

Campaign over \$50k:

# Be a team player for road safety

We created a multi-faceted campaign to address 4 major road safety issues: distracted driving, impaired driving, seatbelts, and speed. This campaign leveraged the celebrity profile of NHL Winnipeg Jet, Mark Scheifele.

The campaign was specifically created for Mark. It was designed to align with who he is both as a person and as a player. The concept uses tasteful humour with light-hearted and fun themes to reflect Mark who is wholesome, genuine and can also laugh at himself.

We featured 4 unique video spots which aired on television and were used on the jumbo screen during games of the NHL Winnipeg Jets. The recognizability of featuring a beloved NHL celebrity, helped target a wider demographic and ensure a more memorable and influential campaign.



TELEVISION/BROADCAST:

*Distracted Driving*

<https://www.youtube.com/watch?v=rV4T3mY4pMk>



TELEVISION/BROADCAST:

*Impaired Driving*

<https://www.youtube.com/watch?v=9Wkg4qomrWg>



TELEVISION/BROADCAST:

*Seatbelts*

[https://www.youtube.com/watch?v=J\\_Wk4\\_I5Q\\_s](https://www.youtube.com/watch?v=J_Wk4_I5Q_s)



TELEVISION/BROADCAST:

*Speed*

<https://www.youtube.com/watch?v=IHNLNiVLkw>

SFX:  
A car door closes.  
An engine revs and car pulls away  
Dan: (calling from the car as it pulls away)  
Have a good game, bud!  
(To Lisa) Alright, we gotta talk. You need to  
start wearing your seat belt - every time.

Lisa:  
What? I do!

Dan:  
Then why does Mark Scheifele keep showing up in  
my back seat, full hockey gear, reminding you  
to wear it, hmm?

Lisa:  
Who's going to remind me if Mark Scheifele  
doesn't?!

Dan:  
I will!

Lisa:  
I don't know... the helmet, the shoulder pads,  
those dreamy blue eyes...

Dan:  
Hey, bud. Without the right gear you're gonna  
be riding the pine.

Lisa:  
Awh. You almost sounds like him.

Dan:  
Put your seat belt on.

Lisa:  
Right.

SFX:  
Seat belt click.

VO:  
Be a team player for road safety. Buckle up.  
A message from Manitoba Public Insurance.



20ft x 10ft billboard

PRINTED AND DIGITAL  
OUTDOOR BILLBOARDS



14ft x 48ft digital billboard



20ft x 10ft side-by-side billboards

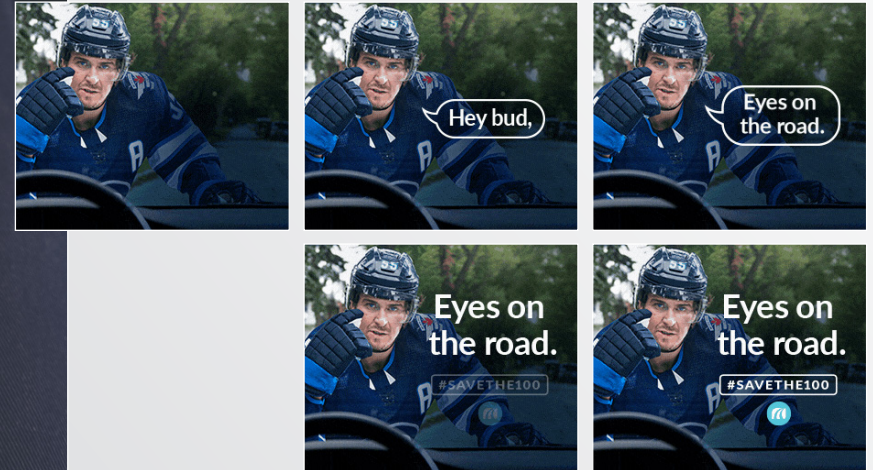
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## ONLINE DISPLAY ADS AND SOCIAL MEDIA



Static Instagram ad



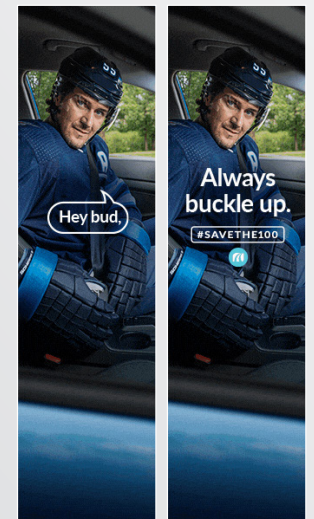
Animated online display ad - "bigbox" (300 x 250px)



Static Facebook ad.



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



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

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