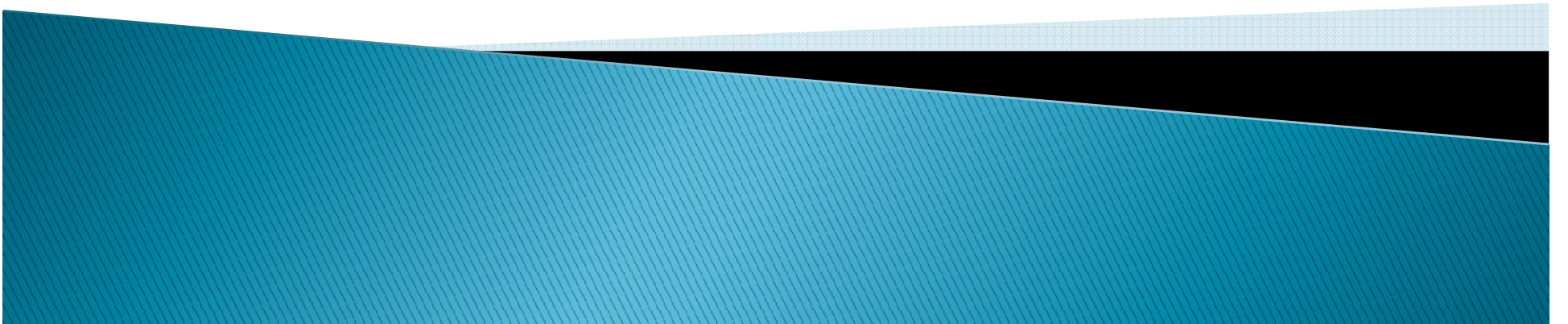
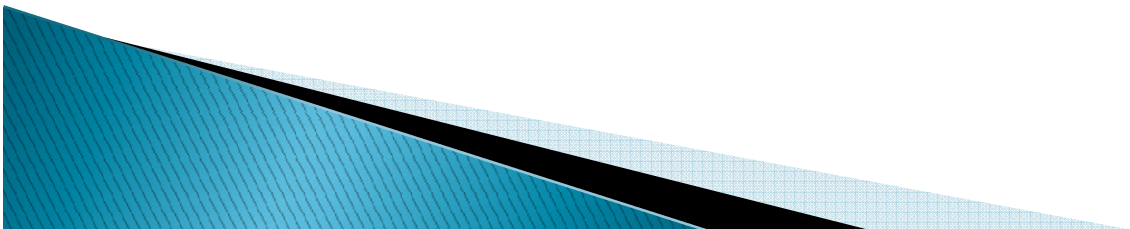


Sticker campaign

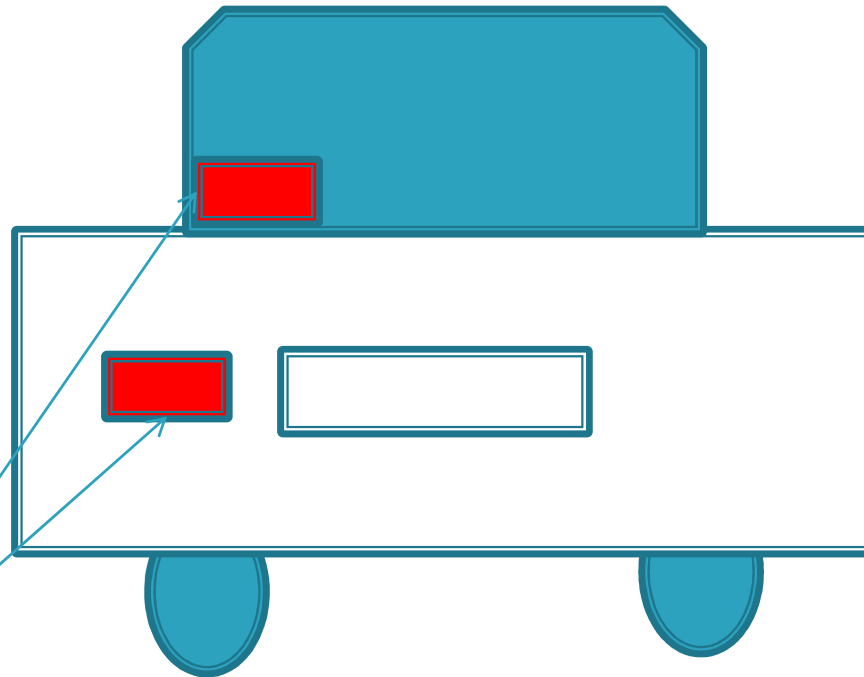


Layout

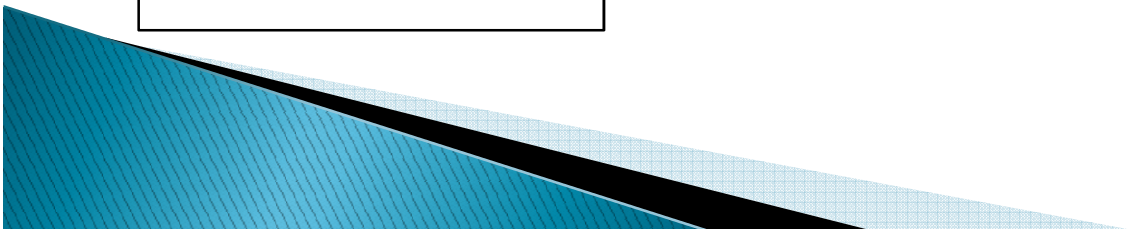
- Font size : measured through safety distance
- situation: rear end of the car
- language: German → campaign run in Austria
- colour: red or orange



example

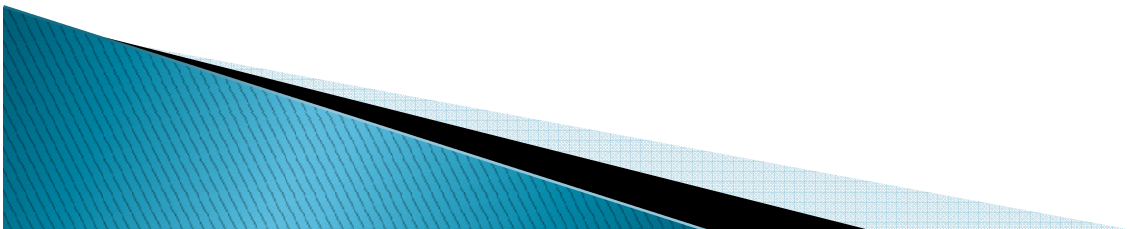


too near
SLOW DOWN!



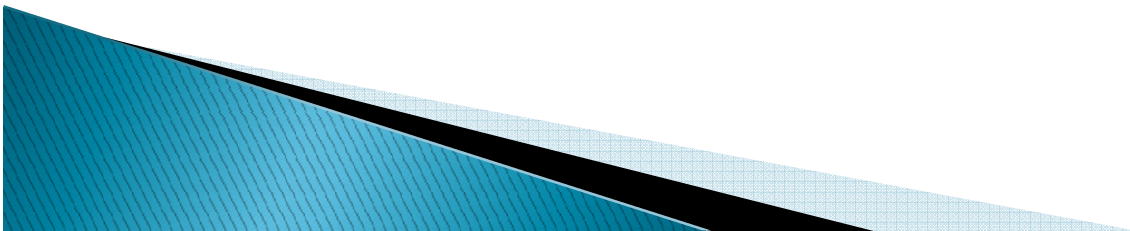
How to run it?

- Find stakeholders (Öamtc, Arbö, driving schools)
- get a printing company to print the stickers
- write an article for a local newspaper



How to spread it?

- hand out after driving safety trainings
- in driving schools
- put it in the local newspaper as a goodie



Thank You

