

be the
driver
who **saves** lives

Presented By:
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MARYLAND

Campaign Background

- First time ever, all encompassing campaign
- Focuses on *personal* responsibility
- Featured year round
- All advertising mediums
- Ads coupled with enforcement waves
- Target audience

The COVID Effect

- Switch to animation (from actors)
- Depict social distancing
- Eventually actor based ads introduced



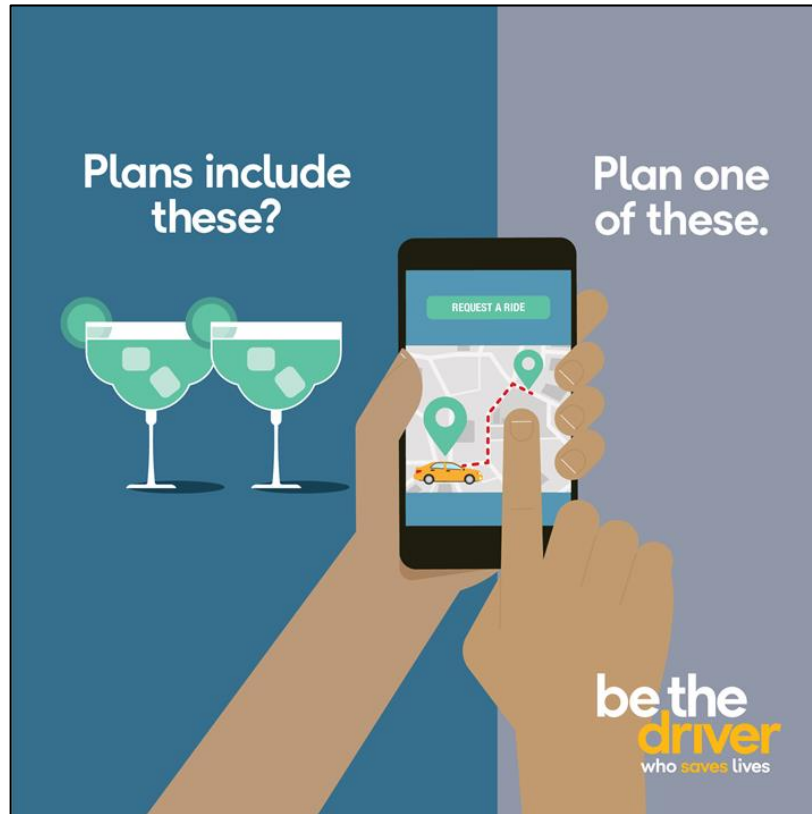
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Program Area Tag Lines



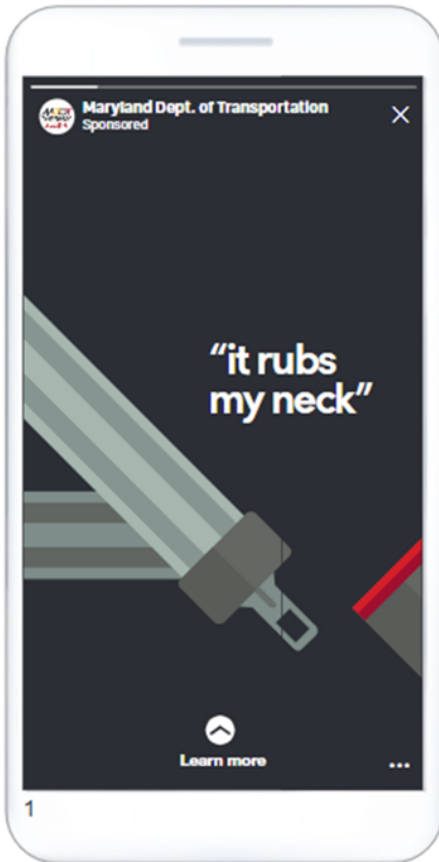
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Social Media



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Instagram Story



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Billboards



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Presence on Website

Meet the drivers who are saving lives in Maryland. **See how.**



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MDT
MARYLAND DEPARTMENT
OF TRANSPORTATION
MOTOR VEHICLE
ADMINISTRATION

ZeroDeathsMD.gov

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In the News



Contact: Whitney Nichels, MDOT MVA
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Be the Driver ... Who Saves Lives

MDOT MVA campaign targets areas of concern, stresses life-saving driver behaviors

GLEN BURNIE, MD (September XX, 2020) – When it comes to safety on Maryland's roads, the Maryland Department of Transportation Motor Vehicle Administration (MDOT MVA) has a message for drivers: don't just talk about saving lives behind the wheel, ***be the driver*** who does it.

MDOT MVA's Highway Safety Office is launching a highway safety campaign focused on safe driving behaviors – ***Be the Driver***. The campaign depicts common situations drivers, riders and pedestrians often face and each road users' personal responsibilities. Through the campaign, the Highway Safety Office is asking: Will you ***be the driver*** who helps eliminate deaths and serious injuries on Maryland roads?



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