

Debrief for CBR Briefing

Client:

Partout: Partner for marketing, design and development. Contact our specialists directly. Partout is a full-service digital agency in Eindhoven.

Subclient:

CBR (Centraal Bureau Rijvaardigheidsbewijzen), verantwoordelijk voor driver's licenses and driving exams in the Netherlands.

Objective:

The CBR aims to reposition its brand as a more helpful, guiding companion for young people (aged 16-19) on their journey to obtaining a driver's license. The organization seeks to improve communication, offer resources, and provide digital solutions that help teens pass their driving exams faster and on their first try.

Current Situation:

- Teens have low passing rates on driving exams.
- Young drivers are at higher risk for accidents.
- There is a lack of accessible, clear information regarding driving schools, exam preparation, costs, and the CBR's role.

Challenges:

- Educating both teens and their parents about the driver's license process.
- Providing an improved customer journey to reduce exam failure rates.
- Ensuring the CBR is perceived as a helpful, supportive entity throughout the licensing process.

Target Audience:

- Teens aged 16-19.
- Parents and caregivers of these teens.

Campaign Goal:

Develop digital proof-of-concept solutions that streamline the process for teens to get their driver's licence on the first try. This includes better guidance through the stages of choosing a driving school, theory lessons, and exams.

Key Phases in Customer Journey:

1. Finding a driving school.
2. Choosing a driving school.
3. Declaration of Health.
4. Theory lessons.
5. Practical lessons
6. Theory exam.
7. Practical exam.
8. Results (pass/fail).

Next Steps:

- Create digital solutions that align with the CBR brand and provide a seamless user experience for the target audience such as:
 - Game/experience to show what the practical exam will look like.
 - An interaction based app/website to relieve anxiety from the driver.
 - For this we wanted to do something like duolingo but then with getting your driver licence.
 - A social media platform where you can ask questions or search information about driver licence here you have a whole community of people that have their licence.
 - A Q&A, this could also be in the form of a social media platform but also a podcast

For all of these idea's we will get you a more detailed explanation as soon as we have them and if we think we find it necessary to explain.

Client Problem: Driver students are failing their exam due to high anxiety

We are checking this problem with doing research to do this we use the CMD research methods. We use the following methods for doing this research:

[Survey](#)
[problem analysis](#)