

SAFEKIDS AOTEAROA

Check For Me



safekids
Aotearoa



NO DRIVEWAY
DEATHS IN
2016



CHECK
FOR ME
BEFORE
YOU TURN
THE KEY.

safekids
www.safekids.co.nz

A new media channel put an end to driveway accidents

CHALLENGE

New Zealand has one of the highest rates of driveway deaths. We needed to change driver behaviour to stop these tragedies.

IDEA

What's the first thing you do before you get in the car? You pick up your keys. So we used them to create an emotional trigger. We gave parents a free photo keyring of their kids so they would check for them before starting the car. Parents could order online or visit pop-up photo booths to get one immediately. We promoted our keyrings through TV, radio, print and online.

RESULTS

50,000 parents requested keyrings in week one. 300,000 requested in three months – our entire stock. 500+ earned media reports. \$2 million of free media. Crucially, the number of driveway deaths has plummeted.