



# **Operation #onposepourlapause**

**Summer 2016**



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

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- 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.



# #onposepouurlapause

## In partnership with Sécurité Routière

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- 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 #onposepouurlapause between July 22<sup>nd</sup> and August 23<sup>rd</sup> 2016.
- National live launching took place in the rest area of Vironvay Nord on the A13 during our “loss of vigilance” operation.

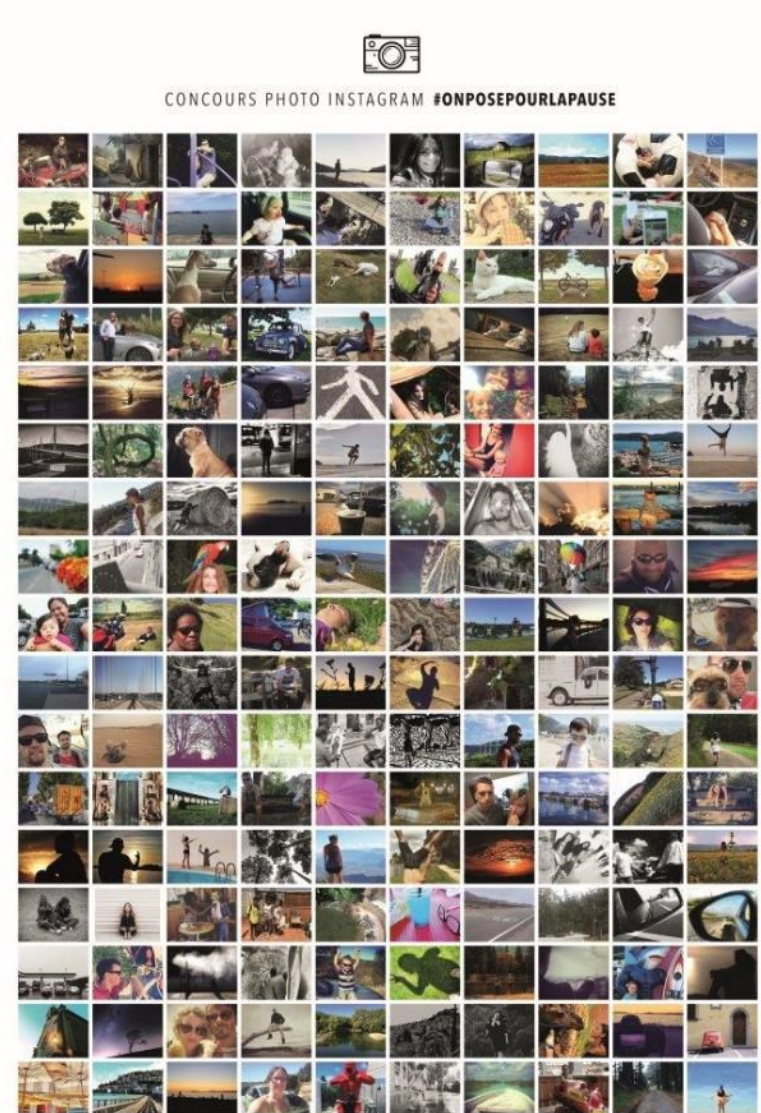


# #onposepourlapause

## In partnership with Sécurité Routière

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.



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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 27<sup>th</sup> to November 3<sup>rd</sup>
- 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.



# #onposepourlapause In partnership with Sécurité Routière

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- 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.

