

PR CAMPAIGNS AND THE EXAMPLE OF A SUCCESSFUL PR CAMPAIGN

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**vozi mo
pametno**
AGENCIJA ZA VARNOST PROMETA

 JAVNA AGENCIJA
REPUBLIKE SLOVENIJE
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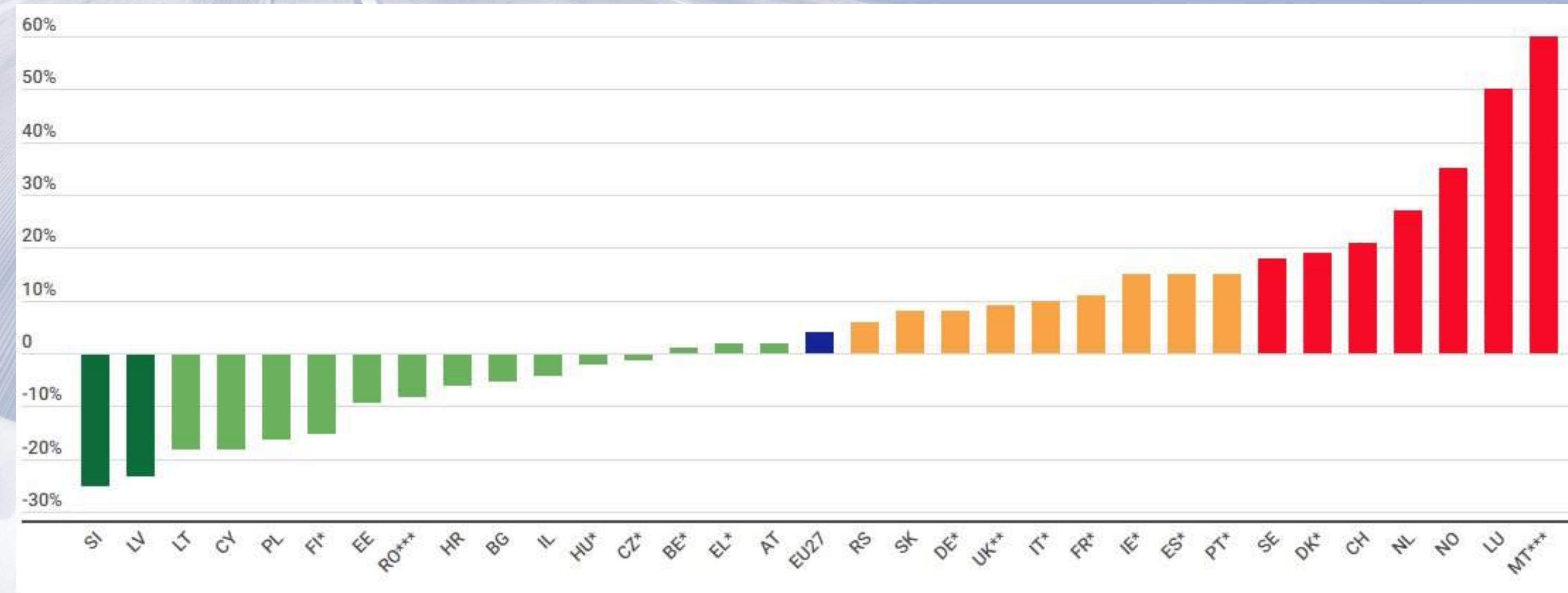
SLOVENIA: FACTS AND FIGURES

- 2.1 million inhabitants
- 1.8 million of registered motor vehicles
- Road network 39.000 km / of which 625 km highways
- 572 cars per 1000 inhabitants
- 10 l of pure alcohol per capita (population over 15 y.o.)
- 85 road deaths 2022 (40 RD per mln. inhabitants)

-25 % relative change in Road Deaths

2021-2022

Slovenia best performing country by ETSC



SCOPE OF PR ACTIVITIES

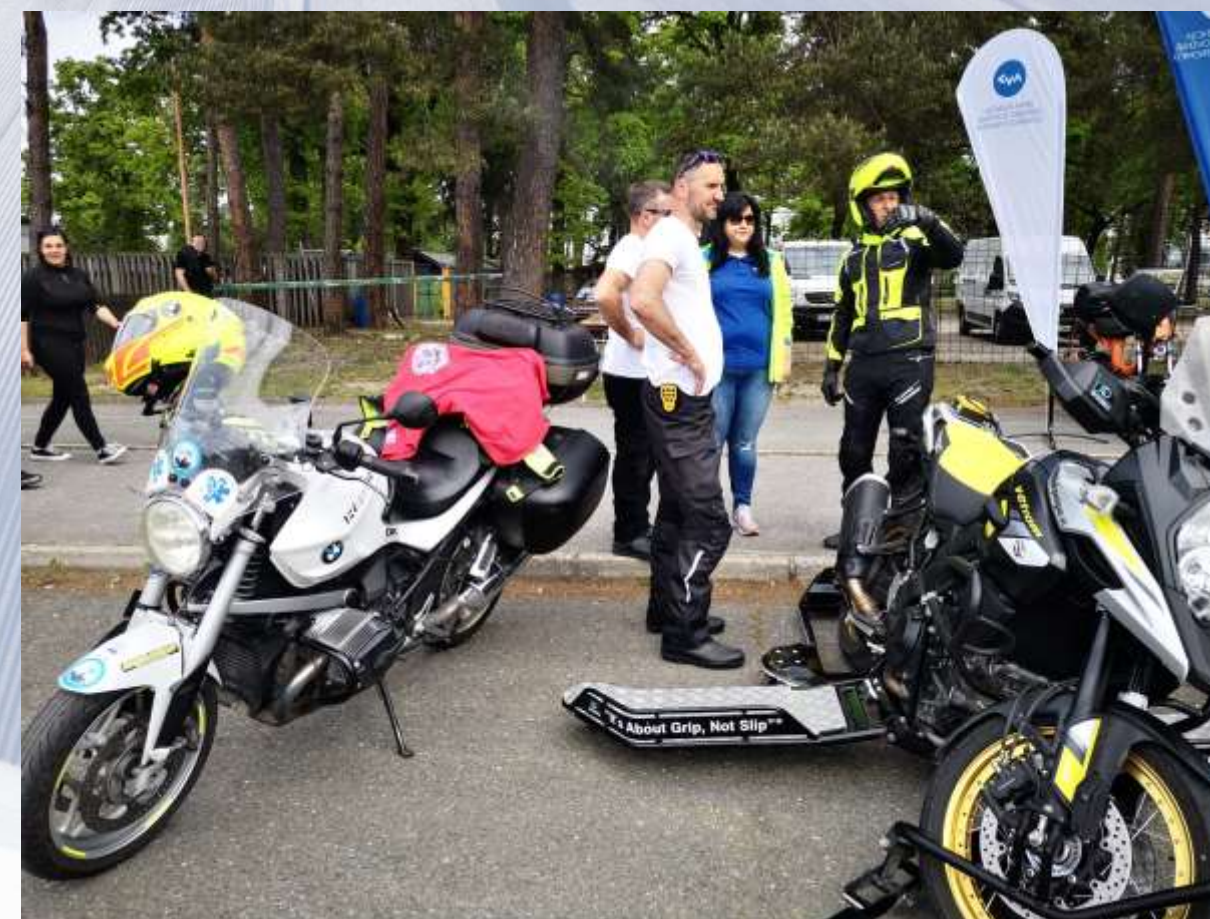
- National Prevention Campaigns (Annual Calendar, i.e. 14-20 Campaigns)
- Additional Campaigns and Activities
- Event Communication Support (preparation of speeches, photo at events, postings on social networks and online)
- Press Releases
- Media Questions / Inquiries (500-600 annually)
- Interviews, Statements
- Social Media Management
- Website News
- Content Creators (original ideas for video production, scripts,...)
- Organization of Public Speaking Trainings



SCOPE OF PR ACTIVITIES



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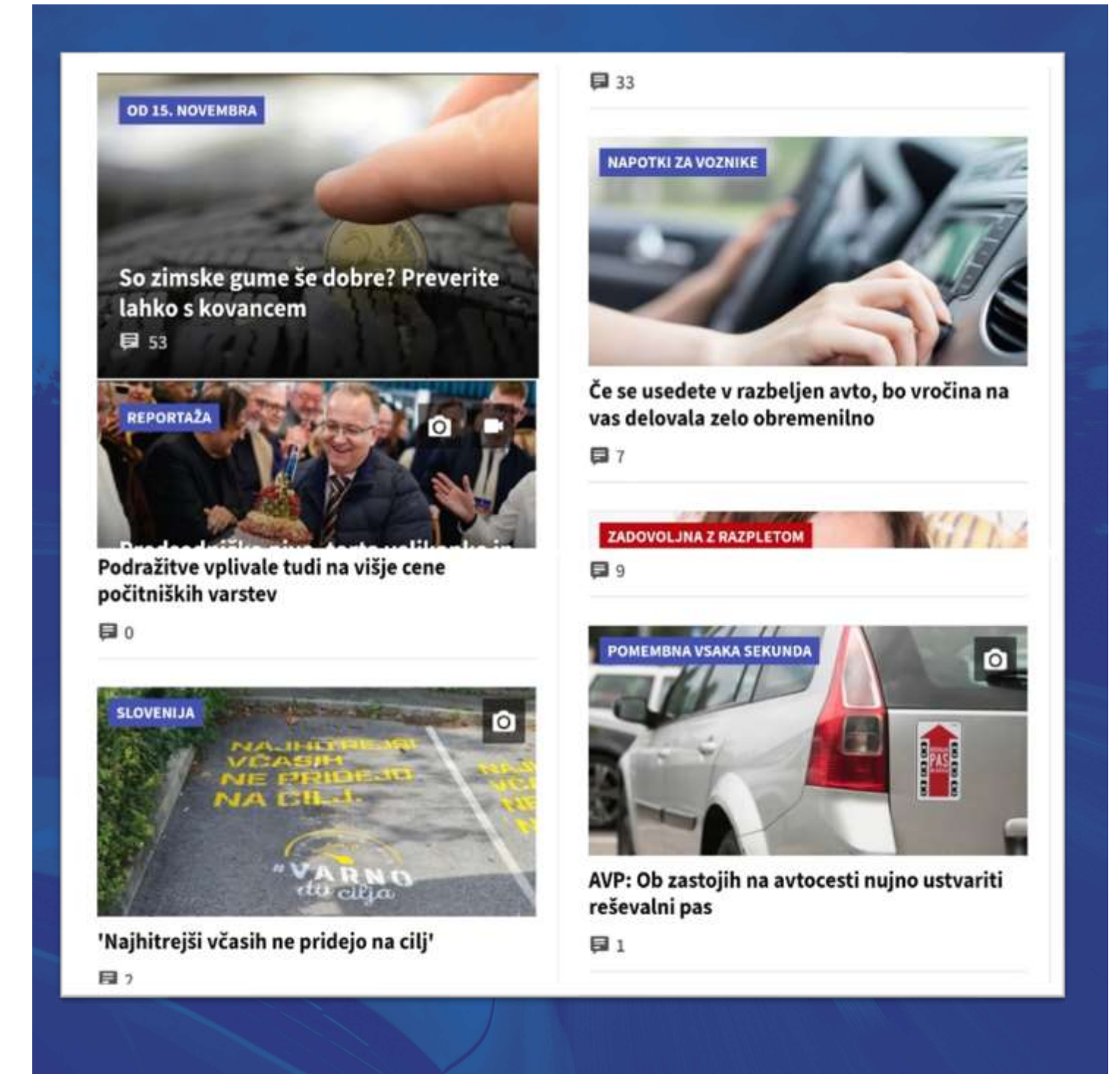
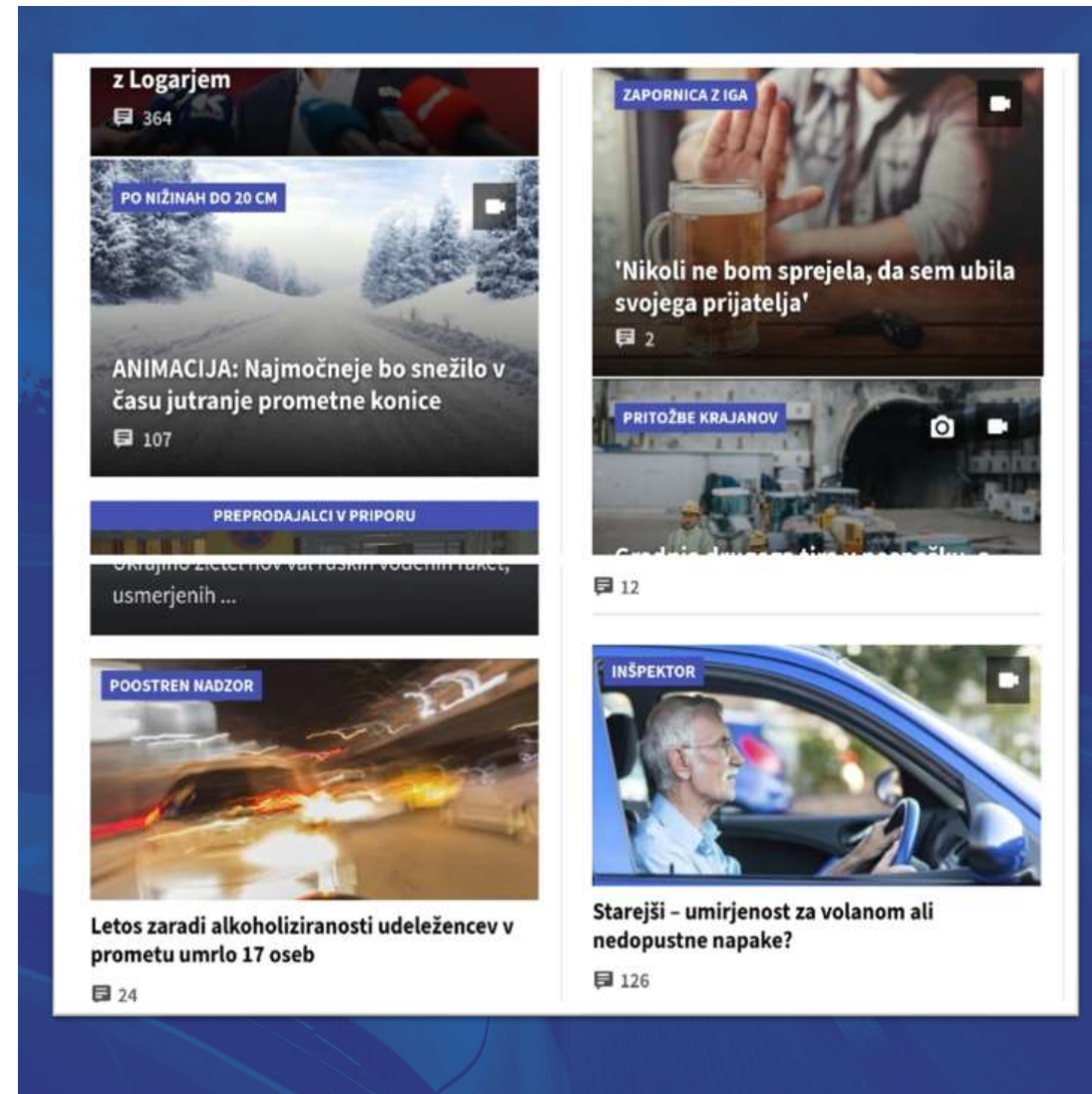
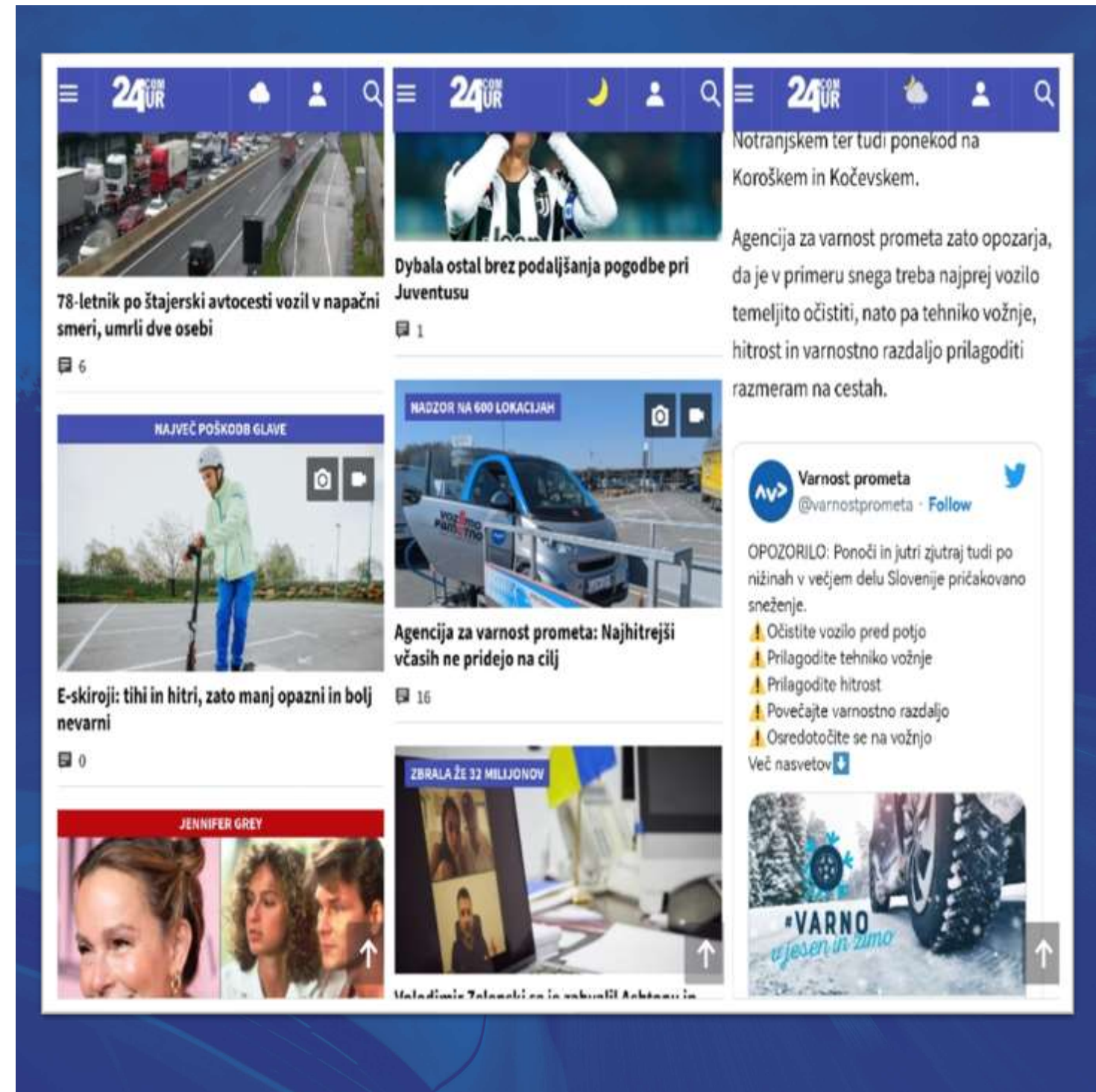


SCOPE OF PR ACTIVITIES



COVERAGE OF OUR WORK

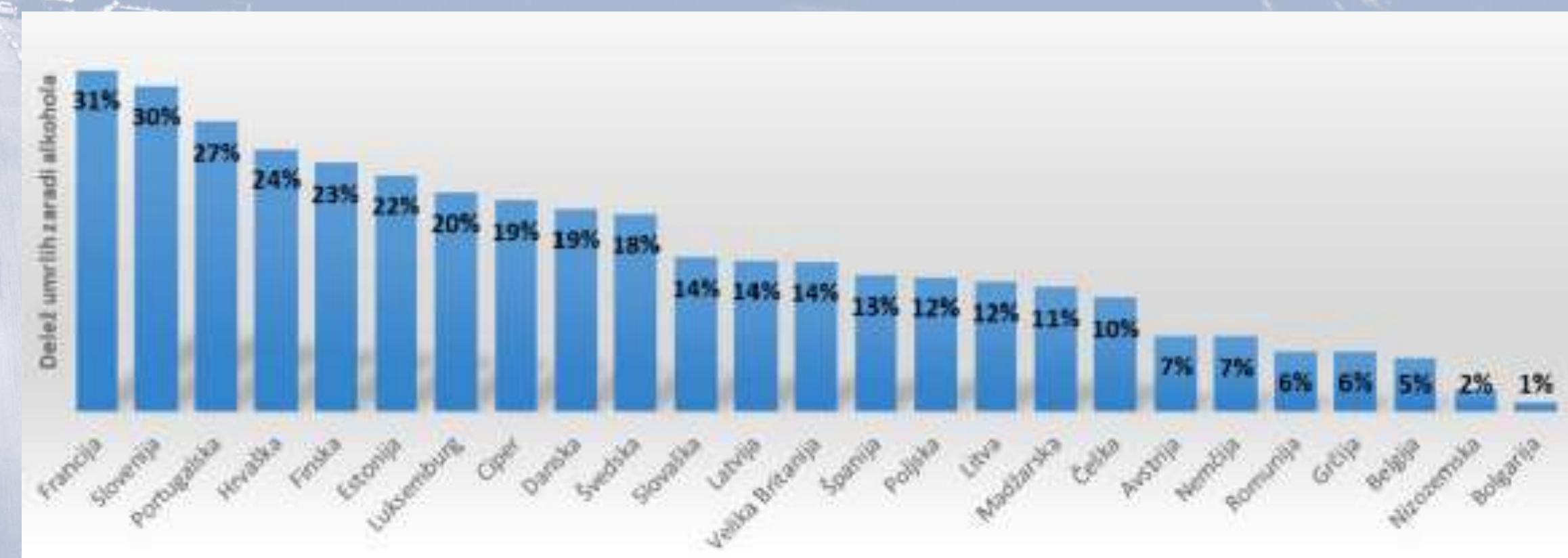
24ur.com, highest ranking website traffic



ROAD SAFETY AFFECTS EACH AND EVERY ONE OF US

Road Safety Has Come a Long Way

- 360 road deaths in 1997
- 85 road deaths in 2022 (currently 80)
- Three main risk factors: speeding, distracted driving, DUI (alcohol/drugs)
- Recent improvement on DUI, still high risk factor
- Share of deaths due to alcohol in traffic collisions 2018-2022 →
- Approximately one in ten traffic collisions occurs as a result of the DUI, and in collisions with a fatal outcome, on average one in three.
- Many people are also seriously injured.



STSA CAMPAIGNS AGAINST DUI

Annually three National Prevention Campaigns to raise awareness about the risks of driving under the influence of alcohol

In cooperation with Police and NGOs

Every year we use different approach or combine them



DRAFTING OF CAMPAIGN AGAINST DUI

FIRST RESPONDERS, policemen, firefighters, doctors
The campaign: Let's Protect Lives, Don't Drink and Drive!

- Corona Time - Lockdowns
- Government Ban on Advertising/Marketing for 5 months
- No public gatherings, no awareness raising events
- People drinking even more excessively, consumption of alcohol increased
- We could only produce SM content
- Budget 500 €

An idea for a campaign with first responders who are the first on the scene of a traffic collision

Series of 7 videos, primarily made for SM & web

Wrote the text for each

Two-person production

Filming at the location of their workplaces

Single shots (masked/unmasked)

Length 15 sec

Subtitles



Cooperation with:

Police

University Clinical Center Ljubljana

University Clinical Center Maribor

**Health Center Maribor - Center for
emergency medical assistance and
ambulance transport**

Rescue Lane Institute (firefighters)

National Institute of Public Health



EXCEPTIONAL CAMPAIGN REACH

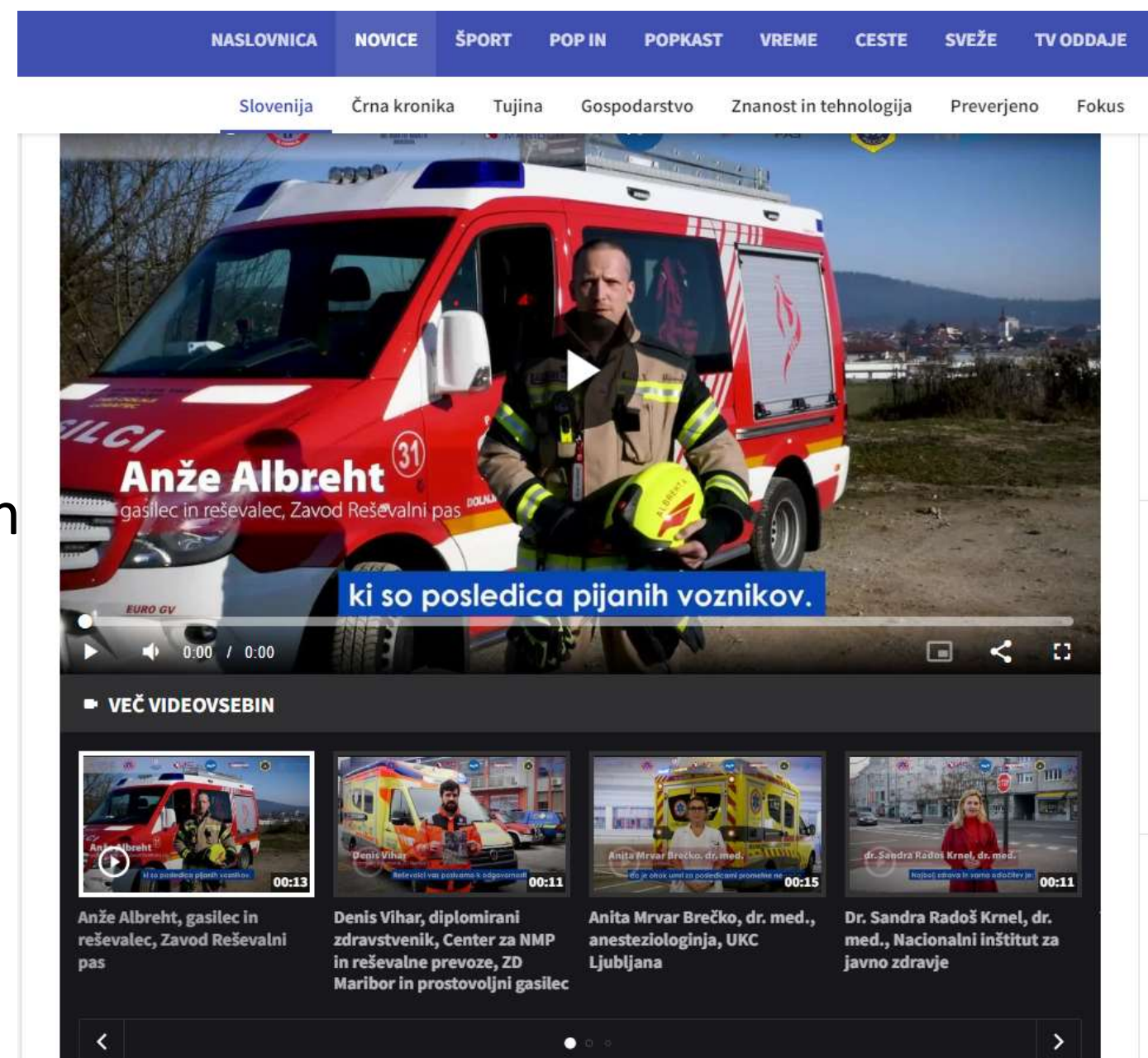
The campaign had an exceptional reach, as it reached more than 300,000 people within one month on STSA SM channels alone.

Total reach was even higher as it was shared on all SM of the cooperating institutions.

Also Media was posting videos directly on their news channels (received by wetransfer)

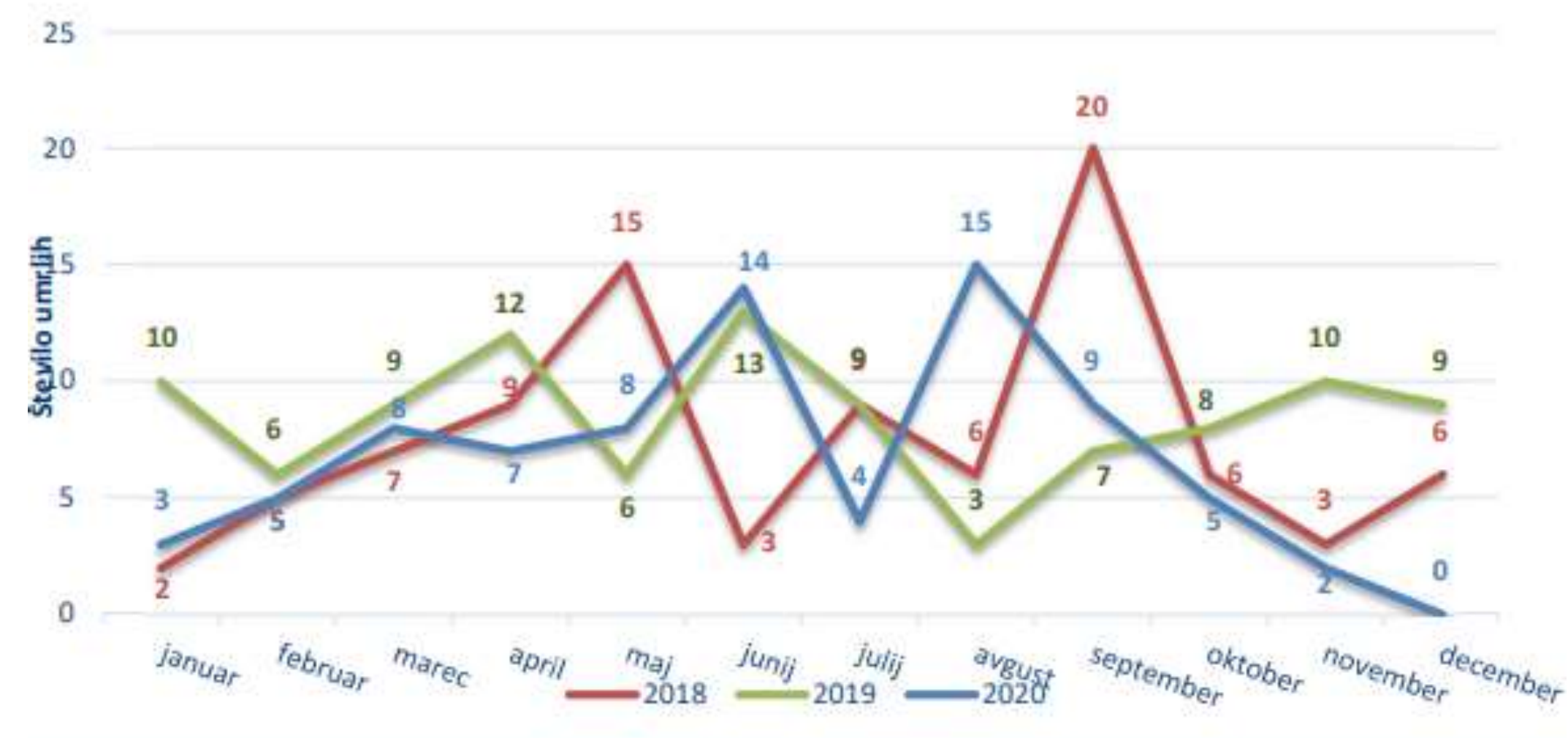
In December 2022 we presented the version without masks as well.

Even this December we are raising awareness with this campaign.



During the campaign Slovenian roads did not claim any fatalities!

First month in Slovene history without road deaths.





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