

European Road Safety Charter

Call for Good Practices - to enter the selection for the:

Excellence in Road Safety Awards 2017

Deadline to submit nominations: March 31st, 2017

Submit to charter@paueducation.com

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions										
Name of the organization	S.C. MERCURY360 COMMUNICATIONS S.R.L											
Type of organization	<table border="1"> <tr> <td>SME</td> <td></td> </tr> <tr> <td>Large business</td> <td>x</td> </tr> <tr> <td>Association</td> <td></td> </tr> <tr> <td>Education/Research institution</td> <td></td> </tr> <tr> <td>Local/regional authority</td> <td></td> </tr> </table>	SME		Large business	x	Association		Education/Research institution		Local/regional authority		Please tick one box
SME												
Large business	x											
Association												
Education/Research institution												
Local/regional authority												
Organization main activity	Advertising	Activity field										
Country	Romania	Country of the organization										
Website	http://www.mercury360.ro/home	Organization website										
Contact person	Ionescu Loredana	For the follow-up of the application										
Contact person's position	Account Executive											
Contact person's email address	Loredana.ionescu@mercury360.ro											
Contact person's phone number	+40729 896 054											

Partners in the initiative	Romanian Police	Your main partners in delivering the road safety activity
----------------------------	-----------------	---

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	The campaign started on 7 th July and our last initiative was on 20 th November	The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process.
Departments/persons involved internally	Liviu Turcanu- Creative Director Toni Bunaiasu – Group Creative Director Raul Ciceu - Art Director Luca Costea - Copywriter Silviana Cosma - Art Director / Photographer Mihaela Bourceanu - Client Service Director Loredana Ionescu - Account Executive	In the case of persons, indicate their positions.
Geographical scope of the activities	Bucharest, Constanta, Iasi, Brasov, Cluj, Timisoara, Targoviste	Indicate where the activities were implemented.
Summary of the initiative	Romania has the highest traffic related death rate per million inhabitants in the EU. On average, 1 Romanian dies in a car accident every 4 hours and, unfortunately, most victims die because they are not wearing their seat belts. A common practice is to position the seat belt behind the drivers back.	Describe the initiative indicating the subject, its aims and the main activities it involves.

	<p>Strategy & Creative Idea</p> <p>Drivers, by positioning the seat belt behind their back, cheat their lives in case of a traffic accident. In fact, they “protect” the car seats.</p> <p>Romanian Police launched the first Outdoor Museum of Car Seats, “protected” by the seat belts of drivers and passengers who pulled them over their seat backs and died. Each exhibited seat has been extracted from car wrecks and placed on a basement. Beside the seat we exposed the tragic story of a real accident.</p> <p>Creative Execution</p> <p>Every story could be listen by scanning a QR code, which led the public to the campaign site. The exhibition was placed in high traffic areas across 7 major cities of Romania, during July and August (two months with the highest number of traffic accidents in a year).</p>	<p>Max: 100 words</p>
<p>Innovative character</p>	<p>The campaign “Survivors” was the first interactive exhibition launched in Romania. The creative approach sets new standards in terms of communication; instead of adressing the problem by depicting an emotional story through traditional media (TV / Radio / Print), we decided on to tell the story using innovative media: the car seat, the thing in itself.</p> <p>The car seat and its tragic story became a visual mark of the campaign.</p> <p>By transmitting a tragic story through the car seat itself we’ve created a disruptive inovation making people aware about the risk they expose themselves when it comes to not wearing the seatbelt.</p>	<p>If applies, describe to what extend the proposed initiative will lead to new approaches and practices in road safety.</p> <p>Max: 100 words</p>
<p>Issues that are addressed with the initiative</p>	<p>First, the message of the initiative adressed the main risk that drivers and passangers expose themselves when they are not wearing their seat belts: the death.</p> <p>More, the execution marked out the defective practice of positioning the seat belt behind the drivers back.</p>	<p>Describe the issues identified leading to implement the road safety</p>

		<p>activities.</p> <p>Max: 100 words</p>
<p>Activities developed</p>	<p>We launched the first Outdoor Museum of Car Seats, an itinerant exhibition that was exposed in the biggest city in Romania.</p> <p>First, in the each city whereby we exhibited “The Survivors”, we invited the press and the local authorities to participate.</p> <p>Then we launched the “The Survivors” exhibition to the public.</p> <p>During the exhibition, we had a special activation idea in the closeness of the event: drivers that didn’t wear the seat belt were pulled over by the Police officers and, instead of receiving a penalty, they received a flyer about our campaign. More, the drivers were invited to visit the exhibition and to listen the tragic stories behind each car seat.</p> <p>We created a campaign site: http://www.supravietuitori.ro/</p> <p>We created a campaign Facebook page: https://www.facebook.com/Supravietuitori.ro/</p> <p>Beside our common activities, the campaign attracted the media attention generating a huge PR across the country.</p>	<p>Describe all the activities involved in the initiative, and where appropriate indicate the arrangement for each partner’s participation.</p> <p>Max: 600 words</p>

<p>Genesis</p>	<p>It started from the client’s brief that mentioned that on average, 1 Romanian dies in a car accident every 4 hours and, unfortunately, most victims die because</p>	<p>Describe the reasons why you have chosen this initiative.</p>
----------------	--	--

	<p>they are not wearing their seat belts. A common practice is to position the seat belt behind the drivers back.</p>	<p>Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>Yes, it can be transferred and multiplied in other Romanian cities, as well as in other Member States which are confronted with similar low rates of wearing the seat belt among drivers.</p>	<p>Describe to what extent the proposed initiative will allow the transfer, dissemination or application of the results, experience and knowledge gained as well as the good practices on a larger scale.</p> <p>Max: 200 words</p>
<p>Promotion and dissemination</p>	<p>The campaign was promoted via the most important Romanian national and regional media outlets (Pro TV, Romania TV, B1 TV, Adevarul, Radio Iasi, Vocea Dambovitei, Ziarul Clujean etc). A massive nationwide debate about campaign has started, reaching 9,8 million people.</p> <p>Free media coverage of 460k EUR equivalent.</p>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
<p>Continuity</p>	<p>We have plans to continue developing innovative road safety campaigns, starting from the same principle of interactivity used in the Survivors campaign and/or depending on the decision of our main partner for this initiative, the Romanian Police, repeat the campaign in the coming years.</p>	<p>Indicate if there is a plan to continue some activities in the coming years.</p> <p>Max: 100 words</p>

<p>Evaluation of the activities</p>	<p>The massive nationwide debate about the campaign and its road safety message reached 9,8 million people. The ration of road accidents decreased for the first time in several years. The rate of victims caused by traffic accidents decreased in July and August 2016 by 16,7% vs. the same period in 2015. Free media coverage of 460k EUR equivalent.</p>	<p>If relevant, describe the proposed evaluation method and the performance indicators in relation to the expected objectives.</p> <p>Max: 100 words</p>
<p>Other important aspect that you want to underline</p>		<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>