



**Client: Northern Territory Government**  
**Project: P-Plate Driver Kit**

**Task:** Develop an interactive kit that will engage 14-17 year olds in learning about the road safety risks for new drivers.

**Professional Partners:** Exposure Creative (DVD and web). Sprout Creative (design, graphics, booklet).

**The challenge:** The NT Government needed to get the message through to teenagers that they were at THREE times the risk of crashing their car in the first few years of driving. However, this is a difficult age group to reach.

**What We Did:** We developed a game on a DVD that could be used on PlayStation, Xbox, DVD or most computers. The game was a question and answer format, where players had to work their way through all

the questions to advance to the next level. We based the concept on a standard console game, and even included a book of "cheats", which could be used as a stand-alone tool. We also built the game as an internet tool so it could be placed on the web.

**Lessons:** This was the first time a project of this type had been undertaken in the Territory and proved a great way to reach and interact with this very difficult target audience. Concept testing proved it was a winner among not only teenagers but also their parents.

**P.S.** You need to be creative and use new tools to reach the teenage audience. But this model would also work well with any audience you need to interact with.