



# A new approach to improve safety on highways through public messaging

Transurban North America, the Virginia Department of Transportation (VDOT), the Virginia Department of Motor Vehicles (DMV) and the Virginia State Police (VSP) partnered to launch an innovative defensive driving safety campaign targeted to motorists traveling along interstates 95, 395, and 495 in Virginia.

Based on Transurban's message framing research, the safety campaign highlights the dangerous behaviors of "other drivers" on the road. This approach encourages motorists to adopt a defensive driving mindset which also reduces the likelihood that they engage in risky behaviors themselves.

## Campaign Creative

Pop culture phrases – with a little twist – stand out and empower motorists to drive defensively. Bright, bold headlines promote behaviors like assessing risks on the road and managing actions.

This campaign is anchored with the positioning line: **"Safer roads are up to all of us."** to promote self efficacy.

## Campaign Assets

Enclosed are the following creative assets that have been formatted for use on your existing social media platforms.

Campaign Concept	Headline (40 characters)	Primary Text (125 characters)	Creative File Options	Optimal Channel Options
<p><b>Four Second Rule</b></p> 	<p>Safety is up to all of us. Be a defensive driver.</p>	<p>Sharing the road comes with risks. Stay alert for speeders, texters and aggressive drivers.</p>	<p><b>15-second animation</b></p> <ul style="list-style-type: none"> <li>Resolution: 1080 x 1920</li> <li>File type: .mp4</li> </ul>	<ul style="list-style-type: none"> <li>Facebook Stories</li> <li>Instagram Reels</li> </ul>
			<p><b>15-second animation</b></p> <ul style="list-style-type: none"> <li>Resolution: 1920 x 1080</li> <li>File type: .mp4</li> </ul>	<ul style="list-style-type: none"> <li>Facebook Post</li> <li>X Post</li> </ul>
			<p><b>Static Image</b></p> <ul style="list-style-type: none"> <li>Resolution: 1920 x 1080</li> <li>File type: .jpg</li> </ul>	<ul style="list-style-type: none"> <li>Facebook Post</li> <li>Instagram Post</li> <li>X Post</li> </ul>
<p><b>Zoomies</b></p> 	<p>Safety is up to all of us. Be a defensive driver.</p>	<p>Sharing the road comes with risks. Stay alert for speeders, texters and aggressive drivers.</p>	<p><b>15-second animation</b></p> <ul style="list-style-type: none"> <li>Resolution: 1080 x 1920</li> <li>File type: .mp4</li> </ul>	<ul style="list-style-type: none"> <li>Facebook Stories</li> <li>Instagram Reels</li> </ul>
			<p><b>15-second animation</b></p> <ul style="list-style-type: none"> <li>Resolution: 1920 x 1080</li> <li>File type: .mp4</li> </ul>	<ul style="list-style-type: none"> <li>Facebook Post</li> <li>X Post</li> </ul>
			<p><b>Static Image</b></p> <ul style="list-style-type: none"> <li>Resolution: 1920 x 1080</li> <li>File type: .jpg</li> </ul>	<ul style="list-style-type: none"> <li>Facebook Post</li> <li>Instagram Post</li> <li>X Post</li> </ul>