

Yeah man, that sounds good

No worries, see you there!

Today 6:38 pm

Sorry, I'm running late.
I'm just driving around the cor

Today 8:03 pm

Hey man, where are you?
We've been waiting ages...

IT'S NOT WORTH THE

RISK

Today I will be working
til 5pm, I'll see you later

Today 4:15 pm

What time will you be home?

Hi hun, I've just picked up
the kids and driving now.
Will be home soon, I lov

Delivered

Today 6:24pm

Dinner's almost ready and
I haven't heard from you.
Where are you?

IT'S NOT WORTH THE

RISK



IT'S NOT WORTH THE

RISK

Radical Intimacies: Dialogue In Our Times

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DDD20014 Advertising Design

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Dialogue is an important form of conversing and communicating. Without dialogue one wouldn't understand needs and wants of others or be able to express their own views and opinions.

Technology is constantly developing at an impressive rate and the different forms of communicating are becoming more vast as it evolves. With the new craze of smart phones in recent years, short message service (SMS), also known as 'texting' has become wildly popular with all ages, although particularly with teens. It is a way to send a message and communicate with one another quickly without having to make a call and a vocal conversation.

The concept for my campaign is focused on the dangers of texting whilst driving a vehicle. This is viewed as a dangerous distraction for drivers as taking their eyes off the road for even 2 seconds results in the driver driving blind for at least 22 metres. The rate for mobile phone related car accidents is alarmingly growing higher.

The communication approach used in my campaign was to target the smart phone users directly by duplicating the layout of both the old and new iPhone operating system layout for text messaging and the iPhone's 'iMessage'. The text featured in the campaign is from factual family members and friends conversing with each other about arrival times for previously arranged meet ups. I wanted to achieve the idea with the target audience that the recipient replying to the text (coloured bubble) whilst driving, was texting back and crashed the car due to hazardous driving and distraction. The friend and family member in both conversations replies a little while later (as seen by time stamps) asking where they are. This makes the audience visualise the fate of the recipient due to unnecessary dialogue that could have waited just a few more minutes and is "not worth the risk" and not worth the lost life.

I plan for these two large poster forms to be implemented in the public where all people, especially drivers can view it. They will be displayed at bus stops, train stations, side of the road near traffic lights, car parks and large high traffic areas in city CBD's.

The third communication approach as part of the campaign strategy was a billboard that will also be displayed in large public areas at a larger scale. It features shattered glass which reflects a car accident due to the windshield shattering at a high speed collision. I aimed to achieve shock value with the eerie shattered glass and dull colour scheme to replicate a car accident scene. The dialogue "It's not worth the Risk" is also featured on this poster to link in visually with the rest of the campaign.

Overall I aimed to teach a lesson to the target audience being smart phone users and drivers by reiterating how easy it is to be distracted whilst driving and hopefully achieve the shock value by realising those affected and lives that have been destroyed by reckless decisions.