

drastic

awareness campaigns

PEDESTRIAN RIGHTS AND FREEDOM OF MOVEMENT IN THESSALONIKI/GREECE

#deardriver

We developed a large-scale campaign on pedestrian rights and freedom of movement for the city of Thessaloniki. In partnership with initiatives and communities active in the fields of road safety, accessibility and pedestrian rights we experimented with 3 different experiential engagement tools:

- video content
- immersive performance
- virtual reality



01

02

04

06



CAMPAIGN-PHASE I

Dear Driver

To launch the campaign on social media we created 3 short humoristic videos portraying what it would look like if we acted the way that we drive.





CAMPAIGN-PHASE II

City Tour

We then invited 30 participants on a walking tour, that was intentionally disrupted by an immersive performance of 3 wheelchair users, provoking an intense real-life experience.





One awareness campaign

CAMPAIGN-PHASE III

Steer Away

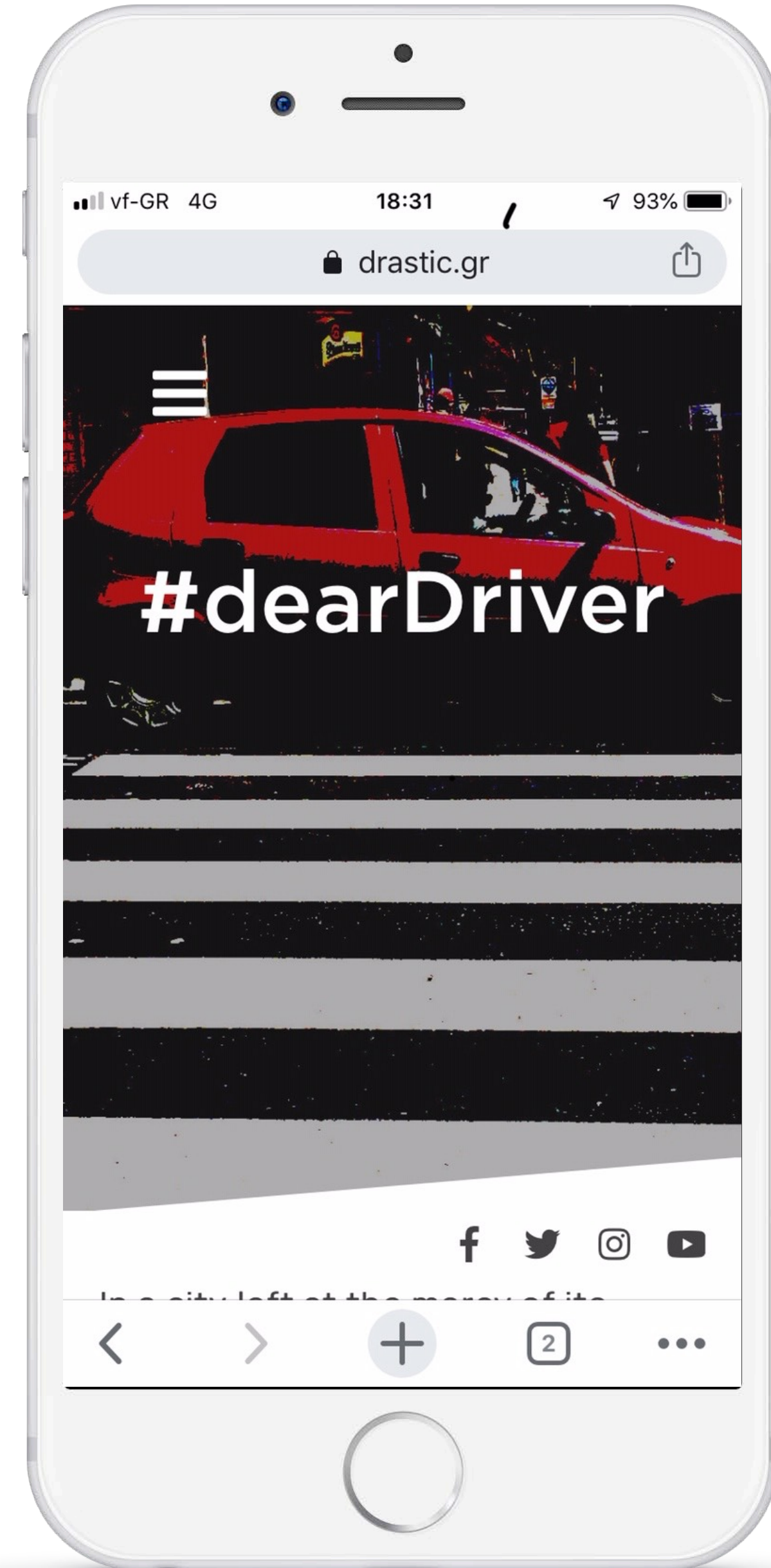
Finally we created a 10-minute documentary film as well as a 360 virtual tour of the walking tour to engage online participants.



Digital Campaign

The digital campaign is summed into a simple and engaging visual journey, which takes about 45 minutes and ends in a questionnaire assessing the impact this journey had on the viewer's beliefs.

VISIT WEBSITE



FACEBOOK STATISTICS (JUNE 2020)

Campaign Reach

5.7K

Net followers

▲ 284700% from previous 216 days

118

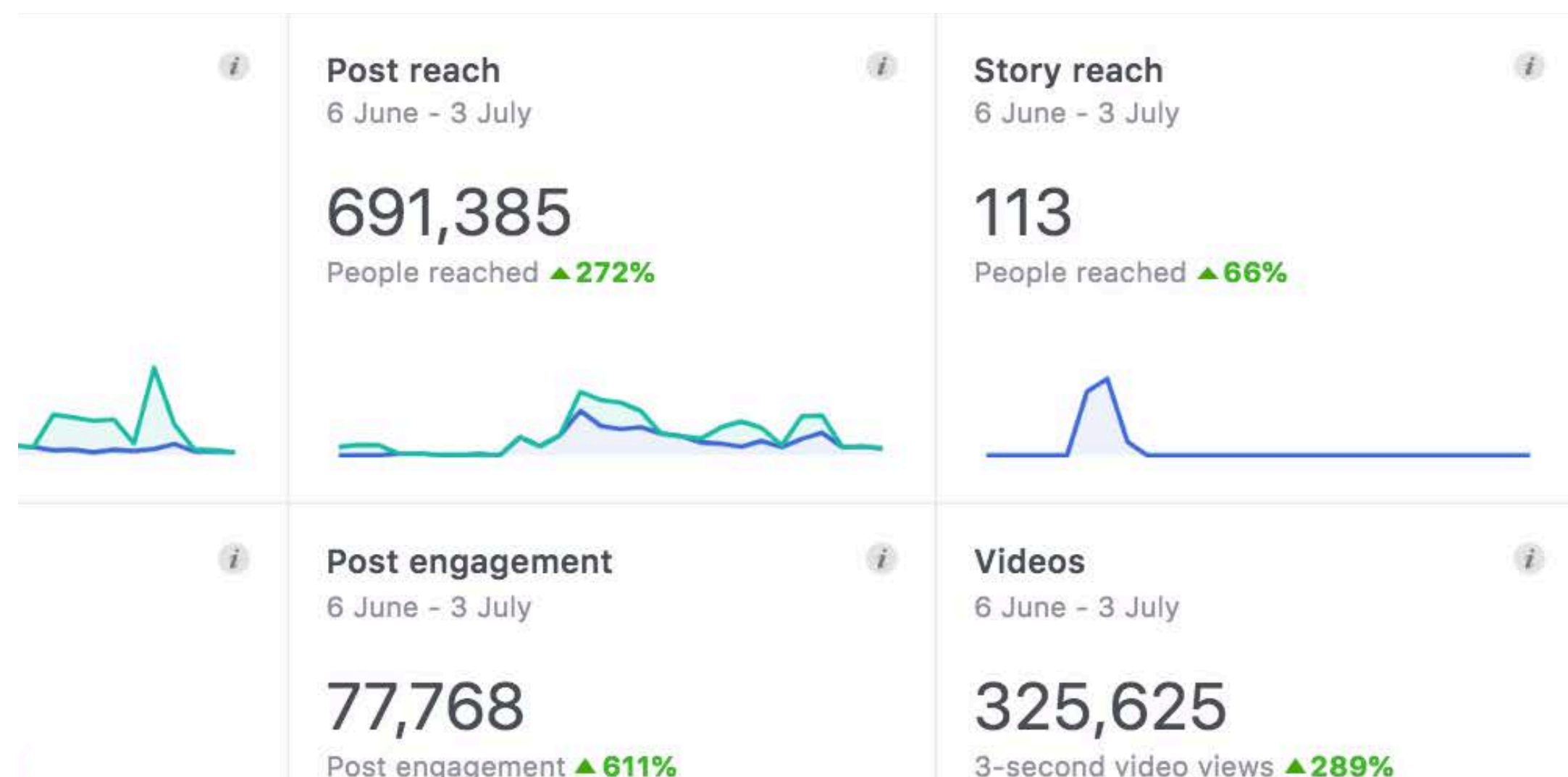
Returning viewers

For the week starting on 28/06/2020

13.6K

Complete views

▲ 193671% from previous 216 days



DRASTIC.GR

Παρ' το Αλλιώς: Μια Drastic
Εκστρατεία Συνειδητοποίησης

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206K Views

Video Reach

[illegible]

A SUCCESSFUL CIVIC AWARENESS CAMPAIGN

Conclusions

A RESILIENT CAMPAIGN

In the midst of a time of global disruption, we created a campaign that managed to speak to the audience's hearts and became one of the most publicised campaigns on pedestrian rights and freedom of movement in Greece. The campaign's unique format and its engaging approach, opens new horizons to the ways we can create social awareness.

A SOCIOCULTURAL TOOL

More than a fixed methodology, Drastic Awareness Campaigns is a radical approach to public information and awareness campaigns that can be used by the sociocultural sector, to make its causes and actions visible to the general public. An approach that can be adapted to any civic, social or environmental campaign.