

DISTRACTIONS

CAMPAIGN TOOLKIT

This is the third time
he's ghosted me this
week. I'm so lucky.

Have a **hmmm** and put your phone
on do not disturb before driving.



**IF YOU GET HURT,
WHO GETS HARMED?**

Background

Nearly 40 percent of New Zealanders admit to sending or reading text messages in a vehicle, while nearly 20 percent check or reply to social media messages.

The objective of this campaign is to get drivers to put their phones on 'do not disturb' before driving.

The campaign's theme is 'ghosting' and messaging encourages drivers to 'ghost' (ignore) friends and family on their phones, by getting them to put their phone to 'do not disturb' and not being distracted while they're driving.

Timing

NZTA and ACC will launch the campaign on 14 April 2025 and then run it at different times throughout the rest of the year. The campaign includes advertising across social media, radio, digital and outdoor.

Contact

If you have any questions about the campaign and the resources you can use, email marketing@nzta.govt.nz

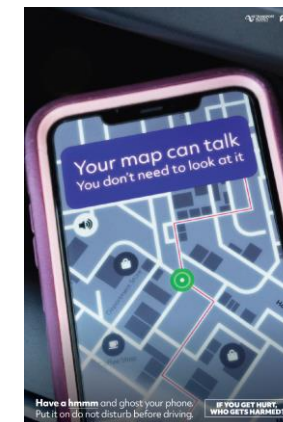
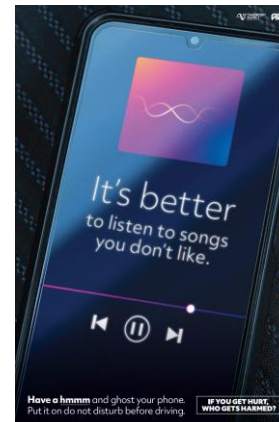
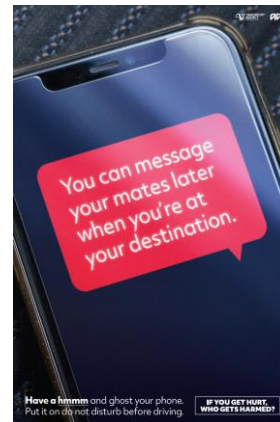
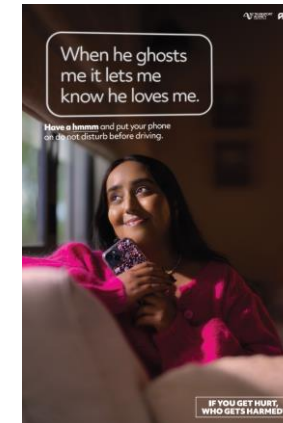
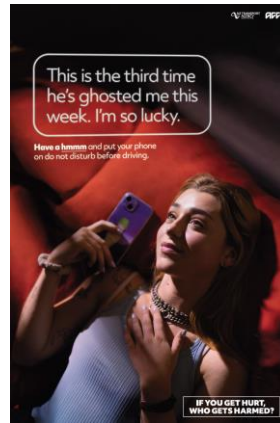
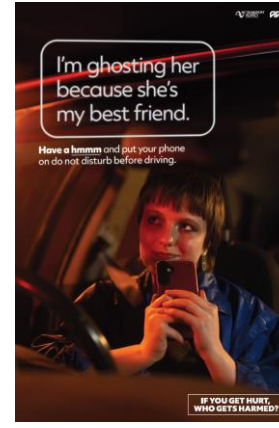


Posters

Following the launch of the campaign on **14 April 2025**, you can use these images on your own channels and in your communities.

You'll be able to download these images from our website under the road safety resources section from **Friday 11 April 2025**.

- A3 and A2 printed posters are available to order online via the [Bluestar portal](#)



Social media images

Following the launch of the campaign on **14 April 2025**, you can use these images on your own channels and in your communities.

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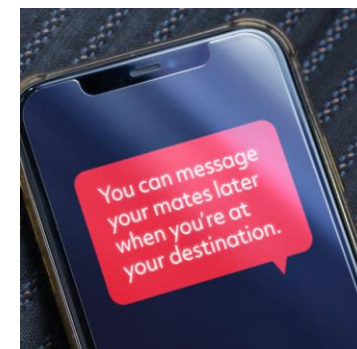
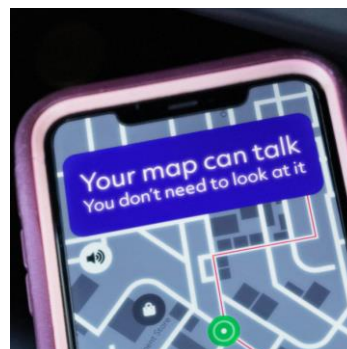
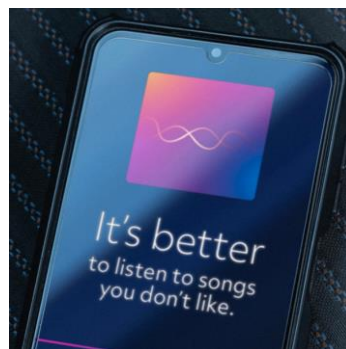
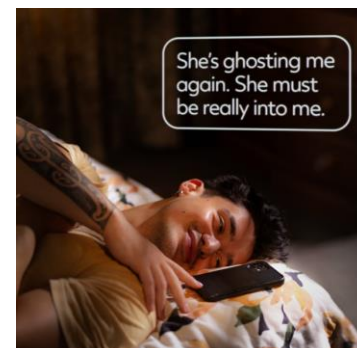
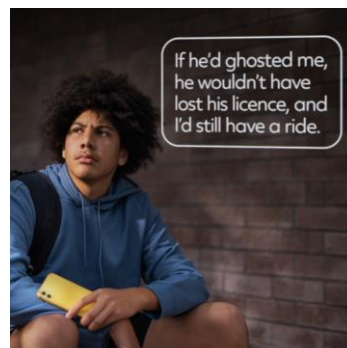
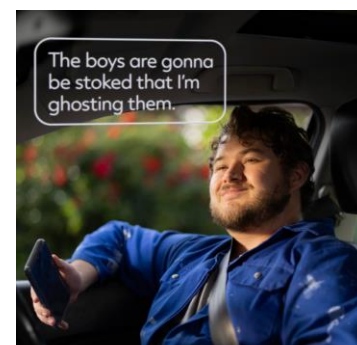
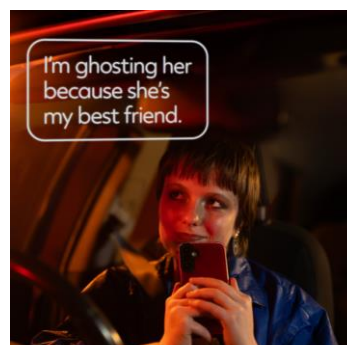
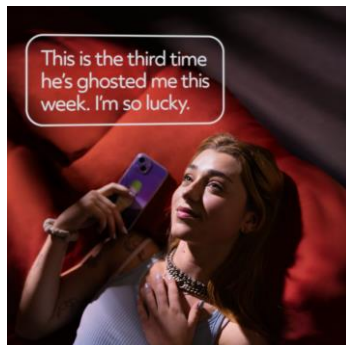
- Social posts / stories: 1080x1080px,

Social media copy

Here are examples of social media post copy. You can link the posts to the NZ Transport Agency website where people can find out more about driving when distracted.

- *Have a hmmm and put your phone on do not disturb before driving. If you get hurt, who gets harmed?*
- *Have a hmmm and put your phone on do not disturb, because demerits add up. If you get hurt, who gets harmed? (Specific to the "lost his licence" image)*
- *Have a hmmm and ghost your phone. Put it on do not disturb before driving. If you get hurt, who gets harmed?*

Social posts 1080x1080px



Social media videos

Following the launch of the campaign on **14 April 2025**, you can use these videos on your own social media. There are a mix of videos, ranging from POV videos, 'tech hacks' (how to 'ghost' your phone), and VOX pops.

You'll be able to download these videos from our website under the road safety resources section from **Friday 11 April 2025**.

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- *Have a hmmm and ghost your phone. Put it on do not disturb before driving. If you get hurt, who gets harmed?*
- *Put your phone on do not disturb before driving, because if you get hurt, who gets harmed?*

Social media videos – 'POV'



Social media videos – 'Tech hacks'

