

GAUGE THIS

The brief:

Leverage the high price of gas and so encourage drivers to drive less and to take the bus more.

The strategy:

Make drivers aware that driving costs you more than the price of gas.

The message:

The more you spend on gas, the less you have left to live on. Don't drive. Use public transit.

Bank Account (far l.);

Fridge (near l, top);

Vacation Fund (near r, bottom);

Client:

York Region Transit

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Driving costs more than you think. Take the bus.



Driving costs more than you think. Take the bus.



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