

SPLIT SECOND

COMPETITION

ADMIT
18-25
ONLY

BRIEF

02

VEHICLE SAFETY

KEY MESSAGE: SAFER VEHICLES SAVE LIVES

BACKGROUND

The safety features in your car make a significant difference in the event of a crash, and may even help avoid one altogether. And yet, the most up-to-date safety features often aren't prioritised as much as they should be when people consider buying a new or used vehicle.

Since the 1970s, safety features including seatbelts and airbags have been introduced into vehicles. Since then, the advances in vehicle safety have been monumental. With safety features that keep drivers in their lane (Lane Keep Assist), electronic stability control (ESC), cruise control, auto emergency braking, rear-view cameras and more, the advancements are truly life-saving. In fact, safety features can be included in almost any car. Check out www.howsafeisyourcar.com.au for more info.

The simple fact is, if people chose safer vehicles, with better safety features and technologies, we'd see fewer deaths and serious injuries on Victorian roads each year.

THE CHALLENGE

Submit an idea for video content designed to get your peers thinking about driver fatigue. Your submission must include a synopsis no longer than 300 words and a visual moodboard. To support your idea, you can also include the following:

- © Script
- © Storyboard

Get creative! But remember, the purpose of your content is to educate your audience as well as to entertain them. You must be 18-25 years old and a resident of Victoria to enter.

- NO CLICHÉS**
Think of something that's unexpected for a road safety ad.
- NO BLOOD OR GORE**
Think outside the box and go beyond the usual shock tactics.
- KEEP IT IN BUDGET**
Avoid Hollywood explosions, CGI and car chases.
- KEEP IT IN TIME**
Storyboarding will help ensure your idea fits in 45 seconds.
- AUDIENCE IN MIND**
What does your audience (Victorians aged 18-25) need to know about vehicle safety?

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THOUGHT STARTERS

Here are some facts and thought starters for your idea:

01

In 2022, 66 out of 121 drivers and passengers were killed in a vehicle more than 10 years old.

02

The average vehicle on Victoria's roads is around 10 years old – meaning far too many cars are without the latest life-saving technologies found in more modern vehicles.

03

Victorians can research and compare new and used car safety ratings on the [howsafeisyourcar.com.au](https://www.howsafeisyourcar.com.au) website.

04

Younger and older drivers are most likely to drive older, less safe vehicles with fewer safety features – it would be good to call this out specifically to your target audience.

05

On average, the drivers of vehicles with the lowest star rating are eight times more likely to be killed or seriously injured than the same driver in the same crash driving a 5-star rated vehicle.

06

When purchasing a new or used vehicle, opt for the safest vehicle you can afford.

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