

HOLD

FOKUS

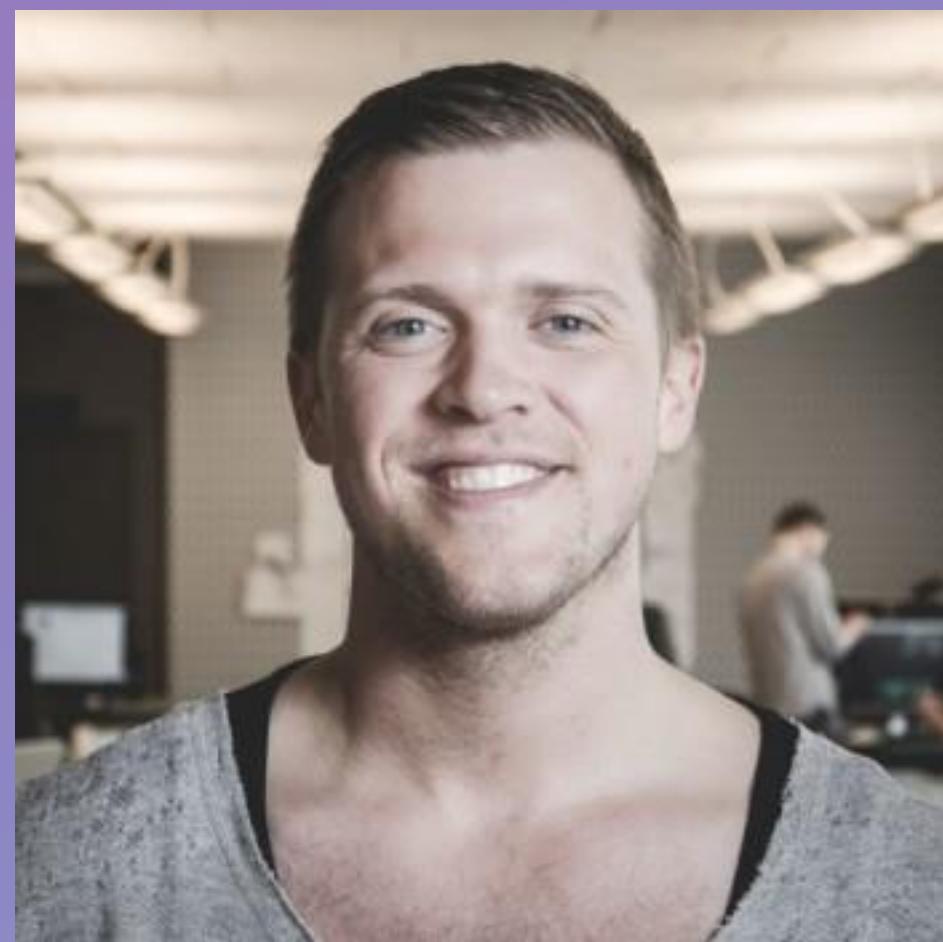
HÖLDUM

FÓKUS



Who, what, where.

Who



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General Manager
Co-founder



Einar Magnús
Iceland Transport
Authority
Promotion Specialist



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Why?

People driving under the influence of.....

What

New approach to new audiences

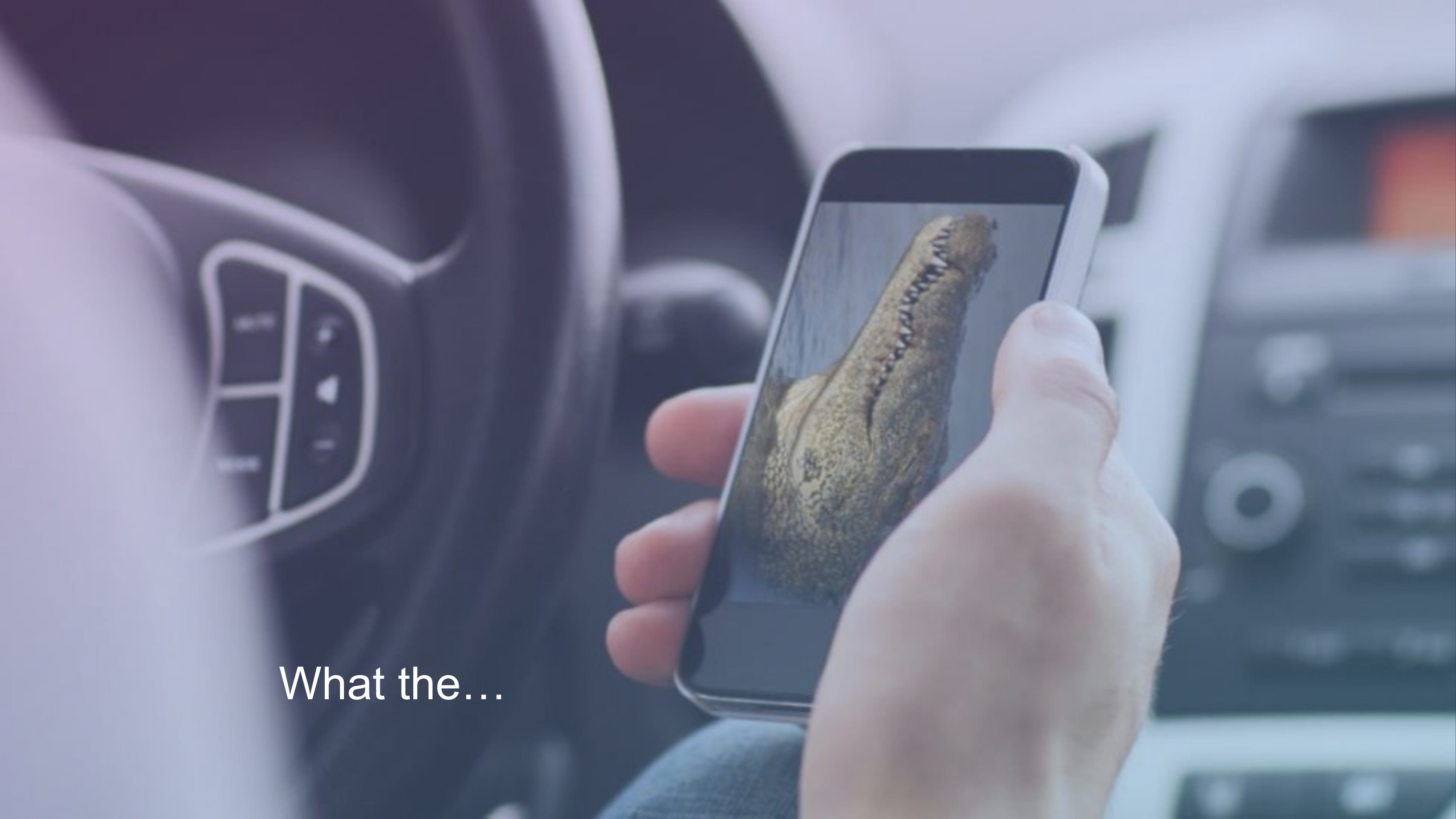
New approach to a new problem

Facebook API (personalised advert)

Realtime SMS

Realtime phone calls





What the...

A young man with short brown hair is sitting in the driver's seat of a car. He is looking down at a smartphone held in his right hand. The image has a strong blue color overlay. The text 'Where' is written in large white letters on the left side of the image, and '... am I going with this bad joke?' is written in smaller white letters below it.

Where

... am I going with this bad joke?





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live demo

A photograph of a person jumping over a wooden fence, with a group of people watching. The scene is overlaid with a blue gradient. The text "Immortality and friendship" is centered in white.

Immortality and friendship



Change habits

Habit: “At its core, a habit is simply a set of actions that has been automated. You don’t expend energy thinking about it — you just do it.”

A photograph of a person jumping over a wooden fence, with a group of people watching. The scene is set outdoors, possibly at a fair or festival, with a wooden fence in the foreground and a group of people in the background. The person jumping is in the center, with their arms raised in a celebratory gesture. The background shows a group of people standing and watching. The overall scene is captured in a slightly desaturated, blue-toned style.

“22% of drivers aged 18-24 admit using their phones while driving”

- Iceland Transport Authority



“50% of all drivers admit using there phones -
sometimes- or -often- while behind the wheel”

- Iceland Transport Authority

Iceland, 2013

Sláðu inn símanúmerið þitt og
skráðu þig inn með Facebook



Tengjast með Facebook

Engum upplýsingum um notendur er safnað utan við þetta tiltekna verkefni
Öll notkun er skráð til að koma í veg fyrir misnotkun



Líkar þetta



Della 35þ.



Tweet



G+ 27

GOOD

259.600 Pageviews

35.900+ Shares on Facebook

Intense Media Coverage

Public Safety Campaign of the year 2013: Icelandic Marketing Association (ÍMARK)

Best Campaign of the Year 2013: The Nexpo Awards

Best Internet Based Campaign 2013: The Iceland Web Design Industry Association (SVEF)

BETTER

1.5 Increase in the image / reputation index of Síminn
- Capacent, Iceland, 2013

BEST

50% fell down to 41%
after the campaign

- Capacent, Iceland, 2013

BEST!

22% fell down to 8%
after the campaign

- Capacent, Iceland, 2013

A blurred night cityscape with bokeh lights and a road leading into the distance. The scene is dark, with various lights from buildings and streetlights creating a bokeh effect. A road with lane markings leads from the bottom center towards the horizon. The overall atmosphere is that of a busy city at night, captured with a shallow depth of field.

HOLD

FOKUS



“About 30% of all fatal traffic accidents in Norway is due to distracted drivers”

- Trygg Trafikk, Norway

Norway, 2015

HOLD FOKUS

Fyll inn mobilnummeret ditt og koble
til med Facebook for å fortsette

Nummeret ditt blir ikke lagret, publisert,
delt eller belastet.



Koble til med Facebook

Hvorfor mobilnummer og Facebook?

- Du får en personlig opplevelse av innholdet
- Ingenting blir lagret, publisert eller delt.
- Helt gratis, null spam.
- Mer info om personvern

Tips
Ha telefonen
tilgjengelig!

[Les mer om kampanjen](#)



Gjensidige



TRYGG TRAFIKK

HTML 5



35%







Bruker du mobilen mens du kjører bil? Kanskje du slutter etter å ha sett videoen. Foto: Skjermdump fra kampanjen

Mobilbruk-kampanjen tar landet med storm



Reklame / Publisert 17.06.2015 14:21:03 - Oppdatert 17.06.2015 14:36:29

- «Vilt», «rørende» og «nyskapende»

—
Gjensidige og Trygg Trafikks nye kampanje krever både telefonnummer og Facebook-login av seerne. Se den her.

GOOD

170+ Positive articles

57,200+ Shares on Facebook

Awards:

Digital Communication Awards, Berlin: CSR Campaign of the Year 2015

Digital Communication Awards, Berlin: Innovation of the year 2015

Max Marketing Mix: Silver Awards (MMM)

Gullenken 2016, On of three best social campaigns of 2015 (SMD)

Nomination:

The European Excellence Awards (EEA) as The Best CSR Campaign of 2015

SABRE Awards as Insitutional Image campaign of the year

Digiday Awards, New York as Best Interactive Content Piece or Series

BETTER

The Campaign had a total reach of 30,000,000
With more than 8,500,000 on Facebook
Where 8,000,000 was completely organic

BEST

“1 out of 3 viewers changed
their view on mobile usage
while driving”

- Yougov, 2015 (Gjensidige)

Still waiting

There was an significant increase in “brand buzz” for Gjensidige, but we are still waiting for confirmation on how much and how it was measured.

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Vol. 2



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Updates



A group of people in a meeting, overlaid with a yellow gradient. The text is centered and reads: Looking for new partnerships in new markets.

Looking for new
partnerships in
new markets.

A group of people, including children and adults, are sitting on a lawn in front of a large, multi-story building. The scene is overlaid with a semi-transparent yellow filter. The text "Thank you." is centered in the middle of the image.

Thank you.