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## Real life young driver features in latest Qld Transport road safety campaign

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BCM has launched a new anti-drink driving campaign for Queensland Transport. This is the latest instalment in the very successful "Because Enough is Enough" series, originally created by BCM in April 2006.

The TVC campaign, launched on 11 February, features the true story of Nick Benjamin, a young Queenslander left confined to a wheelchair through a drink driving-related crash. Previously, Nick's story had proved highly effective when incorporated into a package provided directly to newly licensed drivers. He was eager to work with BCM and Queensland Transport to spread the message to a wider audience.



Agency partner Kevin Moreland stated, "Research showed us that Nick's experience resonates strongly with self-confessed drink drivers, young and old alike. His honesty in sharing the lifestyle changes resulting from his injuries provide compelling reasons not to drink and drive."

The TVC is supported by street furniture and Statewide radio (launching 19 and 21 February respectively), promoting police enforcement measures and increased RBT presence.

**Campaign credits:**

Creative Director - Greville Patterson

Copywriter - Jeff Smith

Art Director - Ben Gay

Agency Producer - Shane Ford

Director - Mike Hilburger

Post Production - Cutting Edge

Account Partner - Kevin Moreland

Account Director - Alan Kewley

Media planning and strategy - BCM