



CASE STUDY

Safer Road Use

Client: The Northern Territory Government

Challenge: Expose the Northern Territory community to road safety messages without imposing a feeling of restriction on them.

Safer Road Use was created to trigger social change and promote responsibility for safer road use and to collectively reinforce changes in the laws regarding speed limits, seat belts, drink driving and the introduction of a points system.

At the time we undertook the campaign, the Northern Territory community hadn't been exposed to road safety messages in a targeted, integrated approach. The changes to the road laws and introduction of speed limits were also something that everyone on the project knew would not be popular.

Our aim was to make people aware of the fact that there is more to road safety than simply enforcing new laws.

Sprout and Creative Territory worked together to encourage the community to get more involved in the solution and take responsibility for their actions.

