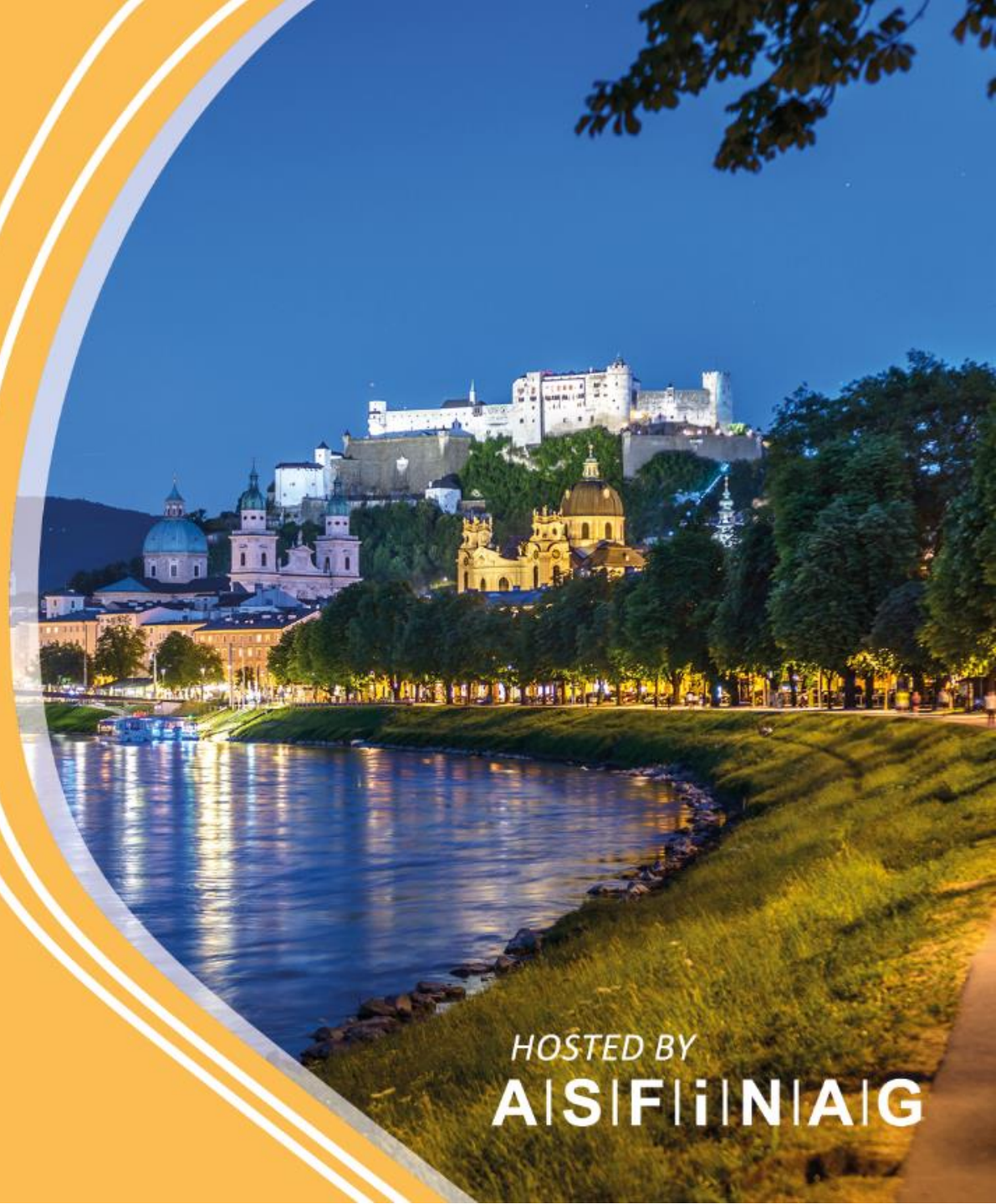


15th **A**SECAP
ROAD SAFETY
CONFERENCE

ASCENDI'S ROAD
SAFETY
CAMPAIGNS



HOSTED BY
AISIFÍNIAG

INDEX



/ 01 CONTEXT

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CAMPAIGNS

/ 02 JUNIOR PATROL
CAMPAIGN

/ 04 KEY LEARNING
POINTS

ASCENDI MOTORWAYS NETWORK

DIRECT OPERATIONS

6 ROAD
CONCESSIONS
under operation

630 km
(of motorways)
OPERATED BY ASCENDI



ASCENDI TOLL SYSTEMS & OPERATIONS

2 x
TRADITIONAL
TOLLING

- / NT - Norte
- / GL - Grande Lisboa

4 x
All Electronic
Tolling (MLFF)

- / CP - Costa de Prata
- / GP - Grande Porto
- / BLA - Beiras Litoral e Alta
- / IN - Interior Norte
- / PI - Pinhal Interior
- / TM - Túnel do Marão
- / IP – A23 – Torres Novas (A1)/Abrantes



ASCENDI ROAD SAFETY CAMPAIGNS



RISK BEHAVIORS



SPEEDING – speed inadequacy to road work zones and general speed above the legally allowed.

DIGITAL DISTRACTION – driver distraction when using smartphones, tablets and even vehicle instruments, such as GPS.

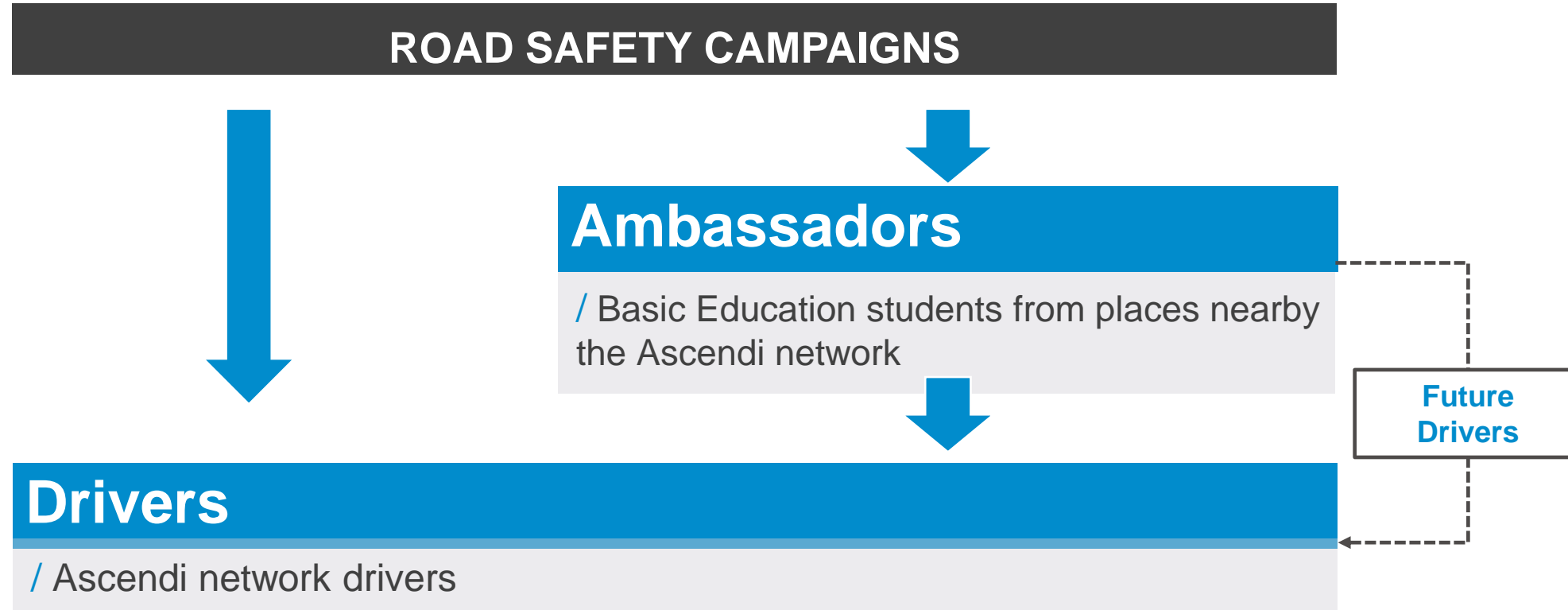
STAKEHOLDERS





ASCENDI ROAD SAFETY CAMPAIGNS

TARGETS



Junior Patrol

Driver distraction from mobile phone use has been appointed as a major cause of road accidents in Portugal.

PARTNERS

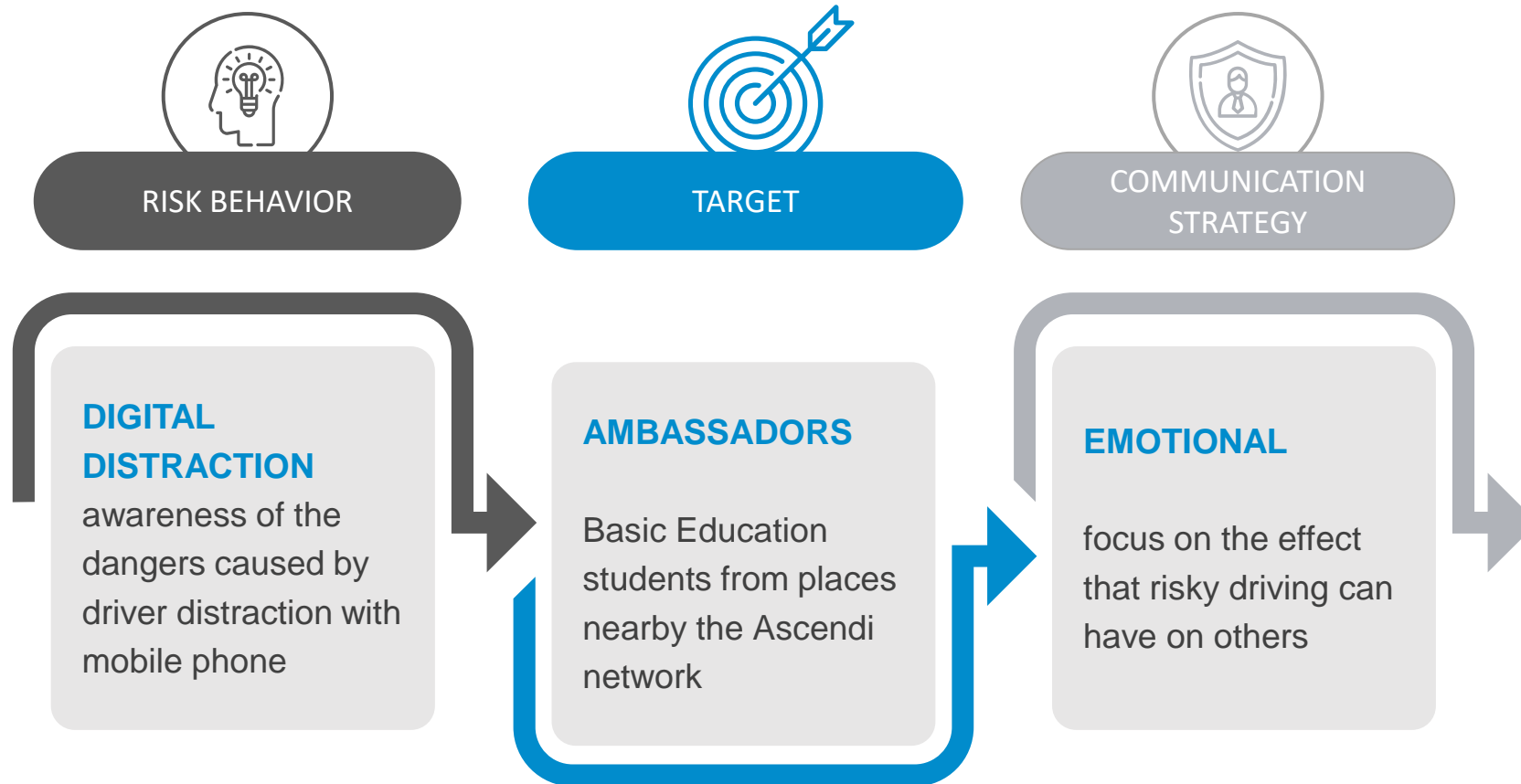
- # 1 National Road Safety Authority
- # 2 Police Forces - National Republican Guard / Public Security Police



They lend more relevance to the theme and support to road safety message conveyance.



Junior Patrol



Strategy



Theatre Play

- / Exhibited to children of the 1st cycle of 10 counties adjacent to our motorway network.
- / In a simple and direct way, alerts children to the dangers caused by the driver's distraction with the mobile phone.

Merchandising

- / Junior Patrol Badge and Good Agent Handbook with illustration of the risks of using a mobile phone while driving.

Digital Endorsement

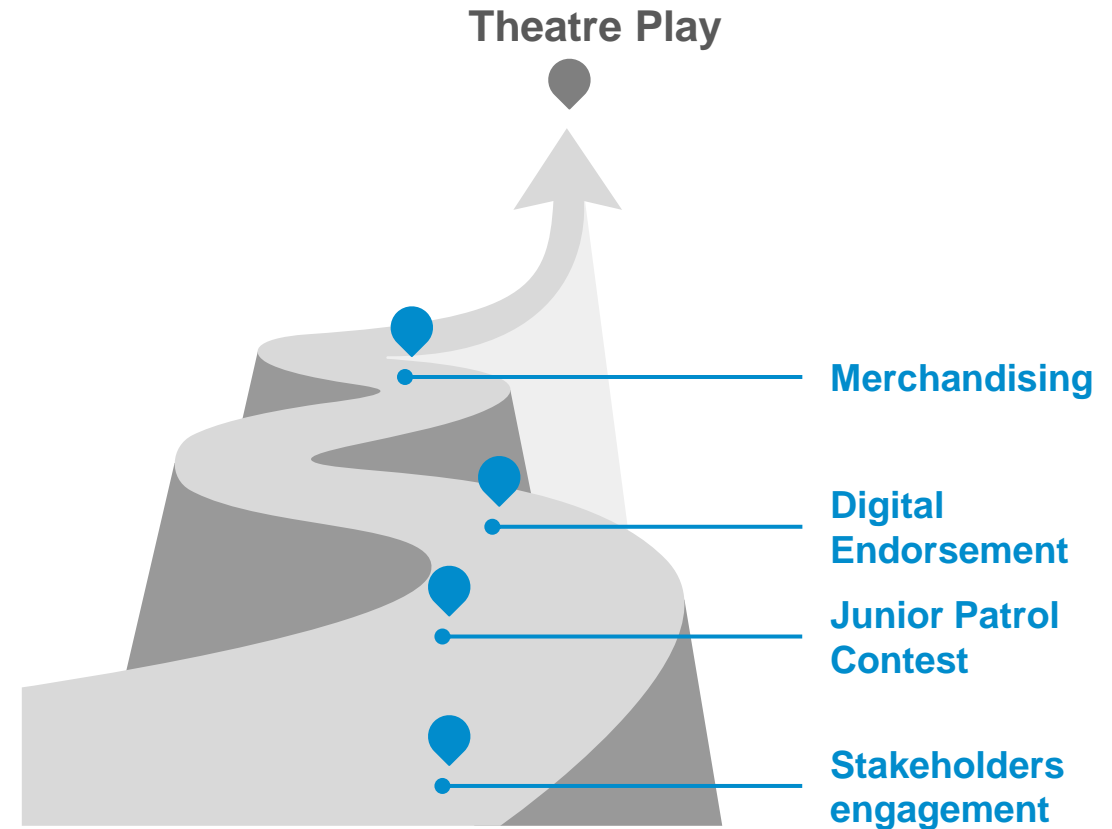
- / Videos and photos promotion on social networks and websites of all partners.

Junior Patrol Contest

- / National competition to encourage presentation of creative works on the theme "Road Safety" focusing on the message conveyed by the play, specifically the dangers of using a mobile phone while driving.

Stakeholders engagement

- / All stakeholders have an active role in the campaign, participating in the activities and promoting it on their digital communication channels.



Theatre Play & Merchandising



- / The play tells the story of a group of children who love to play with their best friend, a dog named CHICO. They meet a driver who is always using the smartphone.
- / The children repeatedly warn him that this is very dangerous and a real Police officer enters on stage and gives him a fine. Several times the driver appears on scene using the smartphone.
- / **At a certain point, there is a sound of a big road crash. Listening to the actors you can understand that their friend, the dog, was run over by the driver who was always distracted with the smartphone.**
- / Then, the Dog enters in the scene with a hurt leg. At this time, the actors create the JUNIOR PATROL and ask the children to join them.
- / The play ends with the police recruiting the children as Junior Patrol agents, handing out the Good Agent Handbook and placing a badge on the children.



Theatre Play & Merchandising



The image displays a collection of materials for the Junior Patrol campaign. On the left is the cover of the 'Manual do Bom Agente', featuring the 'Patrulha Júnior' logo and the text 'MANUAL DO BOM AGENTE'. To its right is a congratulatory card with a red banner saying 'PARABÉNS!' and text: 'És o novo Agente da Patrulha Júnior! A tua função é estar muito atento aos condutores, para eles cumprirem as regras da estrada. Com este Manual vais saber as regras que os condutores devem seguir. Pinta os desenhos com as tuas cores preferidas.' Below these are two activity cards. The first shows a dog named Filipa looking out a car window, with text: 'A Filipa está distraída! Não está a ver o Chico! Se ela vê o telemóvel, não vê o Chico!'. The second shows a dog named Chico with a bandaged paw, with text: 'Para o Chico ficar seguro vamos estar sempre atentos! SOMOS A PATRULHA JÚNIOR!'.

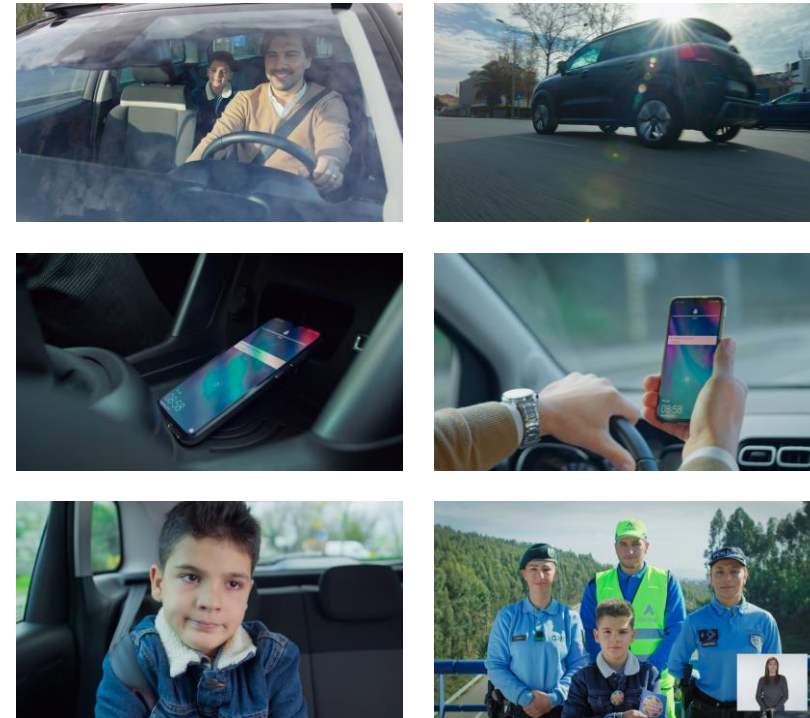
Digital Endorsement



Video 1 "Trip to school"



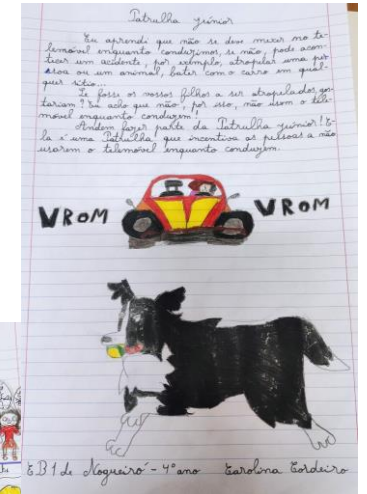
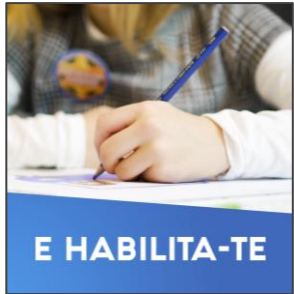
Video 2 "Family journey"



Junior Patrol Contest



Promotional video



Stakeholders engagement

Reco
mil n
dura
Este
dese
perig
Sabe
#pat

Esta atenção às novidades!
Sabe mais em <https://www.ascendi.pt/patruhajunior/>
#PatruhaJunior

Polícia Segurança Pública
19 de janeiro às 18:00
A Patrulha Júnior lança um desafio às crianças lá de casa!
Convidamos as crianças até aos 12 anos a mostrarem o seu talento! Desafia-a a realizar um trabalho (escrita, desenho ou fotografia) sobre o tema "Segurança Rodoviária": Perigo da utilização do telemóvel durante a condução e habilita-a ganhar prémios!
A criança habilita-se a uma experiência única de acompanhar os agentes da autoridade (vestido com a farda oficial). Para isso, basta que uma fotografia do trabalho na rede social Facebook, poste numa publicação Pública e com a hastag #patruhajunior, em alternativa a fotografia do trabalho pode ser enviada para patruhajunior@ascendi.pt. Regulamento do concurso em [ascendi.pt/patruhajunior/](https://www.ascendi.pt/patruhajunior/) e não se esqueça, concurso termina em 31 de dezembro. #concurso patrolhajunior

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jose.pinto57 Excelente trabalho.
11 sem 1 curtida Responder
vr_eighty4 Excelente!!!
11 sem 1 curtida Responder
ajmotomacedo 🍌👍
11 sem 1 curtida Responder
1.700 curtidas
21 DE NOVEMBRO DE 2019
Adicione um comentário... Publicar

8 pessoas 8 comentários 39 partilhas
Comentar Partilhar

Joana Santos Gomes e 271 outras pessoas 17 comentários 93 partilhas
Gosto Comentar Partilhar

31 4 partilhas
Gosto Comentar Partilhar

TEMA:
SEGURANÇA RODOVIÁRIA

HOSTED BY AISIFIINIATG

Figures



2 months after the play was exhibited

95%

of Parents are still hinted by the campaign

97%

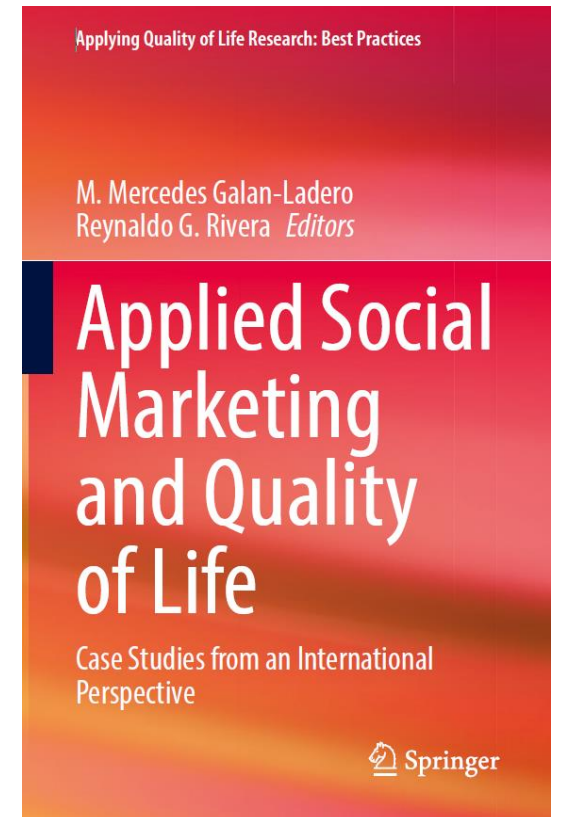
considers that the child's message has reduced their will of using their smartphone while driving

85%

considers that the child has made them more aware of the problem

Case Study

/ The campaign is presented in an academic book that collects best practices in social marketing campaigns - *Children as influencers of quality of life: a social marketing campaign for road safety*



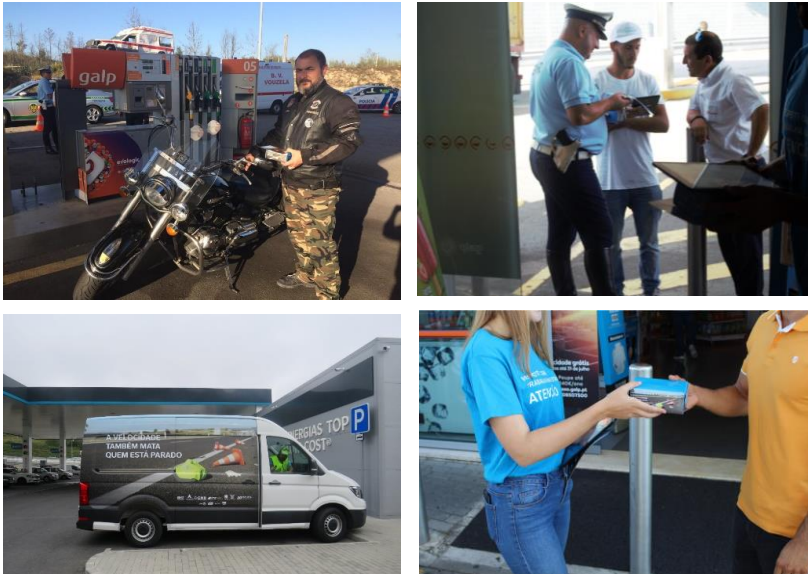
RESPECT ROAD WORKERS



RESPECT ROAD WORKERS



FIELD ACTIVATIONS



DIGITAL ENDORSEMENT



SPEEDING (Speed Yearbook 2020)



12%

DOS CONDUTORES DA A41 VIAJA EM EXCESSO DE VELOCIDADE

Seja responsável

PELA SEGURANÇA DE TODOS, CUMPRA OS LIMITES DE VELOCIDADE



12%
OF DRIVERS ON THE
A41 ARE SPEEDING

Be responsible
**FOR EVERYONE'S
SAFETY OBEY THE
SPEED LIMITS**

KEY LEARNING POINTS



proximity to the target audience

relational and interactive messages

positive and **immersive** experience

innovative and distinctive

multistakeholder



THANK YOU FOR YOUR ATTENTION

Filipe Melão | fmelao@ascendi.pt



Join us on



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