



DON'T TXT SIGNS

A campaign to make people who still use their cell phones whilst driving to become aware of the risks.

OPPORTUNITY:

All Brazilians know the sign "No Parking". Fear of incurring a fine makes everyone pay attention wherever they are. This is where we got our inspiration from for this campaign.

IN BRAZIL,  = NO PARKING SIGN



IDEA:

We created identical signs using other letters of the alphabet and put them up on many busy streets. We conveyed our message by surprising pedestrians and drivers who had never seen these signs. Also, posts were put up on Instagram and Facebook, thus increasing the reach and impact of the campaign.

Don't Txt Signs started in the streets and continued to be talked about on social media, all with a small investment of just US\$900,00.

