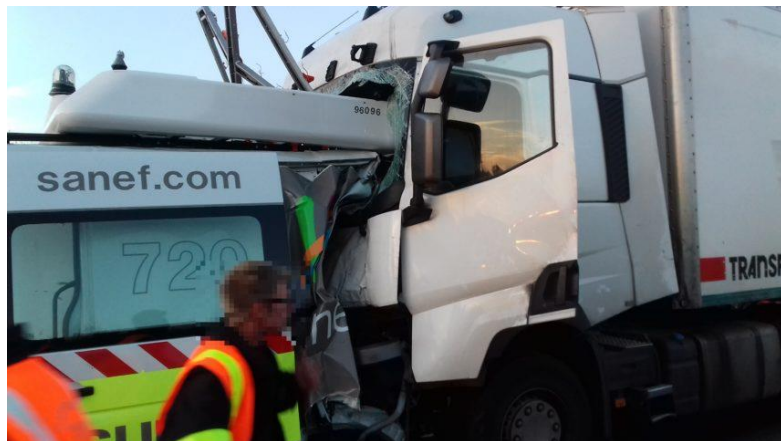


Building safety culture : exploring gratitude to change behaviors on the road 🙌



Can a simple “Thank you” change the way we drive?

In 2020,
131 patrol vans
were hit on french
motorway networks
and as many agents
were shocked or
even injured.



The safety of our motorway agents : a permanent concern

Our agents are exposed to traffic, inattention and sometimes to accidents.

They are however very visible, with their fluorescent yellow outfit, vans adorned with red and white zebras, their flashing light arrows ...

How can we not see them?



Previous campaigns

After communicating through humor, testing pedagogy, pushing behavioral analysis and understanding drowsiness phenomena, our conviction is that **the time for gratitude towards good drivers has come ...**



Gratitude

Gratitude promotes a form of social well-being and generates a **positive impact on people**.

Dictionaries define it as a **feeling of thankfulness towards a person from whom one has received a benefit or a service, prompting to give something back**.

At Sanef, we believe that the “Thank You”, repeated over and over, will generate a positive emotional response.

That’s therefore the key to what we're looking for with this “Thanks to You” (Merci à vous) campaign: **the recognition that a virtuous behavior will engender other virtuous behaviors ...**

It is a sensitive, emotional gamble, but one that deserves to be tried to help preserve the lives of our agents and our customers...



A mirror campaign

The campaign reflects the thanks sent to motorways agents and to customers, to **promote good behavior and thus encourage everyone to reproduce them.** To make an ever safer experience while driving on motorways.



Declination on patrol and safety distances



Declination on breakdowns



Declination on information



Declination on works

« Bravo à ces femmes & ces hommes de Sanef qui, sur le terrain, rendent les autoroutes propres et dégagées »

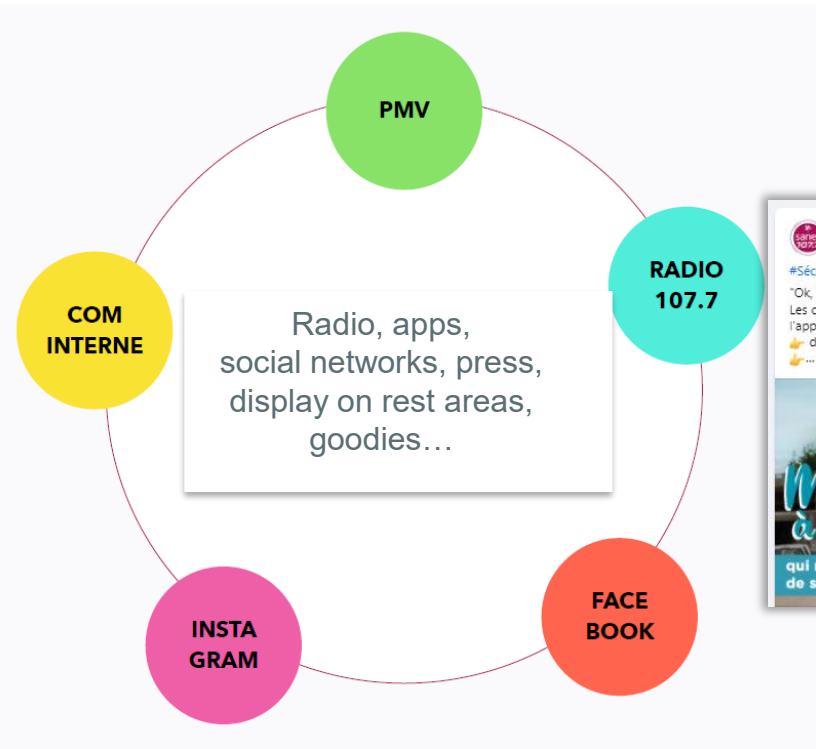
**Pierre,
qui ralentit dans les zones
de travaux**




**Merci
à vous**



A multi-channel campaign



12 weeks of campaign on all media



Customers enjoyed and approved massively...



Excellent feed backs on social networks

Abdallah Resch



Loi . Merci de penser à nous aussi qui sommes toute l'année sur vos autoroutes .. merci de votre soutien lors du 1er confinement . On n'oubliera pas votre compréhension et votre

gentillesse



Michel Scalbert

Prenez soin de vous et merci pour les informations que vous nous donnez bonne journée à vous tous 👍👍😊😊

J'aime · Répondre · 1 sem



↳ 1 réponse



Thomas Renault

Non non , c est nous qui vous remercions de prendre soin de nos autoroutes et oui soyez prudent car il y a vraiment des fous

Since May' 21 :

More than 100 000 people exposed to the campaign
Average engagement rate >2%



joffrey jacquot
@Joffreyjacquot

On ne remercie pas assez tout le personnel autoroutier @sanef_groupe et autres services. Vous faites vraiment un boulot remarquable, et on en parle pas assez. A tous les niveaux. Chapeau bas l'équipe. Vous bravez les dangers alors faites attention à vous!!

Next step: same campaign mechanism on distractors



*“Being rational doesn't mean cutting yourself off from your emotions.
The brain that thinks, that calculates, that decides is nothing other
than the one that laughs, cries, loves, who experiences pleasure and displeasure”.*

*« Être rationnel, ce n'est pas se couper de ses émotions.
Le cerveau qui pense, qui calcule, qui décide n'est pas autre chose que celui qui rit,
qui pleure, qui aime, qui éprouve du plaisir et du déplaisir. »*

Antonio R. Damasio, L'erreur de Descartes



Thanks for your attention

