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France

Campaign

Agency Network: [La Chose \(/taxonomy/agency/la_chose\)](https://taxonomy/agency/la_chose)

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become mundane actions, a part of
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.

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.

Print advertisement created by La Chose, France for French Road Safety, within the category: Public Interest, NGO.

Caption

Behind the wheel, cell phones can kill

Credits

Advertising Agency: [La Chose, Paris, France \(http://www.lachose.fr/\)](http://www.lachose.fr/)

Photographer: [Vincent Dixon \(/creative/vincent_dixon\)](#)

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Oct 26, 2017 - 11:45

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