

Campaign Development

**THE ISSUE**

Many road users are uncomfortable with their own distracted driving, particularly phone use. They feel guilty and admit they become oblivious to what's going on around them.

With a longer term goal of behaviour change, TAC's first challenge was to develop a campaign to start people feeling even more uncomfortable with their own in-car phone use.

**WHAT WE DID**

Two stages of creative development:

1. Identifying the direction most likely to create the required sense of discomfort: the use of a 'blind' metaphor; or focusing on the distance travelled. The former was most impactful
2. Optimising the creative concept

**OUTCOME**

When you're on your phone you're driving blind' campaign



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