



RESEARCH REPORT
DEVELOPMENTAL RESEARCH FOR THE
NSW GREEN SLIP CAMPAIGN

CONDUCTED FOR
MOTOR ACCIDENTS AUTHORITY

SEPTEMBER 2002

RESEARCH CONCLUSIONS AND IMPLICATIONS

1. From the research it was evident that there is currently an opportunity for a "shop around" campaign for Green Slips, provided that there are sufficient variations in prices between the different insurers to ensure that consumers will benefit significantly by comparing prices.
2. Shopping around is burdensome and time consuming, and may have some negative connotations attached to it. From a communications perspective, there may be a need to use slightly different language (e.g. compare prices), and to emphasise the ability to do this without taking up a lot of time (i.e. it could save time and money).
3. Psychologically, pricing and price savings are the key drivers which will motivate "shopping around" behaviour, and will most likely benefit consumers. This needs to be the underlying theme of communications activities.
4. The key information that needs to be covered in a campaign includes:
 - a. The possibility of obtaining cheaper Green Slip prices by shopping around;
 - b. How pricing for Green Slips is calculated to help consumers understand what they should look for;
 - c. Information to create awareness and knowledge of MAA's Helpline and Website facilities, including what sort of information they provide, how they operate, and how/where to find them;
 - d. Basic Green Slip facts (such as cover, claims and revenue, and peace of mind).

5. Communications must not be overtly positioned as coming from the NSW Government, as this will be seen as electioneering, rather than something of benefit. Information from the Motor Accidents Authority is fine and appropriate.
6. Lack of awareness and familiarity with the MAA may create some confusion over who the campaign is from. Hence, we would recommend that communications include some basic information, a tag line, or other 'obvious' signal that the MAA is a government authority, and therefore a neutral party.
7. The Helpline and Website are enough for delivery of comparative pricing information. No additional services are deemed to be necessary at this stage.