TIM HOSS
ACCOUNT EXECUTIVE
LAWRENCE & SCHILLER

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MESSAGING THAT DRIVES BEHAVIORAL CHANGE
UNDERSTANDING OUR TARGET AUDIENCE
MEN ARE MORE LIKELY TO

- Engage in unhealthy behavior
- Not use a seat belt
- Drink and drive
- Not seek medical attention when they need it
- Not have health insurance
BREAKING NEWS
MEN ARE NOT INVINCIBLE.
HUMOR IS MORE LIKELY TO ENHANCE RECALL, EVALUATION AND PURCHASE INTENT WHEN THE MESSAGE COINCIDES WITH AD OBJECTIVES, IS WELL-INTEGRATED AND IS VIEWED AS APPROPRIATE FOR THE CATEGORY.

JOURNAL OF MARKETING
Beat Death. Don’t Cheat It.
INTRODUCING JIM REAPER
CAMPAIGNS

2018–2019 CAMPAIGN ELEMENTS
Even Death has something to be thankful for – your recklessness. This holiday, ditch the distractions, wear your seat belt and beat Death.

Would your driving make the nice list? Santa’s not watching – but Death is. This holiday season, drive for the conditions, wear your seat belt and always plan a DD.

Celebrate #NationalBeerDay with your favorite brew, but only if a DD is part of your crew.
SNOW BLOWS. LITERALLY.
Slow Down and Buckle Up.
DRIVESAFESD.COM
BEAT DEATH
DON'T LET DEATH STEAL YOUR SUNSHINE.
Buckle Up.
DRIVESAFESD.COM
DON'T LET A BAD DECISION BE THE DEATH OF YOU
Unless you plan a sober ride, plan on meeting Death. Always use a designated driver to get home safely, because one bad decision could be the death of you.

BEYOND-THE-GRAVE GOODS
No matter the driving conditions, Death is always ready - and now, you can be, too. Our Reaper-themed products remind you to keep your driving in tip-top shape in the car, at home or anywhere else. They also make great gifts!
DISRUPTIVE

2018–2019 DISRUPTIVE EFFORTS
PRIMSFIELD, SOUTH DAKOTA
Carla Skiles @CarlaSkiles · Feb 3
Anyone else Google Primsfield, SD.??

Austin Barrett @blind_pineapple · Feb 3
News update: Primsfield, South Dakota doesn't exist. What tf is going on?

Nancy Getty @NancyGetty · Feb 3
Anyone else look up where Primsfield SD is after the super bowl commercial aired? ? Well played #DrivesafeSD

Alonso Alvarez @WWinSD · Feb 3
Clearly I'm not from around here. Apparently Primsfield is not a real place.

Vermillion Police @VermillionPD · Feb 3
Well played, Primsfield 🙅‍♂️nova 🚘 #DrivesafeSD

Hank 🇺🇸 @Brian_Hanochan · Feb 3
Apparently, Primsfield isn't a real place. I'm shook.
FUTURE EFFORTS
WANT TO WORK WITH JIM?

LET’S TALK.

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