



EXERCISER REVIVER

RECHARGING DRIVERS FOR THE LONG ROAD AHEAD



RoadWise



WALGA

INSIGHT

Tired drivers think that coffee is the only solution to boost their energy levels during long road trips - when in actual fact, coffee is a cup of false confidence.

IDEA

We substituted coffee stops for bespoke mobile workout stations showing drivers that three minutes of intense exercise is twice as effective as coffee at boosting energy levels and keeping them alert on the road.

EXECUTION

Drivers throughout Perth metro and regional areas were encouraged to pull over and experience a fully interactive mobile workout station that indicated on-screen when their energy levels were full enough to begin driving again.

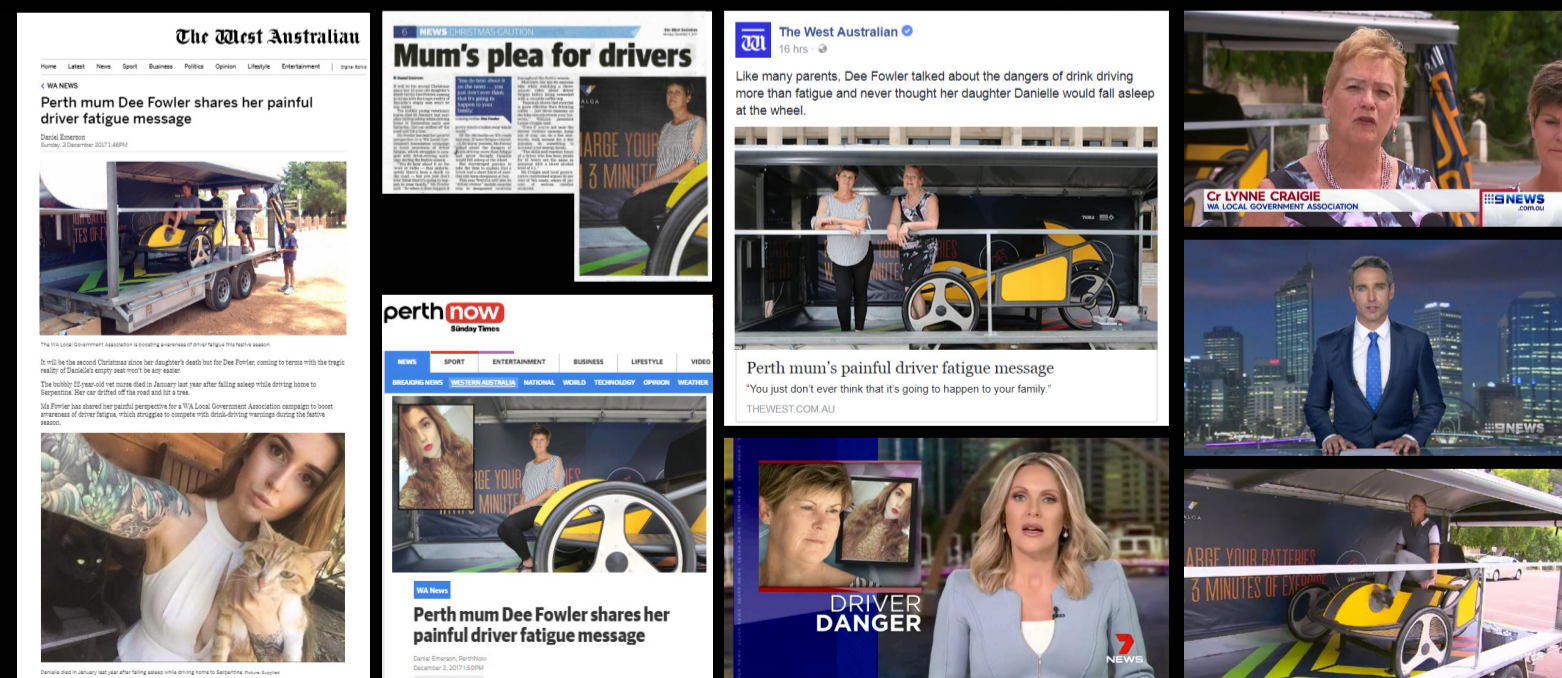
1. PULL OVER



2. EXERCISE



3. RE-ENERGISE



SOCIAL EXTENSION - 360° FACEBOOK WORKOUT VIDEO

We targeted drivers at times and locations where they were likely to begin their trip. The 360° mobile exercise video then prompted drivers to swing their phones through the air to complete a swift three minute workout routine.

1.9 MILLION IMPRESSIONS 23.1% VIDEO COMPLETION RATE

