

172: Y&R South Africa & Safely Home "The First Kiss" campaign

On the next [Biz Takeouts Marketing & Media radio show](#) on Thursday, 5 May 2016, from 9-10am, show host Warren Harding looks at the hard-hitting commercial for Safely Home from Y&R South Africa entitled, The First Kiss.



'The First Kiss' forms part of the Safely Home Calendar, a year-round sustainable road safety communication strategy that commenced in August 2014. It was launched as part of March and April's #BeTheChange theme. The ad was produced for television and cinema and is supported by billboards and radio.

We chat to Hector Elliott, strategic co-ordinator for Safely Home in the Western Cape Department of Transport and Graham Lang, chief creative officer of Y&R South Africa and Africa to find out more about the campaign, the creative process and the results.

Have a look at the commercial [here](#).

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