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## Safe driving campaign – mobile usage

### Brief Form

**HEM Job No:** #1090

**Department:** Communication Design and Digital Media Design

**Project Name:** Safe Driving – mobile phone usage

**Project Owner:** Dr Oliver Vodeb

**Completion Date:** Week of 4/4/16

**HEM Acc Manager:** Andrew Hardwick

**Today's Date:** 2/3/16

**Concept Due:** Type Here

**Budget:** n/a

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#### 1. Background/business issue

The use of mobile phones while driving is a serious safety issue in Australia, with a growing number of traffic accidents being attributed to this. While it is generally understood that using a hand held mobile phone while driving is illegal in Victoria, the practice of doing so is still widespread.

We require a creative campaign that will raise awareness of this issue and be effective in reducing the number of people using their mobile phones whilst driving a motor vehicle.

#### 2. Competitive environment

There is a lot of 'noise' in this category with a number of major traffic safety campaigns running at any one time. As such, the creative execution for this campaign will need strong cut-through in order to stand out from the crowd, and make a strong impact on the target audience.

#### 3. Marketing objective

The objectives for this campaign are twofold: to create a greater awareness of this issue amongst the target audience (see below) and to drive behavioural change by reducing the number of the target audience who use their mobile phones while driving.

#### 4. Target audience (demographics, attitudes/behaviour, insights)

The primary target for this campaign is 18-25 year old Australians with a driver's license and their peers.

This age bracket over indexes on road accidents and mobile phone usage.

They are a very socially active demographic and most likely to discuss and influence the behaviour of their peers about issues such as this.

## 5. Campaign messaging

Using mobile phones while you're driving is dangerous and illegal. However rather than preach about the legalities surrounding the issue, this campaign needs to focus on making the practice socially unacceptable amongst the target audience and their peers.

## 6. Deliverables

- A presentation of your campaign (pdf) that you will present to the panel on TV in a boardroom, that includes:
  - o Your design approach to the brief and the thinking behind your campaign creative concept development
  - o Creative concepts for your campaign, applied across various media applications (at least two)
  - o A representation (written or visual) of how, where & when the campaign would be executed and how the target audience would engage with the campaign
- A physical printed A1 poster of your strongest creative concept

## 7. Media

Consider which media would be most effective in reaching the target audience with the campaign message and incorporate this thinking into your presentation.

## 8. Budget

n/a

## 9. Timing

TBC