

Campaign under \$50k: Look and See

Remember that movie from the late 90's where the kid can see dead people?
Look & See draws inspiration from the M. Night Shyamalan classic.
It even comes with a twist!

The big message – if you're behind the wheel and not watching the road,
you're not going to see what's happening right in front of you.
And sometimes, the consequences could be deadly.

VIDEO



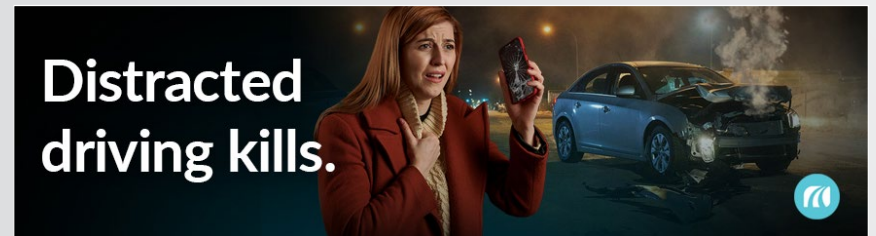
Distracted Driving

https://www.youtube.com/watch?v=8ypX_dHWUUY



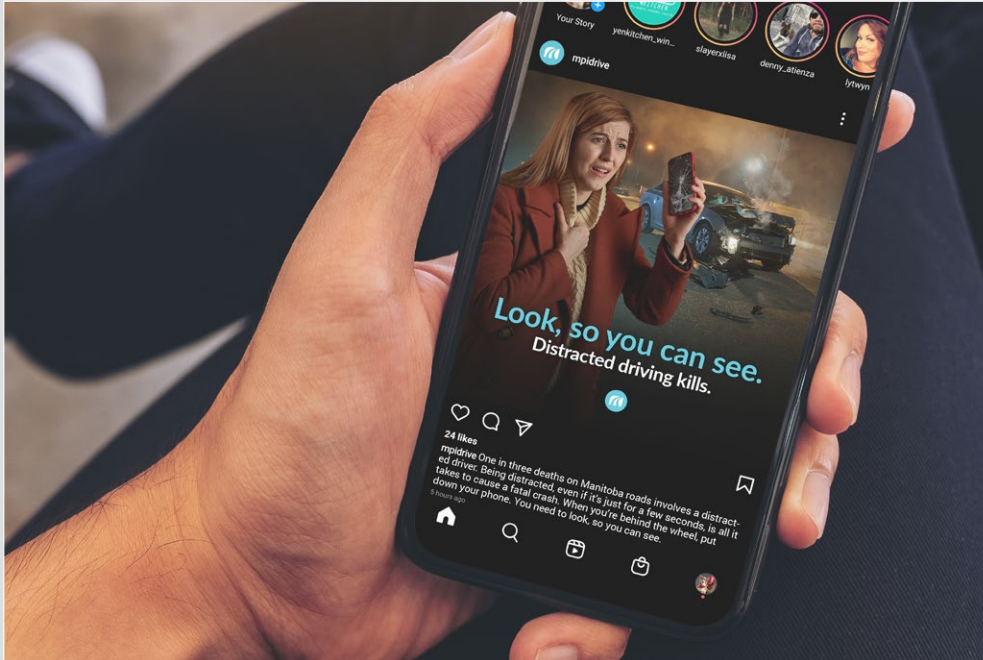
20ft x 10ft digital billboard

DIGITAL OUTDOOR
BILLBOARDS



14ft x 48ft digital billboard

Campaign under \$50k: Look and See

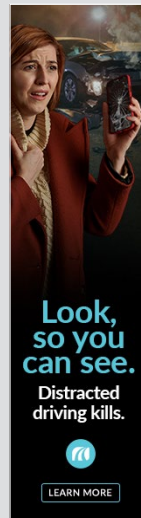


Static Instagram ad

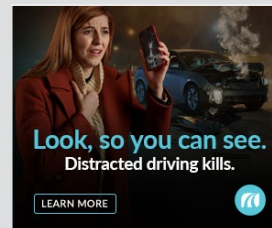


Static Facebook ad.

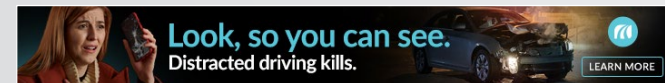
Text: One in three deaths on Manitoba roads involves a distracted driver. Being distracted, even if it's just for a few seconds, is all it takes to cause a fatal crash. When you're behind the wheel, put down your phone and focus on the road.



Display ad - "skyscraper" (160 x 600 px)



Display ad - "bigbox" (300 x 250px px)



Display ad - "leaderboard" (728 x 90 px)