

**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

### CLIENTS