New TAC motorcycle advertisement

And it's another graphic effort, which the much maligned Victorian statutory authority – particularly among motorcyclists -- is making no apologies for...
The TAC, the Victorian Government-owned organisation set up in 1986 to pay for treatment and benefits for people injured in transport accidents, has unveiled another graphic advertisement targeting motorcycle riders (see below).

The campaign titled "Reconstruction", features a slow motion replay of a collision involving a motorcyclist and a car, with the rider 'clocked' at 68km/h before he starts braking. The scenario is then repeated with the rider doing 60km/h, and subsequently avoiding a collision with the turning car.

According to the TAC, the objectives of the campaign are to:

- Reduce the number of speed related fatal motorcycle rider and pillion incidents;
- Educate motorcycle riders and pillion passengers about the impact of speed related road trauma on vulnerable road users - communicate that in the event of a collision at speed, the likelihood of a fatal injury is significant; and
- Make riders aware that they can greatly reduce their chance of a crash by travelling at a speed that is within the posted speed limit and appropriate for the conditions.

What do you think? Is the ad commensurate with the objectives?

The advertisement started going to air last night.

The latest campaign follows on from a recent TAC media release it which the authority said that injuries to motorcyclists, according to its statistics, account for 20 percent of its no-fault costs.

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Published : Friday, 27 April 2012

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