Texting vs. Drinking

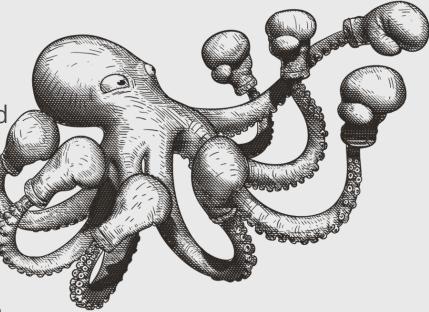
Group 5



 Advertising agency that handles creative content development, brand planning, design, and more

 Mediums used: Facebook, Twitter, Instagram, YouTube

NETFLIX



"We're on a mission to work with the world's innovative marketers."

PATRÓN

M U L L E N L O W E

U.S.

Google

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



Safe Roads Alliance @Safe_Roads - Jan 31 Thank you @lifesavermobile for the work you've done to help combat #distracteddriving

LifeSaver @lifesavermobile

New Blog Post "A Solution to the Epidemic of Distracted Driving" ow.ly/34m3508V39p

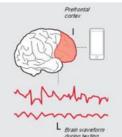
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3 Safe Roads Alliance Retweeted

LifeSaver @lifesavermobile · Jan 24

Your brain waveform during texting... #waveform #distractedtexting ow.ly/NJNC308jB4D

"TR." a novel brain waveform occurred in the prefrontal cortex, on both sides of the brain, and was active only while sending a text, not reading one. Researchers didn't see it during other forms of mental stimulation, like talking on a cellphone. That suggests texting activates some kind of network composed of emotion, attention, concentration and even judgment about the text being sent, says Mayo Clinic neurologist William Tatum. The TR appeared in the theta waves, the brain waves normally active in the fuzzy moments before we fall asleep.





Safe Roads Alliance @Safe_Roads · Jan 25

47

Another lawsuit against Apple. Apple has the technology to lockout their phones when driving, but is choosing not...



Man rear-ended by distracted driver blames Apple for crash

A California man who was rear-ended by a distracted driver on her cell phone blames Apple for the crash — and claims the tech giant is allowin... nypost.com

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THE PROBLEM

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-10-20-30-40 50 40-30-20-10-

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

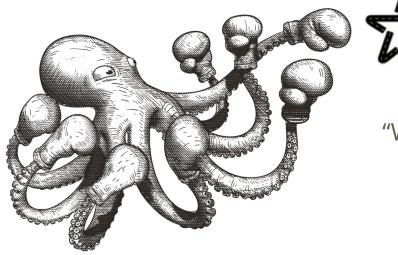
There are an estimated 1.3 million car crashes per year related to cell phone use

A driver who is texting is 23 times more likely to crash than a nontexter.

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



Safe Roads

"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



Target Audience

Anyone who can drive

Young Adults

ves

soccer at 3

LOL

- ➤ 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