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Safety near railways campaign | Seniors

CREATIVE CONCEPT



CONCEPT

DON'T OVERESTIMATE YOUR ABILITIES NEAR RAILWAY TRACKS

Creative concept aims to challenge physical abilities of elderly people who tend to overestimate their own physical capacity near railways. According to the research and strategy of the agency's proposal, seniors are opinionated and they claim to be experienced enough when asked about safety near level crossings.

The aim of the creative concept in the given context is:

- to raise healthy thought on seniors' self-evaluation about their own physical abilities
 - to challenge physical abilities in a witty manner among seniors
 - to raise seniors' awareness on railway safety issues



KEY VISUAL

Creative concept for the campaign is based on continuation of the existing and well-performing platform "LOOK!LISTEN!LIVE!".

Creative solution in the given campaign aims to challenge physical abilities among seniors using characteristics of each given media, i.e., eyesight in print media, hearing in radio and overall alertness in TV.

Key visual uses internationally well known visual language - **eyesight test** - which is a well recognized visual code for both seniors and major public. Using this syntax in posters, for example, it serves as a self-contained story.



THANK YOU!