

## Best Smart Media Idea

### OMD + New Zealand Transport Agency

#### Facebook Speeder

*Young men are consistently the most vulnerable on New Zealand roads, accounting for over half of all speed related crashes. Bravado dares them to drive faster and they believe themselves invincible – making it difficult behaviour to change. Personalising a crash in an online game that would make them stop and think about the impact of their speeding was an inspirational idea from OMD Wellington, earning them the Best Smart Idea Gold Award.*

#### Background

Every year the New Zealand Transport Agency (NZTA) endeavour to reinforce a safe driving message to this uninterested and unreceptive audience. But every year they do not listen.

Young men's need for speed in the gaming world provided the opportunity to get their attention in a relevant way while they were speeding. However instead of a 200 km p/h head-on collision resulting in just 3-seconds off lap time, they would be shown the real consequences.

#### Campaign Objective

OMD's challenge was to find a new way to deliver a sensible driving message that would be heard by young speeding males in a potent and meaningful way – to make them stop and think the unthinkable.

### Campaign Overview

Put the young men in the driving seat and have them experience their own death as a result of their speeding.

The strategy and the magic in this campaign come from the clever use of technology that puts the player behind the wheel of the car and makes them experience their own death by flashing their life before their own eyes.

### Media Strategy

The online racing game FLASH [www.flashdrivinggame.com](http://www.flashdrivinggame.com) was born – taking an unsavoury community safety message into an exciting new sphere. Implicit in its success was the ability to deliver an expected standard of gaming, so a game developer and gaming composer were commissioned to produce the game.

Before playing FLASH you had to authorise Facebook access. Having logged in via Facebook, as the car rolls and shatters around you, photos are pulled from your personal Facebook gallery – images of you, your friends and your family.

Rather than a typical safety campaign OMD Wellington treated the launch as if they were promoting the latest PlayStation game. FLASH was promoted on local gaming sites and seeded into established gaming blog communities. A video trailer aired on targeted TV, showcasing the graphics and the soundtrack. Social media advertising drove word of mouth and directly linked users to the FLASH website.

### Results

To date over 17,000 thousand people have played FLASH, on average for more than 3 minutes each. It still has a digital life, with the number of active users continuing to grow well beyond the end of the paid media campaign.

Nearly 45,000 people have visited FLASH and it enjoys almost 9,000 likes on Facebook.

This incredible piece of technology makes the message personal and powerful. If, having engaged with tens of thousands of speeding youths, one life is saved, then this campaign was definitely worthwhile.