Operation
#onposepourlapause

Summer 2016
Sécurité Routière and the Sanef group involved in fighting against falling asleep at the wheel

• Even if the positions are different:
  – **Sécurité Routière** focuses on combining repression and **collective** awareness with the help of shocking images
  – **The Sanef group** focuses on combining the **accompaniment of its clients about safety notions and comfort** ("customer care") **based on best practice** (how to have an effective break by promoting rest and service areas)

• The commitment to road safety is mutual!

• That is why the Sanef group and Sécurité Routière launched a concerted action to promote breaks during the summer period.
The Sanef group accompanied Sécurité Routière throughout France for a photo contest encouraging breaks during summer criss-crossings.

- Principle: take a photo of your break and post it on Instagram with the hashtag #onposepourlapause between July 22nd and August 23rd 2016.

- National live launching took place in the rest area of Vironvay Nord on the A13 during our “loss of vigilance” operation.
We had very satisfactory results:

• A digital campaign with high visibility for the Sanef group (internet, facebook, twitter, instagram)
• Partnership with Sécurité Routière throughout the summer
• And we had a jury made up of the interministerial delegate for Sécurité Routière, the Executive Director of Prévention Routière and Sanef.
• And there were 1,000 pictures posted on the Instagram account.
Finally, we had:

- 5 winners: 4 prizes of the jury and 1 prize after the vote of Internet users

- An exhibition was organized in Assevillers Ouest (A1) from September 27th to November 3rd

- And there was an exhibition opening in the presence of the interministerial delegate for Sécurité Routière, the prefect for the Somme, the management of Sanef, and all the winners.
• This digital campaign for road safety is an original means to raise awareness about the break.

• And the winners were...

• This operation was very successful, and we have decided to relaunch it for 2017.