

# Advertisement proposals on road safety



Lambrini Kazakou  
Georgia Karaiskou

# Contex



- Media plan
- Advertisement
- Viral marketing

# Coalitions

- Panos Milonas Institute
- Professor of panteion University
- Driving School
- Police
- School Principal
- Insurance companies e.t.c.

# Target group

- Owners of cars , motorcycles and every kind of vehicles .
- Drivers of all ages , especially at the age of 18-25 (young drivers)
- Male and female. (mostly male)
- Every kind of economical status .
- Every kind of lifestyles ( urban style e.t.c .)

# Ideas

## Love story



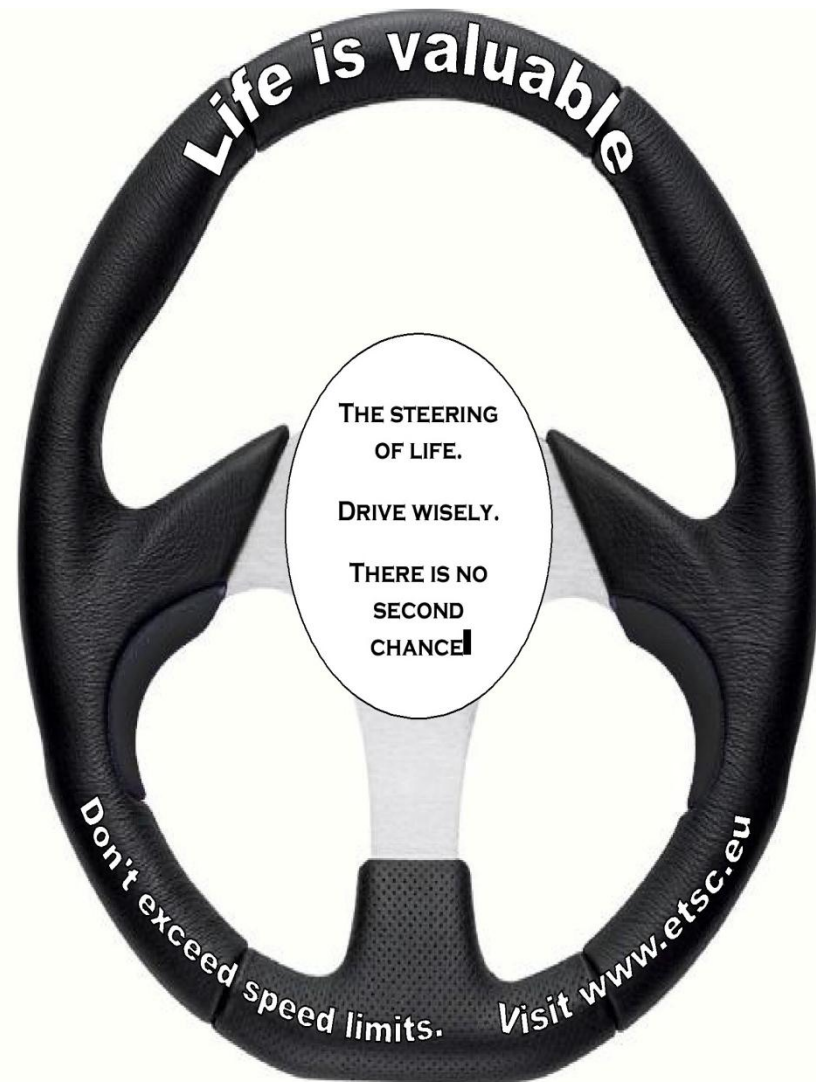
- Movie leaflet
- Two different people
- Irony
- The mortal game of faith
- The passion that brought them together break them apart
- Coming soon...

# Love story

- No specific scenario
- Member of our social networks are going to decide what is going to happen next
- Finally there would be a message which is going to say that as you choose the continue of that film you can choose your way of driving and consequently living..  
Protect your self , your family your child from the mess that speed causes .

# Ideas

## Steering of life



- Life is valuable
- Drive wisely
- No second chance
- Emphasize on the affect that a driver has to other peoples life

# Steering

- Basic idea is that you when you are driving , you have affect on your life but also on everybody's life .
- You should have a personal commitment
- Its also up to us

# Ideas

## Breaking news



- Terrorism
- Be cautious
- Any one could be a member of that terrorist group
- **Don't be a terrorist to yourself to your family to everybody**

# Breaking news

- We are using the news in order to have peoples attention
- Terrorism is a huge issue in Greece
- Metaphorical message

# Media Plan promotion



- Leaflet
- Social networks
- ✓ Facebook group
- ✓ Youtube
- ✓ blogspot



# Media plan

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## Social networks

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# Facebook

- All of the ideas are going to be uploaded according our media plan
- Tests , discussions , photos and videos are going to be uploaded twice a week
- Links for the Panos Milonas site , E.t.s.c. site and other institues sites
- Invitations for our events ( Debates ,concerts)

# Blogspot

- Blogspot based on road safety
- Interviews of famous peoples talking about our topic
- Articles
- News

We are also going to try to give some articles on our local newspaper

# Youtube

- Upload our videos
- Promote videos of others
- Upload interviews
- Upload debates on road safety

# Debates details

- We are going to organize debates among speeders and our social networks members in order to have them all involved
- Debates are targeting to spread the knowledge that we already have
- Found new ideas and solutions
- Create a new perception

# Evaluation

We are going to evaluate our project through visits on BlogSpot , likes on facebook and YouTube , and the participation on our events and through our driving behavior , our friends e.t.c.

# Evaluation

## Strengths

- Social networks with no cost
- Our coalition
- Target on young people
- Panos Mylonas institute campaign

## Opportunities

- Young people are open minded
- Campaigns on Greece
- Interest of a lot of institutes and organizations
- Social branding responsibility

## Weaknesses

- Young people overestimate their skills
- Lack of signs
- Bad road network

## Threats

- Greek peoples driving behavior
- Strikes
- Greek lifestyle