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## Drive Cause-Related Agenda for HERO

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### Objective:

- Invoke behaviour change for road safety – Wear Seat Belt, Wear Helmet, Help Accident Victims & No Over Speeding & follow lane driving
- Make Social Impact – Achieve 250000 Road Safety pledges this year

### Campaign:

- Launched Hero WeCare Campaign across Print, Social, Digital and Radio
- Road accident content series in print and digital, CTA messaging through clutter breaking innovations, interactions with students in schools
- Road Safety Digital Course for Students
- Authority endorsement Video & Webinar

### Results:

|                      |    |               |           |                     |                  |
|----------------------|----|---------------|-----------|---------------------|------------------|
| Strong Digital Reach | 4M | Social impact | 2,50,000+ | Schools and pledges | 2,50,000 & 5,000 |
|----------------------|----|---------------|-----------|---------------------|------------------|

