

# Arrive Alive campaign in Uganda drives the message home

The Arrive Alive road safety campaign in Uganda was initiated as a vehicle to emphasize safe driving practices and reduce the number of accidents on Uganda's roads over the festive season. The integrated media campaign included radio, press and outdoor.



Clear Channel Outdoor in Uganda was briefed by Nigel Sutton, MD of Limelight (an FCB agency operating in Uganda) to provide an outdoor solution that would literally “drive the message home” to motorists. The outdoor campaign included Citilites and Roadstars, as well as a landmark, iconic boundary wrap that Clear Channel Outdoor secured on the Entebbe-Kampala Highway measuring a massive 4m x 60m.

The Entebbe-Kampala Highway links the capital city with the international airport and besides the normal daily commuters, it also carries more than 500,000 international travellers per annum past informal traders and trading centres with many pedestrians along the way.

Deon Viljoen, GM of Clear Channel Outdoor in Uganda has applauded the creative rendering of this campaign. “The relevant and direct campaign message, “The faster you go, the faster you go” demonstrates the effectiveness of a simple, yet impactful message that works particularly well with outdoor advertising”.

For more, visit: <https://www.bizcommunity.com>