
TARGET ZERO SPEEDING CAMPAIGN

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FLORIDA DEPARTMENT OF TRANSPORTATION – DISTRICT ONE

Content Creative Brief – TARGET ZERO District One Campaign		
Budget	TBD	
Due Date	2022	
Deliverables	Video	TikTok, YouTube, Broadcast
	Social	SnapChat, Instagram, Twitter
	Presentations	High schools, colleges, Basic Driver Improvement (BDI) traffic schools
Print	Flyers and brochures for placement at venues such as Bone Valley ATV Park, Zipline and adventure parks, Waterski Elite Cable Park, parasailing	
Overview	To bring public awareness to speeding issues on our roadways and how often speeding and reckless driving results in crashes	
Objective	Increase awareness, change dangerous behaviors, and change the perception of drivers who speed	
Audience	The primary audience for this behavior is male drivers between the ages of 22 and 29. They are extroverted, competitive, and assertive.	
Key Messages	Speed in the right venue is fun but speed on public roadways can cause serious, negative consequences.	
Research	Anime and its' high energy style is very popular with this audience. This audience does not like to be preached to; therefore, confirming their desire for speed and excitement will help to sell the message "There's a time and a place," and make the message more palatable.	
Mandatory Elements	The main character and narrator will be Endor Fin. An extreme sport (of which speed is an integral part) and a crash on a roadway. With a speed/crash statistic.	
Project Tone	Extreme sports like ATV, ziplines, skateboard parks, parasailing, etc., along with the anime style will give high energy to these messages. Light and happy anime start with a strong manga black and white contrast to the deterrent part of the message.	
Look and Feel	Anime/Manga. Anime is moving art meant to evoke emotion: in this case speed, happiness, thrill. Manga is energetic but more stark. This contrast will help to bring weight to the message.	
Desired Reaction	Play hard but drive safely.	
Partners	Law enforcement, Fire departments, Department of Motor Vehicles, Traffic schools, Colleges, Schools	

First 30 second video spot

Target Zero – District One

VIDEO	AUDIO
Anime speed graphic with footage of young man driving an atv	High energy anime style music and natural location sound
Character (Endor Finn) flashes in from right side of frame	Take it from Finn man, this dude is the CEO of Speed! That slaps!
Anime speed graphic with footage of young man zip lining	High energy anime style music and natural location sound
Character (Endor Finn) flashes in from left side of frame	Finn: He must be swinging 20 miles an hour. That is dank!
Anime speed graphic with footage of young man in speeding car. Finn comes in from bottom of screen	Finn: This ain't it, chief
Video changes from anime color style to manga black and white. Anime speed graphic changes to explosion which fills the screen	Sound of vehicle screeching to a stop and a crash
Black and white footage of first responders working a crash scene	Finn: No Cap man. Don't speed on the roads and we all "W."
Fade to logos and tag line "Stop Speeding Before It Stops You"	#iykykdontspeed #extraendorfinn #slowdownarrivealive

Gen Z Jargon

W: Simply means “win.”

Dank: Excellent or of high quality

No Cap: Cap means to lie. If you say “no cap” it means you are being authentic or truthful

That slaps: Used to describe how exceptional something is.

This ain't it chief: giving disapproval for something.

Iykyk: If you know, you know

Social Media Graphics

Graphic novel style graphics. Half color (anime style) half black and white (manga style) and lower third section

Color panel featuring an extreme sport

Black and white panel featuring a crash scene

Lower third has the character Endor Finn in the left corner. The text next to him says "No Cap man. Don't speed on the roads and we all W." To the right of this are the logos with the tag line "Stop Speeding Before It Stops You."

#iykykdontspeed (iykyk = if you know, you know)