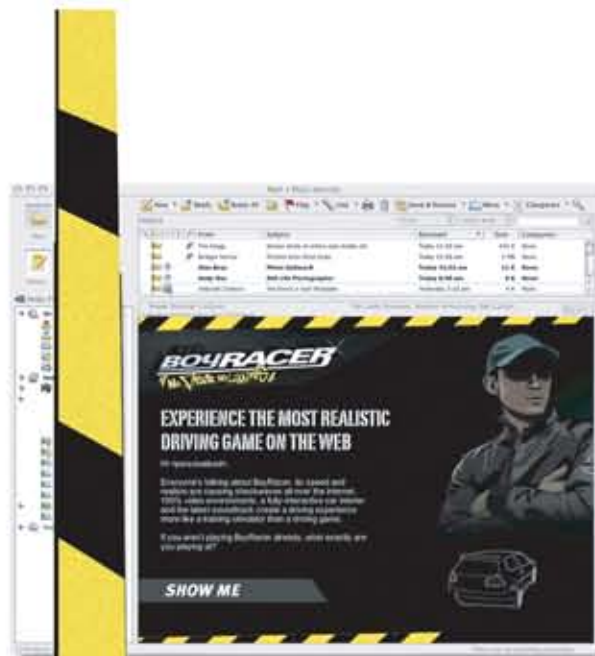


London's young male drivers are the ones most likely to speed - four times more likely to commit a speeding offence than females.

These Boy Racers think they're invincible. The risk of losing kudos - privileges and peer respect - is a bigger deterrent than fines or risk of personal injury.

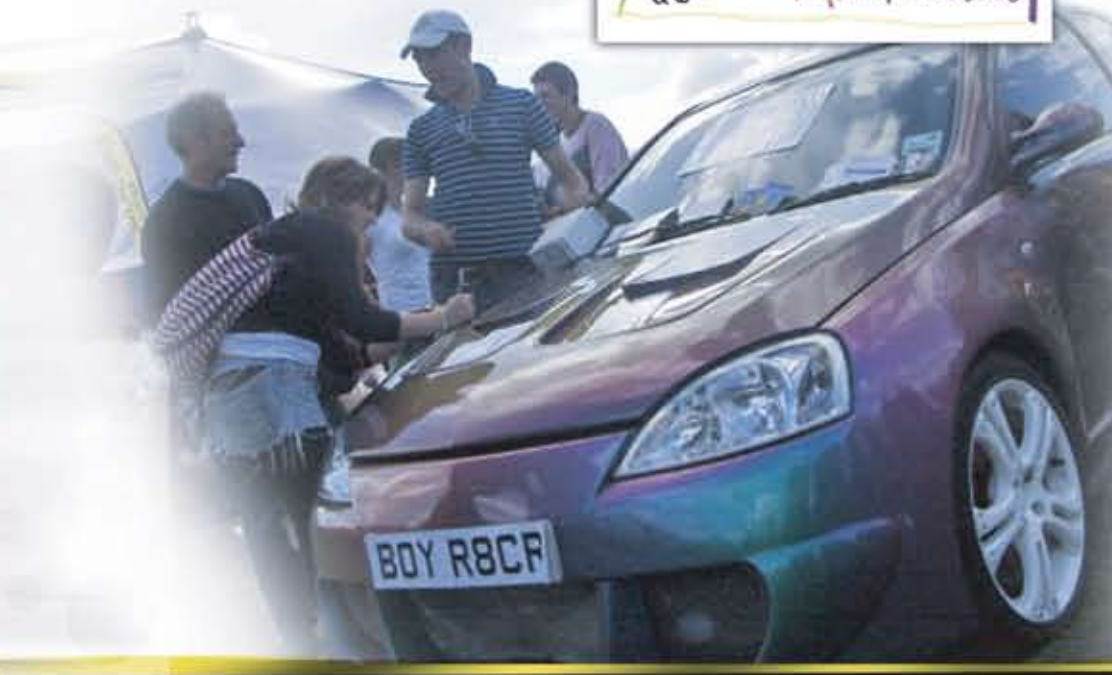
We dramatised this potential loss of cool using a broad range of direct media engaging this hard-to-reach-audience.



Event-based competition at national venues to win the value of this car.

Email drives the recipient to landing page.

Online driving 'anti-game' www.boyracerspeedsim.com



Results

- Y 1 in 7 of the audience were aware of the game.
- Y The cost per one percent awareness was 10 times less than for traditional outdoor media.
- Y 70% of the audience stated that the communication made them think twice about speeding.

Backed up with a targeted **press** insert campaign



Autotrader ad placed by a child to dramitise the fact that immature male drivers are responsible for the largest number of speed-related collisions in London.

