don't know who those guys were and I have a titanium plate in my jaw, my friends are fine.

My mate was inside a club and a guy bumped into him and he [my friend] grabbed him and started punching whilst he had him in a headlock. I was watching this and didn't jump in because the bouncers jumped in almost instantly. We got kicked out and that was that.

One night when a few friends and I were walking home from a party, a bottle was thrown over our heads and nearly hit another group of boys up the road from us, which led them to think it was us. As we were explaining it wasn't us someone else came in to break it up, but he ended up getting punched and caught up in the fight, this allowed us to walk away.

We [my brother and me] were walking home at about 3 or 4 in the morning when suddenly I was grabbed by the back of my head and my head was slammed into the crazy clark's window panel then we suddenly just had a big fight which ended when the other couple took off - nothing encouraged the fight to happen, it was a random fight.

The last time a mate of mine got into a fight it was somewhat unfair. He was being kicked out of a hotel [in Brisbane] for drinking too much and the bouncers started punching him as they pulled him out. I'm pretty sure it's illegal for them to throw punches (I thought they were only allowed to put a drunk's arms behind their backs). After they hit him in the gut and the face a few times he began to struggle and thrash around.

Me and my partner were enjoying a few quiet drinks sitting by ourselves when a clearly intoxicated man walked over and crushed my smokes. Naturally I became defensive and asked him to p\*\*\* off. He then replied with "Australians like us don't like faggots like you". After some verbal altercation and me standing my ground and just asking him to walk off and leave it, he kept going...





**What are the situations / circumstances for violence?**





# What are common factors when violence occurs? (1)

- The men involved in the discussion forum had certain things in common – going out with their friends is an important aspect of their lives and they go out with their friends regularly. Drinking alcohol is usually a standard part of their social outings.

Going out usually means having a few drinks. I don't rely on alcohol to have a good time, although if you want to be on the same level as your mates, you need it to have a good time and not feel awkward.

Alcohol definitely contributes to me enjoying my night out, I honestly don't think I could go to town completely sober and enjoy myself.

- When situations of violence were discussed, alcohol was almost always involved. This included situations where drinks were spilt on someone which provoked a reaction, or when, after a significant amount of alcohol had been consumed, some type of altercation developed.

Usually this kinda thing will happen late into the night when most people are hammered (drunk).

- Few participants were users of drugs, however some mentioned that their friends were. That said, drugs were rarely mentioned as being a contributing factor in the violent situations they had encountered.

# What are common factors when violence occurs? (2)



- Most of the young men had a circle of friends which included one or more mates who were partial to 'getting amongst it'. It seems to be the same friends who react to provocation or get involved in altercations.
- Verbal abuse is a main catalyst for an altercation, and particularly if the abuse is of a personal nature.

# Where and when is it happening?

- Violent situations can occur anywhere, particularly at venues where alcohol is served, or after leaving a venue (on the way home or otherwise) after a night out.

It's hard to walk down the street without getting started on. You look at someone the wrong way, they will most surely start an argument.

Most people try and have a go at someone when we go out, doesn't matter where ...

- Many believe violence is much more commonplace these days, however it could be interpreted that these young men are now at an age where violence is more prevalent and they are noticing it more.

It is a lot more common. [I noticed it] when I was about 15, mainly when I hit my high school years.

- Guys are going out frequently, at least once a week, depending on upcoming exams for those who are studying or who have friends who are studying. Typically it is a Friday or Saturday night that they witness or experience acts of violence, however some also say it happens during the week too.

[I] Usually see a fight of some description when we go into town.



# What are some typical situations?

## Initiator vs Reactor situations

### Initiator ('Hard core')

A typical occasion is on a night out drinking with a group of mates, who egg him on. He is often intoxicated.

Might be having a go at what he is wearing... or the type of car he drives ... just anything that would provoke a response back.

He would fight at the peak of his drunkenness with anyone who happens to walk by and bump him, look at him the wrong time etc.

Usually start a fight over someone who may stand out and be different, someone who is talking to a girl they are attracted to would start a fight.

### Reactor

A typical occasion is on a night out with friends and/or partner at a pub, bar or club. Usually they are not out „looking for trouble’.

Typically it will begin with verbal assaults trying to provoke a first response so if you walk away at that point usually nothing comes of it. However I have mates who won't accept that and try and give a little back by way of pushing or shoving.

People will hark up and start on you for brushing past them in a nightclub or holding eye contact for a second too long.



# What does it mean to win or lose a fight?

- When fights escalate to real violence because they haven't been able to be averted, the concept to „win' or „lose' the fight comes into play, and a certain amount of cred is attached to the outcome. The Initiator will normally be seeking this cred, while the Reactor will be looking to avoid the fight if possible.
- A more serious fight with a „winner' and „loser' normally means that someone will end up on the ground and is more seriously hurt – potentially something that can be defined as requiring medical attention.

I suppose to win a fight would be to have the other person on the ground while the victor is still standing, and vice versa... It's generally serious if someone responds to violence with more violence. So, someone shoves a guy, if the guy walks away it's not really serious, if the guy takes a swing back, it becomes serious.

Someone getting hurt is when it goes beyond a black eye and a busted lip sort of thing. I know it's possible to get unlucky and cause serious damage in just a normal fisticuffs, like broken teeth or jaw, cheek bone, eye socket. And the chances of that happening just get higher and higher the more instances there are.



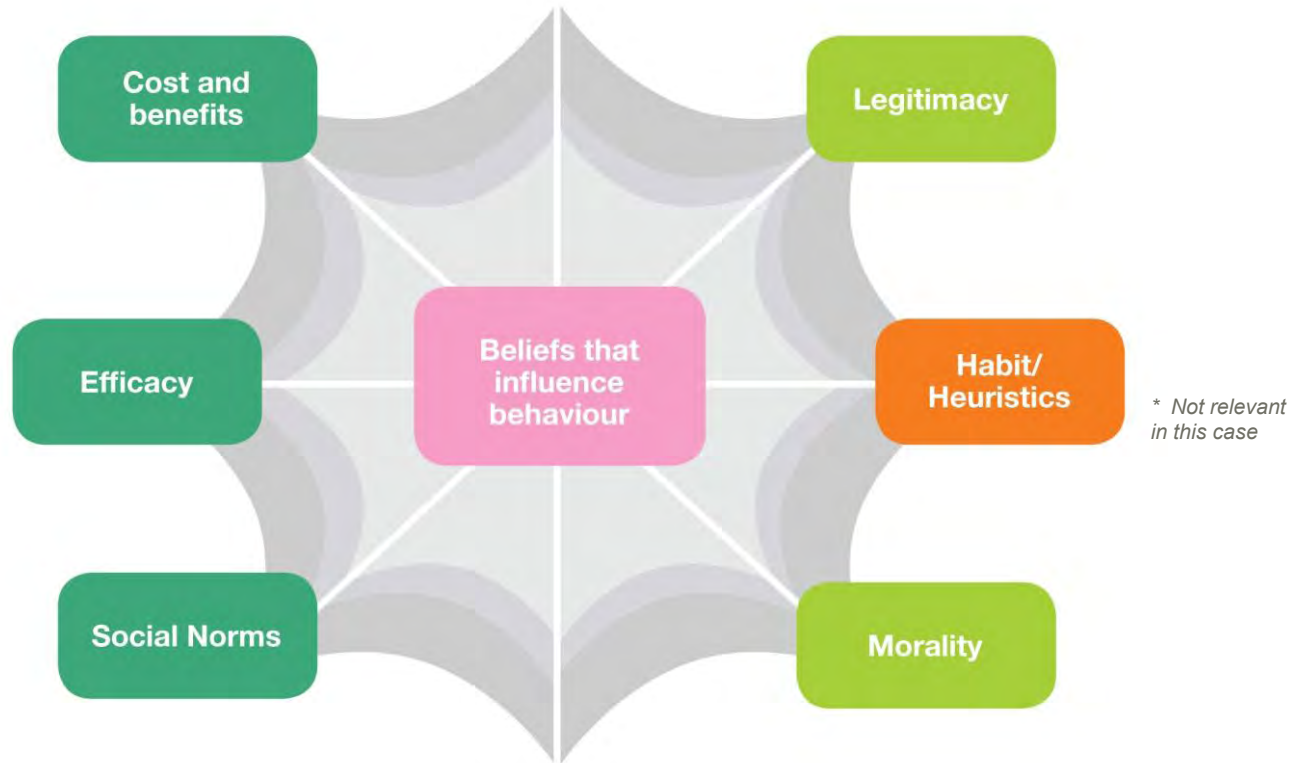
**What are the attitudes and motivations involved?**





# Beliefs impacting on attitudes and behaviour

- During the discussion forum, questions were framed around the following themes to uncover, and help us understand, the motivations impacting on young men’s attitudes and ultimately their decisions to become involved in violent behaviour.



- The slides that follow will summarise the key findings for each of these beliefs sets.



# What is gained from fighting? (1)

Costs and  
Benefits

ONE PUNCH  
CAN KILL

## Initiators

- The acts of spilling drinks, getting in someone else's personal space, insulting someone etc. are merely 'trigger points' which can lead to an altercation.
  - However it is deemed that there will always be the blokes who seek out trouble, provoking fights 'over nothing'.
- There are usually **deeper seated motivations** for instigating a fight or throwing the first punch. These include:
  - Kudos / street 'cred'  
*He wants his friends to know he's tough.*
  - Boosting one's ego / gaining upmanship / self esteem  
*These guys usually start fights as they like to prove dominance and believe that fighting is a way of showing their rank amongst the alpha males.*
  - Gaining or earning respect  
*He would think that fighting will make him look better and more cool.*
  - Demonstrating physical prowess  
*He is Mr Cool and thinks he can take on anyone.*
  - Peer pressure to maintain a certain status  
*He would think 'I need to look cool and impress everyone around me'. He would be scared on the inside, but fight anyway due to social pressure.*

# What is gained from fighting? (2)

## Initiators

Costs and  
Benefits



- **Enjoyment / gratification**

He would be thinking it would be a bit of fun to get into a fight. He would enjoy the fight and he'd try to show off a bit.

As a means to an end, winning a fight is very gratifying.

- **Jealousy**

Of course fights are started over females, fights are sometimes started by females.

- **Insecurity**

Get into a fight if insulted about an insecurity or someone having a go at him for dyeing his hair or gelling it up. [He's] short tempered, always first to throw a few words if someone bumps him.

- **Earning a „right of passage'**

It was cool to get into a fight when you were a teenager otherwise you were seen as a softy and a loser.

- While many say that those who can fight or stand up for themselves are generally respected, many hard core acts are seen as cowardly, particularly when picking fights with weaker opponents.

# What is gained from fighting? (3)



## Reactors

- From a „Reactor’ point of view, motivation for physical retaliation primarily relates to the protection of oneself or others close to them.

I do believe you have the right to protect/stand up for yourself if you are attacked. If you hit someone, expect to be hit back.

- This can include backing up mates involved in a fight, regardless of who started it. Friends have to make a decision of whether or not to „step in’ or „step up’ .... in most cases they will do so.

I would try to avoid being involved however if it did involve my friend then I would be there to back them up. Trying to diffuse the situation before it comes physical is most important however sometimes this can't be done and you have to get in there and be physical. Whilst this isn't ideal you can't allow a friend to end up in hospital because he/she was bashed by a mob of people.

- Pride is also often a motivation – standing up for what they believe in.

I felt to be made an outsider due to my sexual preference – I thought the world was a bit more up to date ... [I am still] VERY ANGRY!

- Pride also includes not wanting to take a beating, or future beatings, for fear that these may entice future encounters.

You think immediately that if I lose this fight I'm going to be an easy target for many others and that everyone will say that I'm a loser and don't know how to fight ... that everyone will laugh at you.



# What is gained from fighting? (4)

## Reactors

- A group participant in the „Easily Provoked’ group said he himself, as well as most of his friends, are victims of verbal, physical or sexual abuse in their home life. This makes them “distrusting of everyone” and quick to lash out at any sign of provocation now because of this.

Some people have grown up with violence as a kid and they usually think it's ok to do the same... When they're sexually abused as kids and/or teenage years you're built up with so many emotions ...you're panicky and nerve wrecked when you're older you feel like you can not trust anyone.

...It truly wrecks your life your self esteem and you can not be around large groups or you panic ... some people are stronger than others though.

Costs and  
Benefits

ONE PUNCH  
CAN KILL

# What are the consequences of fighting? (1)



- Participants were able to readily discuss the consequences of fighting (before being shown any „One Punch’ advertising). However, whilst they are aware of the consequences, they admit to not necessarily thinking about these during altercations as they tend to be too caught up in the heat of the moment.

A vast majority of fights are from people who will have NO consideration of consequences when they get into it. They are considering the RIGHT NOW that guy has pissed them off.

My adrenalin was pumping and I did not think of the outcome as I was trying to stay alive.  
(In relation to an unprovoked attack)

- Others believe that instigators don’t weigh up the risks before they act as they are often far too intoxicated for rational thinking, or they consider themselves to be invincible.

The levels of alcohol consumed these days seriously alters their decision making and any moral thoughts.

- Getting kicked out of a venue is a common occurrence when violence breaks out, especially in clubs or hotels where bouncers or security staff are present.
  - Getting kicked out is seen as an „annoying’ consequence of fighting as it wrecks the night out.
- Being caught and receiving criminal charges is a key concern for the young men on the forum.

The main consequence would be the legal aspect. This is the biggest worry for me. Assault charges ruin your life.

A criminal record would affect my ability to get jobs in the future.

# What are the consequences of fighting? (2)



- The flow-on consequence of criminal charges is losing face with family, friends, employers etc.

*Might lose my girlfriend or friends as they are ashamed of me.*

- Injuring yourself or inflicting injury to others is a known and common consequence of fighting. That said, some participants believe that initiators (Hard Core) probably don't care about hurting others given that the point of them fighting is to show superiority.

*He wouldn't care at the time [about hurting someone else]. He would probably be enraged by the idea of someone actually fighting back.*

*His point is that he is tougher than the guy he chose to engage with. But I don't think he would plan to injure more than a few black eyes.*

- The worst case scenario in an act of violence would be to accidentally kill someone – “accidentally” in that while it is a possibility of physical assault, killing someone is unlikely to ever be the intention. However death seems intangible to these young men as they don't see it in reality and believe that you'd have to be really „unlucky’ for that to happen.

*You've got to consider the old adage that young people think they're invincible. It's really just not something that occurs to most young people. Death is a far off thing. People will think more on things that they think could happen to them. I've seen plenty of people get picked up by police for various odds and ends, and it's common enough for everyone to be a bit concerned about.*

# What will it take to stop their involvement?

Efficacy



- The Hard Core group do not want to stop. However, the stopping of their behaviour would be heavily reliant on their influencers (particularly friends) to encourage them to change their ways.

If his mates told him to sit down and stop running his mouth perhaps. However they most likely wouldn't to avoid conflict ... as most of the mates would be keen to see him get into a fight for their entertainment.

Some people are just excited by the fight so there isn't much to stop them unless they have a voice of reason from a friend... but generally in groups like this there isn't that voice.

I don't think they would think twice about fighting, it's about how far they go in the fight itself, like when to stop and how much they hit them, this goes for most kids.

- On the whole, Reactors do not want to be involved in altercations in the first place. If they are not provoked, or their mates aren't involved in something, then they will steer clear of trouble. However, it is unrealistic to think that they would step away from protecting themselves or others if they are being physically attacked.
- What will it take for them to stop reacting to provocation / verbal attacks etc.? More reminders of the consequences that they can personally relate to, actual experience or witnessing of legal ramifications as well as encouragement from influencers will all help.
- Some of the forum participants mentioned that taking part in the online forum was a catalyst to make them think twice before reacting or retaliating next time.

I was never an advocate for fighting however it does make me think twice about the serious consequences that could occur if a fight did happen.

# Can I walk away? (1)

ONE PUNCH  
CAN KILL

It's never ok to start a fight. Because you can severely injure someone, or yourself, and even kill someone. Fighting solves nothing, only causes more conflict and bigger fights. But sometimes others start the fight, then you have to decide if you want to fight or walk away. The only time it is ok is when you're fighting for your life, e.g. if you're getting raped, being mugged etc. Or a friend is in those situations.

(Reactor)



# Can I walk away? (2)

Efficacy



- As mentioned, the ability of the Hard Core males being able to walk away from a fight would rely on his influencers/support network.

*The only way the decision is made clearer (choosing not to fight) is if ALL his mates agreed and stopped laughing... otherwise he has to choose which is more valuable to him – his friends respect for fighting or not fighting.*

- Given their reason for fighting is to satisfy an underlying motivation (ego, kudos, enjoyment, insecurity etc.), it is important for their support network not to fuel those motivations.
  - Communication directed at „Influencers’ may be more appropriate to encourage them not to support the behaviour.
- As for Reactors, when do they feel it is ok for them to walk away?
  - When the person trying to provoke them is directing only verbal insults at them rather than physically assaulting them.
  - When the verbal insults aren’t of an overly personal nature.
  - When they are outnumbered.
  - When it’s “not their fight”.
  - When it’s a girl provoking them.
  - If they are in no danger of being hit from behind.
  - If they are not backed into a corner.

# Can I walk away? (3)

Efficacy



Walking away leaves yourself open for being hit from behind, which leaves you unable to defend yourself.

I think it is necessary you should defend yourself but if they are just talking rubbish to you, then you should just walk away as they are drunk.

“Walking” away isn’t an option in every situation, if they want to go you they’ll block you, bump you around and follow you until someone decides to have the first go, and having your back to them is a bad thing to do.

It is OK to get into a fight with someone when they have done something to a loved one. If someone is having a go at me, I don’t really respond with violence, I walk away. Although my blood boils when I see a friend or loved one hurt by a stranger. It’s OK in that sense because you need to be able to have your loved ones or friend’s back. I would expect it of my friends or family and it would be wrong to just stand by whilst your friend is being hurt.

I probably wouldn’t step in for strangers unless they were in danger of serious harm or something that could be easily handled.

It is OK to get into a fight if your close friends or girlfriend is threatened. This is an acceptable time to fight if it means for the safety of your close ones. This is the only real circumstance acceptable to fight as it relates to a personal conflict whereas someone bumping into you is not and should be resolved by walking away.

Walking away is not always the best way to diffuse the situation – turning your back on someone that’s Killing for a fight will likely just get you hit anyway. Some people would even think it’s insulting and take it as a cue to take a swing, which inevitably would lead to a fight.

## Can I walk away? (4)

ONE PUNCH  
CAN KILL

“No you can't always walk away. Some people set out with the attitude of looking for a fight “No matter what”. You cannot make someone else walk away, if they follow you, then what?”

I certainly never leave myself open to be hit from behind.

Unfortunately in a fight, it takes BOTH parties to walk away.”

(Reactor)

# How do I walk away?

Efficacy

ONE PUNCH  
CAN KILL

- It was recognised that it is not always easy or safe to walk away. Each situation needs to be considered on its merit and appropriate action taken. To „walk away’ from a potential threatening or violent situation, some approaches and techniques suggested include:
  - Trying to talk your way out of it
  - Getting a bouncer involved
  - Ignore them / pretend you didn’t hear
  - Pretend you didn’t understand
  - Remain calm and be polite
  - Make your intentions known that you are not looking for trouble
  - Concede a „loss’ to enable the Hard Core initiators to have their „win’.

# What do the people I care about think about my involvement? (1)



- Influencers are an important group of people from both a positive and negative perspective. They include:
  - The people you are out with at the time (typically friends) who will either „egg on’ the initiators or, conversely, try to settle things down.
  - Partners, female or male.
  - Family and friends not involved in the situation.
- Among the Hard Core group, influencers or supporters tend to encourage the perpetrator’s behaviour. Most often this is done through laughing at the situation or „egging’ them on. The reaction from mates is what the Hard Core males are after.

*I do know some girls that egg fights on ... they hang with the cool group at school.*

- That said, whilst Hard Core males will brag to their friends and sometimes their partner, they are unlikely to tell their parents what they get up to.

*Most likely boast about it for days to come at smoko. Wouldn't tell the family or girlfriend however as he knows it would upset them and make them feel disappointed. His mates would be proud to have a mate that went all the way.*

*If he won, he'd likely boast about it to his friends and girlfriend, likely for the sake of self-gratification and the others would probably support him.*

*He would wear it as a badge of honour.*

# What do the people I care about think about my involvement? (2)



- In terms of Reactors, it is unlikely they will 'brag' about their involvement in violent behaviour. They don't *want* to hurt someone.
- Whilst they are not proud of fighting, they feel they are justified in standing up for themselves or their family/friends.
- They will often discuss the situation with their friends or partner afterwards. But as with the Hard Core males, Reactors rarely discuss the issue with their family. Of course there are occasions, however, when it is unavoidable due to an obvious injury resulting from the altercation.

I told my friends and family, but as a humorous story they didn't seem to mind as I wasn't badly injured and it was resolved quickly.

We only really talked about it within ourselves. At least I didn't talk about it with anyone else, I can't speak for my friends.

Talked with my friends a bit about it, didn't tell my girlfriend or family because they didn't need to know and I didn't want to worry them since no one got hurt out of it.

# Does anything 'justify' being involved?

Morality



- Many of those taking part in the online discussion consider fights and abuse to be „normal’ – part and parcel of going out these days. It’s a matter of avoiding it if you’re not that way inclined.
- Most know that fighting is “wrong”, even the Hard Core Initiators.  
*When he’s by himself he might think about it [the potential consequences] and know it’s wrong, but peer pressure makes him act stupidly when he feels he needs to keep up an image.*
- However violence is seen to be reinforced as being acceptable in society through events such as the State of Origin where “a bit of biff” is considered by some to be part of the attraction. And often such incidents during these games go unpunished.
- Upon reflection, most situations leading to an altercation are seen to be „not worth fighting over’. Whether provocation is verbal, physical or an accident can often justify whether retaliating is acceptable.
  - An „accident’ includes spilling some drink, brushing against someone etc. In these instances, violence is not justifiable to a Reactor, though it is justifiable to a Hard Core. This is a similar equation with regard to verbal provocation and most Reactors will attempt to diffuse the situation before it becomes physical.
- Physical attacks are another issue though. As discussed earlier, Reactors feel justified to defend themselves or their friends/loved ones.

# What about the laws around violence?

Legitimacy



- As mentioned earlier, the young men in the discussion forum are aware of potential legal ramifications of fighting, however there is an underlying sense of **frustration** that not enough is done to the guys who instigate (and repeatedly instigate) fights.

Minor fights don't seem to bring any consequences. It's only when someone ends up dead or permanently disfigured that there is a threat of police charges and media attention.

All four [who were set upon by a known violent group] of them talked to the police and were told there's no point because you have all been drinking, so it wouldn't get any charges through in court, and it would just bring you up on the radar for retaliation because that's what they're known for.

Unfortunately I do not think any punishment is strict enough in this country... [Harsher punishments] would make people more apprehensive in the first place.

- Experience suggests that unless the assault was „serious enough' i.e. caused a lot of damage, then in most cases “nothing comes of it” when they do report it. Some don't even bother reporting assaults because of this.

Police are rarely involved unless there is blood shed or someone is hell bent on making a charge against the other person.

No the police didn't come, they don't come when it's inside [happens inside a venue].

The police paid a visit the next day and took details about the fight .... They never gave us feedback it just went cold.

- Some people believe that even when people are caught, there is **inconsistency** in the punishment dealt to them.

I don't have much faith in the current judicial system as it isn't very consistent .. Sure they will give say 5 years to one person for assault... but then someone who does the same thing somewhere else will only get a fine. It's almost like pot-luck!





# Are the laws 'justified' and 'fair'? (1)

Legitimacy



- It very much depends on the situation as to whether you were provoked or not as to how fitting a punishment is seen to be.
  - If it was an attack on you or others, then this is seen as criminal behaviour and warrants suitable punishment. Depending on the severity of the outcome, this could include a fine, community service through to incarceration.

If I started a fight I could probably see any punishment being fitting, again depending on how badly things went.

Yes I do believe they are fair because one punch can kill. Deterrents must be in place to prevent tragedies.

Being drunk is no excuse for a persons behaviour and if you seriously harm a person, you should be held accountable for it.

- If you are acting in self defence, however, then it is perceived that the punishment will not be severe.

Legally, I suppose if it was self defence I wouldn't suffer much in the way of consequences.

It depends on the situation – if it was self defence and you can prove it well I believe it can be unfair but you don't know the whole truth on why it started in the first place.

I'd be let off for self defence or whatever I'd imagine.

## Are the laws 'justified' and 'fair'? (2)

Legitimacy

ONE PUNCH  
CAN KILL

“ If I was defending myself I would maintain that the entire way through. I would be sorry that this person has been taken out of their [victim's family's] life but no way in hell would I ever accept responsibility for their loss. I would make sure they knew exactly what happened and that maybe their family can take it on board that when you go around picking fights you might run into the wrong person in the wrong situation with the wrong luck. ”

(Reactor)



## What implications do attitudes have for communications campaigns?





# Implications for Communications Campaigns (1)

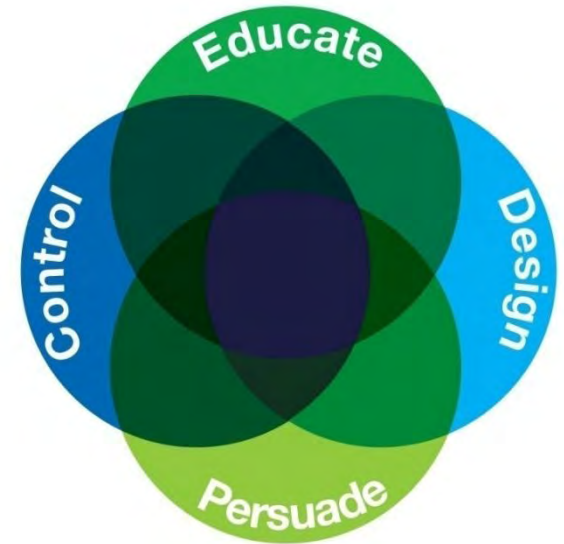
- The analysis of attitudes and motivations of young males highlights a few key implications for understanding the effectiveness of the current campaign, future development of communications campaigns, and the ability of communications to effect attitudinal and eventually behaviour change.
- In particular, it is unlikely that any communications campaign will have great impact on the „Hard Core’ group of young males, who are Initiators often seeking out a fight and disregarding the consequences.
  - The right campaign may, however, impact on their support network or key influencers, particularly in the heat of the moment of an argument or impending violence.
- Communications are more likely to impact on the Reactor group, because it appears any point of reason and commonsense acts as a reminder and has some impact – both on the average young male, who may do nothing more than react to a situation, as well as their influencers.
- Further complicating the mix, attitudes and behaviours in relation to violence are often strongly influenced and exacerbated by two circumstantial factors in particular:
  - Alcohol consumption and environments enabling consumption (night clubs, pubs, etc)
  - Group dynamics, leading to pack mentalities.
- Under these circumstances in particular, common sense, education and influences are forgotten in the heat of the moment.





# Implications for Communications Campaigns (2)

- Therefore it is recommended that future campaigns continue to **educate and remind** the Reactor cohort to consider the consequences at the point in time they are placed in a situation of potential violence.
- It may be that harder hitting communications relating to immediate consequences are required to have any impact on the Hard Core group.
- External control and design factors also to consider in line with enhancing campaign effectiveness, may include the following:
  - Police presence
  - Bouncer presence and intervention
  - Liquor licensing and venue restrictions.
- The remainder of the report focuses specifically on the effectiveness of the communications campaign.





# Evaluation of OPCK Campaign

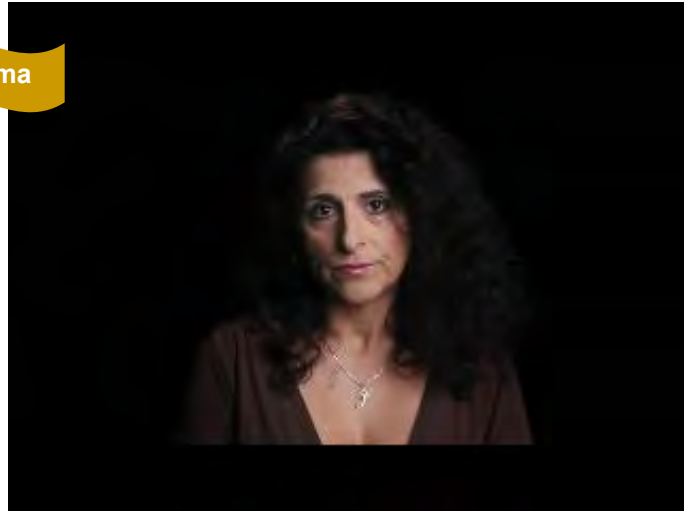


# Advertising executions



## Victim - Sophie

Cinema

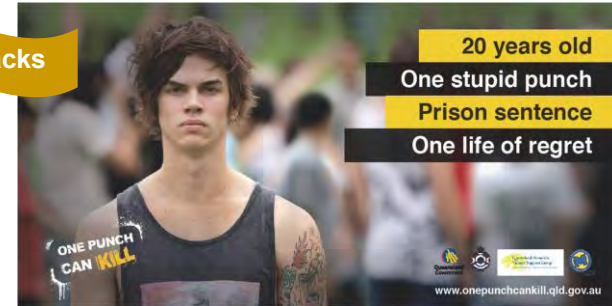


Radio

*“My name is Sophie...  
...remember, it takes strength and  
courage to walk away. By walking  
away you’re choosing a life  
without regrets. One punch can  
kill.”*

## Consequences

Bus backs





How were the ads received?







# Ad analysis (1)

## Victim - Sophie (Cinema & Radio)

## Consequences (Bus backs)

### Key message

- Potentially most serious consequence of violence – one punch can be fatal; plus family heartache that goes with this
- Ignore the small things that could lead to a fight (Cinema)
- Walk away from a fight – don't do something you'll regret (Radio)

- Immediate consequence – anyone's everyday life can be adversely affected now for the long term –criminal record, loss of freedom to travel, jail

### Target

- Young males (teenagers, young adults) – particularly „reactors - easily provoked' group
- Influencers – parents, family, friends
- Misses the mark for „hard-core' group

- Any young males (teenagers, young adults)
- Different executions appeal to different audiences

### Ease of comprehension and relevance

- Dramatic and impactful story
- Lacks some relevance and ability for young males to relate to worst-case scenario depicted (death)
- Mixed relevance for young males to relate to mother figure who has suffered loss of son
- Lacks link and detail between cause (fault) and effect (actual incident), to relate and determine fairness of outcome

- Easy to comprehend and relate potential consequences to own situation
- Lacks link and detail between cause (fault) and effect (actual incident), to relate and justify fairness of punishment

# Ad analysis (2)



## Victim - Sophie (Cinema & Radio)

## Consequences (Bus backs)

### Positives of the concept

- Strong hard-hitting message
- 'Eerie' music helps deliver the message
- Emotive relevance
- True story
- Impact of visuals help deliver story
- „Walk away' and „regret' messages powerful (Radio)

- Relevant message
- Practical relevance to current situations
- Different executions meet relevance for different target audience members

### Other Considerations

- Needs clarification as true story
- Needs stronger link with cause of fight (fault) specifically
- More visuals to show cause (re-enactment of fight) and outcomes
- Consider father figure in execution to appeal to young males

- Needs stronger link with cause of fight (fault) and outcomes – is punishment warranted?
- Need to show facts with context and perspectives
- Need to carefully choose young males represented in executions

### Likely call to action

- Reinforces current behaviour – avoid fighting whenever possible
- More likely to have impact with influencers for „hard core' young males

- Reinforces current behaviour – avoid fighting whenever possible, use common sense
- May have some impact with any young male – hits home potential consequences





# Ad diagnostics

Key measures:	Victim – Sophie (Cinema)	Consequences (Bus backs)
The ad was interesting to me	+++++	+++++++
The ad told me something new	+	+++
The ad makes me more concerned about the dangers of violence	+++++++	+++++++
The ad tells me a lot about the consequences of violence	+++++++	+++++++
The ad helps point out the dangers of violence	+++++++	+++++++
The ad is very relevant to me	++++	+++++++
The ad is easy to believe	+++++++	+++++++
The ad motivates me to change my behaviour	+++++	+++++
The ad is attention-grabbing	+++++++	+++++++
The ad is memorable	+++++	+++++++

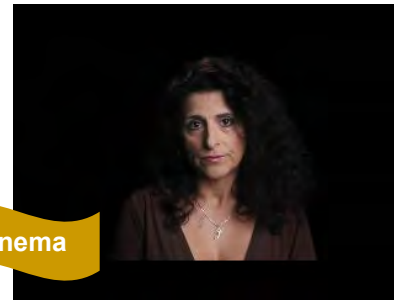


Scale (+) indicates agreement with statement (n=12 participants)



# Comments – cinema ad

Cinema



The ad felt really quite morbid and depressing... I can vaguely relate, and it's concerning, certainly but it's not something I've experienced. I've seen a lot of fights and been in a fair few, but no one's ever been seriously injured.

It shows a progression of his life making it more dramatic and the fact that it's true also.

The message gets across to me and it made me feel concerned for violence especially when limits are stretched when people have been drinking. The fact that it is the victim's mother makes it more emotive as you can see she is pained by the loss of her son. I cannot necessarily relate but I can see the emotion in her from a mother's perspective.

It's really difficult to identify with a victim of this kind of thing. You don't go into a fight thinking "I could die".

I don't really relate to the mother at all. I'm never convinced by her voice, tone, expressions. She seems overly scripted.

The ads are targeting the people who are prone to fights, the ones with the short fuses. I could relate to the guy who got pushed as it happens a lot whilst your out.

# Comments – radio ad

*“My name is Sophie...  
...remember, it takes strength and  
courage to walk away. By walking  
away you’re choosing a life without  
regrets. One punch can kill.”*

Radio



The ad succeeds in being very no frills and bland, which works as there is nothing exciting about the outcome resulting from a fight. The regret line is very effective. This message differs as it shows a real story and highlights what courage it takes to walk away.

I believe this is good however, there should be more explaining how it happened, what the fight was over and how it resulted.

It's spreading the same message as the ad before [cinema ad], death can result from youth violence. I find I can connect more with the mother now that I cannot see her. It must have been her expressions that put me off in the cinema ad.

# Comments – bus back ads



[The bus back] campaign is a bit more fathomable – the police are always around, and the thought of losing all the things you're working for (particularly for students) is a visible threat. I'd be destroyed if I ended up in jail, for instance.

It is concerning that they now have criminal records so young... their lives are now changed forever, for the worse.

I do find it concerning. At the time when you are drunk and getting into a fight you don't think of jail or criminal records or charges. Ads like these make you realise that it is so easy to lose your career, travel plans or even your life in just a night out.

I can relate a little because I am going overseas so a passport/visa would have been impossible to get. Also have had a criminal check done for a job before so that would affect me. The holiday one is the most unexpected and is well picked to show people how it affects things that they might not think of.



**What does this mean for future communications?**





# Direction for future communications (1)

- Most participants know of the OPCK tagline without prompting, and all take the One Punch Can Kill message quite seriously.
- The concepts for the communication executions – **Victim-Sophie** (for the cinema and radio) and **Consequences** (for the bus backs) – were effective in their own rights, and each with a role in reaching target audiences and their influencers.
- The initial impact of the advertising executions were all fairly strong and positive upon viewing, with all ads having some impact in terms of prompting consideration of consequences, though with somewhat mixed reactions as to their relevance and effectiveness.
  - For many, the more immediate realistic consequences on their life as they know it (possibility of criminal charges, loss of passport, jail) had most impact;
  - While for some, the hard hitting message of the ultimate consequence of death (and the mother's heartbreak) had strongest impact, for both some of the target audience and potentially for its influencers.

*I can relate better to these people in the [bus back] ads. It doesn't occur to me that I'm going to die, but going to jail and ruining my life has that much more impact.*

- As such, there is a place for both execution approaches in the future to cover the different messages required for target audiences.



## Direction for future communications (2)

- The key improvement across all the advertising is a need to contextualise the situations depicted by tweaking of the current concepts to include the facts around „the full story’, including the causes (who started the fight, who was at fault) and the consequences etc.

I felt disheartened as I saw that they have been charged with a criminal record or thrown in jail...they do deserve the punishment as they wouldn't have received it in the first place without breaking the law... but I don't know the scenario of the night, how the fight started?

- Other key improvements:
  - Focus on hard facts, not melodrama
  - More education to people who need it
  - Focus on influencers
  - Message and images focused on perpetrator types, not victims
  - Improved role modelling – parents, in schools etc.

They [OPCK ads] do annoy me . The one thing they are lacking is hard facts and explanations.



## Direction for future communications (3)

- As discussed in this report, regardless of communications, concern around the consequences of fights and violence are likely to be disregarded without much consideration in the heat of the moment of an impending fight by many young males.
  - Hard Core males are likely to disregard any kind of consideration of consequences, while Reactors' actions are more likely subject to circumstantial factors.
- As such, participants concede that exposure to these ads may not necessarily elicit real impact on their attitudes and actions in practice, especially when ideal actions and common sense may go out the door, and inevitably instinct is usually needing to be drawn upon in the heat of the moment of a potentially threatening or violent situation.
- Hence, the education process will take time as young people are continually reminded and persuaded, as attitudes shift over time, and eventually improved behaviours result.



# Alternative channels for communications

- Participants suggested the relevance of the cinema and bus back campaign executions to be extended to several other mediums.
  - The cinema ad would translate to television, targeted in programming times viewed by target audience.
  - The bus back (print) ads would translate to other print forums, including posters, bus stops, billboards, drink coasters, toilets, etc. It was also suggested that placement more closely align with the origin of violent incidents, such as at nightclubs and pubs, festivals, taxi ranks, etc.
  - A video (cinema/ television) version of the bus back ads was also suggested, enabling depiction of more of the story behind each circumstance.
  - All executions would also translate to internet forums, on relevant targeted websites.

Perhaps [cinema ad] could be shown on Facebook in their adverts pages. This would probably click as it could show exclusively to the particular age group the campaign is aiming for.

[Cinema] Suits OK to TV, and it wouldn't hurt to make it available online in some form... It's definitely theatre focussed though. You have better attention in a cinema so the mother speaking to the audience would be most effective there, slightly more so than TV.

[For bus backs] It might be worth considering a TV or cinema campaign with this kind of perspective. Hearing and seeing for 30 seconds tends to be a lot more memorable than ads on a bus.



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