

S H E R R Y M A T T H E W S  
A D V O C A C Y M A R K E T I N G



Campaign 2013

01-17-13

# SPRING 2013 DRAFT CAMPAIGN CONCEPTS

## PLEASE NOTE:

These are draft concepts for discussion purposes only and are not intended for public distribution at this stage. Neither concepts nor images are final. Concepts will be tested and refined with client feedback throughout the creative process.

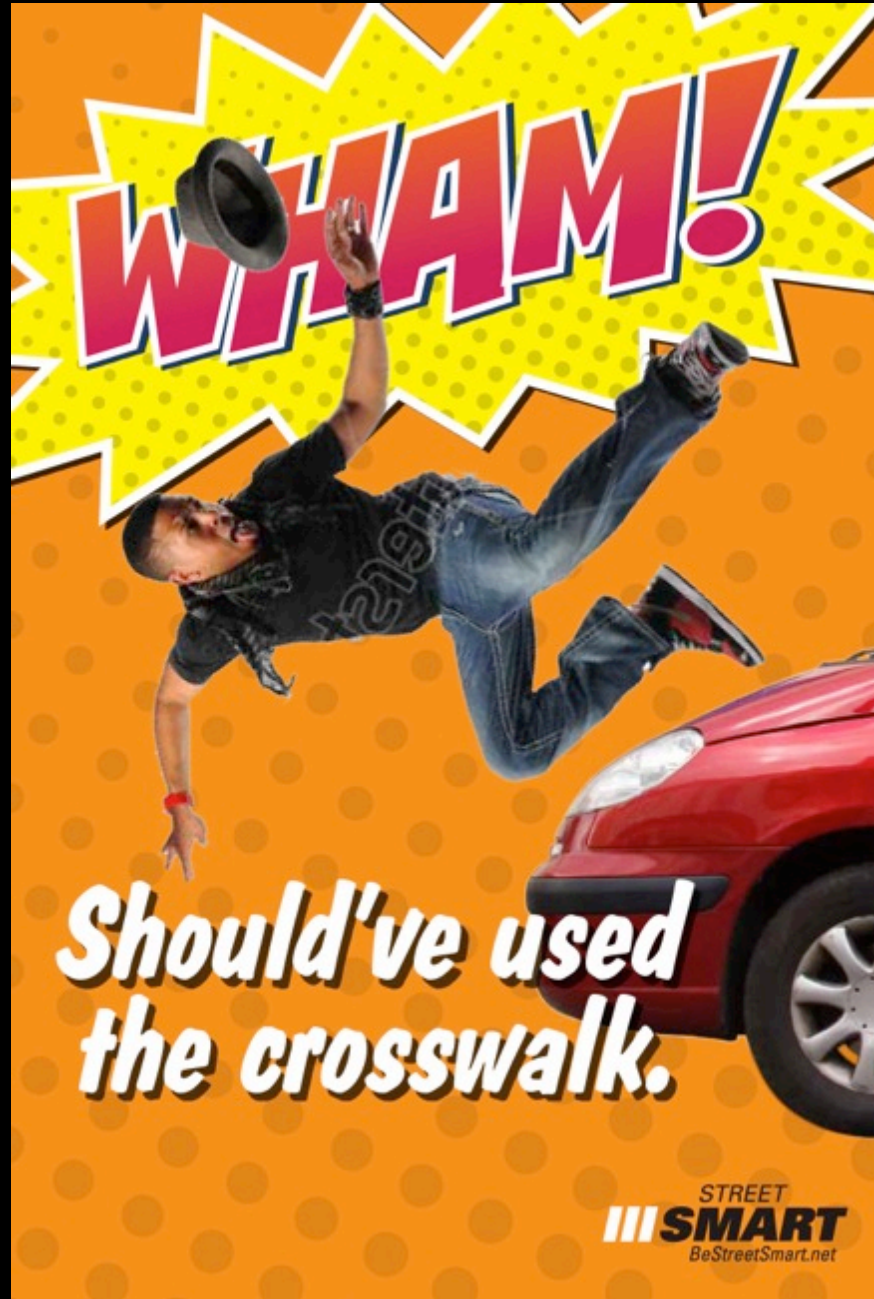
BAM



DRAFT



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DRAFT



**Watch out  
for cyclists.**

STREET  
**/// SMART**  
BeStreetSmart.net

DRAFT



DRAFT

# TIRED FACES



**Pedestrians don't  
come with airbags.**

Watch for pedestrians when turning.

DRAFT

**/// LISTO**  
EN EL CAMINO



**Los peatones no  
tienen bolsas de aire.**

Atento por los peatones al doblar.

DRAFT



STREET  
**/// SMART**  
BeStreetSmart.net

**You can't fix a pedestrian  
at a body shop.**

Slow down and watch for pedestrians.

DRAFT



**/// LISTO**  
EN EL CAMINO

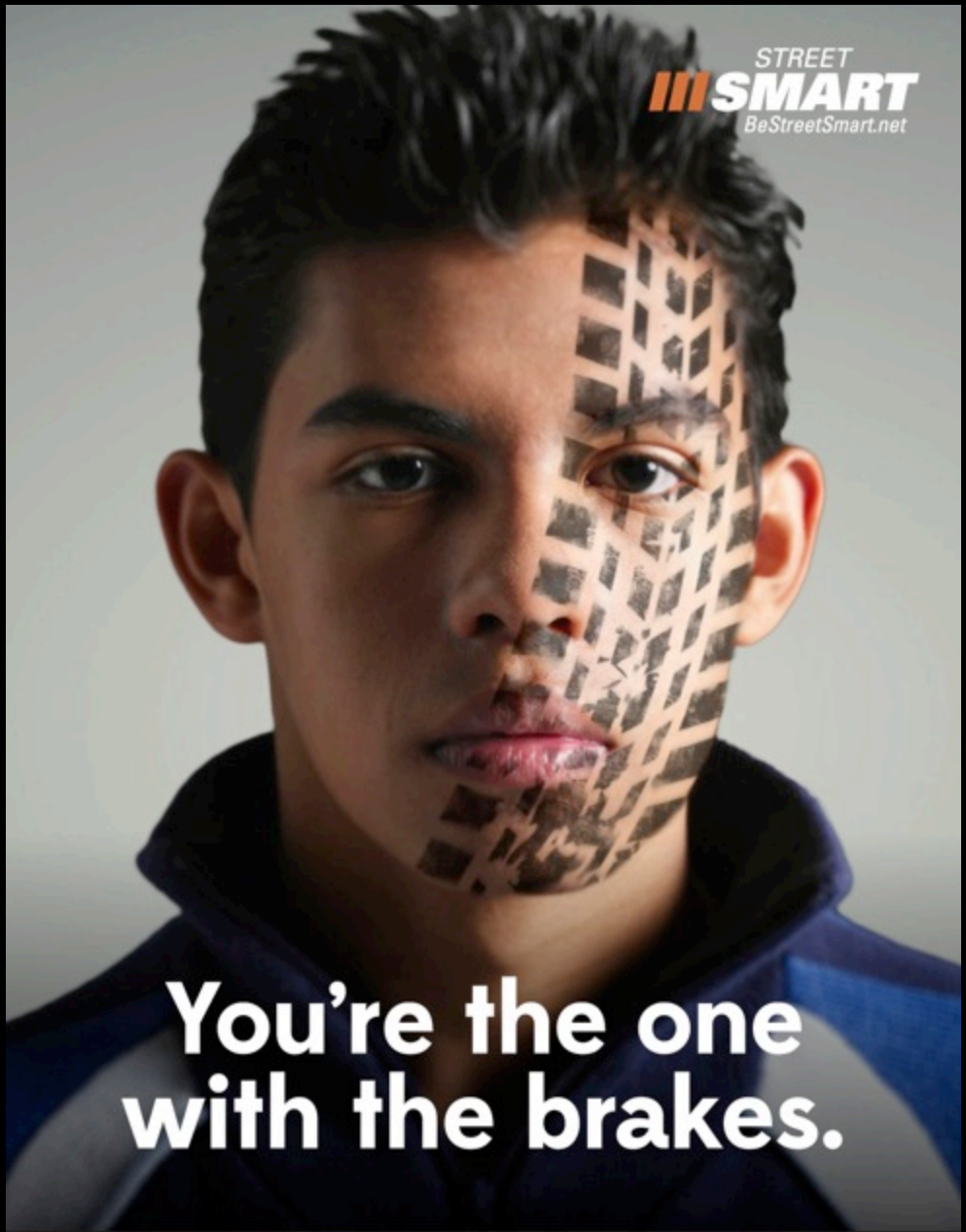
**El taller mecánico no puede  
reparar a un peatón.**

Reduce la velocidad. Atento por los peatones.

DRAFT



STREET  
**/// SMART**  
BeStreetSmart.net



**You're the one  
with the brakes.**

Slow down and watch for pedestrians.

DRAFT



**LISTO**  
EN EL CAMINO

**No dejes huella.  
Pisa freno.**

Reduce la velocidad. Atento por los peatones.

DRAFT



**The penalties for  
jaywalking vary.**

DRAFT

Cross at the corner. Wait for the light.

A young man with dark hair and glasses is looking directly at the camera. The left side of his face, including his forehead, eye, and cheek, is covered in a dark, grid-like pattern. The right side of his face is clear. He is wearing a green shirt. In the top right corner of the image, there is a logo consisting of three orange vertical bars followed by the word "LISTO" in bold white letters, and "EN EL CAMINO" in smaller white letters below it.

**/// LISTO**  
EN EL CAMINO

**No cruzar en la esquina  
tiene varias consecuencias.**

DRAFT

Cruza en la esquina. Obedece las señales.



**Don't let the bus take you  
to the emergency room.**

DRAFT

Cross after the bus leaves the stop.



**/// LISTO**  
EN EL CAMINO

**No dejes que el autobús  
te deje en urgencias.**

DRAFT

Cruza después que salga el autobús de la parada.



STREET  
**SMART**  
BeStreetSmart.net

**Bicycles don't  
have bumpers.**

Obey signs and signals.

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**LISTO**  
EN EL CAMINO

**Las bicicletas no  
tienen defensa.**

Obedece las señales.

DRAFT





STREET  
**SMART**  
BeStreetSmart.net

**Bicycles don't  
have bumpers.**

DRAFT

Give cyclists room to ride.

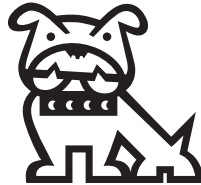


**LISTO**  
EN EL CAMINO

**Las bicicletas no  
tienen defensa.**

Dale a los ciclistas espacio.

DRAFT



S H E R R Y M A T T H E W S  
A D V O C A C Y M A R K E T I N G



THANK YOU!

01-17-13