

# Case Study: 'Distracted Drivers' Campaign Development



## The Issue

Many road users are uncomfortable with their own distracted driving, particularly phone use. They feel guilty and admit they become oblivious to what's going on around them. With a longer term goal of behaviour change, TAC's first challenge was to develop a campaign to start people feeling even more uncomfortable with their own in-car phone use.

## What We Did

Two stages of creative development:

- 1) Identify the direction most likely to create the required sense of discomfort: the use of a 'blind' metaphor; or focusing on the distance travelled. The former was most impactful
- 2) Optimising the creative concept

## The Outcome



'When you're on your phone you're driving blind'  
[campaign](#)