

BUCKLE UP YOUR DREAMS

Every journey carries a dream worth protecting

MESSAGE: BUCKLE UP. BUCKLE UP YOUR DREAMS.



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

15m+

YouTube views

7.4m

TV & cinema reach

4

National TV channels /
(next row) free placement

CONTEXT

Road-safety campaigns often rely on direct warnings, statistics or shock value. Buckle Up Your Dreams took a different cinematic route: making seatbelt safety feel personal by showing the dreams each person carries with them.

CRAFT CHALLENGE

The films needed to make the invisible stakes of a seatbelt visible — not only the risk to the body, but the possible collapse of a person’s future, ambitions and life plans.

FILM WORLD

Each story takes place inside a character’s “museum of dreams” — a semi-real, dreamlike space where personal objects connected to their ambitions are displayed like exhibits.

CRAFT APPROACH

Each film introduces a character through their own “museum of dreams” — a dreamlike space filled with objects connected to their ambitions. When the world suddenly collapses, the audience sees how fragile those dreams can be.

MAKING THE INVISIBLE STAKES VISIBLE

How film craft made the invisible stakes of a seatbelt visible.

THE CRAFT IDEA

A seatbelt protects more than the body. It protects the future a person is moving towards. The films needed to make that future visible — and then show how fragile it can be.

THE DREAM WORLD

Each character appears inside their own “museum of dreams”: a symbolic, semi-real space filled with objects connected to their ambitions, responsibilities and hopes.

THE COLLAPSE

The calm dream world suddenly breaks apart. Objects shatter, the space falls into chaos and the viewer feels what could be lost in one unexpected moment.

AI-SUPPORTED VISUAL CRAFT

AI was used as part of the production process to create highly realistic dream-world collapse sequences, helping bring an ambitious visual idea to life with greater scale and efficiency.



The craft made the safety message emotional: viewers did not just hear what could happen — they saw what could disappear.

CREATIVITY & CRAFT (ONE-CHANNEL). FILM CRAFT EXCELLENCE

CRAFT THAT CARRIED THE MESSAGE

Early results show that the cinematic approach helped the road-safety message travel across platforms

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 films proved that strong craft can make a simple safety action feel emotional, cinematic and worth sharing.

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

