be the driver who saves lives

Presented By:
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Campaign Background

• First time ever, all encompassing campaign
• Focuses on *personal* responsibility
• Featured year round
• All advertising mediums
• Ads coupled with enforcement waves
• Target audience
The COVID Effect

• Switch to animation (from actors)
• Depict social distancing
• Eventually actor based ads introduced
Program Area Tag Lines

- The Buckled Up Driver
  OCCUPANT PROTECTION CAMPAIGN

- The Look Twice Driver
  MOTORCYCLE SAFETY CAMPAIGN

- The Make a Plan Driver
  IMPAIRED DRIVING CAMPAIGN

- The Share Driver
  PEDESTRIAN & BICYCLE SAFETY CAMPAIGN

ZERO DEATHS MARYLAND
Instagram Story

Maryland Dept. of Transportation

“it rubs my neck”

Maryland Dept. of Transportation

be the buckled up driver

Maryland Dept. of Transportation

be the driver who saves lives

ZERO DEATHS
MARYLAND
Billboards

be the buckled up driver

be the driver who saves lives

zeroDeathsMD.gov

ZERO DEATHS MARYLAND
Presence on Website

Meet the drivers who are saving lives in Maryland. See how.

ZeroDeathsMD.gov
In the News

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Be the Driver ... Who Saves Lives
MDOT MVA campaign targets areas of concern, stresses life-saving driver behaviors

GLEN BURNIE, MD (September XX, 2020) – When it comes to safety on Maryland’s roads, the Maryland Department of Transportation Motor Vehicle Administration (MDOT MVA) has a message for drivers: don’t just talk about saving lives behind the wheel, be the driver who does it.

MDOT MVA’s Highway Safety Office is launching a highway safety campaign focused on safe driving behaviors – Be the Driver. The campaign depicts common situations drivers, riders and pedestrians often face and each road users’ personal responsibilities. Through the campaign, the Highway Safety Office is asking: Will you be the driver who helps eliminate deaths and serious injuries on Maryland roads?
MD Highway Safety Office

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