

Entry Title:	LIFEKEY
Client:	BAJAJ MOTORCYCLES MEXICO
Product / Service:	MOTORCYCLES
Agency:	Archer Troy
Lion/Category:	PR Lions and Cyber Lions

WRITTEN EXPLANATION

Background

During 2015, in Mexico 41,798 motorcycle accidents resulted in death. 2.5 bikers die each day because they were not wearing helmet while they were riding. 24% of Mexicans who ride motorcycle don't wear a helmet. The challenge is to reduce the number of fatal accidents by promoting the use of a helmet

Creative idea

How to make safety to the motorcyclists something as natural as turning their motorcycles on?

Bajaj's LIFEKEY is a device that synchronizes itself with the motorcycle's engine switch. If the biker is not wearing the helmet, the vehicle just won't start.

The device have pressure and contact sensors, which detect if the biker is wearing the helmet. This development contemplates its use in BAJAJ PULSAR RS200, which is one of the safest motorcycles models in the market.

The strategy

One of the biggest causes of casualties in motorcycle related accidents, is that many riders don't wear a helmet, especially the people between 18-25 years. The only way of making them turn safety into a habit is by making it a part of their daily ritual, so we found a way to make them.

The execution.

The life key is a device included in some of the newest models of Pulsar RS 200 as part of a trial run of the product, the prototype has been tested in the streets since June 2015 in 100 motorcycles in México City.

CREATIVE TEAM

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