

You. Me. We.

Be safe around trucks.

DESIGN STRATEGY

The strategy for the You. Me. We. campaign is to target young people specifically by using their growing sense of individuality. In the campaign we point out the differences in young people but show that although we are all different, road safety is a matter that concerns us all.

The campaign has two slogans. The first slogan is "You. Me. We." which aims to engage and intrigue the viewer of our campaign and bring attention to the topic of shared responsibility. It is then followed by a second slogan "be safe around trucks" which gives the immediate actioning that is required by the viewer of our campaign. Together these slogans work to provide an interesting but educational campaign summary in a concise way.

For our visual strategy we have used a simple typeface to communicate the message effectively without distracting the viewer. We have paired this with a colour scheme of orange and dark grey which is eye-catching as well as the orange giving a sense of the messages urgency and relation to safety.

TVC FORMAT



Our primary format for the campaign is a TVC which will portray the narrative for two different drivers. It shows one making a correct decision whilst driving around a truck and the other making a mistake, resulting in a small collision.

It is important to use TV as a format in our campaign as it helps us create a narrative where the viewer can connect with the characters and experience the stress and relief of a minor collision. We also selected TV as it is still widely watched by young people and is more well received by our target age group in comparison to other video formats.

PRINT FORMAT



Our secondary format for the campaign is posters used in tram and bus stop metrolights. They would display the same characters as in our TVC as well as a public transport or other vulnerable road user and would remind the viewers to be safe around trucks.

The use of the public transport locations of these means that our campaign can reach as many different road users as possible from the same position. The format of a poster is also proven to be effective in helping people learn and the format has the additional benefit of being cheap to produce.

AUDIO FORMAT



Our secondary format for the campaign is audio versions of our original ad as well as a public service announcement through audio as well. It is important to have audio versions as these are the best way of impacting the driver in the moment of driving around trucks.

Radio and Spotify were chosen as the first version of audio as this is widely used by young people. For this format we have an audio version of the ad which relies on various audio cues such as buttons clicking and car brakes. This helps get the attention of the listener as well as help them remember the TV advertisement and recall the original message.

The public service announcement would be done in a similar way to the announcement on the Burnley Tunnel radio signal. This would be a far more formal audio format which would be a simple instructional message to remind drivers to be safe around trucks on the roads.

HARD EDGE™

In collaboration with

Partners

Re:act
RESPOND. ACT.

