

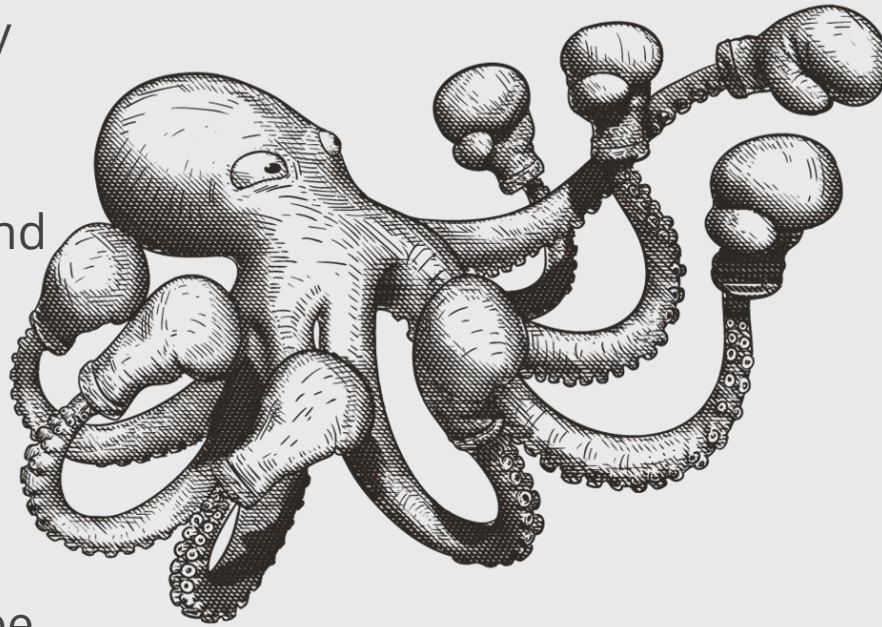


Texting vs. Drinking

Group 5



- ❖ Advertising agency that handles creative content development, brand planning, design, and more
- ❖ Mediums used: Facebook, Twitter, Instagram, YouTube



“We’re on a **mission** to work with the world’s innovative **marketers.**”

M U L L E N L O W E

U. S.

NETFLIX

BET★

Google

CHIPOTLE
MEXICAN GRILL

PATRÓN

CapitalOne

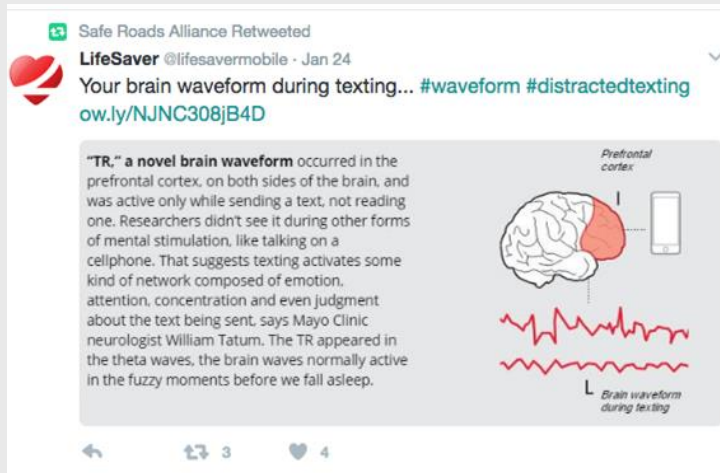
Safe Roads Alliance

Non-profit with leading role in creating the Partnership for Distraction-Free Driving

Mediums used: YouTube, Facebook, Twitter, Guidebooks

“Our goal is to **prevent** injury, death and economic loss in our Commonwealth and beyond. We have worked with an eye on the **protection of drivers and pedestrians alike.**”


Tweets from Safe Roads Alliance



THE PROBLEM



FIVE SECONDS IS THE AVERAGE TIME YOUR EYES ARE OFF THE ROAD WHILE TEXTING. WHEN DRIVING AT 55 MPH, THAT'S ENOUGH TIME TO COVER THE LENGTH OF A FOOTBALL FIELD.



One in five drivers who own a cell phone read or send a text while driving

Drivers who are texting are 11 times more likely to miss a flashing light

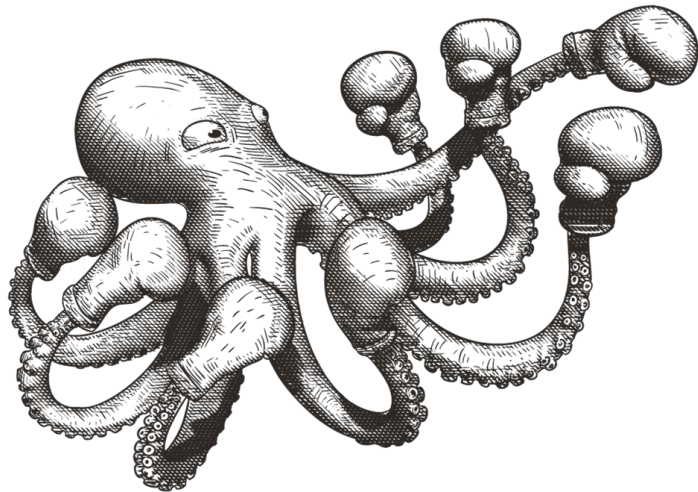
There are an estimated 1.3 million car crashes per year related to cell phone use

A driver who is texting is 23 times more likely to crash than a non-texter.

A driver who is texting is **4 times more likely** to crash than a driver who is under the influence.

Why it Worked

- ❖ MullenLowe specializes in Creative Content Development and Technology & Digital Production, and are extremely focused on **making their campaigns valuable conversation topics**



“We look to champion a purpose people **care** about and build **brand relevance.**”

THE CAMPAIGN



Main Idea

❖ Drinking & driving is seen as more dangerous

- More incidents from texting & driving

“Responding to the phone buzz is just as dangerous”

Details

❖ Ran in April 2016

- Distracted Driving Awareness Month



A busy multi-lane highway with cars and a bus. A large teal circle is overlaid in the center, containing text. Various cars have signs on them with phrases like "LOL", "OMG!", "checking no", "soccer at 3", "just left", "yes!", "listening", "running late", and "ies".

Target Audience

Anyone who can drive

Young Adults

- use of a hashtag
- draws in younger generation

Older Adults

- Videos showing them
- Explaining importance of communicating to minors

Unique Content

#DistractedDriving



Resources Used

- ❖ Non-profit (no paid media)
- ❖ Dependent on earned PR
- ❖ Influencers
- ❖ Organic sharing



CAMPAIGN RESULTS

First 30 Days



70,000 views



Over 4 million PR impressions



7,500 social shares