

Swinburne Safe Driving Campaign



live the
moment.

take the
pledge.

drive
safer.

live the
moment.

The live the moment campaign is about taking a pledge to reduce the usage of mobile phones whilst driving.

The live the moment campaign is about taking a pledge to reduce the usage of mobile phones whilst driving.

The broader challenge is to raise awareness of the issue and influence behavioural change among 18–25 year olds.

The live the moment campaign is about taking a pledge to reduce the usage of mobile phones whilst driving.

The broader challenge is to raise awareness of the issue and influence behavioural change among 18–25 year olds.

The campaign will be launched on Swinburne's Hawthorn campus in association with Hard Edge, Swinburne University, TAC, RACV, NRSPP and Transurban.

audience

**The target audience
predominantly fit
into the Roy Morgan
Values Segment
'Young Optimism'.**

**The target audience
predominantly fit
into the Roy Morgan
Values Segment
'Young Optimism'.**

- **Attend university**
- **Want to experience all that life has to offer**
- **Young technocrats**
- **Hold a driver's license**
- **Socially active**
- **Care deeply about how others perceive them**

identity



live the
moment.



Outer circles allude to a steering wheel

live the
moment.



Outer circles allude to a steering wheel

A heart represents a love of life and living in the moment, focusing on the positivity of the campaign.

live the
moment.



live the
moment.

**Outer circles allude to a steering wheel
A heart represents a love of life and living
in the moment, focusing on the positivity of
the campaign.**

**A diagonal line alludes to a seatbelt and
road safety but is also the connecting
element of the two meanings: the car
(wheel) and the positive heart.**



**live the
moment.**

**Outer circles allude to a steering wheel
A heart represents a love of life and living
in the moment, focusing on the positivity of
the campaign.**

**A diagonal line alludes to a seatbelt and
road safety but is also the connecting
element of the two meanings: the car
(wheel) and the positive heart.**

**The typeface is friendly and approachable
inviting people to care about the issue.**

Orange is traditionally used in road safety signage and demands attention. It is known to represent adventure, freedom and youth which is exactly what the brand wishes to relate to.

Orange is traditionally used in road safety signage and demands attention. It is known to represent adventure, freedom and youth which is exactly what the brand wishes to relate to.

Complimenting the orange is a deep blue. This is known to represent reliability and responsibility. We want the audience to live the moment whilst staying safe.



**live the
moment.**



**live the
moment.**



**live the
moment.**



**live the
moment.**



**live the
moment.**



**live the
moment.**

All imagery that is not user generated should be evocative and inspiring. It should allude to living in the moment with a focus on driving. E.g. road trips and travel.

All imagery that is not user generated should be evocative and inspiring. It should allude to living in the moment with a focus on driving. E.g. road trips and travel.



All imagery that is not user generated should be evocative and inspiring. It should allude to living in the moment with a focus on driving. E.g. road trips and travel.



stages

**take the
pledge.**

**drive
safer.**

**live the
moment.**

**1. take the
pledge.**

take the pledge.

**Take the 'safe driving pledge'
on Swinburne campus during
O-week and have it displayed on
the 'pledge wall'.**

take the pledge.

**Take the 'safe driving pledge'
on Swinburne campus during
O-week and have it displayed on
the 'pledge wall'.**

OR

**Access the pledge through our
live the moment website or
Facebook page.**

**Posters around campus will
guide you to do either.**

the pledge.

I, _____, hereby pledge to always embrace the silence but make the noise; to speak in more than 140 characters; to take less selfies and to **live the moment**. I pledge to Snapchat less and _____ more.

I promise to put my phone away when I'm in the driver's seat (even when I'm at the stoplight), to let the text wait and the call go to voicemail and to always enjoy the journey.

signed: _____





Fill out the pledge with the LTM pen and affixate with the stickers

the pledge.

I, Thomas, hereby pledge to always embrace the silence but make the noise; to speak in more than 140 characters; to take less selfies and to **live the moment.** I pledge to Snapchat less and go running more.

I promise to put my phone away when I'm in the driver's seat (even when I'm at the stoplight), to let the text wait and the call go to voicemail and to always enjoy the journey.

signed: T Person

live the moment.

the pledge.

I, Maddie, hereby pledge to always embrace the silence but make the noise; to speak in more than 140 characters; to take less selfies and to **live the moment.** I pledge to Snapchat less and DANCE more.

I promise to put my phone away when I'm in the driver's seat (even when I'm at the stoplight), to let the text wait and the call go to voicemail and to always enjoy the journey.

signed: Madelene

live the moment.

the pledge.

I, Alana, hereby pledge to always embrace the silence but make the noise; to speak in more than 140 characters; to take less selfies and to **live the moment.** I pledge to Snapchat less and explore more.

I promise to put my phone away when I'm in the driver's seat (even when I'm at the stoplight), to let the text wait and the call go to voicemail and to always enjoy the journey.

signed: ALANA

live the moment.

the pledge.

I, Harry, hereby pledge to always embrace the silence but make the noise; to speak in more than 140 characters; to take less selfies and to **live the moment.** I pledge to Snapchat less and see my friends more.

I promise to put my phone away when I'm in the driver's seat (even when I'm at the stoplight), to let the text wait and the call go to voicemail and to always enjoy the journey.

signed: Harrison Person

live the moment.

the pledge.

I, Louise, hereby pledge to always embrace the silence but make the noise; to speak in more than 140 characters; to take less selfies and to **live the moment.** I pledge to Snapchat less and go to the beach more.

I promise to put my phone away when I'm in the driver's seat (even when I'm at the stoplight), to let the text wait and the call go to voicemail and to always enjoy the journey.

signed: L.M!

live the moment.

the pledge.

I, Rachel, hereby pledge to always embrace the silence but make the noise; to speak in more than 140 characters; to take less selfies and to **live the moment.** I pledge to Snapchat less and study more.

I promise to put my phone away when I'm in the driver's seat (even when I'm at the stoplight), to let the text wait and the call go to voicemail and to always enjoy the journey.

signed: Rachel Pledger

live the moment.

the pledge.

I, Michael, hereby pledge to always embrace the silence but make the noise; to speak in more than 140 characters; to take less selfies and to **live the moment.** I pledge to Snapchat less and keep my eyes on the road more.

I promise to put my phone away when I'm in the driver's seat (even when I'm at the stoplight), to let the text wait and the call go to voicemail and to always enjoy the journey.

signed: Micky J.

live the moment.

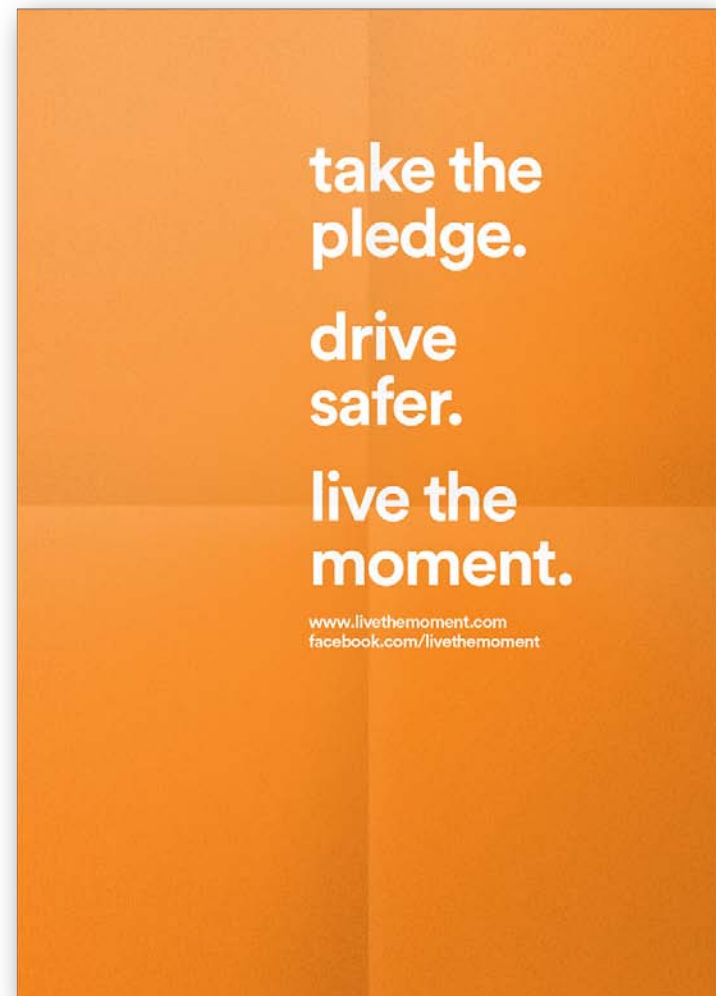
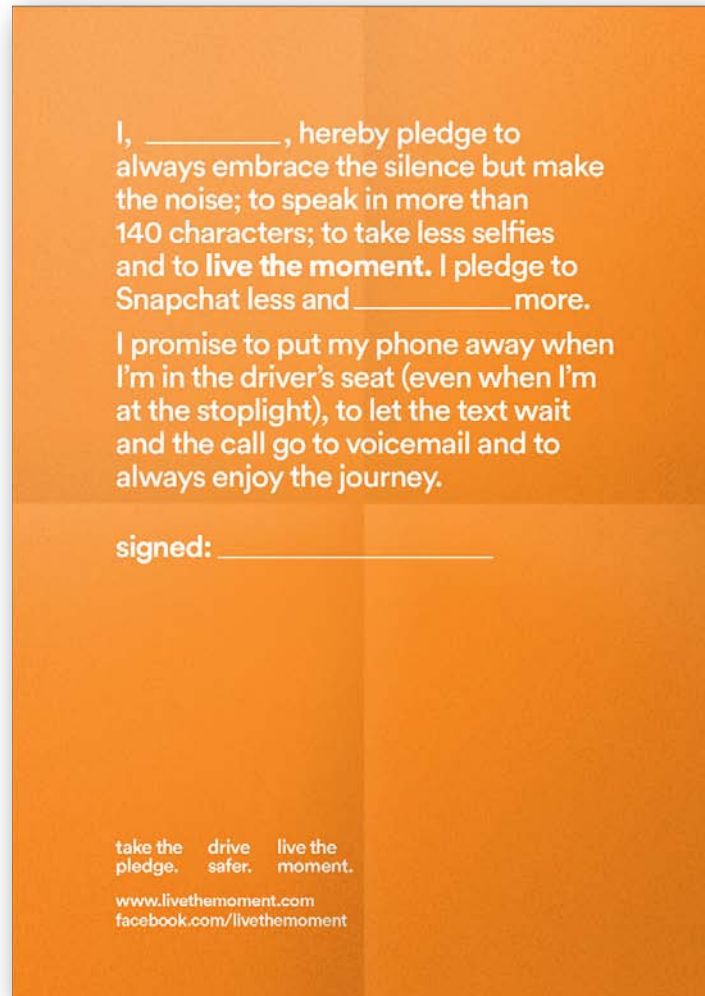
the pledge.

I, Eric, hereby pledge to always embrace the silence but make the noise; to speak in more than 140 characters; to take less selfies and to **live the moment.** I pledge to Snapchat less and enjoy life more.

I promise to put my phone away when I'm in the driver's seat (even when I'm at the stoplight), to let the text wait and the call go to voicemail and to always enjoy the journey.

signed: Eric Swinburne

live the moment.



A3 and A2 posters to be posted on campus and in local businesses

I pledge to speak
in more than 140
characters, to take
less selfies and to
live the moment.

signed: _____

take the drive live the
pledge. safer. moment.

www.livethemoment.com
facebook.com/livethemoment

I promise to put my
phone away when
I'm in the driver's
seat (even when I'm
at the stoplight).

signed: _____

take the drive live the
pledge. safer. moment.

www.livethemoment.com
facebook.com/livethemoment

Blank poster set to always be
shown together on campus

**2. drive
safer.**

take the pledge.

Take the 'safe driving pledge' on Swinburne campus during O-week and have it displayed on the 'pledge wall'.

OR

Access the pledge through our live the moment website or Facebook page.

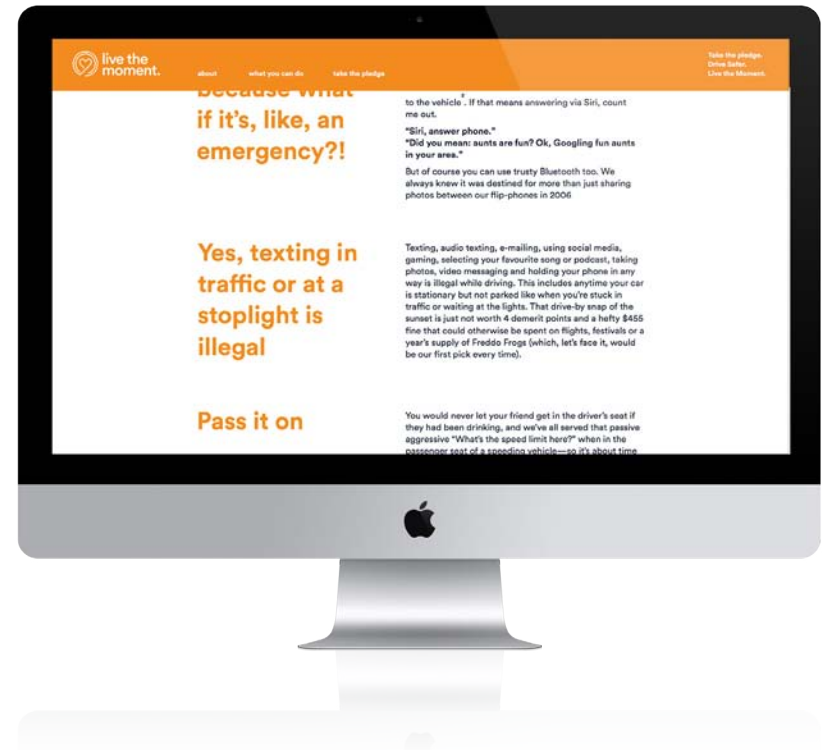
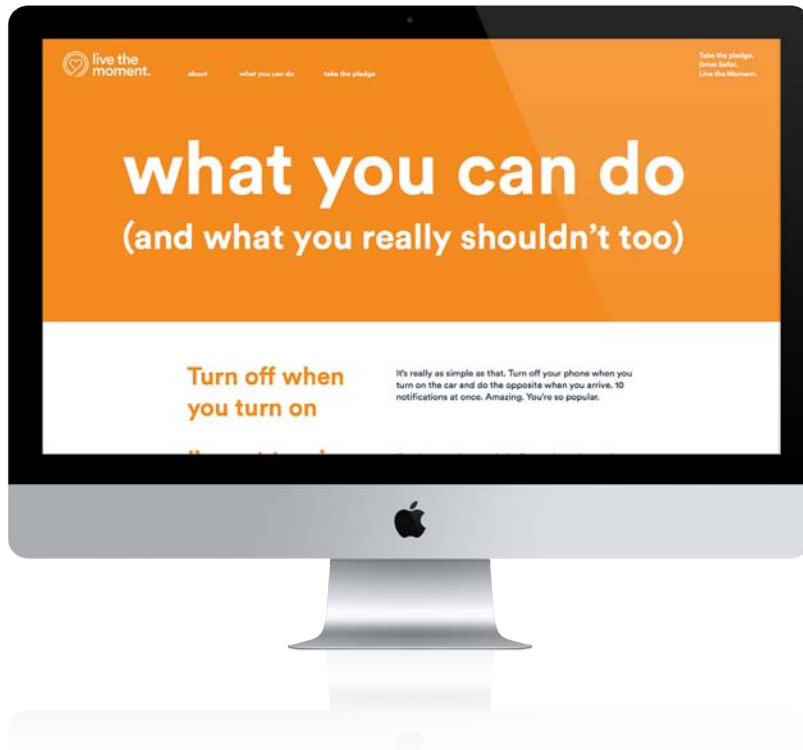
Posters around campus will guide you to do either.

drive safer.

Find safe driving information from the pledge, on the live the moment website and Facebook page.



Landing page



Approachable blog style
information pages

**website
copy**

About

Did you know the average person spends 90 minutes a day on their phone¹?

That's 10.5 hours a week.

Which is 42 hours a month.

or 23 days a year.

or 3.9 years of the average person's life.

1. <http://www.mobilestatistics.com/mobile-news/23-days-a-year-spent-on-your-phone.aspx>

About

Did you know the average person spends 90 minutes a day on their phone?

That's 10.5 hours a week.

Which is 42 hours a month.

or 23 days a year.

or 3.9 years of the average person's life.

And yet there's just never enough time to do the dishes or go to the gym...

About

Did you know the average person spends 90 minutes a day on their phone¹?

That's 10.5 hours a week.

Which is 42 hours a month.

or 23 days a year.

or 3.9 years of the average person's life.

And yet there's just never enough time to do the dishes or go to the gym...

Live the Moment is about taking a pledge to reduce our use of mobile phones especially when driving.

Let's face it, we miss so many great moments when we're on our phones watching cat videos, texting our friends or Googling who that actor is—you know, the one with the blonde hair who was on that show you watched once. And yes, we're all a bit guilty of doing this but it can become pretty dangerous when we're in the car and meant to be focused on the road.

It's always awkward when you're sitting in the passenger seat and your friend's driving with one hand and replying to a text with the other.

Seriously. It can wait.

If they realised that they didn't need to check that message immediately then you would both be able to enjoy your journey (and your anxiety levels could go back to a cool 0 or maybe a mellow 2 because your friend seems kind of erratic).

Cure that 'FOMO-itis', reclaim those lost years and live the moment.

If you're ready, take the pledge.

About

Did you know the average person spends 90 minutes a day on their phone¹?

That's 10.5 hours a week.

Which is 42 hours a month.

or 23 days a year.

or 3.9 years of the average person's life.

And yet there's just never enough time to do the dishes or go to the gym...

Live the Moment is about taking a pledge to reduce our use of mobile phones especially when driving.

Let's face it, we miss so many great moments when we're on our phones watching cat videos, texting our friends or Googling who that actor is—you know, the one with the blonde hair who was on that show you watched once. And yes, we're all a bit guilty of doing this but it can become pretty dangerous when we're in the car and meant to be focused on the road.

It's always awkward when you're sitting in the passenger seat and your friend's driving with one hand and replying to a text with the other.

Seriously. It can wait.

If they realised that they didn't need to check that message immediately then you would both be able to enjoy your journey (and your anxiety levels could go back to a cool 0 or maybe a mellow 2 because your friend seems kind of erratic).

Cure that 'FOMO-itis', reclaim those lost years and live the moment.

If you're ready, take the pledge.

Live the Moment is a road safety campaign created by Swinburne University Communication Design (Honours) student Chloë Young in association with the Transport Accident Commission (TAC), Royal Automobile Club of Victoria (RACV), National Road Safety Partnership Program (NRSPP), Transurban, Hard Edge and Swinburne University of Technology.

What you can do **(and what you really shouldn't too)**

Turn off when you turn on

It's really as simple as that. Turn off your phone when you turn on the car and do the opposite when you arrive. 10 notifications at once. Amazing. You're so popular.

What you can do (and what you really shouldn't too)

Turn off when you turn on

It's really as simple as that. Turn off your phone when you turn on the car and do the opposite when you arrive. 10 notifications at once. Amazing. You're so popular.

I'm not turning off my phone because what if it's, like, an emergency?!

If you're not going to switch off your phone then make sure that if that emergency call does come through you safely pull over and park before answering it.

If you're a fully licensed driver in Victoria you can answer calls provided you aren't touching your phone and it is secured in a commercially designed holder that is fixed to the vehicle². If that means answering via Siri, count me out.

"Siri, answer phone."

"Did you mean: aunts are fun? Ok, Googling fun aunts in your area."

But of course you can use trusty Bluetooth too. We always knew it was destined for more than just sharing photos between our flip-phones in 2006.

What you can do (and what you really shouldn't too)

Turn off when you turn on

It's really as simple as that. Turn off your phone when you turn on the car and do the opposite when you arrive. 10 notifications at once. Amazing. You're so popular.

I'm not turning off my phone because what if it's, like, an emergency?!

If you're not going to switch off your phone then make sure that if that emergency call does come through you safely pull over and park before answering it.

If you're a fully licensed driver in Victoria you can answer calls provided you aren't touching your phone and it is secured in a commercially designed holder that is fixed to the vehicle². If that means answering via Siri, count me out.

"Siri, answer phone."

"Did you mean: aunts are fun? Ok, Googling fun aunts in your area."

But of course you can use trusty Bluetooth too. We always knew it was destined for more than just sharing photos between our flip-phones in 2006.

Yes, texting when you're in traffic or at a stoplight is illegal

Texting, audio texting, e-mailing, using social media, gaming, selecting your favourite song or podcast, taking photos, video messaging and holding your phone in any way is illegal while driving. This includes anytime your car is stationary but not parked like when you're stuck in traffic or waiting at the lights. That drive-by snap of the sunset is just not worth 4 demerit points and a hefty \$455 fine that could otherwise be spent on flights, festivals or a year's supply of Freddo Frogs (which, let's face it, would be our first pick every time).

What you can do (and what you really shouldn't too)

Turn off when you turn on

It's really as simple as that. Turn off your phone when you turn on the car and do the opposite when you arrive. 10 notifications at once. Amazing. You're so popular.

I'm not turning off my phone because what if it's, like, an emergency?!

If you're not going to switch off your phone then make sure that if that emergency call does come through you safely pull over and park before answering it.

If you're a fully licensed driver in Victoria you can answer calls provided you aren't touching your phone and it is secured in a commercially designed holder that is fixed to the vehicle². If that means answering via Siri, count me out.

"Siri, answer phone."

"Did you mean: aunts are fun? Ok, Googling fun aunts in your area."

But of course you can use trusty Bluetooth too. We always knew it was destined for more than just sharing photos between our flip-phones in 2006.

Yes, texting when you're in traffic or at a stoplight is illegal

Texting, audio texting, e-mailing, using social media, gaming, selecting your favourite song or podcast, taking photos, video messaging and holding your phone in any way is illegal while driving. This includes anytime your car is stationary but not parked like when you're stuck in traffic or waiting at the lights. That drive-by snap of the sunset is just not worth 4 demerit points and a hefty \$455 fine that could otherwise be spent on flights, festivals or a year's supply of Freddo Frogs (which, let's face it, would be our first pick every time).

Pass it on

You would never let your friend get in the driver's seat if they had been drinking, and we've all served that passive

aggressive "What's the speed limit here?" when in the passenger seat of a speeding vehicle—so it's about time we thought about mobile phone use while driving in the same way.

Give the driver a helping hand. Take the call if you know they can't or tell them you'll type the text for them. Suggest that they could meet up with whoever's on the other end to grab a coffee and actually speak face-to-face instead of over text.

Getting someone to stop this bad habit doesn't have to be an intervention, there's no phone rehab they have to go to and they're not going to hate you. Do the good guy thing. Lead by example.

2. <https://www.vicroads.vic.gov.au/safety-and-road-rules/driver-safety/mobile-phones-and-driving>

**3. live the
moment.**

take the pledge.

Take the 'safe driving pledge' on Swinburne campus during O-week and have it displayed on the 'pledge wall'.

OR

Access the pledge through our live the moment website or Facebook page.

Posters around campus will guide you to do either.

drive safer.

Find safe driving information from the pledge, on the live the moment website and Facebook page.

live the moment.

Take an image showing your involvement with the safe driving pledge—whether it be a digital version; printed version from O-week or at home; a picture of you or a friend holding up their pledge; or even of our posters around Hawthorn.

take the pledge.

Take the 'safe driving pledge' on Swinburne campus during O-week and have it displayed on the 'pledge wall'.

OR

Access the pledge through our live the moment website or Facebook page.

Posters around campus will guide you to do either.

drive safer.

Find safe driving information from the pledge, on the live the moment website and Facebook page.

live the moment.

Take an image showing your involvement with the safe driving pledge—whether it be a digital version; printed version from O-week or at home; a picture of you or a friend holding up their pledge; or even of our posters around Hawthorn.

Upload to our Facebook page or your Instagram page with the hashtag #LTMpledge for your chance to win 2x VIP Listen Out festival tickets and truly live the moment!



Instagram and Facebook posts

