




**creativeterritory**  
think outside the circle

## CASE STUDY

### TIO WHY Road Safety Campaign



He has no brother to look up to anymore.

**WHY.** Because another Territorian wasn't wearing a seatbelt.

Always wear a seatbelt. Take responsibility for road safety.

**EVERY TERRITORIAN MATTERS.**


**TIO**  
The Territory way.

**DO YOU ALWAYS WEAR YOUR SEATBELT?**

**WHY NOT.**

**EVERY TERRITORIAN MATTERS.**

**TIO**  
The Territory way.

Life is empty now her daughter's gone.

**WHY.** Because this girl was speeding.

Don't speed. Take responsibility for road safety.

**EVERY TERRITORIAN MATTERS.**

**TIO**  
The Territory way.

