

# Campaign under \$50k: My Lane

Making a comment on traffic culture is a new direction for MPI. Following the success of the Friendly Manitoba campaign, we wanted to take the conversation further and with a focus on zipper merging.

Sometimes our behaviours can be sophomoric and childish, and this creative takes a humorous play on our more selfish moments especially behind the wheel.

The only way for zipper merging to be successful is when drivers work together and share the lane. Taking turns seems like something we learn and value as children, but these behaviours need to translate on the road. We need to merge mindfully.



MANITOBA  
PUBLIC INSURANCE



# DIGITAL SPOT

<https://youtu.be/1mWd7y9Flsl>

SFX:  
Light/quirky music

VO:  
Meet Kevin. Kevin has trouble sharing.  
From breakfast with his family...

AUDIO (clip):  
My pancake!

VO:  
To sharing the remote...

AUDIO (clip):  
My football!

VO:  
Even the limelight at work...

AUDIO (clip):  
My presentation!

VO:  
Kevin also doesn't share his lane  
when people are trying to merge.

SFX:  
Traffic, car honking.

AUDIO (clip):  
Look at this backup. PLAN AHEAD PEOPLE!

VO:  
But Kevin doesn't realize how his  
behaviour is seen by others, including  
his daughter in the back seat

Olivia:  
My Lane you stupid jerks!!

VO:  
Share the road. Be mindful when merging.  
A message from Manitoba Public Insurance.

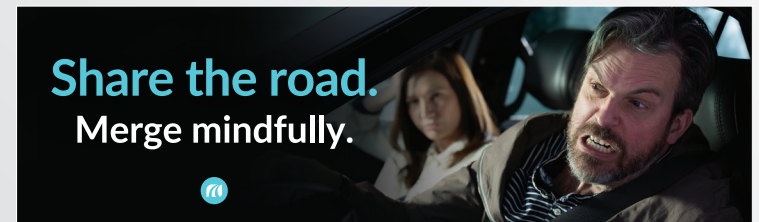


20ft x 10ft billboard

OUT OF HOME



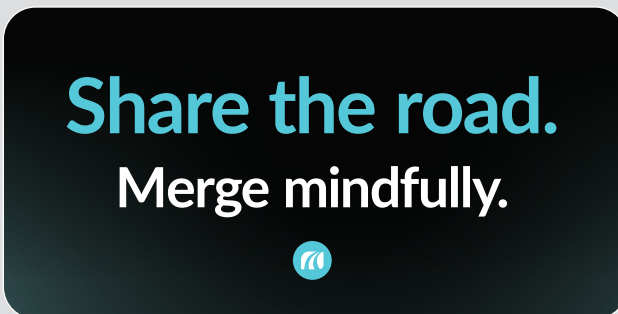
14ft x 48ft digital billboard



Transit 70s



Transit Interiors



20ft x 10ft side-by-side billboards

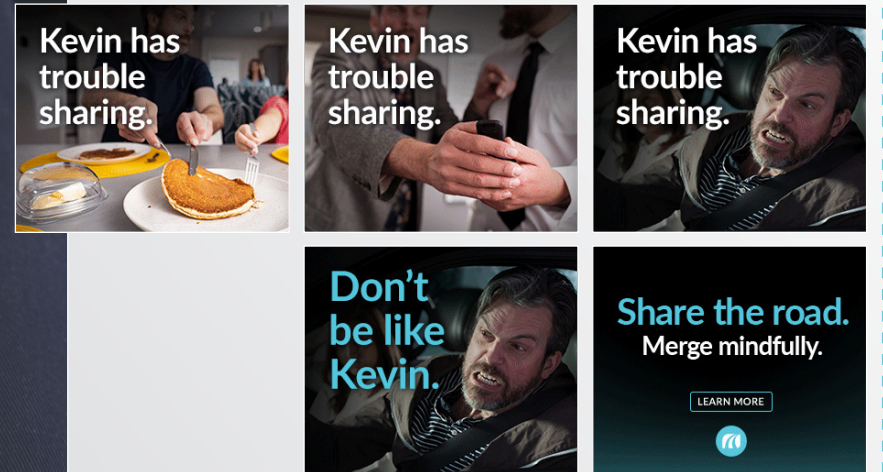


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Static Instagram ad



Animated online display ad - "bigbox" (300 x 250px px)

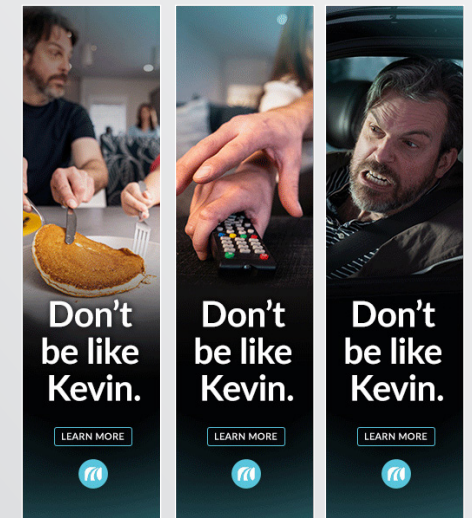


Static Facebook ad.

Headline: Share the road. Merge mindfully.



Animated online display ad - "leaderboard" (728 x 90 px)



Animated online display ad - "skyscraper" (160 x 600 px)