

## New print ads for booster seat campaign



In partnership with advertising agency G2 ([www.g2.net.nz](http://www.g2.net.nz)) and Media Counsel ([www.mediacounsel.co.nz](http://www.mediacounsel.co.nz)), Safekids has two new print advertisements for the 2009/2010 campaign on *Motor Vehicle Child Passenger Safety*, targeting Maori, Pacific Peoples and Asian communities.

Robin Powell from G2 explains, “The ads are designed to show parents that although their kids might seem grown up, they’re probably still not big enough to be out of a booster seat. This is done by showing children doing everyday activities which make them seem bigger than they really are. The reality is, if they’re not 148cm tall, they’re safer in a booster seat.”

If you would like to use any Safekids creative work in your road safety education campaigns, contact [Anthony.Rola@adhb.govt.nz](mailto:Anthony.Rola@adhb.govt.nz)