

## RACV Safe Mates Entry Form

Teams need to send in their entries to the address or email below by **Friday 8th May 2015:**

**Mail submissions to:**

Education Program Coordinator

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**School: Apollo Bay P-12 College**

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**Year Level: 9**

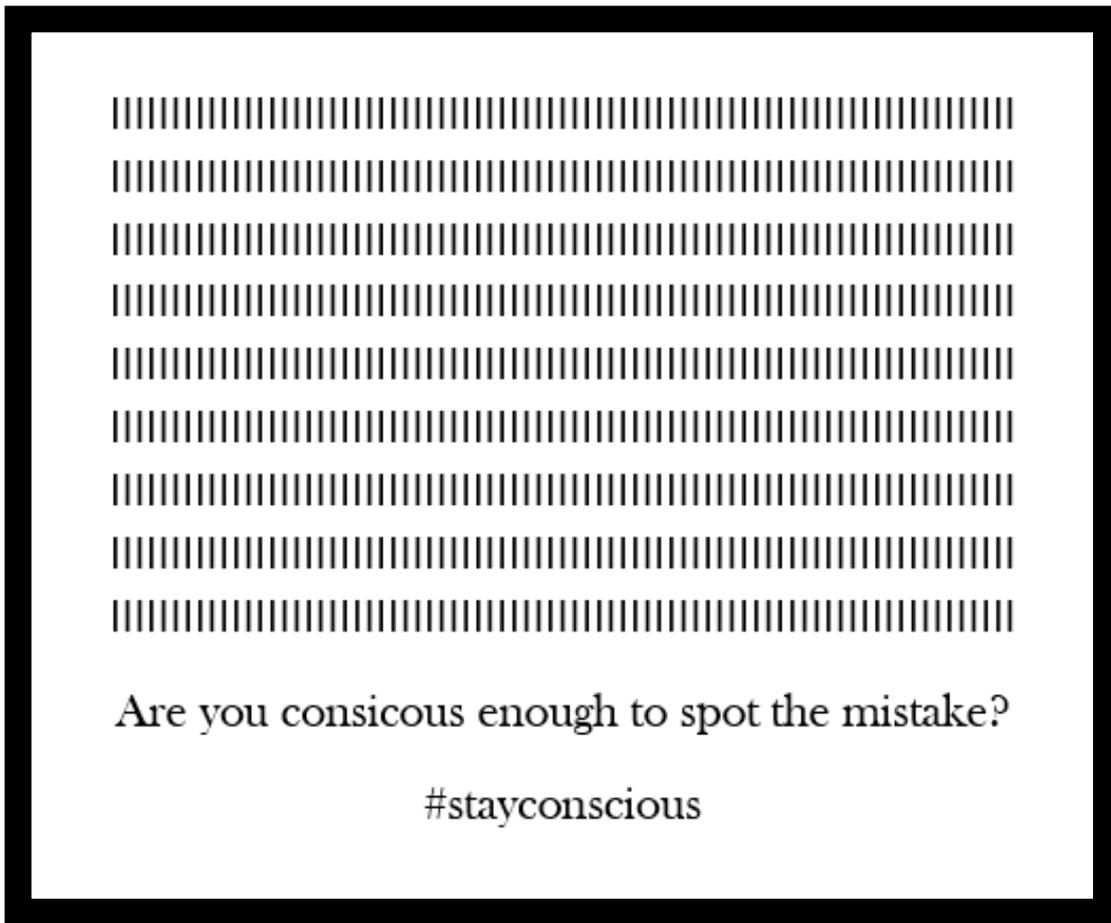
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## Design Brief

Our campaign is targeted at drivers of all ages to combat fatigue. It is aimed to make drivers more aware of the dangers of fatigue, and the necessity of pulling over. Our tagline is #stayconscious, making it relevant to most social media platforms. Our range of social media posts using shocking statistics make people realise how common and dangerous fatigued driving can be. Having had more time, we would have stressed the point that it happens to everybody, by using all types of people in our videos.

## Social media Campaign

#1 is a 'spot what's wrong' post,

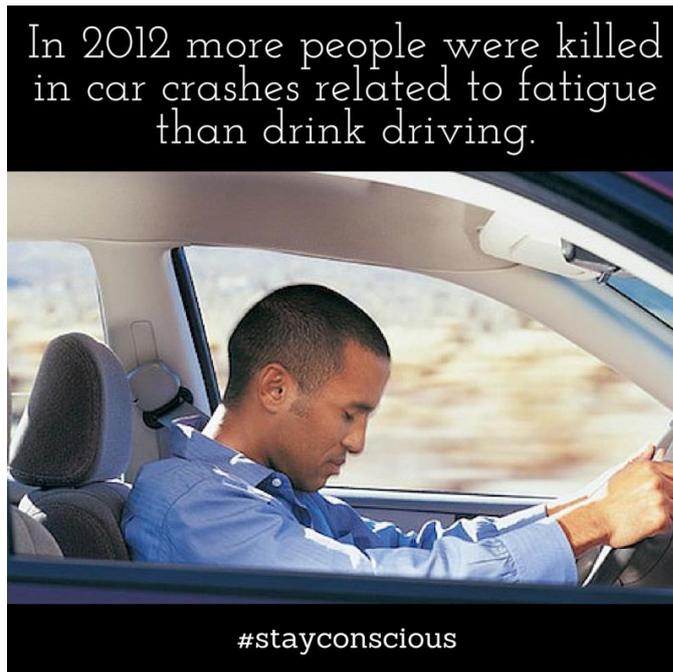


#2 Would be simply a photo of 2 people standing by a roadside memorial, one yawning and one drinking.

Based on the statistic that in 2012 more people were killed in fatigue related crashes than alcohol related crashes. The message (which we thought may be a bit morbid) would be: Who's next?

Again this post would contain the tag #stayconscious

#3



#4

**C**are for  
**O**thers. You  
**N**eed to  
**S**tay  
**C**onscious  
**I**n  
**O**ur cars  
**U**se them  
**S**afely

#stayconscious

#5

# WIN

[HTTPS://WWW.SURVEYMONKEY.COM/S/32S6K5B](https://www.surveymonkey.com/s/32s6k5b)

PARTICIPATE IN OUR SURVEY FOR A  
CHANCE TO WIN A FREE \$70 PREPAID  
CABCHARGE CARD



#STAYCONSCIOUS

#6

1 in 4 drivers say they have  
momentarily fallen asleep at the  
wheel.



#stayconscious

#7

Being awake for 17 hours  
has the same effect on  
drivers as a blood alcohol  
level of 0.05.



#stayconscious

Other Campaign Ideas That We Didn't Get Around To!!!

Ad series

A Day in the Life of a Tired Person

A voiceover would say something along the line of: People make mistakes when they're tired...

The film would contain a series of skits, following the stupid decisions a person makes when tired, eg: tying shoelaces together, forgetting things, sending messages to the wrong people, being unintentionally rude to angry boss, etc.

The last scene could be that person driving home at the end of the day, seeing a TAC powernap sign, yawning, looking at watch and keeping on driving. The screen could then fade to black, and would say: Make a Conscious Decision, While You're Still Conscious, with the hashtag #stayconscious