



**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**





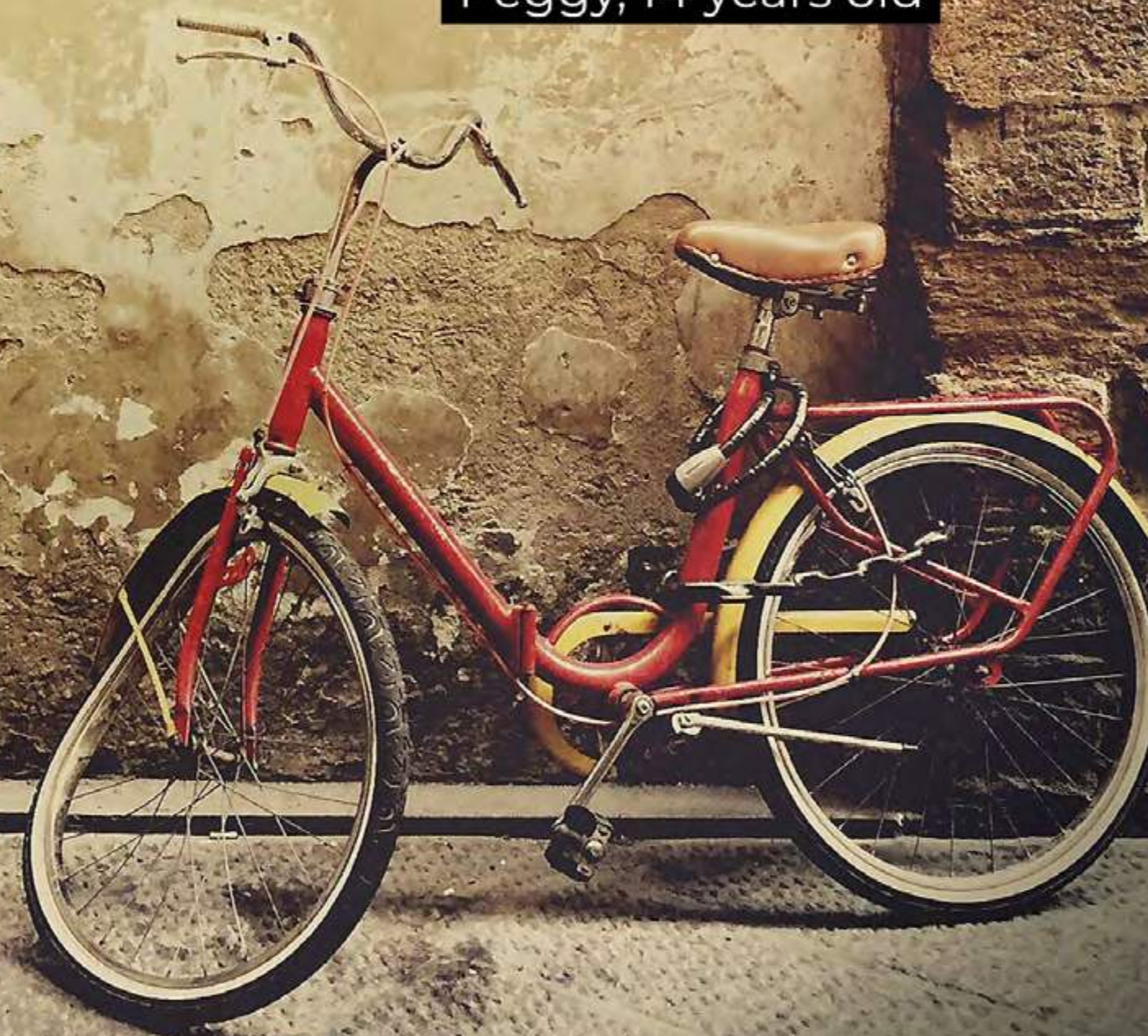
**WORLD DAY  
OF REMEMBRANCE**

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



**REMEMBER. SUPPORT. ACT.**



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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

**REMEMBER. SUPPORT. ACT.**



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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



**REMEMBER. SUPPORT. ACT.**



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eurolakat



# CITYLIGHT **EXAMPLE**





Europlak.



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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# 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



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kindergarten.**

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  
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Peggy, 14 years old

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Luke, 2 years old

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George, handicapped at 40

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<https://worlddayofremembrance.org/>

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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





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WORLD DAY  
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Lucy, paralyzed at 34

**REMEMBER. SUPPORT. ACT.**



<https://worlddayofremembrance.org/>

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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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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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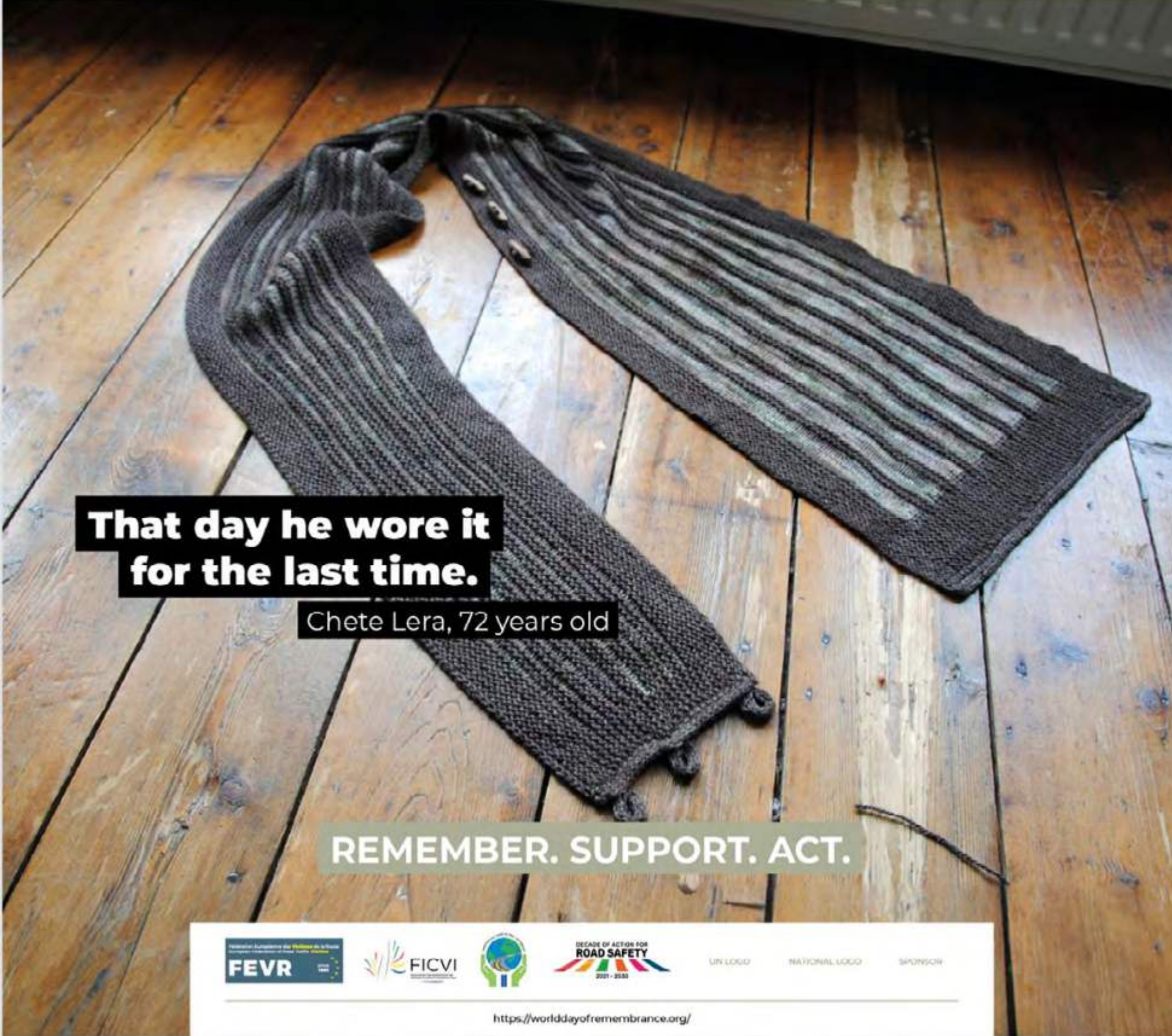


## WELL-KNOWN VICTIM EXAMPLE

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

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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

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## WELL-KNOWN VICTIM EXAMPLE



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

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**WORLD DAY OF REMEMBRANCE**








FOR ROAD TRAFFIC VICTIMS



**That day were with him  
for the last time.**

Helge Rasche, 33 years old




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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!**