

Buckle Everyone

Most CT drivers wear their seatbelt. That's great. What's not great is what goes on in the backseat. This campaign expanded on common Buckle Up messaging to switch the focus to other passengers. Buckle Everyone. The campaign reminds teens and families why they need to buckle up in the back seat. And changes the vernacular from Buckle Up to Buckle Everyone! Of course, we celebrated the launch with slushies.