

#HetBesteMoetNogKomen:

Don't let your phone snatch away your future.



vr̥

samen met



Vlaanderen
is veiliger verkeer

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WHY THIS CASE MATTERS

- Not just awareness — we aimed for real impact
- Challenge: combine classic message with a style that speaks to youth





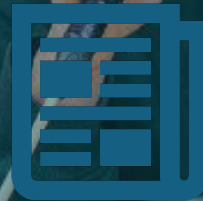
STRATEGIC CREATIVE CHOICE

- Pommeliën Thijs: cross-media appeal
- Song co-created for all radio channels
- Script built together around authentic storytelling

MASSIVE SOCIAL ACTIVATION



**21 Feb, 18:00: social
media 'bomb' across
all VRT brands**



**19:00: news
coverage — no one
could miss it**



**Next day: activation
on radio, creators &
real-life stories**





tone that works

- No finger-pointing — just accountability
- Positive message: your future matters
- Modern, relatable, and non-patronising

RELATABLE, CROSS- GENERATIONAL STORYTELLING

- Targets all roadsters, with youth dreams at heart
- Travel, friendship, family, tattoos, moments to lose
- Strong emotional 'why' to drive behavioral change





WHY THIS CASE DESERVES AN AMMA

- Innovative concept, and measurable impact
- Award-winning song: MIA Hit of the Year 2024
- Full 360° POE media rollout
- Reached + resonated with younger audiences – where others fail

THANK YOU.

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