



Close Encounters

Avoiding a Close Encounter

- We still have drivers/passengers who don't wear seatbelts - usually male and on short trips
- The idea - a quirky campaign to try to try and catch the attention of drivers.

Encountering the campaign

We included a series of 50's style advertisements, media releases, crop circles, editorial stories about strange lights, missing person posters, police enforcement and of course the Aliens themselves

Help from above

The campaign got off to an impressive start with a well-timed meteorite that exploded over North Canterbury the day before the launch!!!!



 **DON'T GET SNATCHED!
WEAR YOUR SEATBELT**



 **DON'T GET SNATCHED!
WEAR YOUR SEATBELT**

IT WAS JUST A SHORT
DRIVE TO THE DAIRY...



**DON'T GET SNATCHED!
WEAR YOUR SEATBELT**

DESPERATELY SEEKING!



IT WAS ONLY SUPPOSED TO BE A SHORT TRIP.
BUT BOB NEVER MADE IT BACK HOME.
CAN YOU HELP HIS FAMILY AND FRIENDS FIGURE
OUT WHAT HAPPENED?



SNATCHED? PEBBIE? BUT SHE
ONLY WENT FOR A QUICK DRIVE!

IF ONLY JOHN HAD
LISTENED WHEN
SUZIE TOLD HIM TO
BUCKLE UP...




The Aliens messages

Avoid a close encounter with your windscreen
Always wear your seatbelt

Avoid close encounters of the financial kind
Always wear your seatbelt

Avoid close encounters of the enforcement kind
Always wear your seatbelt"

Missing People

Don't get snatched!
Wear your seatbelt

People who don't
wear seatbelts can
go missing - Forever



They even got fan mail

Manor Gray
28A Rowall Rd
Kilgobbin
Ph 5272802
26/9/06

Dear Lauren,
I am writing
to say how pleased and
impressed you are with
and thank you for
I'm looking forward to
the September paper about
"Aliens" and the story included
It was wonderful being
my friend's birthday is
September and he has
Aliens. I applied as
a member of the...



