



# creative Sauce

Good things come to those who **create!**



**Intro:** RJDA are a fully integrated marketing communications agency who are passionate about brands and brand marketing. So what makes our business model so special or unique? In a nutshell we employ the best crop of designers, web designers and account managers - combine this with an impressive array of in house production capabilities and you could say RJDA are a hybrid of creativity. To ensure we continually recruit fresh new talent RJDA have launched Creative Sauce, a platform for students to showcase their design potential to one of the East Midlands fastest growing and most successful agencies. Creative Sauce is a vision for opportunity and an opportunity for RJDA's to give something back. Why not grab your chance to make a real industry impression and become the very first winner of Creative Sauce. Submit your entry to [mycreativesauce.co.uk](http://mycreativesauce.co.uk) to be in with a chance to win a 21" IMac and the opportunity for a portfolio appraisal from the RJDA studio.

## The Brief



**Client:** Brake

**Client Background:** Brake is a registered charity. Brake works for zero deaths on roads. Road crashes are not road accidents, they are preventable and must be stopped.

Brake's strapline is stopping the carnage, caring for the victims. It's time to take action NOW to stop the carnage on our roads. As part of the work they carry out Brake is campaigning for life-saving policies to be introduced by Government and local authorities.

### The Brief:

**Watch Out There's A Kid About!** - A national campaign for child road safety to be coordinated by Brake with the support of government and other agencies. The aim of this project is to raise awareness of traffic as one of the biggest killers of children and young people - road deaths are a tragic waste of young life.

### Background Overview:

Young people are far more likely to be killed on the road than older people.

Almost two-thirds (62%) of all so-called 'accidental' deaths of 5-14 year olds happen on the road - many more than in fires, or by drowning, poisoning or falls.

In total, 75 children under 16 were killed and 2,017 were seriously injured on foot and 31 were killed and 485 seriously injured on bikes in the UK in 2006. That's 217 a month, or 50 a week.

In fact, traffic is the biggest killer of 15-24 year-olds, and the third biggest killer of children aged 5-14, after cancer and diseases of the nervous system. Deaths and injuries shoot up at the age when parents have to - despite their great fears - allow their children to walk and cycle unaccompanied, often with their peers.

In fact, 61% of children killed or seriously injured in 2006 were on foot at the time. Although child pedestrian deaths have fallen significantly since the mid-1990s, the UK's child pedestrian death rate is still fifth worst in a list of 15 Western European countries\* published by the Department for Transport, three times higher than Norway and Sweden, and twice as high as France and Denmark.

Many deaths and serious injuries of children occur in built-up areas at speeds that many drivers are prepared to travel at - a driver doing 35mph in a 30mph zone is almost twice as likely to kill a pedestrian s/he hits than if they were sticking to the limit. Yet a fifth of car and van drivers (both 19%) and a quarter of motorcyclists (25%) break 30mph limits by that amount or more.

We want to stop these appalling tragedies. Now. It's a vicious circle. More families using their cars to ferry children to and from different places means more traffic, including many large four wheel drive vehicles, known as 'Chelsea Tractors', often with bull bars on the front. It's no surprise that it's the most disadvantaged children, from families without cars, living in deprived inner-city areas, who are most likely to die on foot.

Surveys by Brake show that kids are not only at risk. They, their parents, and teachers are also scared by traffic, which influences families to use their cars for the 'school run' and other journeys, rather than risk the healthier option of walking or cycling to prevent obesity (which isn't healthy if it results in death or injury).

**Fact:** At 20mph, a pedestrian who is hit has a 95% survival chance. At 40mph, the statistic is nearly reversed – they have an 85% chance of being killed.

**Fact:** Most children on foot and bikes who die are secondary school age. They are old enough to need, and want, to walk and cycle on their own. But young enough to make mistakes when using roads, such as stepping into the road while chatting to a friend.

**Fact:** The faster we drive, the less time we have to react to a child stepping into the road, the harder we hit, AND THE GREATER THE PROBABILITY THE CHILD WILL DIE.

**Target Audience:**

Needs to appeal to Young drivers under the age of 30 who are statistically proven to be more likely to cause road deaths.

**Deliverables:**

Consider application for one or two of the following:  
Mobile unit for city centre promotions, Personalised Direct Mail Campaign, A3 posters/DL flyers, Web microsite, Cinema advertising, Bus advertising/Bus shelters

Students Can Win!

**A New 21" Imac**

3.06GHZ 4GB 500GB 9400M



**1 Years Paid Work Placement**

**Also Up For Grabs**

1 week unpaid **work placement.**  
**Portfolio appraisal** session with Chris Reynolds  
(RJDA studio Manager)

For Terms & Conditions see reverse.



### Terms & Conditions

Work will be judged in response to the brief by RJDA, Brake & representatives selected by RJDA from each participating University.

All entries must be submitted via [www.mycreativesauce.co.uk](http://www.mycreativesauce.co.uk) no later than 8th March 2010 to be eligible for prize competition.

Judging will take place during March & April, with commendations published online, sent to course tutors and the winner will be confirmed in writing during May 2010.

RJDA intend to reproduce the content from their [www.mycreativesauce.co.uk](http://www.mycreativesauce.co.uk) website in other places both electronic and in printed media. It may be that the organisation to whose brief you respond wishes to discuss with RJDA the further development and use of submitted work. The original author may or may not be credited in such circumstances and by entering this competition you agree to let us do that.

RJDA reserve the right to withhold any prizes should the occasion arise that submitted entries be deemed unsuitable for the campaign.

For full terms and condition see [www.mycreativesauce.co.uk](http://www.mycreativesauce.co.uk)

