

BEHIND THE WHEEL
CELL PHONES
CAN KILL

SÉCURITÉ ROUTIÈRE
TOUS RESPONSABLES



BEHIND THE WHEEL, CELL PHONES CAN KILL

When using a mobile phone while driving, a motorist diverting his attention from the road could be holding on the tip of his fingers the life of a cyclist, a pedestrian or another motorist. Starting October 20th 2017, Sécurité Routière, together with its agencies la chose and Anatome, launch a new campaign (display and radio) to remind the public that just a few seconds of telephone use while driving are enough to destroy someone's life.

Reading or writing a text message, posting on social media, or just checking one's email: these have become mundane actions, a part of everyday life. But they can prove dramatic if done while driving. These actions force drivers to divert their eyes from the road for at least 5 seconds, equivalent to 70 meters at city speeds (50 kms/hr) and multiply by 23 the chance of an accident. These past few years, telephone use has become one of the leading causes of road accidents, together with alcohol and speeding. Approximately one personal injury in ten is reportedly linked to telephone use while driving.

Facing the proliferation of telephone use behind the wheel, Sécurité Routière launches a new billboard campaign in 75 French cities using a 4X3, 8m² back-of-the-bus format. Radio spots will serve to reinforce this message regarding distractors, using the new « Behind the wheel, cell phones can kill » signature.

To raise awareness about this epidemic, Sécurité Routière chose to create an immediate link between cause and effect. The idea was to symbolize the physical telephone with the road on which the accident occurs. Thus, that small innocuous hand movement transforms itself metaphorically into an ultra-violent action: crushing a pedestrian at a crosswalk, running over a cyclist on a country road, or crashing into a family car.

The campaign was produced by the world-famous photographer Vincent Dixon. His work brings together energy, technique and esthetic ambition: three dimensions he'd already employed for Sécurité Routière in the past and that are critical to the impact and success of our campaigns.

ABOUT

Vincent Dixon

Vincent Dixon is Irish. His career as a photographer quickly took off after arriving to Paris thanks to ad campaigns for Absolut & Perrier.

Vincent Dixon's work reflects an attention to detail and a refined sense of style. Vincent was a pioneer in digital image processing. He adapted quickly to technological developments and fully integrated them in his photographic endeavors. He pushes the boundaries of what can be produced and is known for his exceptional ability to blend fantasy with reality. His widely broadcasted campaigns have boosted Vincent Dixon's growing notoriety in Europe and North America. He has won a number of prestigious awards throughout his career (Cannes Lions, New York Festivals, Epica Awards, D&AD, Eurobest, Grand prix d'affichage, Cresta Awards...) and has been acclaimed in several photographic and ad/marketing competitions worldwide.

La Chose

For the past 11 years the independent agency la chose has been reinventing the ad agency model, in the digital era. An organic workplace: vibrant and creative, constantly (re)defining and (re)designing itself.

Undefinable, it positions, repositions, launches, re-launches. It reveals, it organizes, it simplifies, it accompanies its clients in constructing their brand ecosystems, coherently, on all contact points. La chose has no rigid model or preconceived ideas: it adapts itself, and at times collaborates with the most suitable partners to respond effectively to the needs of the multinationals, companies and brands who place their trust in them.

The award-winning la chose agency, hailed notably for its Sécurité Routière campaigns (most awarded French campaign in 2016 according to the Gunn Report), accompanies a growing number of brands including: Kronenbourg Breweries (Kronenbourg, Skoll, Tourtel Twist), Nacibé, Jardiland, Générale D'Optique, Piper-Heidsieck, La Monnaie de Paris, Fortuneo, CornerJob, Arkéa du Crédit Mutuel, Solidays, Getty Images...

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