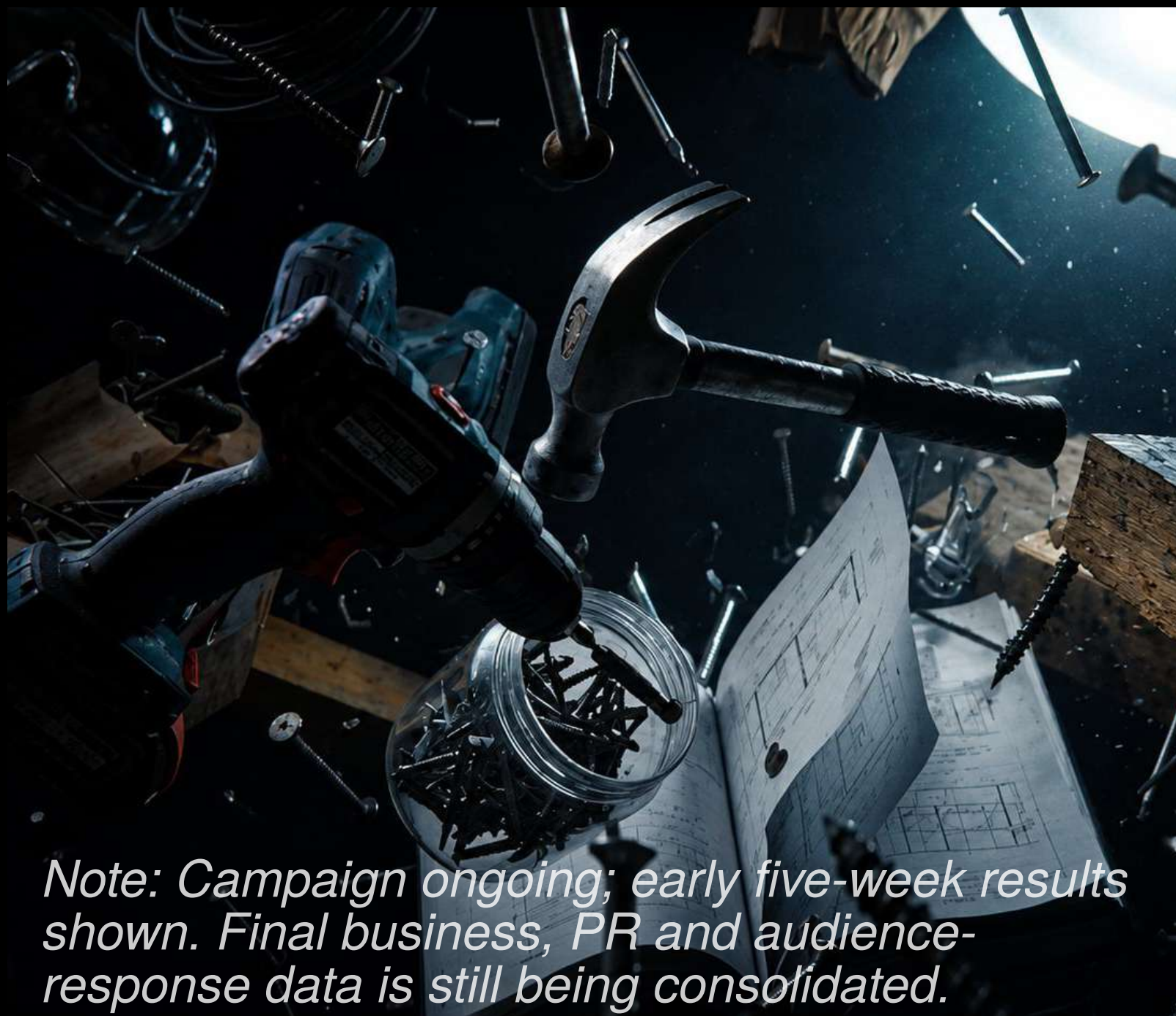


BUCKLE UP YOUR DREAMS

A road-safety campaign protecting the dreams behind every journey



Note: Campaign ongoing; early five-week results shown. Final business, PR and audience-response data is still being consolidated.

15M+

YouTube views

585K

PR & social

7.4M

TV & cinema reach

219K

Engagements

4

national TV channels /
free placement

MESSAGE

Buckle up. Buckle up
your dreams.

SOCIAL ISSUE

In Kazakhstan, many drivers and passengers, including those travelling in the back seat, often do not see fastening a seatbelt as necessary — or believe an accident is unlikely to happen to them.

CHALLENGE

Road-safety communication often relies on rules, statistics or fear. inDrive needed to make seatbelt use feel personal, emotional and socially urgent.

SOCIAL IDEA

The campaign reframed the seatbelt not simply as something that protects the body, but as a way to protect everything a person is moving towards: their future, ambitions, responsibilities and dreams.

CAMPAIGN PLATFORM

Three hero films introduced people through their own “museums of dreams” — symbolic spaces filled with objects connected to their hopes. When those worlds collapsed, the campaign showed how one unexpected moment could break not only a journey, but the dream behind it.

FROM SAFETY RULE TO PERSONAL RESPONSIBILITY

Why the campaign needed to make seatbelt use feel emotionally urgent.

THE BEHAVIORAL BARRIER

For many drivers and passengers, fastening a seatbelt can feel like a small routine action — easy to skip, especially in the back seat or on familiar everyday routes.

THE FALSE SENSE OF SAFETY

Many people believe an accident is unlikely to happen to them. This makes the risk feel distant, even when the consequences can be immediate and irreversible.

THE COMMUNICATION PROBLEM

Traditional road-safety messages often focus on rules, statistics or fear. But familiar warnings can be ignored when people do not personally connect them to their own lives.

THE SOCIAL OPPORTUNITY

Instead of showing only danger, Buckle Up Your Dreams showed what every person has to protect: their future, family, ambitions and dreams.

The campaign made seatbelt use feel less like following a rule — and more like protecting everything that makes the journey matter.

REFRAMING THE SEATBELT AS A PROTECTION OF THE FUTURE

How the campaign turned a simple safety action into something deeply personal.

THE SOCIAL IDEA

A seatbelt does not only protect the body. It protects everything a person is moving towards: their responsibilities, ambitions, loved ones and dreams.

THE STORYTELLING APPROACH

Instead of leading with accidents or fear, the campaign begins with life. Each film introduces a person through their dream, making the audience understand what is at stake before anything goes wrong.

THE PERSONAL QUESTION

At the turning point, the films ask the audience directly:
WHAT IS YOUR DREAM?

THE CALL TO ACTION

The films return to hope by showing the characters fastening their seatbelts, closing with the message: Buckle up. Buckle up your dreams.

THE “MUSEUM OF DREAMS”

Each character appears in a symbolic space filled with objects connected to their hopes and future. When this world collapses, the campaign shows how quickly one unexpected moment can threaten everything behind the journey.

The campaign made seatbelt use feel personal by connecting one small action to everything people cannot afford to lose.



SOCIAL & ESG CAMPAIGNS: BEST SOCIAL IMPACT CAMPAIGN

THE SAFETY MESSAGE THAT PEOPLE WATCHED, SUPPORTED AND SHARED

Early results show strong reach, public-interest support and audience response.

YOUTUBE PERFORMANCE

The campaign generated

15M+

YouTube views across Kazakh and Russian versions of the three films

TV & CINEMA REACH

Across TV and cinema placements, the films reached

7.4M

people in the first five weeks

PUBLIC INTEREST SUPPORT

Because of the importance of the road-safety message, four national TV channels placed the films for free, with confirmation from the Ministry of Culture of Kazakhstan



AUDIENCE RESPONSE

PR and social content around the campaign generated

585K

views

1.2K

shares/forwards

100+

reposts

219K

engagements

380

saves

217K

likes

230

comments

The campaign turned a routine safety reminder into a personal message people were willing to watch, support and pass on.

NOTE: The campaign is still ongoing, with final business, PR and audience-response data still being consolidated.

