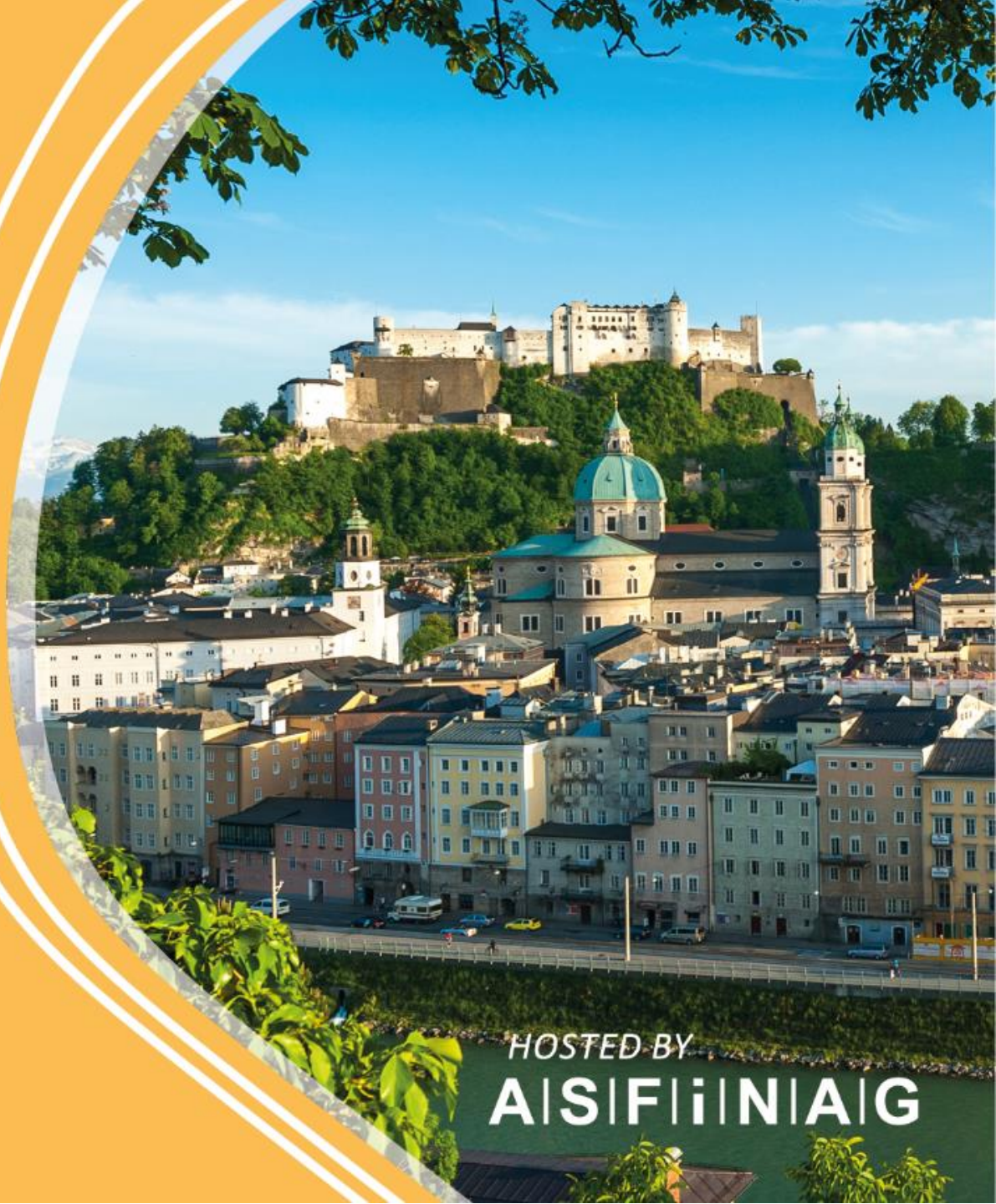


15th **A**SECAP ROAD SAFETY CONFERENCE

Workers, Fathers, Mothers
- Family Members

ASFINAG Road Safety Campaign



HOSTED BY
ASFINAG

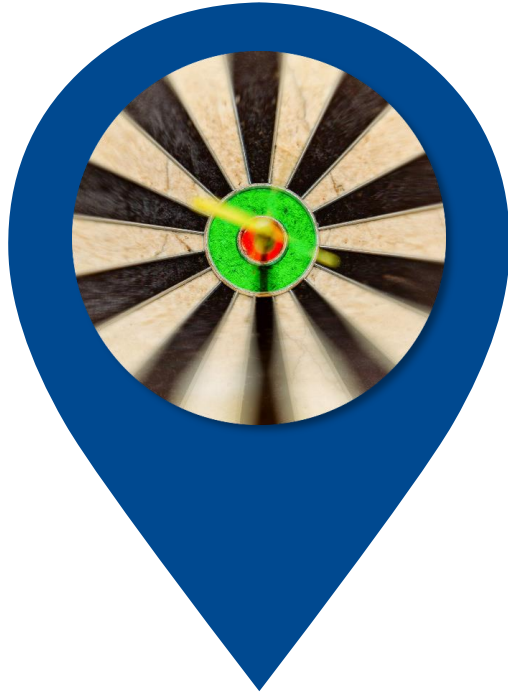
News, News, News



#452950794

- 6000 **infos** per day
- Daily **Media Usage** in Austria:
532 minutes
- Daily Time for **Social Media**
147 minutes

Ways to gain topic leadership



The topic
is relevant for me
Right time and right target group



The topic
affects me



The topic
entertains me
Infotainment, Gamification

Initial Point



NUMBERS

of road accidents involving
ASFINAG employees:

2019: 36 | 2020: 29 | 2021: 18



THE NO. 1 REASON

for road accident is
distraction



GOAL

Raising awareness on road
safety by focusing attention
on an **emotional message**

Target audience



Car drivers from the age of 18 in Austria



Lorry drivers from the age of 18 in Austria



Internal Employees

Campaign objective



Creating a change of
behaviour patterns



Raising awareness that our employees are people with families



Creating sensitisation for the road as a workplace

Real kids – real emotions



Celebrating
YEARS
50
OF Successful
TOLL ROAD PROJECTS



Campaign Visuals - Billboards



MEINE MAMA ARBEITET FÜR DICH.



FÜR DICH.

Danke,
dass du
aufpasst.

AISIFIINIAG

MEIN PAPA ARBEITET FÜR DICH.



FÜR DICH.

Danke,
dass du
aufpasst.

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MEIN PAPA ARBEITET FÜR DICH.



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FÜR DICH.

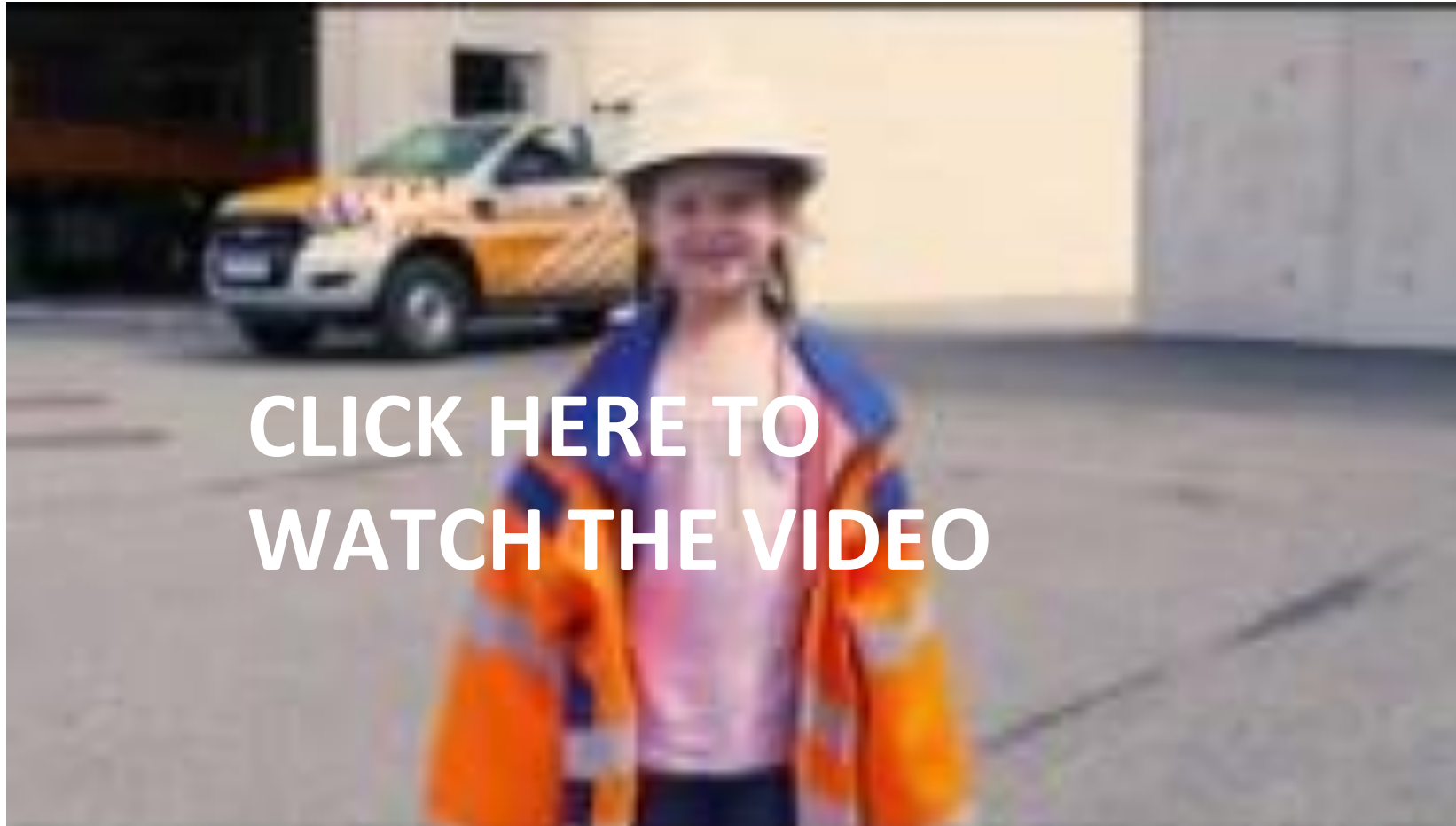
Danke,
dass du
aufpasst.

AISIFIINIAG

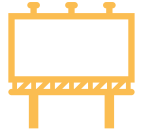
Billboards with the Slogan:

„My mother/father works for you.
Thank you,
for paying attention.“

Campaign Visuals - Videos



Campaign channels



235 Billboards alongside Austria's Highways



Radio



Press



Owned media: Facebook, Instagram, Youtube, Twitter, LI

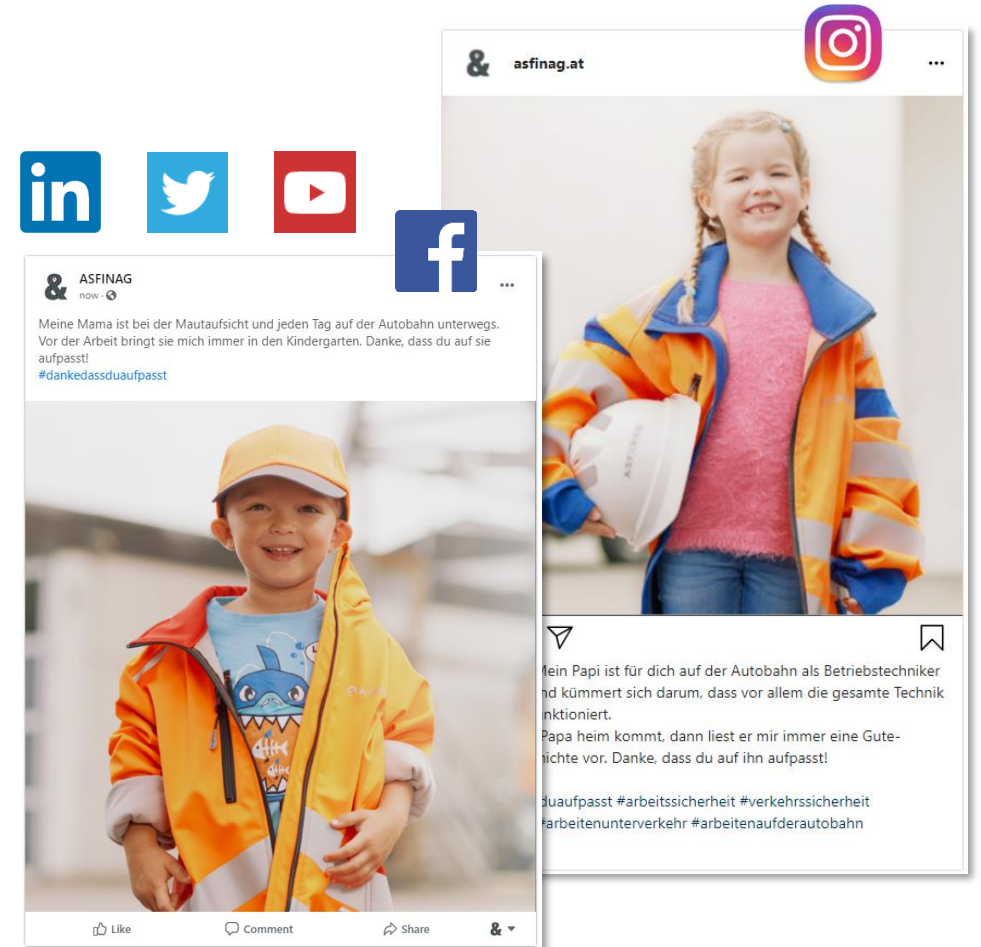


Paid media: Digital, Print, Radio, Magazine

Campaign Visuals – Social Media



- Usage of the Hashtag **#dankedassduaufpasst** (**#thankyouforpayingattention**)
- Ads on Facebook und Instagram
- **Videos** of the children with their parents
- **Postings** about the topic road safety
- **Insta-Stories**, Quizes, Making-Of



Campaign outcomes

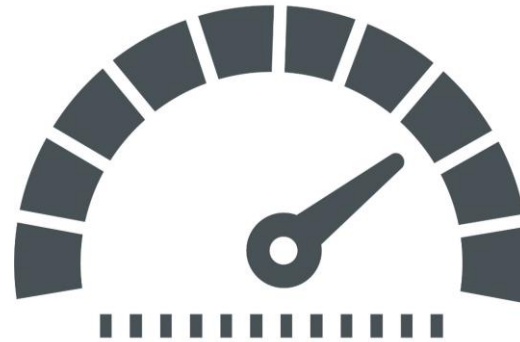


77,4%



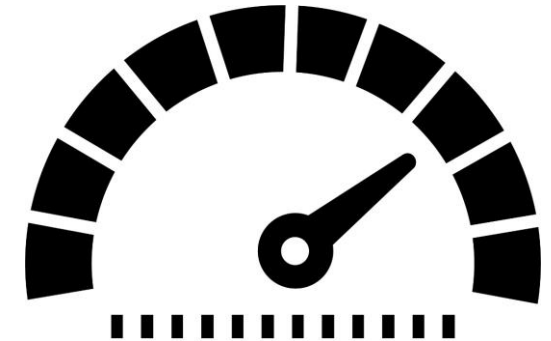
Net reach of the paid campaign

> 100



Number of press clippings

> 363 K



Organic Reach on Facebook and Instagram

Internal Effects



Payr Susanne
12. Oktober 2021

Really amazing campaign!
Important topic!



Troyer Martina
7. Oktober 2021

Impressive campaign!
Very well done!



Orac Marianne
7. Oktober 2021

Amazing Campaign!
Really well done and touches the heart.



Kienleitner Marco
6. Oktober 2021

Since I am a father of a beautiful son,
i feel it that much more..
hopefully the road users aswell..



Holzedl Alexander
7. Oktober 2021

Just amazing... and absolutely important:
after all our colleagues on the road work for us in the field.



Mair Hannes
8. Oktober 2021

Amazing campaign... and as father
of two small children that much more touching!



Hundsbichler Martin
6. Oktober 2021

I think this is a campaign that encourages the road users to reflect.
It really touched me (as a father of two daughters), amazing idea!



Linsbichler Norbert
6. Oktober 2021

Beautiful video, really big Stars and the message couldn't be more important. Congratulation to EVERYONE
who contributet and THANKS to everyone working daily for ASFINAG and our customers on Austrias Highways!



Thank you, for your attention!