



AGENCIJA 101

AGENCIJA 101 IS A STRATEGIC CREATIVE AGENCY

READY FOR DIGITAL CENTURY



AWARDS



AGENCIJA 101



WORLD DAY OF REMEMBRANCE
FOR ROAD TRAFFIC VICTIMS 2024

COMMUNICATION CONCEPT

THE CONCEPT

“THAT DAY”

THE CONCEPT OF “**THAT DAY**”

The communication campaign tells the stories of THAT DAY when traffic collisions stopped or changed the course of the victim’s lives forever. Each victim has her/his own story of that day, which their relatives, friends and acquaintances carry in their memory. The emotional charge of that day is so strong that it remains in our memory forever. Therefore, on World Day of Remembrance for Road Traffic Victims 2024, we remember the stories of “that day”.

POSTERS

FATAL OUTCOME



**WORLD DAY
OF REMEMBRANCE**

FOR ROAD TRAFFIC VICTIMS



**That day she rode it on
the way home from school.**

Peggy, 14 years old



REMEMBER. SUPPORT. ACT.



UN LOGO

NATIONAL LOGO

SPONSOR

<https://worlddayofremembrance.org/>



**WORLD DAY
OF REMEMBRANCE**
FOR ROAD TRAFFIC VICTIMS



**That day he sat in it
on the way home from
kindergarten.**

Luke, 2 years old



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POSTERS

PERMANENT INJURIES



**WORLD DAY
OF REMEMBRANCE**

FOR ROAD TRAFFIC VICTIMS



**That day was the last time
he walked in them.**

George, handicapped at 40

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**WORLD DAY
OF REMEMBRANCE**

FOR ROAD TRAFFIC VICTIMS



**That day she put it on
for the last time by herself.**

Lucy, paralyzed at 34



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BILLBOARD
EXAMPLE



**WORLD DAY
OF REMEMBRANCE**

FOR ROAD TRAFFIC VICTIMS



**That day he sat in it
on the way home from
kindergarten.**

Luke, 2 years old



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eurolakat



CITYLIGHT
EXAMPLE

euoplak.



WORLD DAY OF REMEMBRANCE

FOR ROAD TRAFFIC VICTIMS



**That day was the last time
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George, handicapped at 40

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A3 FORMAT
EXAMPLE



 **WORLD DAY OF REMEMBRANCE**
FOR ROAD TRAFFIC VICTIMS 

**That day she rode it on
the way home from school.**
Peggy, 14 years old



REMEMBER. SUPPORT. ACT.

<https://worlddayofremembrance.org/>

 **WORLD DAY OF REMEMBRANCE**
FOR ROAD TRAFFIC VICTIMS 

**That day he sat in it
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Luke, 2 years old



REMEMBER. SUPPORT. ACT.

<https://worlddayofremembrance.org/>

SOCIAL MEDIA
READY TO USE



World Day of Remembrance

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Many of the fatal outcomes & injuries on our roads are avoidable. Let's all do our part to make the roads a safer place. #WDoR2024



WORLD DAY OF REMEMBRANCE

FOR ROAD TRAFFIC VICTIMS



That day she rode it on the way home from school.

Peggy, 14 years old

REMEMBER. SUPPORT. ACT.



Learn more



World Day of Remembrance

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Many of the fatal outcomes & injuries on our roads are avoidable. Let's all do our part to make the roads a safer place. #WDoR2024



WORLD DAY OF REMEMBRANCE

FOR ROAD TRAFFIC VICTIMS



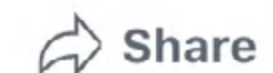
That day he sat in it on the way home from kindergarten.

Luke, 2 years old

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Learn more





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WORLD DAY
OF REMEMBRANCE

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89 views

World Day of Remembrance Many of the fatal outcomes & injuries on our roads are avoidable. Let's all do our part to make the roads a safer place. #WDoR2024

View all 14 comments



World Day of Remembrance
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WORLD DAY
OF REMEMBRANCE

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Lucy, paralyzed at 34

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89 views

World Day of Remembrance Many of the fatal outcomes & injuries on our roads are avoidable. Let's all do our part to make the roads a safer place. #WDoR2024

View all 14 comments

SOCIAL MEDIA

LOCAL NATIVE CONTENT

LOCAL AND REAL OBJECTS

The concept enables us to share **local stories linked to real objects involved in collisions**. For local implementation on social networks, we need photos of these objects, which do not need to be professional photos. They can be recorded with smartphones.

TWO TYPES OF LOCAL CONTENT PROVIDERS

1. Real relatives and real injured victims share their objects and tell their story.
2. Local well-known people share real objects and tell their story concerning someone they knew or still know (depends on the collision outcome).



World Day of Remembrance

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WORLD DAY OF REMEMBRANCE

FOR ROAD TRAFFIC VICTIMS



**That day he wore it
for the last time.**

Diego, 31 years old

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Learn more



Like



Comment



Share



World Day of Remembrance

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WORLD DAY OF REMEMBRANCE

FOR ROAD TRAFFIC VICTIMS



**That day she put it on
for the last time.**

Leni, 44 years old

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Like



Comment



Share

WELL-KNOWN VICTIM EXAMPLE

Chete Lera was well known Spanish actor.
The solution is symbolic to illustrate the idea.

The image shows a Facebook post for the World Day of Remembrance for Road Traffic Victims. At the top, the post is titled "World Day of Remembrance" and is marked as "Sponsored". Below the title is a banner with the WDR logo and the text "WORLD DAY OF REMEMBRANCE FOR ROAD TRAFFIC VICTIMS". The main content is a photograph of a dark, striped, knitted scarf laid out on a wooden floor. A text overlay on the scarf reads "That day he wore it for the last time." and "Chete Lera, 72 years old". Below the photo is a call to action: "REMEMBER. SUPPORT. ACT." and a row of logos including FEVR, FICVI, and the Decade of Action for Road Safety. At the bottom of the post, there is a "Learn more" button and social media interaction options: "Like", "Comment", and "Share".

World Day of Remembrance
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WORLD DAY OF REMEMBRANCE
FOR ROAD TRAFFIC VICTIMS

That day he wore it for the last time.
Chete Lera, 72 years old

REMEMBER. SUPPORT. ACT.

FEVR FICVI DECADE OF ACTION FOR ROAD SAFETY 2011-2020

ADMOCKUPS.COM [Learn more](#)

👍 Like 💬 Comment ➦ Share

WELL-KNOWN VICTIM EXAMPLE

Helge Rasche was well known German soccer coach. The solution is symbolic to illustrate the idea.

The image shows a Facebook post for the World Day of Remembrance. At the top, the WDR logo is displayed with the text "World Day of Remembrance" and "Sponsored". Below this is a banner with the WDR logo, the text "WORLD DAY OF REMEMBRANCE FOR ROAD TRAFFIC VICTIMS", and a black ribbon icon. The main visual is a pair of black and yellow Predator soccer cleats resting on a rusty metal bar. Overlaid text reads: "That day were with him for the last time." and "Helge Rasche, 33 years old". Below the cleats, a banner says "REMEMBER. SUPPORT. ACT.". At the bottom of the post, there are logos for FEVR, FICVI, and the Decade of Action for Road Safety (2011-2020), along with a URL: <https://worlddayofremembrance.org/>. The post footer includes "ADMOCKUPS.COM", a "Learn more" button, and social media interaction options: "Like", "Comment", and "Share".

MEDIA

COOPERATION

We advice entering the editorial content of your local media. With the support of the media, we can achieve a high impact of the campaign.

For example: **TV NEWS STUNT**

Imagine a damaged object present during the TV news. Viewers of the show would be wondering what this object means. At some point the host would tell the story of “that day” and connect that particular story to the World day of remembrance for road traffic victims.



SUGGESTED

TIMELINE

October 21:

Final solutions and toolkits (Agencija 101)

October 21 - November 17:

Country adaptations, social media and classic media arrangements (Local organisations)

November 14:

Start on social media

November 17:

Start of the main campaign

REMEMBER. SUPPORT. ACT.

THANK YOU!