

RiskCOACH Foundation Series 6-Pack

Creative Brief

Purpose

This eLearning series will focus on the six most common roadway risks for our audience, **fleet drivers**, and offer them **best practices to reduce those risks**. The *6-Pack* Foundation Series will include the following topics: Fatigue, Attitude, Distraction, Speeding, Bad Weather, and Parking. This 6-Pack will also serve as a **re-design pilot** for including the new animation style, so that any design or structural changes can be tested before committing to the new look for the entire RoadRISK library.

Learning Objectives

After viewing each title in the series, fleet drivers will:

1. **Addressing Fatigue:** understand the dangers of **driving while fatigued**, and what steps to take to address and avoid it
2. **Attitude:** learn the importance of **attitude** and how it relates to defensive driving
3. **Deadly Distractions:** learn the different types of **distractions** and how to avoid them while driving
4. **Kicking the Speeding Habit:** discover the importance of maintaining a **safe speed** beyond just avoiding tickets
5. **Risky Weather:** learn what special risks come with **bad weather**, and how reduce them
6. **Parking Pitfalls:** learn the various risks associated with **parking** and how to avoid them

Creative Approach

Ideally, we will want to make a distinction between the RiskCOACH product line and Mentor, as all of the topics are covered in both products. Because these modules are on the “front line” for new drivers, they should be a bit more foundational in content, and address the fact that drivers may have not yet accepted their personal risk profile and their responsibility for it.

Although the clients have been content with the current structure of an on-camera intro followed by a knowledge check, we can add some additional elements to reinforce the learning as well as offer fleet drivers an opportunity to feel supported in their efforts to reduce their driving risks.

Adding clear **learning objectives** and a **pretest** using ten of the fifteen questions from the final knowledge check will give us a baseline of driver knowledge and allow us to **measure learning**.

It will also give drivers a chance to discover their own gaps in learning and attitude, and feel a sense of progress at the end.

Currently there is a lot of emphasis on knowledge and statistics, even how the best practices are delivered. A few stats in the intro are fine, but these should be up-to-date and sourced within each script. The overall content can be more **behaviorally directed** with just a shift in voice to a supportive **subject matter expert** (SME) who offers practical, hands-on tips, as well as via comments from actual **fleet drivers** on what helped them lower their own driving risks and become safer drivers. The influence of other drivers who have “been through the trenches” will be a key motivating factor for drivers seeking to improve their own driving habits. These should be actual drivers, with the companies anonymous, or maybe from Ecolabs with their permission.

The **overall tone** of the modules will be respectful of the fact that these fleet drivers have been driving many years and don’t want to be “talked down to.” They also may need some convincing that their issues are very common but also very “treatable” via a shift in attitude and simple safe driving habits.

There are a couple of possibilities for an **on-camera host**. The first is to use the trusted voice of Mentor (Jeff Krapf). This will give drivers an opportunity to “get to know” their coach and the voice of Mentor. Jeff has had plenty of OC experience and has hosted several automobile shows. After 3+ years with Mentor, he’s also a de facto driving SME. The other alternative speaks to the fact that at this point Mentor and RiskCOACH are heavily male-driven, so there may be some benefit to engaging a female talent to provide some gender balance to the overall content and set RiskCOACH apart creatively. This woman should have some kind of driving SME credentials and not just be an actress. We don’t need Danika Patrick, but perhaps a precision driver of some sort who also has on-camera experience.

Update 12/8: We are looking for a British OC talent in the LA/SD area, and will develop a list of video demos for the executive team to review. In the end, we want to have 2 hosts minimum, one for DOL, one for DOR.

Module Structure

The modules will be self-contained and the **intro video will be part of an integrated interface**, but may be made full screen if desired. Best practices text will be limited to easy-to-read bulleted text, “listified,” or presented as an infographic. **Think “micro-learning” or small digestible bits that can be easily read on a mobile or tablet.** The length of the video portion should be retained at 5 minutes or less, ideally 3, and the onscreen text minimal. Animations will accompany relevant best practices as they appear on screen. There will be no live video (for examples outtakes from Mentor) aside from the on camera work by the host and the

interviews with fleet drivers. All other material will be covered by animation and/or stills and graphics/text full screen.

It's important that because these modules will be created in 9+ languages, all onscreen text will need to be shown with stills of animation, not within animation, to ensure language versioning will be efficient and cost-effective.

Shorter modules will be used within Mentor app as adaptives.

The total experience from start to finish will not exceed 30 minutes.

Module Outline (TRT approximately 10-25 min.)

1. Pretest (5 Q)
2. On Camera Intro of topic (1 min or less)
3. Hosted interview bites from fleet drivers on topic interspersed (approximately 3 min.)
4. VO over either animations or stills with text of best practices/tips to reduce risks
5. On Camera Wrap-up
6. Knowledge Check (10 Q)

Production

To maximize production resources, all scripts should be completed and QA'd before animation or production begins. VRM interface will need to be modified to accommodate the new design and the addition of the pretest.

Approximate timeline: 15 weeks

- a) Scriptwriting/Storyboarding/Review/QA for 6 modules - 6 weeks
- b) Intro Video Shoot Preproduction (concurrent with a)
- c) Intro Video Shoot - 1 week (includes OC host and interviews with fleet drivers)
- d) Animation - 4 weeks, both LHD & RHD (concurrent with b&c)
- e) VO recording 2 weeks with pickups
- f) Post production/Tech and Editorial QA 6 weeks
- g) Translation/QA TBD (depending on # of languages)