

Amélie Creative Submission

Campaign Title (to be published): CDOT's "Teach Me How to GDL" - Teen Campaign

Sub-Head (to be published): "Teach Me How to GDL" promotes safe and responsible driving behavior among teens and aims to reduce teen motor vehicle fatalities, by raising awareness and fostering adherence to the GDL laws.

Campaign Launch Date: 08/23/18

Description:

The Colorado Department of Transportation implemented the Graduated Driver Licensing (GDL) laws in 1999 to help teens develop important driving skills. These laws include steps required to obtain a driver's license, in addition to adhering to driving restrictions enforced during teens' first years of having a license. Amélie worked with CDOT to gain teens' interest in learning about and obeying these rules of the road.

This social media campaign utilized Snapchat, Facebook, and Instagram to drive viewers to the CDOT Teen GDL landing page, where they could learn about the GDL laws. To drive even more traffic 1,500 posters were distributed to CDOT partners, Colorado high schools, and local driving schools.

Page visitors could view a short vignette series called, "Teach Me How to GDL." Each short video illustrated a driving tip ranging from not using a cell phone while driving, to the number of passengers teens are allowed in their cars.

To date, the campaign has received over 56 million earned media impressions.

Advertised Brand: CDOT

Project Category (check all that apply):

- Design
- Digital
- Print
- Radio

Media Type (check all that apply):

- Digital
- Outdoor
- Audio
- Integrated
- Design

Project Type (check one or the other):

- Showcase
- Case Study



Path to final files to submit*:

1. Key Frames/Images: smb://192.168.150.40/Shares/_Work/Amelie/PR/Creative Submissions/CDOT_GDL/Images
2. Videos: smb://192.168.150.40/Shares/_Work/Amelie/PR/Creative Submissions/CDOT_GDL/Video
3. Poster: smb://192.168.150.40/Shares/_Work/Amelie/PR/Creative Submissions/CDOT_GDL/Poster

**Please Note: some submission forms only allow 1 file, while others allow up to 5*

Credits:

Please include internal contributors, as well as any outside producers/production companies
Please list in the following format: Name – Title – Company

Brian Friedrich – Executive Creative Director – Amélie Company
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