

# Bystander Marketing Campaigns

*Critical Literature Review*

December 2021

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# EXECUTIVE SUMMARY

**Bystander (noun)** \ 'bī-,stan-dər

One who is present but not taking part in a situation or event

This report presents the findings of what we believe to be the first critical review of marketing campaigns targeting bystanders in public places. The review presents evidence in relation to 17 academic studies and industry reports of such campaigns conducted over the past two decades (2001-2021). Adopting a systematic approach, this report outlines key findings in relation to the issues investigated in these studies, the target populations for the different campaigns, type of campaign and media used, and where data was available, the outcomes associated with these campaigns.

## Summary of the key findings

#1

### Campaign development

- Good evidence that campaigns developed strategically in partnership with key stakeholders were more effective
- Reasonable evidence regarding the variety of campaign media used
- Weak evidence regarding the impact of theory
- Limited evidence regarding the importance of stakeholder consultation during campaign development

#2

### Campaign design

- While there was insufficient evidence to establish the impact of campaign design on effectiveness, observations regarding use of colour, typography, composition and strategy may be helpful in thinking about the design of future bystander marketing campaigns.

#3

### Campaign implementation

- There was good evidence regarding the impact of campaigns on bystander outcomes
- There was reasonable evidence regarding campaign dosage having a weak impact on outcomes
- There was limited evidence regarding the timing of campaigns, use of subject matter expertise, or the application of risk mitigation

## SECTION 1: INTRODUCTION

**“What hurts the victim most is not the cruelty of the oppressor but the silence of the bystander”**

Elie Wiesel, Nobel Laureate

This report is based on research commissioned by the Tracksafe Foundation. Established by the Australasian Railway Association in 2012 with support from UGL Limited, Tracksafe is Australia’s only harm prevention charity focused on reducing deaths, injuries and near hits on the rail network. Each year on the Australian rail network there are on average 109 fatalities, with 76 of these people taking their own life. Recent research suggests that this number would be much higher if not for the actions of bystanders (Nguyen et al., 2021).

The purpose of this report is to provide an evidence base to guide decisions around the development of a bystander marketing campaign to improve rail safety in Australia. In the United Kingdom, Network Rail in association with the Samaritans have delivered an award-winning public awareness campaign that has highlighted the important role of bystanders in relation to suicide prevention. The *Small Talk Saves Lives* public campaign included a broad range of media and was supported by frontline staff training and targeted outreach services.

This report reviews the impact of bystander marketing campaigns, like the Small Talk Saves Lives campaign, that have occurred anywhere in the world and in any environment (not just rail). Specifically, a systematic review was undertaken of research published in academic journals over the past two decades on the topic of bystander marketing campaigns, as well as relevant industry and government reports (grey literature). Two research questions provide the context for this review:

- RQ 1. What is the current evidence of effectiveness in relation to the development and design of bystander marketing campaigns?*
- RQ 2. What are the key challenges and risks associated with conducting a campaign and how can these be mitigated?*

This report presents the findings in relation to these two questions. To resolve the first question, information was gathered, analysed and presented on the development and design of bystander marketing campaigns. In responding to the second question, consideration was given to implementation issues, including issues related to risk management. To structure the presentation of this evidence, the report is organized into six sections and related appendices.

Following this introduction (Section 1), a brief background on the nature and importance of bystanders is presented (section 2). This is followed by a brief discussion of the methodology used (Section 3) and a high-level description of the 17 identified campaigns (Section 4). A detailed analysis of the campaigns is then provided (Section 5) before concluding with a discussion of the key findings and recommendations (Section 6). The appendices present additional supporting information, including the protocol used to identify the campaigns (Appendix A), details of the search strategy (Appendix B), summary of the articles-campaigns (Appendix C), and examples of creatives used in the campaigns (Appendix D).

## SECTION 2: BACKGROUND

### *Who are bystanders?*

A bystander is anyone that is aware of a potentially harmful event that could impact another person (Taket and Crisp, 2017). Bystanders can include the general public as well as persons with specific responsibilities to intervene and act (e.g., emergency workers) when there is a public health or safety issue. In the case of general public bystanders, the key challenge is to encourage voluntary participation in situations often characterised by ambiguity and uncertainty, and where the target population lacks the knowledge, skills and confidence to intervene.

### *Why focus on bystanders?*

The role of bystanders has attracted public attention since the sexual assault and murder of Kitty Genovese in New York in 1964. Media reports suggested that there were 38 bystanders who witnessed the attack and did not act (Roberts & Marsh, 2021). This observation fueled interest in what has become known as the “bystander effect” (Latane and Darley, 1970), where the responsibility of an individual is diminished in the presence of others. To address this issue, Latane and Darley (1970) proposed a bystander intervention model which highlights the importance of improving awareness and understanding, creating a greater sense of responsibility, and encouraging appropriate action in response.

### *What is the purpose of bystander marketing campaigns?*

According to Banyard et al. (2004), bystander marketing campaigns are a type of bystander intervention that is intended to either (i) raise awareness, (ii) improve knowledge, (iii) change attitudes, and/or (iv) encourage behaviour. Each of these intentions can be mapped to the different stages of the bystander intervention model (see Figure 1). It is noteworthy that many campaigns include more than one of these objectives.



**Figure 1.** Focus of bystander marketing campaigns (adapted from Latane and Darley, 1970)

### *Why is a review of bystander marketing campaigns necessary and important?*

Bystander marketing campaigns are used to raise the profile of important social issues, and to elicit the support of those that have the potential to bring about positive change. A recent review of bystander interventions has highlighted, however, that there is a need to better understand the underlying processes that contribute to the success of such campaigns (Taket and Crisp, 2017). Indeed, a narrative analysis of 12 bystander marketing campaigns by Cismaru et al. (2010) highlighted a lack of theory in support of the design and implementation of these campaigns, and the absence of a culture of formal evaluation for such campaigns. This report responds to this gap in the literature.



## SECTION 3: METHODOLOGY

To provide scope for the data collection, and focus in relation to resolving the two research questions identified earlier, we relied on the PICOC framework (see Table 1). PICOC is a mnemonic used to assist researchers to establish the inclusion and exclusion criteria for systematic reviews (Barends et al., 2017).

**Table 1.** Description of the research criteria (PICOC)

<b>Population (P)</b>	Who is the target audience?	Human bystanders
<b>Intervention (I)</b>	What or how?	Real-world marketing campaigns in English
<b>Comparison (C)</b>	Compared to what?	Alternative intervention or no intervention
<b>Outcome (O)</b>	What is the intent?	Change in awareness, knowledge, attitude or behaviour
<b>Context (C)</b>	What is the situation?	Public health and safety issues in public spaces

This framework also assists to identify relevant exclusion criteria. For our review, for instance, we did not consider the following types of research:

1. Non-public spaces
2. Commentaries, or editorials or campaign materials without evaluation
3. Narrative reviews of theory, non-campaign related topics

A protocol outlining the scope of the research and the detailed search and analysis strategy was submitted to the international prospective register of systematic reviews (PROSPERO) on the 9<sup>th</sup> of September 2021. PROSPERO provides a register of systematic reviews of various kinds. The aim of the register is to avoid duplication and ensure academic rigour. Our protocol outlined the purpose of our review, review questions, methodology (including inclusion and exclusion criteria), the main outcomes of interest, measurement of the outcome effects, data extraction (selection and coding), quality assessment, and other important details such as funder, conflicts of interest, and stage of review at time of submission. A copy of this protocol is provided in Appendix A.

Using this protocol, we generated a pool of 17 articles for analysis. Our search process was undertaken in accordance with the preferred reporting items for systematic reviews and meta-analyses (PRISMA) guidelines (Moher et al., 2015). These guidelines ensure that our systematic review conformed to the specified protocol and adhered to international best-practice for reduction of reviewer bias (see Appendix B). The selection and coding was initially undertaken by a post-doctoral researcher (RM) and checked by a research assistant (AW), with the final validation conducted by the lead investigator (BK). The final report and resulting analysis was reviewed by the second investigator (SW). Inter-rater reliability exceeded the minimum benchmark of 80% with any disagreements resolved through discussion. A summary of the data collection process is shown in Figure 2, with analysis of the resulting articles provided in subsequent sections of this report.

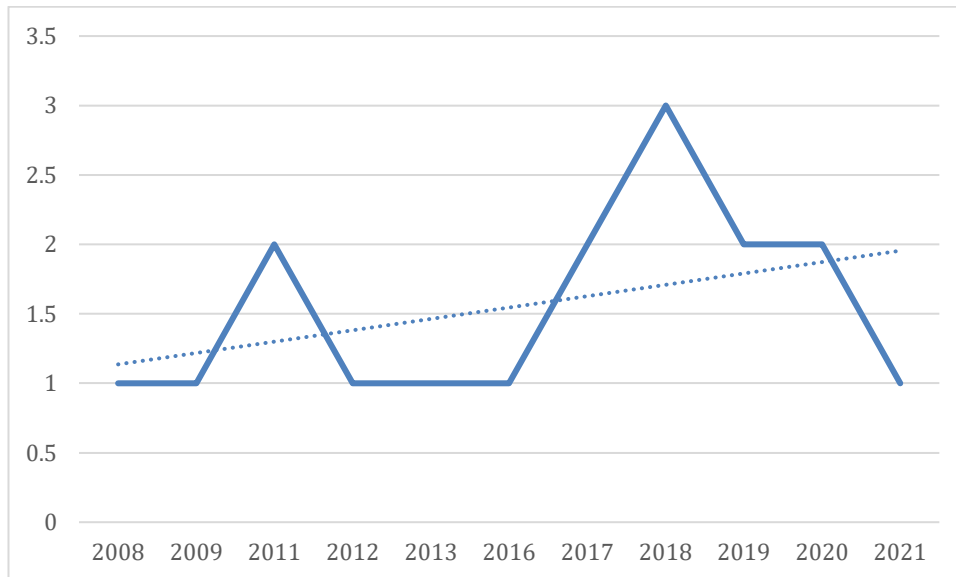


**Figure 2.** Literature search process (PRISMA)

## SECTION 4: DESCRIPTION OF CAMPAIGNS

### *Distribution of campaigns over time*

The line graph below provides an indication of how interest in the topic of bystander marketing campaigns has changed over time. We can see from the trendline in Figure 3 that there has been a modest increase in interest over the past two decades.



**Figure 3.** Distribution of articles over time

### *Populations of interest*

The majority of the 17 campaigns (89%) provided information on respondents. A total of 17,742 participants were involved in the 16 campaigns that reported data (average 1,109), with 9,183 (52%) of the respondents drawn from student populations. The majority of the respondents were male (51.5%). The campaigns appeared in nine countries (see Table 2), with the US the most popular location for the campaigns (59%).

**Table 2.** Countries represented

Row Labels	Count	%
United States	10	58.8
Australia	1	5.9
Singapore	1	5.9
Kuwait	1	5.9
Denmark	1	5.9
United Kingdom	1	5.9
Germany	1	5.9
India	1	5.9
<b>Total</b>	<b>17</b>	<b>100</b>

## SECTION 4: DESCRIPTION OF CAMPAIGNS

### *Type of interventions*

A range of different marketing media were used as part of the bystander marketing campaigns. From Table 3 we can see that the most popular media was print media such as newspaper or magazine advertising (19%), public events (19%) and social media (19%). Other media utilised in bystander marketing campaigns including training (12%), television (10%), billboards/outdoor (10%), direct mail (6%), radio (4%), and cinema (2%). It is noteworthy that our sample only included articles that made mention of training programs with a supporting marketing campaign. Pure training interventions were excluded from our sample.

**Table 3.** Media usage

Row Labels	Count	%
Print media	10	19.2
Public event	10	19.2
Social media	10	19.2
Training	6	11.5
Television	5	9.6
Billboard	5	9.6
Direct	3	5.8
Radio	2	3.8
Cinema	1	1.9
<b>Total</b>	<b>52</b>	<b>100</b>

We can also see from Table 3 that many of the campaigns featured multiple media (average 2.8). While the development of the campaigns was discussed in most articles (78%), this discussion was very limited and provided no justification of the choice of media or any other aspect of the marketing strategy (other than objective). Only six (33%) of the campaigns presented actual examples of campaign materials. The average reported campaign duration was 2.6 months for those campaigns reporting this information.

### *Basis of comparison*

There were a variety of methodological approaches employed to evaluate the different campaigns in our sample. From Table 4 we can see that the most popular strategy was the use of pre-post experimental evaluation (41%) followed by cross-sectional surveys (35%) and comparison of the treatment group to some control group (24%).

**Table 4.** Evaluation strategies

Row Labels	Count	%
Pre-Post	7	41.2
Cross-sectional survey	6	35.3
Treatment-Control	4	23.5
<b>Grand Total</b>	<b>18</b>	<b>100</b>

## SECTION 4: DESCRIPTION OF CAMPAIGNS

### *Types of outcomes reported*

The campaigns were categorized based on the type of outcomes that they were trying to achieve. From the data presented in Table 5 we can see that most campaigns focused on two or more objectives (average 2.5). The most popular type of outcome sought was for attitude change (82%), followed by encouraging action (71%), raising awareness (47%), and improving knowledge (47%).

**Table 5.** Campaign outcomes

Row Labels	Count	%
Awareness	8	8.8
Knowledge	8	8.8
Attitude	14	29.8
Action	12	27.7
<b>Grand Total</b>	<b>42</b>	<b>100</b>

### *Contexts represented*

The focus of this review was on public health and safety issues. From Table 6 we can see that the most popular issues represented in the identified articles related to personal safety, with more than two-thirds of the campaigns eliciting support of bystanders to prevent sexual assault (29%), domestic violence (24%), and first aid (24%). The first aid category was focused on general first aid and cardiopulmonary resuscitation (CPR). Suicide was featured in two of the remaining campaigns (12%), with vulnerable persons (seniors), crime prevention, and alcohol/drug consumption all reported once (6%).

**Table 6.** Campaign focus

Row Labels	Count	%
Sexual assault	5	29.4
Domestic violence	4	23.5
First aid	4	23.5
Suicide	2	11.8
Vulnerable persons	1	5.9
Crime prevention	1	5.9
Alcohol and drug consumption	1	5.9
<b>Total</b>	<b>18</b>	<b>100</b>

The campaign setting was split fairly evenly between educational institutions (53%) and the broader community (47%). All but one of the education campaigns were focused on universities (89%). The community campaigns represented a wide range of general public settings, including railway stations, hospitals, and retail businesses.



## SECTION 5: ANALYSIS OF CAMPAIGNS

In this section of the report, we will provide an analysis of the evidence in relation to the development, design, and implementation of the campaigns in our sample. This analysis will refer to articles within our sample that provide supporting evidence for the different observations (see Appendix C for a complete summary). In addition to presenting key data on each article, this summary also includes an assessment of the evidence quality based on the guidelines provided by the Center for Evidence-Based Management (Barends et al., 2017). These guidelines use information on the trustworthiness of different research designs to establish a scale ranging from AA (highest quality) to E (lowest quality). This rating of evidence quality takes into consideration both the type of research design used and any identified weaknesses in the application of the methods that can reduce the trustworthiness of the resulting findings.

The highest quality research design in our sample was a randomized controlled study (A: Potter et al., 2008). The most common evaluation utilised some type of non-randomised sampling either with a control (B: Coker et al., 2016; Plunien et al., 2017) or without a control or pre-test (C: Potter et al., 2009; Coker et al., 2011; Ahrens et al., 2011; Potter, 2012; Nielsen et al., 2013; La Ferle et al., 2019, Blewer et al., 2020; and Schipani-McLaughlin et al., 2021). The balance included either cross-sectional surveys (D: Keller et al., 2017, Alsabaha et al., 2018; Sundstrom et al., 2018; Ross et al., 2019; Carlyle et al., 2020) or a non-academic report (E: Russell et al., 2018).

### *Theme 1. Campaign development*

In a comprehensive review of what contributes to effective prevention programs, Nation et al. (2003) identified nine general principles that they suggest should be used to guide the development and implementation of behavioural interventions. While these principles were originally developed to aid in the design of primary health initiatives targeting at-risk persons, they have since been generalised to evaluate the nature and impact of bystander-focused programs (e.g., Tacket and Crisp, 2017; Fenton et al., 2016). A definition and description of the principles relevant to the development of bystander marketing campaigns is provided in Table 7.

**Table 7. Campaign development principles (adapted from Nation et al., 2003).**

Principle	Definition	Adaptation to marketing campaigns
Comprehensive	Multicomponent interventions that address critical domains (e.g., family, peers, community) that influence the development and perpetuation of the behaviors to be prevented.	Campaigns should be based on a comprehensive marketing strategy that is well aligned to the campaign objectives and designed to reach the target population/s.
Varied methods	Programs involve diverse teaching methods that focus on increasing awareness and understanding of the problem behaviors and on acquiring or enhancing skills.	Campaigns should make use of a variety of media to maximise the likelihood of achieving the desired influence.
Theory driven	Programs have a theoretical justification, are based on accurate information, and are supported by empirical research.	Campaigns should be based on appropriate theory that is linked not only to the desired behavioural change, but also draws on appropriate marketing and communication theory to ensure other objectives are met (e.g., enhance awareness and change attitudes).
Socio-cultural relevance	Programs are tailored to the community and cultural norms of the participants and make efforts to include the target group in program planning and implementation.	The content of a campaign should be inclusive and sensitive to the needs of all stakeholders. Stakeholders should be consulted during the campaign development.

## SECTION 5: ANALYSIS OF CAMPAIGNS

Positive relationships	Programs provide exposure to adults and peers in a way that promotes strong relationships and supports positive outcomes.	Campaigns should build positive connections between different stakeholder groups and avoid negative stereotyping and biased content that could lead to alienation.
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**Comprehensive.** From the descriptions of the interventions provided in the previous section, we can see that there was limited evidence that the campaigns were the result of a comprehensive marketing strategy. While the target audience of the campaigns was discussed in the majority of cases, and the desired outcomes were articulated, little to no information was provided to justify decisions around the marketing specific elements of the various campaigns in our sample. Two notable exceptions were the “small talk saves lives” campaign (Russell et al., 2018) and the “know your power” campaign (Potter, 2012; Potter et al, 2008). The articles related to these two campaigns provided detailed information on how the campaigns provided a basic description of the strategy behind the campaigns. Another notable mention was the “green dot” campaign (Coker et al., 2011) which argued for the strategic use of peer-opinion leaders to help drive engagement.

**Varied methods.** There was good evidence that the campaigns adopted a variety of media, with 48 different media employed and 2.8 media used on average within each campaign. The most diverse use of media was the “it’s your place” campaign targeting sexual assault among university students (Sundstrom et al., 2018). This campaign used an integrated marketing communications strategy that drew on seven different media including mass media options such as television, radio and print, as well as more direct methods such as social media, email, public events and training. The most common mix was the use of four media. Four of the campaigns utilised only one type of media.

**Theory driven.** Less than half of the campaigns in the sample were developed with reference to theory (44%). Of the campaigns drawing on theory, the *Theory of Planned Behaviour* (Carlyle et al. 2020; Sundstrom et al., 2018) was the most popular (25%). Other behaviour theories referenced included *Elaboration Likelihood Model* (Keller et al., 2017), *Social Norms Theory* (Schipani-McLaughlin et al., 2021), and the *Transtheoretical Model of Change* (Potter, 2012). Only one campaign referenced a marketing/communication specific theory—*Information Processing Theory* (La Ferle et al., 2019). Consistent with the observations of Cismaru et al. (2010), there was a distinct lack of theoretical guidance regarding the design and implementation of bystander campaigns.

**Socio-cultural relevance.** There was good evidence that the content of the campaigns within our sample, particularly those targeting students, was adapted to meet the needs of the audience and to reflect the sensitivities of different stakeholders. There was also reasonable evidence that different stakeholders were consulted during the campaign development process. For example, the “small talk saves lives” campaign ensured that rail staff were engaged in the development of collateral for the campaign. The “red flag” campaign (Carlyle et al. 2020), “it’s your place” campaign (Sundstrom et al., 2018), and “know your power” campaign (Potter, 2012) developed posters and social media posts in consultation with staff, students, advocacy groups.

**Positive relationships.** Despite consultation with a broad range of stakeholders, there was no evidence within our sample of campaigns that impact on other stakeholder groups beyond the target bystanders was a consideration during the campaign development process.

### Theme 2. Campaign design

We will now examine the creative elements used in the six campaigns that included examples of the marketing collateral used within the articles (see Appendix D). To inform this analysis we used a taxonomy developed previously by the research team to classify print-based public health marketing materials. This taxonomy identifies four higher-order design considerations (dimensions) around the use of colour, typography, composition, and communication strategy. A summary of the specific design attributes associated with the four dimensions is provided in Table 8.

## SECTION 5: ANALYSIS OF CAMPAIGNS

**Table 8.** Campaign design dimensions

Dimension	Definition	Attributes
Colour	Colour can be used to attract attention and has the potential to evoke strong emotions. Marketing materials should employ colour in a way that reinforces the key message.	<b>Tone:</b> Warm, Cool, Vibrant, B&W. <b>Harmony:</b> Complementary, Mono, None.
Typography	Effective use of typography can add to the credibility and comprehension of marketing materials. Consideration should be given to ensuring that text usage does not detract from the clarity of communication.	<b>Typeface:</b> Serif, Sans, Script. <b>Style:</b> Bold, Italics, Capitalisation, Highlight, Underlined. <b>Alignment:</b> Left, Centred, Justified, Right.
Composition	The composition of design elements can help to emphasize particular content and add to aesthetic appeal. Marketing materials should give consideration to the nature and layout of content.	<b>Background:</b> Block Colour, Geometric Pattern, Photo, Drawing. <b>Foreground:</b> Person, Object, Text, Icons, Footer, Logo. <b>Layout:</b> Balance, Repetition, Contrast, Grid, Golden Ratio.
Communication strategy	Design decisions should align with the communication priorities of a campaign and respond to the particular needs and preferences of the target audience.	<b>Objective:</b> Awareness, Knowledge, Attitudes, Behaviour. <b>Framing:</b> Positive, Negative. <b>Appeal:</b> Rational, Emotional. <b>Target:</b> Primary, Secondary.

**Colour.** Colour tone and harmony have been found to influence emotions and attitudes towards marketing communication (Wei, Ou, Luo, & Hutchings, 2014). Only cool colour tones (50%) and vibrant colour tones were used within our small sample of printed campaign materials. Warm and black-white colour tones were not observed in any of the materials in our sample. Interestingly, when we examined the selection of colours it was found that only the “small talk saves lives” campaigns (Russell et al., 2018) employed a complementary colour strategy (i.e., colours found on opposing sides of the colour wheel). The only other campaign to use colour harmony was “it’s your place” campaign (Sundstrom et al., 2018) who used a monochromatic strategy (i.e., colours within the same section of the colour wheel). The other four campaigns did not apply colour harmony.

**Typography.** Font selection and usage has also been shown to influence the effectiveness of marketing collateral by enhancing the readability and persuasiveness of communication (McCarthy & Mothersbaugh, 2002; Cullen, 2012). All of the campaigns used the Sans font type, with the most popular stylistic choice being the use of bold typeface (100%), followed by capitalisation (67%), highlighting through the use of colour or some other device (50%). Underlining was only used in one campaign (17%). All text was either centred (100%) or left justified (50%).

**Composition.** The composition of design elements can positively and negatively influence aesthetics and contribute to and detract from the effectiveness of marketing communication (Malamed, 2015). The most popular background type was block colour (67%) followed by the use of a photograph (50%). Geometric patterns and drawings were not observed in our small sample of campaigns. The average number of elements used in the foreground was 3.3, with the text observed to be the most popular (100%) followed by objects (83%), footers (67%), logos (67%), and a people (17%). These design elements were arranged in the marketing materials using either a balance (50%) or a grid (50%) composition. There was no evidence of the use of the repetition, contrast, or the golden ratio composition (technique popularized by Leonardo Da Vinci that uses a mathematic formula to establish the proportions of an image based on the Fibonacci sequence) strategies in our sample.

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**Communication strategy.** Alignment between the different design decisions and the communication strategy is critical to the success of a marketing campaign (Key & Czaplewski, 2017). In the case of our sample, consideration needs to be given to whether the chosen colour, typography and composition strategies are aligned with the stated campaign objective (i.e., raise awareness, improve knowledge, change attitude, and encourage behaviour). To evaluate alignment, we compared our six campaigns to the modal attribute choices for the campaigns used to develop the original taxonomy: tone (cool), harmony (complementary/monochromatic), font (sans), style (bold), alignment (left), background (photo). The sample compares favourably in terms of tone, font, style, and alignment.

In addition to the objective of the campaign, strategic decisions also need to be made about the framing of the content and the type of appeal that is to be used. The content in our small sample relied largely on positive framing (67%) and the use of rational (rather than emotive) appeals (67%). While there is little evidence in relation to the framing of content, prior research has found that emotional appeals have a strong impact on behavioural intentions in the context of bystander marketing (La Ferle et al., 2019). It is noteworthy that the most popular application of framing and appeals in the taxonomy sample were positive framing (75%) and rational appeals (67%). All campaigns were targeted at secondary audiences (i.e., bystanders).

### Theme 3. Campaign implementation

This section of the report provides a discussion of the key findings in relation to the remaining four principles in Nation et al.'s (2003) framework as well as the new "risk management" principle (see Table 9).

**Table 9. Campaign implementation principles (adapted from Nation et al., 2003).**

Principle	Definition	Adaptation to marketing campaigns
Sufficient dosage	Programs provide enough intervention to produce the desired effects and provide follow-up as necessary to maintain effects.	Campaign duration and frequency should be sufficient to create the desired impacts.
Appropriately timed	Programs are initiated early enough to have an impact on the development of the problem behavior and are sensitive to the developmental needs of participants.	The timing and delivery of the campaign should be appropriately timed to ensure that the likelihood of influencing the target population is maximized.
Outcome evaluation	Programs have clear goals and objectives and make an effort to systematically document their results relative to the goals.	Evidence should be collected to demonstrate how effective the campaigns has been in relation to achieving the desired outcomes.
Well-trained staff	Program staff support the program and are provided with training regarding the implementation of the intervention.	Appropriate expertise should be sourced to support subject matter experts to develop the marketing strategy and campaign materials.
Risk management	Programs use risk assessment to quantify the potential impact of negative events.	Consideration should be given to identification and elimination of implementation risks.

**Sufficient dosage.** While information was provided on campaign duration for all but four of the campaigns in our sample (78%), very little information was available on the frequency of exposure to the campaign materials. This is surprising given that frequency has been shown to be a critical influencer of campaign success in advertising studies (Mitchell, 2013). The duration of the campaigns varied from a low of 2 weeks to a high of 6 months, with an average reported duration 11.5 weeks for those campaigns reporting this information. Only the "be a watch dawg" campaign (Schipani-McLaughlin et al., 2021) and the "know your power" campaign (Potter et al., 2009)

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tested the impact of audience exposure. Schipani-McLaughlin et al. (2021) found that exposure was marginally related to bystander attitudes but not behaviours. Potter et al. (2009) found that increased exposure was associated with higher levels of contemplation (attitude) and action. Some other campaigns (e.g., “RUOK?” And “it’s your place”) did measure campaign exposure, but this was done to establish the efficacy of the manipulation (i.e., that respondents were aware of the campaign materials) rather than as a moderator of campaign success.

**Appropriately timed.** The diversity of issues and target audiences covered within our sample makes it difficult to evaluate the impact of timing on campaign effectiveness. We do note that in the majority of cases (78%), some reference was made of the timing and delivery of the campaign. Unfortunately, none of the campaigns within our sample make clear the importance of campaign timing to stakeholders or explicitly investigate the impact of timing on campaign outcomes.

**Outcome evaluation.** All of the included campaigns achieved at least one of their stated objectives. Evaluation data shows that the campaigns either partially (47%) or fully (53%) met their stated objectives. Drilling down into this data, we observed differences across the stated objectives. Changing attitudes was the objective most often achieved (86%), followed by encouraging behaviour (67%), creating awareness (63%) and improving knowledge (50%). We also observed that campaigns that achieved all of their stated objectives used more media (3.0) compared with campaigns that only partially met their objectives (2.6).

**Well-trained staff.** Very limited reference was made within our sample to engagement of specific marketing and communication expertise for either the design or deployment of the campaigns. One notable exception was the “caring for seniors” campaign (Keller et al., 2017), which reference advice received from a creative director of an advertising agency in relation to target audience and behaviours.

**Risk management.** Despite consultation with a broad range of stakeholders, there was no evidence within our sample that any of the campaigns sought to identify and manage potential risks associated with campaign implementation. This is a little concerning given that Donovan et al. (2009) had previously highlighted ethical issues associated with the design and implementation of a bystander marketing campaign in support of “white ribbon day.” Their planned evaluation of this campaign was stopped prematurely due to social and psychological harm caused by the exposure to the campaign collateral.

## SECTION 6: CONCLUSIONS

This report presents the findings of what we believe to be the first systematic review of bystander marketing campaigns. At a very high level, it would appear that marketing campaigns are a useful tool for influencing bystander awareness, knowledge, attitudes and behaviours. Indeed, all of the campaigns featured within this report were found to successfully impact at least one of these stated objectives. The data and analysis presented in this report, however, also allows us to draw conclusions about the strategies employed in such campaigns, and to make some cautious observations regarding the overall impact of these strategies on campaign success.

To provide guidance regarding the development, design and implementation of bystander marketing campaigns, we summarise the key findings in relation to the two research questions presented in the introduction of this report (Section 1). Information regarding the key findings and the trustworthiness of the evidence presented are reported in Tables 10-12. To simplify interpretation, we have created a simple three-point scale (low \*, medium \*\*, high \*\*\*) that reflects the strength of the evidence presented in the contributing studies.

**Table 10.** Summary of key findings (campaign development)

Research Question	Summary of Findings
<p>What is the current evidence of effectiveness of bystander campaigns?</p>	<ul style="list-style-type: none"> <li>• <b>There was good evidence that campaigns developed strategically in partnership with key stakeholders were more effective:</b> <ul style="list-style-type: none"> <li>○ The strongest evidence came from the “know your power” campaign (Potter et al., 2008) which demonstrated the value of a more strategic approach (***)</li> <li>○ Weak evidence was provided from “small talk saves lives” campaign (*)</li> </ul> </li> <li>• <b>There was reasonable evidence regarding the variety of campaign media:</b> <ul style="list-style-type: none"> <li>○ Campaigns that were successful used a marginally higher average number of media than partially successful campaigns (**)</li> <li>○ There was evidence of diminishing returns, with the optimal number of media being three (**)</li> <li>○ The three most popular media choices were print media, social media, and public events (*)</li> </ul> </li> <li>• <b>There was weak evidence regarding the impact of theory:</b> <ul style="list-style-type: none"> <li>○ The strongest evidence was provided by the “know your power” campaign (Potter, 2012) (**)</li> <li>○ Theory was used in less than half of the campaigns, with the majority of these campaigns only partially achieving their stated objectives (*)</li> <li>○ Evidence was mostly provided from studies using weaker research designs (*)</li> </ul> </li> <li>• <b>There was limited evidence regarding the importance of stakeholder consultation during campaign development:</b> <ul style="list-style-type: none"> <li>○ Good evidence was provided from from the “know your power” campaign (Potter, 2012) (**), “red flag” campaign (*), and “it’s your place” campaign (*)</li> <li>○ There was no evidence regarding the impact of bystander marketing campaigns on stakeholders other then the target bystanders (*)</li> </ul> </li> </ul>



## SECTION 6: CONCLUSION

**Table 11.** Summary of key findings (campaign design)

Research Question	Summary of Findings
What is the current evidence of effectiveness of bystander campaigns?	<ul style="list-style-type: none"> <li>• <b>While there was insufficient evidence to establish the impact of campaign design on effectiveness, the following observations may be helpful in thinking about the design of future bystander marketing campaigns:</b> <ul style="list-style-type: none"> <li>○ Cool and vibrant colours are most common colour tones (*)</li> <li>○ Colour harmony does not seem to be that important (*)</li> <li>○ Sans font choices such as Ariel and Helvetica are preferred over more elaborate script or serif fonts (*)</li> <li>○ Bolding of text is the most common strategy for drawing attention to content, and preferred over underlining and highlighting with colour (*)</li> <li>○ Block colour and photographs were most often used for backgrounds (*)</li> <li>○ All campaigns used multiple elements in their composition with text, objects and footers the most common design tactics used (*)</li> <li>○ Elements in the foreground were placed using either a balanced (symmetrical) or grid strategy (*)</li> <li>○ Campaigns were typically framed positively to create a rational rather than emotional appeal (*)</li> </ul> </li> </ul>

**Table 13.** Summary of key findings (campaign implementation)

Research Question	Summary of Findings
What risks exist when conducting a campaign and how can these be mitigated?	<ul style="list-style-type: none"> <li>• <b>There was good evidence regarding the impact of campaigns on outcomes:</b> <ul style="list-style-type: none"> <li>○ There was strong evidence of impact on knowledge in the “know your power” campaign (Potter et al., 2008) (***), and attitudes and behaviours in the “green dot” campaign (**)</li> <li>○ The outcome most likely to be achieved across all campaigns was related to attitudes (86%), followed by behaviour (67%) (*)</li> </ul> </li> <li>• <b>There was reasonable evidence regarding campaign dosage having a weak impact on outcomes:</b> <ul style="list-style-type: none"> <li>○ There was good evidence that exposure had a weak impact on attitudes in the “be a watch dawg” campaign (*) and the “know your power” campaign (Potter et al., 2009) (**)</li> <li>○ There was a marginal difference between successful (11.9) and partially successful campaigns (11.0) (**)</li> </ul> </li> <li>• <b>There was limited evidence regarding the timing of campaigns, use of subject matter expertise or the application of risk mitigation strategies:</b> <ul style="list-style-type: none"> <li>○ While there was reference to the importance of timing during discussion of campaign development, there was no attempt to measure the impact of timing on campaign success (*)</li> <li>○ The only evidence provided regarding the use of marketing or communications expertise was provided in relation to “caring for seniors” campaign (*)</li> <li>○ There was no evidence regarding the use of risk mitigation (*)</li> </ul> </li> </ul>

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## APPENDIX A: PROTOCOL (PROSPERO)

Section	Our text
<b>Title</b>	The effectiveness of real-world Bystander and Gatekeeper Campaigns
<b>Author/s</b>	Byron Keating, Ryan McAndrew, Shasha Wang
<b>Citation</b>	n/a
<b>Review Question</b>	What is the current evidence of effectiveness of bystander and gatekeeper campaigns? What risks exist when conducting a campaign and how can these be mitigated?
<b>Searches</b>	<p>The following databases will be searched: Web of Science, Scopus, EBSCOHost (which included: Academic Search Elite, Business Source Elite, Medline, CINAHL, PsycINFO and ERIC), and Science Direct. This review will be limited to full-text studies published in English and is anticipated to commence 16 August 2021.</p> <p>Search terms will include: (Campaign OR intervention OR 'mass media') AND (bystander OR gatekeeper).</p>
<b>Types of study to be included</b>	We will not limit the search strategy by study type. Studies will be included if they are attempting to use a campaign to influence bystanders or gatekeepers.
<b>Condition or domain being studied</b>	Bystander or gatekeeper campaigns will be examined for their context, country of origin, tools and techniques used, effectiveness metrics, and risks identified and mitigated.
<b>Participants/population</b>	<p>Inclusion criteria:</p> <ol style="list-style-type: none"> <li>1) Human. All demographics (e.g., race, sex, age) will be included in the review.</li> <li>2) Public spaces where bystanders can intervene</li> <li>3) Bystanders and gatekeepers as target audience</li> <li>4) Real world campaigns with evaluation</li> <li>5) Contains at least measure of change or effectiveness in either behaviours, attitudes, knowledge or awareness</li> <li>6) English Language</li> <li>7) Has been published in peer-reviewed journals or grey literature (where scientific rigour is established)</li> <li>8) Is full text</li> </ol> <p>Exclusion:</p> <ol style="list-style-type: none"> <li>1) Experimental, lab-based and scenario-based designs</li> <li>2) Private spaces only</li> <li>3) Focused on perpetrators or victims only</li> <li>4) Commentaries, or editorials or campaign materials without evaluation</li> <li>5) Narrative reviews of theory, non-campaign related topics</li> </ol>
<b>Intervention(s), exposure(s)</b>	All real-world campaigns that aim to change behaviours, attitudes, knowledge or awareness. This includes campaigns that use mass media, social media, education programs and interventions.
<b>Comparator(s)/control</b>	Studies will be compared based on individual study aims and outcomes. Study evaluations will be assessed for effectiveness and then commonalities between successful interventions will be compared. It is anticipated the outcomes will consider

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	effective marketing media communication modes, such as TV, Radio, social media, print and the like.
<b>Context</b>	<p>Studies will need to align with the above criteria in order to be included in the review.</p> <p>Campaigns represent real world interventions conducted outside the lab or scenario-based interventions. It is important to review these types of campaigns because they represent evidence-based interventions conducted with real people in the field. Interventions focused purely on lab-based and scenario-based designs will not be included as these are not targeting the people of interest.</p>
<b>Main outcome(s)</b>	<p>Changes in either behaviours, attitudes, knowledge or awareness.</p> <ol style="list-style-type: none"> <li>1. Helping behaviours</li> <li>2. Attitude Change</li> <li>3. Awareness Change</li> <li>4. Increase in Knowledge</li> </ol>
<b>Measures of effect</b>	<p>Where enough papers are identified that meet the outlined inclusion criteria and measures, a meta-analysis will be conducted on specific outcomes. If a meta-analysis is deemed appropriate, effect sizes (standardized mean difference, relative risk/risk ratio, Cohen's d) and 95% confidence intervals will be recalculated using the Campbell Collaboration effect size calculator (where "The standardized mean-difference effect size (d) is designed for contrasting two groups on a continuous dependent variable. It can be computed from means and standard deviations, a t-test, and a one-way ANOVA. Methods have also been developed for estimating d based on a dichotomous dependent variable" Wilson, n.d., <a href="https://www.campbellcollaboration.org/research-resources/effect-size-calculator.html">https://www.campbellcollaboration.org/research-resources/effect-size-calculator.html</a>), with forest plots produced to visually represent findings. Effect size will be interpreted using Cohen's classification (small, 0.20 to 0.49; medium, 0.5 to 0.79; large &gt;0.80).</p>
<b>Additional outcome(s)</b>	None planned.
<b>Measures of effect</b>	None planned.
<b>Data extraction (selection and coding)</b>	<p>Study selection will occur consistent with the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) Statement. Results of the search strategy will be consolidated. After duplicates are removed, each record will be screened independently by two researchers. Articles will be divided into three categories: exclude, include, and uncertain. Articles that are categorized as uncertain will be brought to the team for discussion and consensus determination. Full-text articles will each be assessed by two researchers independently according to the established eligibility criteria. Ineligible full-text articles will be removed and the reasons for their removal will be documented. Any disagreement around eligibility will be conducted by a third reviewer and the decision will be made via consensus.</p> <p>Once eligible studies have been reviewed based on abstract, full text and PDFs will be obtained. Any statistical findings will be recorded alongside overall study findings as they relate to changes in behaviours, attitudes, knowledge, or awareness. The reviewers will continue to code on the excel document. As reviewers read full-text articles they will code information such as;</p> <ol style="list-style-type: none"> <li>1. Design or method</li> </ol>

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	<ol style="list-style-type: none"> <li>2. Measurable aims</li> <li>3. Risks identified and Risk mitigation</li> <li>4. Campaign context</li> <li>5. Target population</li> <li>6. Location of campaign</li> <li>7. Sample size (control and intervention, if existing)</li> <li>8. Outcomes:             <ol style="list-style-type: none"> <li>i. Change in knowledge</li> <li>ii. Change in behaviour</li> <li>iii. Change in attitude</li> <li>iv. Change in awareness</li> </ol> </li> </ol>
<p><b>Risk of bias (quality) assessment</b></p>	<p>A variety of methods are expected to be encountered and as such different risk of bias criteria will be used for study types. The following will be used for each study method:</p> <p>Four different variations within the Study Quality Assessment Tools (SQAT) [<a href="https://www.nhlbi.nih.gov/health-topics/study-quality-assessment-tools">https://www.nhlbi.nih.gov/health-topics/study-quality-assessment-tools</a>] set were used to review papers.</p> <ul style="list-style-type: none"> <li>• Controlled Intervention Studies (for random control trials)</li> <li>• Observational Cohort and Cross-Sectional Studies (for cross-sectional surveys)</li> <li>• Case-Control Studies (for surveys with a control group that is not randomised)</li> <li>• Before-After (Pre-Post) studies with no control group (for longitudinal survey, with no control group).</li> </ul> <p>For qualitative studies the Critical Appraisal Skills Programme (CASP) was used. The CASP checklist is comprised of ten questions divided into three broad issues needed to be considered when appraising a qualitative study.</p> <p>For mixed method studies the Mixed Methods Appraisal Tool (MMAT) was used.</p> <p>Risk of bias will be assessed by determining if the studies include the various items within the checklists. Studies will be coded as 1 = present, 0 = not sure, -1 = not present. These scores will be added up and divided by the number of items to give each study a percentage as well as an absolute score.</p>
<p><b>Strategy for data synthesis</b></p>	<p>A narrative synthesis of results will be produced and if possible, a meta-analysis conducted on various metrics and outcomes.</p> <p>We will include: Design or method, Measurable aims, Risks identified and Risk mitigation, Campaign context, Target population, Location of campaign, Sample size (control and intervention, if existing), Outcomes: i. Change in knowledge, ii. Change in behaviour, iii. Change in attitude, and iv. Change in awareness.</p> <p>Qualitative data from individual studies will be aggregated or summarised using themes.</p> <p>Quantitative data from self-reported scales will presented narratively and tabularly. Direct comparisons between different campaigns will be calculated using effect sizes, with forest plots produced to visually representative findings.</p>



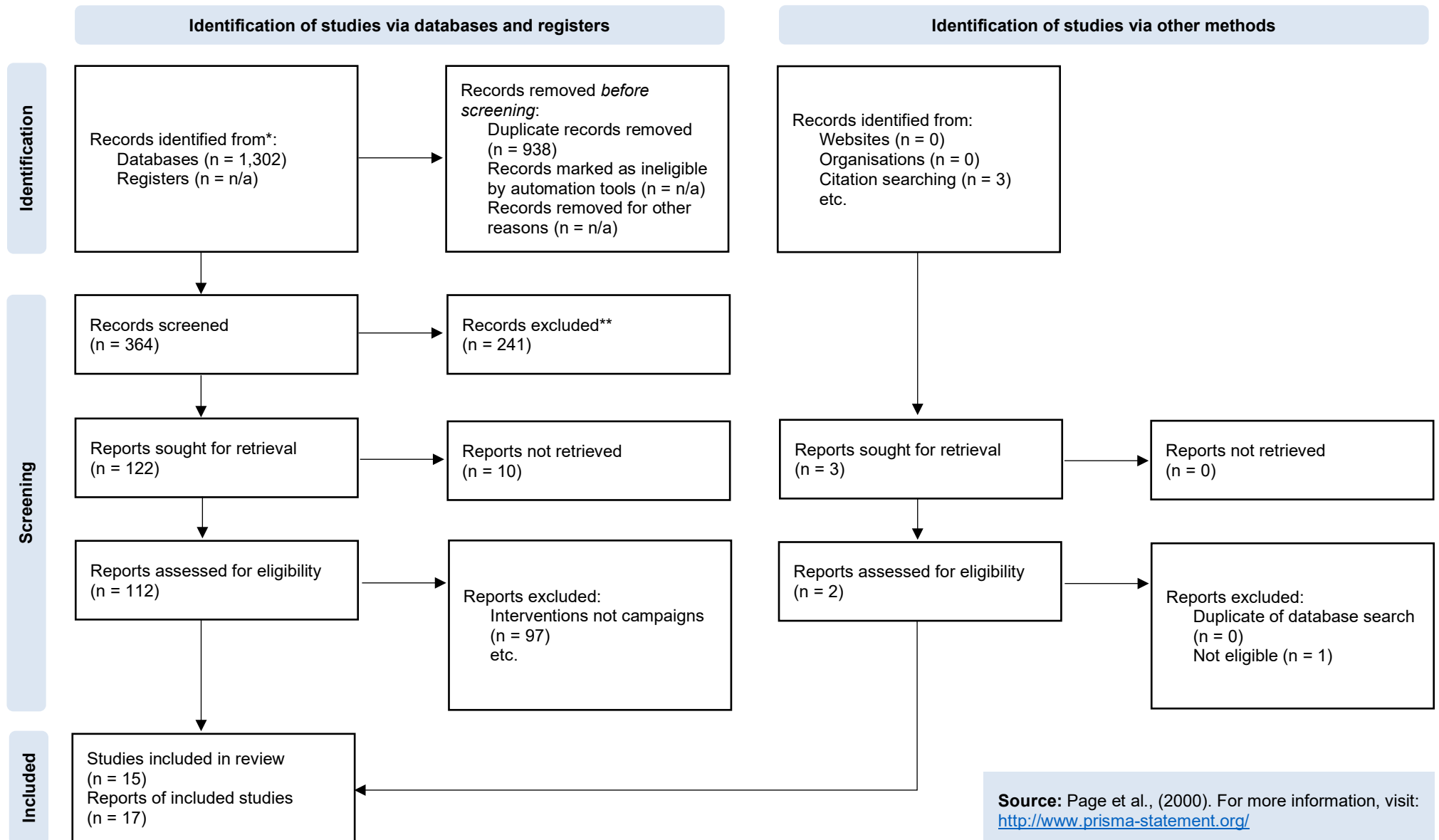
## APPENDIX A: PROTOCOL (PROSPERO)

<b>Analysis of subgroups or subsets</b>	If possible, subgroup analyses will be conducted to explore the difference in associations according to campaigns which focus on the same context or same target audience to determine effectiveness.
<b>Contact details for further information</b>	Ryan McAndrew ryan.mcandrew@qut.edu.au
<b>Organisational affiliation of the review</b>	Queensland University of Technology
<b>Review team members and their organisational affiliations</b>	Professor Byron Keating, School of Advertising, Marketing and Public Relations, School of Business and Law, Queensland University Dr Ryan McAndrew, School of Advertising, Marketing and Public Relations, School of Business and Law, Queensland University Dr Shasha Wang, School of Advertising, Marketing and Public Relations, School of Business and Law, Queensland University
<b>Type and method of review</b>	Meta-analysis, Systematic review
<b>Anticipated or actual start date</b>	16 August 2021
<b>Anticipated completion date</b>	28 January 2022
<b>Funding sources/sponsors</b>	This work will be support by TrackSafe Foundation
<b>Conflicts of interest</b>	None known
<b>Language</b>	English
<b>Country</b>	Australia
<b>Stage of review</b>	Review Ongoing
<b>Subject index terms status</b>	Subject indexing assigned by CRD
<b>Subject index terms</b>	Bystander, Gatekeeper, Campaigns
<b>Date of registration in PROSPERO</b>	{to be assigned}
<b>Date of first submission</b>	{to be assigned}
<b>Stage of review at time of this submission</b>	
<b>Stage</b>	<b>Started – Completed</b>
<b>Preliminary searches</b>	Yes No
<b>Piloting of the study selection process</b>	Yes No

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<b><i>Formal screening of search results against eligibility criteria</i></b>	No No
<b><i>Data extraction</i></b>	No No
<b><i>Risk of bias (quality) assessment</i></b>	No No
<b><i>Data analysis</i></b>	No No

# APPENDIX B: SEARCH DETAILS (PRISMA)




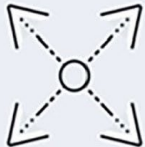



## APPENDIX C: ARTICLE-CAMPAIGN SUMMARY

Author (Year)	Campaign	Issue	Country	Objective	Media	Evaluation method	Evaluation result	Evidence quality
Potter et al. (2008)	Know your power	Domestic violence	United States	Create awareness, change attitude, encourage behaviour.	Print media, social media.	Pre-post with control	Successful	A
Potter et al. (2009)	Know your power	Domestic violence	United States	Create awareness, change attitude, encourage behaviour.	Print media, social media.	Treatment-control	Successful	C
Coker et al. (2011)	Green dot	Sexual assault	United States	Create awareness, improve knowledge.	Public events, training.	Treatment-control	Successful	C
Ahrens et al. (2011)	InterAct	Sexual assault	United States	Create awareness, change attitude.	Public events.	Pre-post	Successful	C
Potter (2012)	Know your power	Sexual assault	United States	Create awareness, change attitude, encourage behaviour.	Print media, outdoor, social media, public events.	Pre-post	Successful	C
Nielsen et al. (2013)	Basic life support	First aid	Denmark	Change attitude, encourage behaviour.	Television, training.	Pre-post	Successful	C
Coker et al. (2016)	Green dot	Crime prevention	United States	Create awareness, improve knowledge.	Public events, training.	Pre-post with control	Successful	B
Plunien et al. (2017)	CPR awareness	First aid	Germany	Create awareness, improve knowledge, change attitude, encourage behaviour.	Print media, outdoor, cinema, social media.	Pre-post, random sample	Partial	B
Keller et al. (2017)	Caring for seniors	Vulnerable persons	United States	Improve knowledge, change attitude.	Television, outdoor.	Cross sectional survey	Successful	D
AlSabaha et al. (2018)	Stop the bleed	First aid	Kuwait	Create awareness, improve knowledge.	Television, social media, public events.	Cross sectional survey	Successful	D

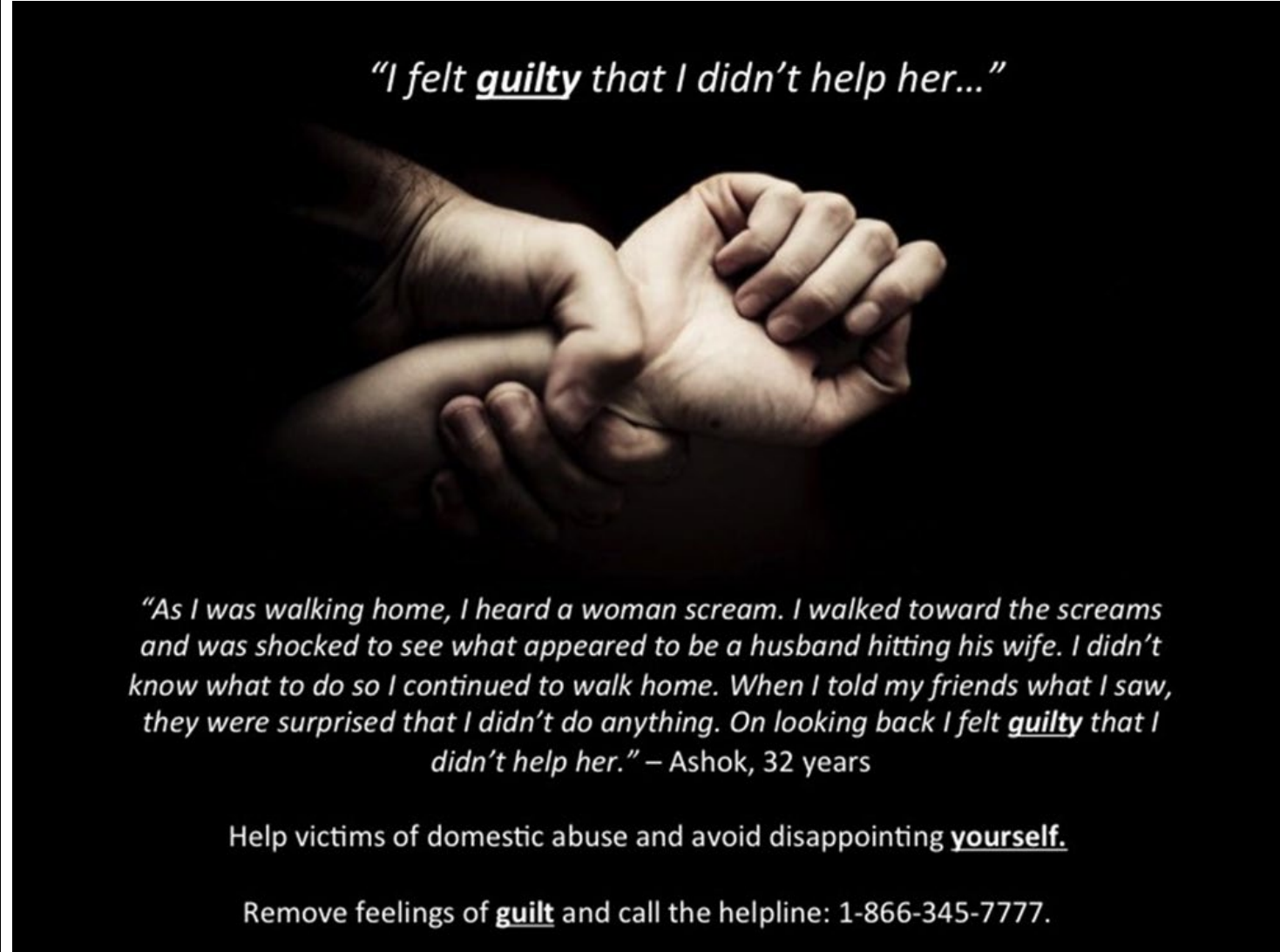
## APPENDIX C: ARTICLE-CAMPAIGN SUMMARY

Author (Year)	Campaign	Issue	Country	Objective	Media	Evaluation method	Evaluation result	Evidence quality
Sundstrom et al. (2018)	It's your place	Sexual assault	United States	Create awareness, change attitude, encourage behaviour.	Television, radio, print media, social media, public events, direct, training.	Cross sectional survey	Successful	D
Russell et al. (2018)	Small talk saves lives	Suicide	United Kingdom	Create awareness, improve knowledge, change attitude, encourage behaviour.	Print media, outdoor, social media, public events.	Media monitoring	Partial	E
La Ferle et al. (2019)	Guilt and shame campaign	Domestic violence	India	Change attitude, encourage behaviour.	Print media.	Treatment-control	Partial	C
Ross et al. (2019)	R U OK?	Suicide	Australia	Create awareness, improve knowledge, change attitude, encourage behaviour.	Social media, public events.	Cross sectional survey	Successful	D
Blewer et al. (2020)	CPR awareness	First aid	Singapore	Change attitude, encourage behaviour.	Social media, public events, direct, training.	Treatment-control	Successful	C
Carlyle et al. (2020)	Red flag campaign	Sexual assault	United States	Create awareness, improve knowledge, change attitude, encourage behaviour.	Print media, social media, public events, direct.	Cross sectional survey	Unsuccessful	D
Schipani-McLaughlin et al. (2021)	Be a watch dawg	Sexual assault (and alcohol)	United States	Change attitude, encourage behaviour.	Print media, outdoor, social media.	Pre-post	Partial	C



 <h2>Bystander Intervention Strategies</h2> <h3>The Four D's</h3>				<b>Design attributes</b>
<p>#</p> <h1>01</h1> <p><b>DIRECT</b></p>	<p>#</p> <h1>02</h1> <p><b>DISTRACT</b></p>	<p>#</p> <h1>03</h1> <p><b>DELEGATE</b></p>	<p>#</p> <h1>04</h1> <p><b>DELAY</b></p>	<p><b>Campaign:</b> "Be a watch dawg" (Schimpani-McLaughlin et al., 2021).</p>
<p><b>Colour</b></p> <p><b>Tone:</b> Cool</p> <p><b>Harmony:</b> None</p>				<p><b>Typography</b></p> <p><b>Typeface:</b> Sans</p> <p><b>Style:</b> Bold, Capitalisation</p> <p><b>Alignment:</b> Centred</p>
<p><b>Composition</b></p> <p><b>Background:</b> Block Colour</p> <p><b>Foreground:</b> Object, Text, Icons, Logo</p> <p><b>Layout:</b> Grid</p>				<p><b>Communication strategy</b></p> <p><b>Objective:</b> Attitudes, Behaviour.</p> <p><b>Framing:</b> Positive</p> <p><b>Appeal:</b> Rational</p> <p><b>Target:</b> Secondary</p>
 <p>You can be direct if you are in a situation where someone else is in danger or is at risk of being harmed. A direct approach might be asking if someone is okay or asking if they need help.</p>	<p>LOOK OVER THERE!</p>  <p>When there are others around, you can distract one or both people involved. To help a person get out of a potentially risky situation, you could tell them their friends are looking for them or that their ride is there.</p>	 <p>You can delegate by looking for people to back you up when intervening. This might involve asking for help, telling an RA, or calling the police if there is a fight or you see someone at risk of sexual violence.</p>	 <p>If the first three D's don't work out, don't panic! You can still follow-up and ask if someone is okay afterwards. The most important part is that you show your fellow students you are there to support them.</p>	



## APPENDIX D: EXAMPLES OF CREATIVE

 <p><i>"I felt <b>guilty</b> that I didn't help her..."</i></p> <p><i>"As I was walking home, I heard a woman scream. I walked toward the screams and was shocked to see what appeared to be a husband hitting his wife. I didn't know what to do so I continued to walk home. When I told my friends what I saw, they were surprised that I didn't do anything. On looking back I felt <b>guilty</b> that I didn't help her." – Ashok, 32 years</i></p> <p>Help victims of domestic abuse and avoid disappointing <b>yourself</b>.</p> <p>Remove feelings of <b>guilt</b> and call the helpline: 1-866-345-7777.</p>	<b>Design attributes</b>
	<b>Campaign:</b> "Guild and shame" (La Ferle et al., 2019).
	<b>Colour</b> <b>Tone:</b> Cool <b>Harmony:</b> None
	<b>Typography</b> <b>Typeface:</b> Sans <b>Style:</b> Bold, Underlined <b>Alignment:</b> Centred
	<b>Composition</b> <b>Background:</b> Block Colour <b>Foreground:</b> Person, Text <b>Layout:</b> Balanced
<b>Communication strategy</b> <b>Objective:</b> Attitudes <b>Framing:</b> Positive. <b>Appeal:</b> Emotional <b>Target:</b> Secondary	

## APPENDIX D: EXAMPLES OF CREATIVE

		<table border="1"> <tr> <td><b>Design attributes</b></td> </tr> <tr> <td><b>Campaign:</b> "It's your place" (Sundstrom et al., 2018).</td> </tr> <tr> <td><b>Colour</b> <b>Tone:</b> Cool <b>Harmony:</b> Mono</td> </tr> <tr> <td><b>Typography</b> <b>Typeface:</b> Sans <b>Style:</b> Bold, Capitalisation <b>Alignment:</b> Left, Centred</td> </tr> <tr> <td><b>Composition</b> <b>Background:</b> Block Colour, Photo <b>Foreground:</b> Object, Text, Footer, Logo <b>Layout:</b> Balanced</td> </tr> <tr> <td><b>Communication strategy</b> <b>Objective:</b> Awareness, Attitudes, Behaviour <b>Framing:</b> Negative <b>Appeal:</b> Rational <b>Target:</b> Secondary</td> </tr> </table>	<b>Design attributes</b>	<b>Campaign:</b> "It's your place" (Sundstrom et al., 2018).	<b>Colour</b> <b>Tone:</b> Cool <b>Harmony:</b> Mono	<b>Typography</b> <b>Typeface:</b> Sans <b>Style:</b> Bold, Capitalisation <b>Alignment:</b> Left, Centred	<b>Composition</b> <b>Background:</b> Block Colour, Photo <b>Foreground:</b> Object, Text, Footer, Logo <b>Layout:</b> Balanced	<b>Communication strategy</b> <b>Objective:</b> Awareness, Attitudes, Behaviour <b>Framing:</b> Negative <b>Appeal:</b> Rational <b>Target:</b> Secondary
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## APPENDIX D: EXAMPLES OF CREATIVE

<p><b>SAMARITANS</b></p> <p>Life-saving question #1</p> <p><b>DO YOU NEED ANY HELP?</b></p> <p>Used by Andrew Wellbeloved to help save a man's life in the North West of England</p> <p>A little one-to-one talk can be all it takes to encourage someone's critical thought and help start them on a journey to recovery.</p> <p>So if you think somebody might need help, trust your instincts and strike up a conversation.</p> <p>If you don't feel comfortable or safe doing so, feel a member of our staff, police officer or call 999.</p> <p>Find out more at <a href="http://samaritans.org/smalltalksaveslives">samaritans.org/smalltalksaveslives</a></p> <p><b>SMALL TALK SAVES LIVES</b></p> <p><b>SAMARITANS</b></p> <p>In partnership with</p>	<p><b>SAMARITANS</b></p> <p>Life-saving question #2</p> <p><b>I'M MICHAEL, WHAT'S YOUR NAME?</b></p> <p>Used by Michael Gudd to help save a man's life in Essex</p> <p>A little one-to-one talk can be all it takes to encourage someone's critical thought and help start them on a journey to recovery.</p> <p>So if you think somebody might need help, trust your instincts and strike up a conversation.</p> <p>If you don't feel comfortable or safe doing so, feel a member of our staff, police officer or call 999.</p> <p>Find out more at <a href="http://samaritans.org/smalltalksaveslives">samaritans.org/smalltalksaveslives</a></p> <p><b>SMALL TALK SAVES LIVES</b></p> <p><b>SAMARITANS</b></p> <p>In partnership with</p>	<p><b>Design attributes</b></p> <p><b>Campaign:</b> "Small talk saves lives" (Russell et al., 2018).</p> <p><b>Colour</b>  <b>Tone:</b> Vibrant  <b>Harmony:</b> Complementary</p> <p><b>Typography</b>  <b>Typeface:</b> Sans  <b>Style:</b> Bold, Capitalisation, Highlight  <b>Alignment:</b> Left, Centred</p> <p><b>Composition</b>  <b>Background:</b> Block Colour  <b>Foreground:</b> Object, Text, Footer, Logo  <b>Layout:</b> Balanced</p> <p><b>Communication strategy</b>  <b>Objective:</b> Awareness, Knowledge, Attitudes, Behaviour  <b>Framing:</b> Positive  <b>Appeal:</b> Emotional  <b>Target:</b> Secondary</p>
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## APPENDIX D: EXAMPLES OF CREATIVE

Universität der Saarländer

**No reaction? No breathing?**

**What to do?**

...Don't stare but

**PUSH**  
Saves lives!  
Yours, too!

Call 112 emergency and push hard and fast in the middle of the chest until help arrives!

[www.nichtgaffen.de](http://www.nichtgaffen.de)

ulm Dräger mediaGroup NÖERPEL M

### Design attributes

**Campaign:** "Push saves lives" (Plunien et al., 2017).

### Colour

**Tone:** Vibrant

**Harmony:** None

### Typography

**Typeface:** Sans

**Style:** Bold, Capitalisation, Highlight

**Alignment:** Left, Centred

### Composition

**Background:** Photo

**Foreground:** Object, Text, Footer, Logo

**Layout:** Grid

### Communication strategy

**Objective:** Awareness, Knowledge, Attitudes, Behaviour

**Framing:** Positive

**Appeal:** Rational

**Target:** Secondary



## APPENDIX D: EXAMPLES OF CREATIVE

The advertisement features a scene from the movie 'Mean Girls' with three overlaid text boxes:

- Top left:** "I'm gonna get Kali so wasted that she can't say no."
- Middle left:** "That's messed up. If you're going to do that you need to leave now."
- Middle right:** "If you want to get with a girl, that's not the way to do it."

At the bottom, a large banner reads: "Alcohol is the #1 date rape drug. Don't let anyone use alcohol to commit sexual assault." Below this is the logo "Know Your Power Step In, Speak Up" and the slogan "You Can Make A Difference". The website "www.Know-Your-Power.org" is also visible.

©2012 University of New Hampshire All Rights Reserved. The individuals featured in this poster are actors. The development of these posters was sponsored by a grant from the State Sector's Association. The publication and distribution of this poster is supported by a grant from the Canadian Alcohol and Addiction Council (2012). No contents are liable the responsibility of the authors and do not necessarily represent the official views of the UNH.

### Design attributes

**Campaign:** "Know your power" (Potter, 2012).

### Colour

**Tone:** Vibrant

**Harmony:** None

### Typography

**Typeface:** Sans

**Style:** Bold, Highlight

**Alignment:** Left, Centred

### Composition

**Background:** Photo

**Foreground:** Object, Text, Footer

**Layout:** Grid

### Communication strategy

**Objective:** Awareness, Attitudes, Behaviour

**Framing:** Negative

**Appeal:** Rational

**Target:** Secondary