

be the  
driver  
who saves lives

Presented By:  
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Deputy Director  
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**ZERO DEATHS**  
**MARYLAND**

# Campaign Background

- First time ever, all encompassing campaign
- Focuses on *personal* responsibility
- Featured year round
- All advertising mediums
- Ads coupled with enforcement waves
- Target audience

# The COVID Effect

- Switch to animation (from actors)
- Depict social distancing
- Eventually actor based ads introduced



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# Program Area Tag Lines



**the  
buckled up  
driver**

OCCUPANT PROTECTION CAMPAIGN



**the  
look twice  
driver**

MOTORCYCLE SAFETY CAMPAIGN



**the  
make a plan  
driver**

IMPAIRED DRIVING CAMPAIGN



**the  
share  
driver** **the road**

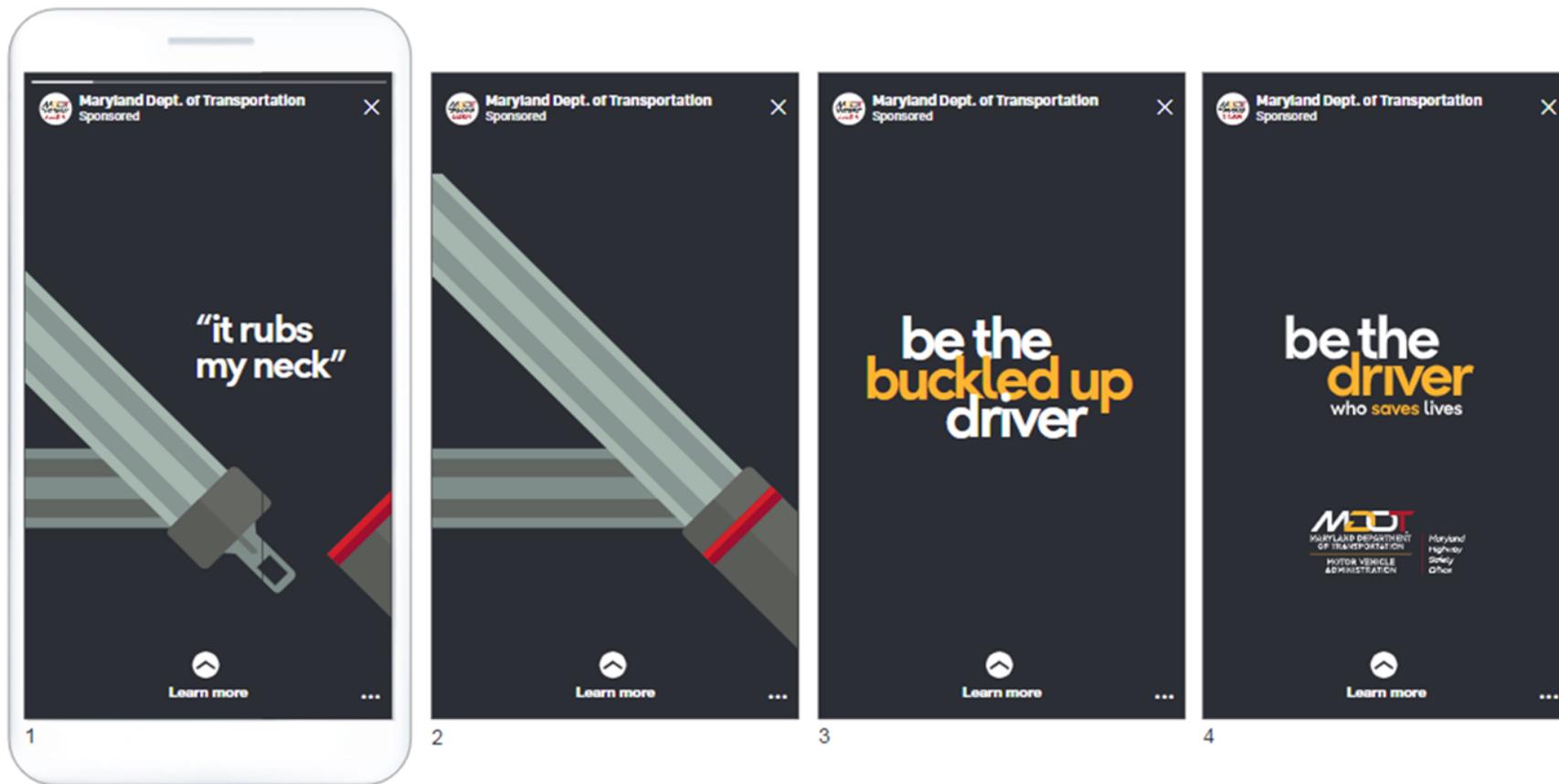
PEDESTRIAN & BICYCLE SAFETY CAMPAIGN

# Social Media



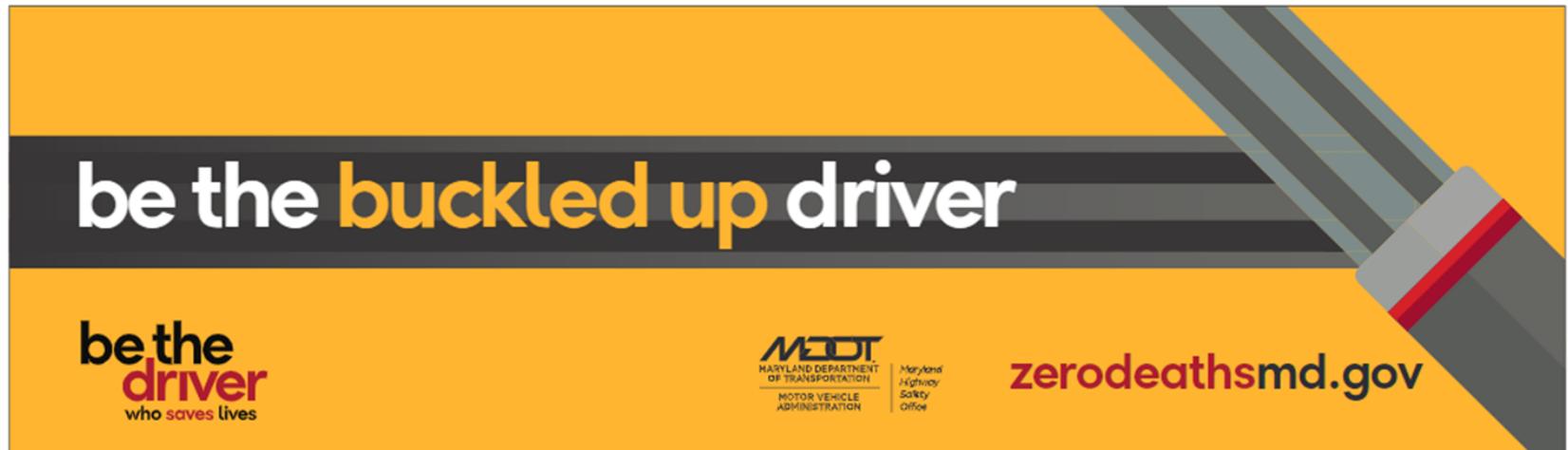
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# Instagram Story



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# Billboards



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# Presence on Website

Meet the drivers who are saving lives in Maryland. **See how.**



be the  
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who saves lives

**MDOT**  
MARYLAND DEPARTMENT  
OF TRANSPORTATION  
MOTOR VEHICLE  
ADMINISTRATION

[ZeroDeathsMD.gov](http://ZeroDeathsMD.gov)

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# In the News



**Contact:** Whitney Nichels, MDOT MVA  
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## *Be the Driver ... Who Saves Lives*

*MDOT MVA campaign targets areas of concern, stresses life-saving driver behaviors*

**GLEN BURNIE, MD (September XX, 2020)** – When it comes to safety on Maryland’s roads, the Maryland Department of Transportation Motor Vehicle Administration (MDOT MVA) has a message for drivers: don’t just talk about saving lives behind the wheel, *be the driver* who does it.

MDOT MVA’s Highway Safety Office is launching a highway safety campaign focused on safe driving behaviors – *Be the Driver*. The campaign depicts common situations drivers, riders and pedestrians often face and each road users’ personal responsibilities. Through the campaign, the Highway Safety Office is asking: Will you *be the driver* who helps eliminate deaths and serious injuries on Maryland roads?



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# MD Highway Safety Office

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