



**WORLD DAY
OF REMEMBRANCE**

FOR ROAD TRAFFIC VICTIMS

GUIDELINES FOR THE 2024 CAMPAIGN

INTRODUCTION

Please read the guidelines for the use of materials and options for this year's communication campaign. We advise you to adhere to the guidelines as much as possible, because this is the only way we will mark the World Day of Remembrance for Road Traffic Victims 2024 consistently and with one voice throughout the world.

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”.

PHOTOS WITH OBJECTS

Visually, we highlight the stories of THAT DAY with objects that were hypothetically or actually involved in traffic collisions. And were owned by victims of road accidents. In prepared solutions we use hypothetical objects and hypothetical stories and persons - those proposals are ready-to-use, but need to be translated into local languages.

PHOTOS WITH OBJECTS THAT WERE INVOLVED IN COLLISIONS

In addition to ready-to-use photos, we advise local organizations to use additional photos of objects that have strong local significance. Local offices are advised to use their own additional photos of real objects that were involved in collisions for real. And to add a short victim's story related to the object in the photo in the provided text space. The text also includes the victim's name and age or the nature of permanent damage - depending on the collision outcome.

VIDEOS WITH OBJECTS THAT WERE INVOLVED IN COLLISIONS

If possible, it would be great to also have some video stories with friends/family members, centered around these objects, where they share their stories of “that day”. This way, we make the topic even more emotional. We suggest doing one video compilation with different stories which would be published on November 17th.

TEXTS

Textually, we highlight the victims with a short text that puts the object in the photo in the context of the situation that happened to the person in question. We sign the person with their name and stated age in case they have passed away. In the case of a permanent injury, the nature of the injury is indicated next to the name.

REAL OBJECTS AS INSTALLATIONS

We also advise using objects instead of photos on outdoor advertising formats as installations. These ways of using objects do not need to be many, as they will surely attract a lot of attention even if there are few of them. In this case, we suggest larger items such as bicycles, skateboards, larger pieces of clothing, child car seats etc. To make it easier for you to imagine, we have prepared a mockup example.



REAL OBJECTS IN MEDIA EDITORIAL CONTENT

Imagine an object that was really involved in a road accident appearing on the evening news next to the anchor. In this case, the presenter should not immediately explain the meaning of this object, but should reveal its context after a certain time. With this, we will achieve that the viewers will wonder why there is a damaged object next to the news anchor. And with that, the surprise and the effect will be all the greater when the presenter will tell the story of the object (in the same way as in other communication materials) and connect the story with the World Day of Remembrance for Road Traffic Victims 2024.

In order to achieve a really strong impact and reach of the campaign, we advise connecting with the media in the way described above.



BASIC CAMPAIGN ELEMENTS (LOGOS, SYMBOLS, SLOGAN etc.)

We have prepared two different logo layouts - global and local. See an example of a poster or social media format. The campaign proposal is also open to the use of local symbols, such as yellow and red ribbons and others. Space for local symbols is provided in the upper right corner of all materials.

Important note: in all materials the logo with the whole name World Day of Remembrance for Road Traffic Victims should be used due to the understanding of message and creative context.

READY-TO-USE POSTERS

Here we give you one example.
For more see the folders.



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

Peggy, 14 years old



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Members of the United Nations Road Safety Collaboration



ADDITIONAL
LOGO

<https://worlddayofremembrance.org/>

READY-TO-USE BILLBOARDS

Here we give you one example.
For more see the folders.



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READY-TO-USE CITYLIGHTS

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READY-TO-USE A4 FORMATS

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READY-TO-USE SOCIAL MEDIA FORMATS (1:1, 9:16)

Here we give you one example.
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