

Nearly 40,000 people die in traffic related incidents each year in the U.S. More than 400 in Massachusetts alone. Fundación MAPFRE believes most of those deaths and serious injuries are preventable and are committed to eliminating the devastation. One problem is more than 64% of Americans think they're either excellent or very good drivers; they think it's others who are the problem.

We needed to prove they may be part of the problem..

Our broader audience includes all who share the roads but our primary focus was younger drivers, who are disproportionately at risk and who have the power to advocate for change.

Knowing just another expected safety message wouldn't reach them we developed Look Both Ways. To reach the wider audience we flipped the stereotype of the Boston driver in a PSA, which generated significant earned media and social attention. But to engage directly with young people we brought two immersive experiences to high schools, colleges and community events. With a Virtual Reality driving experience and a tap game for mobile devices students maneuver the streets of a virtual South End, where they experience the view as a driver and a bicyclist. They get dinged for going too fast, becoming easily distracted and putting others in danger. The result was immediate. The majority of users shared that they didn't do as well as they thought and vowed to be more conscious on the roads.