

MEDIACOM

WORK

Check for me

CLIENTS

12 JUN 2017

New Zealand is a beautiful country with a serious problem: Too many children were dying in preventable driveway accidents as parents and carers reversed cars without checking who was playing behind the vehicle.

Challenge

New Zealand has one of the world's highest rates of child driveway deaths. We needed to change driver behaviour to stop these tragedies.

Idea

What's the first thing you do before you get in the car? You pick up your keys.

So we used them to create an emotional trigger.

We gave parents a free photo key ring of their kids so they would check for them before starting the car.

Parents could order online or visit pop-up photo booths to get one immediately.

We promoted our key rings through TV, radio, print and online.

Results

- 50,000 parents requested key rings in week one.
- 300,000 requested in three months – our entire stock.
- 500+ earned media reports.
- \$2 million of free media.
- Crucially, number of driveway deaths has plummeted.

Awards and Recognition

- Festival of Media Global | Silver: Best Not-For-Profit Campaign
- Festival of Media Global | Gold: The Effectiveness Award

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