

HELMET

WISE,

NO ONE

DIES.



WEAR A HELMET JUST BECAUSE YOU MATTER TO SOMEONE.



ISSUED IN PUBLIC INTEREST BY

ROTARY CLUB OF CHENNAI CARNATIC

SUPPORTED BY

RAVINDRAN
FOUNDATION

BEING HEAD STRONG DOESN'T MEAN YOU DON'T WEAR A HELMET!



WEAR A HELMET
JUST BECAUSE YOU
MATTER TO SOMEONE.

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ROTARY CLUB OF CHENNAI CARNATIC



SUPPORTED BY **RAVINDRAN
FOUNDATION**

#justsaying

**YOU NEED YOUR HEAD.
YOUR BRAINS**

ARE IN IT.



WEAR A HELMET
JUST BECAUSE YOU
MATTER TO SOMEONE.

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ROTARY CLUB OF CHENNAI CARNATIC



*Chennai
Carnatic*
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FOUNDATION**

BETTER LATE. THAN DEAD ON TIME.



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Wear a Helmet Social Media Campaign

About the Campaign

Though law mandates that wearing of helmets are compulsory, there is blatant disregard for the same. Is it the dismal fines or the thrill of violating law or indifference to one's own life, that causes one not to wear helmet?

Statistics are scary, out of the 1,46,377 killed in road accidents in India, two wheelers accounted for the maximum share. Numbers that could have been significantly lower, if riders had proper helmets. Internationally studies indicate that helmets are about 37 percent effective in preventing motorcycle deaths and about 67 percent effective in preventing brain injuries.

What is not understood is that every two-wheeler rider mattered to someone.

Campaign Theme

Wear a Helmet - Just because you matter to someone.

Campaign Goal

To create awareness on Wearing Helmet.

Campaign Budget:

Rs. 10,000/- for a ten day social media campaign.

Tool

Facebook's boosted posts and ads for 'Wear a Helmet' campaign posters.

Campaign Audience Focus Demography

- **Location:** Chennai (+40 km) Tamil Nadu
- **Age:** 18-65+
- **People:**
 - Just Married, Parenting, Motorcycles, Scooters, Family or Working parent
 - Small business owners
 - Self-Employed
 - Business Owner, Owner/Manager/CEO or Owner and Founder
 - Married
 - Parents with adult children (aged 18-26)
 - Newlywed (6 months)

Campaign Posters



Campaign Partners

1. Ravindran Foundation
2. Rotary Club of Chennai Carnatic

Campaign Results

Facebook's Ads Manager results for the Social Media Campaign was:

Total Impressions: 586,132
People Reach: 217,792
Estimated ad recall lift (people): 9,770

Ad set name	Impressions	Reach	Results
Helmet Awareness 5	72,738	60,975	1,220 Estimated ad recall lift (people)
Helmet Awareness 4	116,480	85,408	6,820 Estimated ad recall lift (people)
Helmet Awareness 3	122,687	89,105	7,650 Estimated ad recall lift (people)
Helmet Awareness 2	136,720	98,961	2,380 Estimated ad recall lift (people)
Helmet Awareness 1 View Charts Edit Duplicate	137,507	98,687	1,220 Estimated ad recall lift (people)
Results from 5 ad sets	586,132 Total	217,792 People	9,770 Estimated ad recall lift (people)

Campaign Learning

Social media can be harnessed effectively for reaching out and creating awareness to larger set of people with focused results, within permitted budgets.