

"I WON'T SNAP AND DRIVE": AD COUNCIL AND SNAPCHAT TEAM UP FOR 24-HOUR CAMPAIGN AGAINST DISTRACTED DRIVING.



TEXTING AND DRIVING PREVENTION CASE STUDY. SPONSOR: NHTSA

FACTS:



Distracted driving kills nearly **10 people every day** in the U.S.

According to NHTSA data, in 2016, **9% of teen drivers** involved in fatal crashes were reported as being **distracted at the time of the crash.**

OUR CHALLENGE

As new technologies, platforms and applications emerge, drivers face an increasing number of ways to be distracted. Although more than nine in ten Americans believe sending (94%) and reading (91%) texts while driving is dangerous or very dangerous, too many people still text while driving.

OUR SOLUTION

To raise awareness during Distracted Driving Awareness Month in April, the Ad Council partnered with Snapchat, popular amongst teens and young adults - a core target for this campaign.

Snapchat, which shares the Ad Council's commitment to preventing distracted driving, launched a Geofilter and made it available for a single day.

The custom animated Geofilter ran nationally to all U.S. Snapchat users. And because distracted driving isn't just an American problem, Snapchat ran the filter internationally as well, using that country's primary language.

OUR RESULTS

Talk about driving change: During the 24-hour campaign, the animated filter was available globally for every Snapchat user with an account. Snapchat translated our "I Won't Snap & Drive" messaging to run in Snapchat's Top 10 Global Markets. Aside from the US our filter performed best in countries such as France, Germany and Australia coming in at the top.

PARTNERSHIP ELEMENTS

- Animated Filter that was available for every user in the US
- Translated "I Won't Snap & Drive" messaging to run in Snapchat's Top 10 Global Markets
- Ran in April to align with Distracted Driving Awareness Month.

