

Name of the campaign: **devices distract drivers (student's work)**

Aim of the campaign: we aim to increase awareness on the dangers of driving while using a device, to educate young people of statistics that affect them, turn around social norms regarding this issue and initiate positive change on Australian roads.

Slogan: "leave your device or you'll pay the price"

Target audience: young adults (18-30 year-olds)

Introduction to the issue: Mobile phone use is a prevalent issue that young Australian drivers face. Young Australians have an increasingly high level of generalised mobile phone use that equates to 94% of 18 to 30-year-olds population. This high number further carries onto mobile phone use while driving. This age group is more likely to use a mobile phone while driving than older drivers, with 3 out of 5 Australian drivers aged between 18 and 24 years reporting that they had sent or received a text while driving, compared with 1 in 3 drivers aged over 25 years. This is an increased safety risk as drivers are 4 times more likely to get into a car crash with the use of mobile phone. The campaign devices distract drivers is targeting these young Australian drivers to educate and lower these statistics by raising awareness on this issue.

Marketing strategy: The marketing strategy our campaign will be using is digital and social media marketing. Digital and social media marketing is an effective and cost-friendly way to advertise our campaign to our target audience. Due to the statistics regarding the target audience and their mobile phone use, digital marketing will do an adequate job of reaching young drivers. This strategy will include the use of free advertising on all social media platforms such as Instagram, Facebook and Snapchat. As well as advertising, each social media platform will have it's own devices distract drivers page/account, where there will daily uploads and posts to advertise statistics, start Q & A's, hold competitions and create a space where young drivers can actively participate in encouraging safe driving. As well as social media pages there will be a website where people can find our social media handles and read our blog style uploads where young drivers that have been affected by this issue can tell their story and raise awareness for others. The reason for this is to increase the personalisation/and reality of this issue and encourage our audience to understand that this issue will affect every one of us in some way or another.

Example piece of advertisement: [devices distract drivers website](#)

Why and how this campaign will be effective:

This campaign will be effective due to several factors including our marketing campaign, campaign concept and the issue we are trying to combat. Our marketing campaign will be competent because young people are frequently using their mobile devices and engage with advertisements on social media platforms. Since our campaign is digitally based, it will be able to reach our target audience easily and instantly through the internet. The campaign concept makes this initiative compelling as young people are not likely to research subjects that don't affect their lives and seem too complicated. Our campaign is simple and straightforward which is appealing to this age bracket, and it is based around an issue that affects them directly. Because this issue is prevalent on Australian roads, it is therefore important for the public to be educated on the issue and that is where the campaign will come into play. It will help the public learn and understand the issue to then eradicate mobile phone use while driving on Australian roads.

This website is still in construction.