

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.

CONTEXT

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

CHALLENGE

Road-safety communication often relies on rules, statistics or fear. inDrive needed to make a familiar safety message feel personal, emotional and impossible to ignore.

15m+

YouTube views

7.4m

TV & cinema reach

4

4 national TV channels
free placement

FILM IDEA

Instead of showing only what can happen in an accident, the campaign showed what is at stake before it happens: people's dreams, futures and the lives they are building.

SCRIPT DEVICE

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.

FROM SAFETY RULE TO EMOTIONAL CHOICE

How the script reframed a seatbelt as a way to protect the future.

THE USUAL MESSAGE

Seatbelt campaigns often focus on danger: accidents, injuries, consequences and rules.

THE SCRIPT SHIFT

Buckle Up Your Dreams starts before the danger. It begins with life — the character's hopes, plans, responsibilities and personal dream.

THE EMOTIONAL LOGIC

The audience first understands what each person is moving towards. Only then does the film show how suddenly that future can break.

THE QUESTION

At the turning point, the film asks the viewer directly:
WHAT IS YOUR DREAM?

THE RESOLUTION

The story returns to hope: the character calmly fastens the seatbelt, turning a safety action into an act of care.

THE SCRIPT MADE THE SEATBELT MESSAGE PERSONAL:

you are not only protecting yourself, you are protecting everything your life is still becoming.



ONE SCRIPT PLATFORM, THREE HUMAN STORIES

How the idea stayed consistent while each film felt personal.

THE PLATFORM

Every film follows the same emotional promise: a seatbelt protects not only life, but the dream behind it.

WHY IT WORKS AS A SERIES

The structure is repeatable, but the emotion changes with each character. This makes the safety message feel universal without becoming generic.

The script created a campaign platform, not just three films: every dream is different, but every dream is worth buckling up for.

THREE STORIES

The campaign shows different people, different journeys and different dreams — from family responsibility to a new life chapter to personal ambition.

THE WRITING DEVICE

The “museum of dreams” gives every story a visual and narrative world before the safety message appears — so the audience understands what is at stake emotionally, not just physically.



CREATIVITY & CRAFT (ONE-CHANNEL): BEST FILM IDEA & SCRIPT

THE FILM IDEA THAT TRAVELLED

Early results show that the emotional seatbelt message reached people 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 idea turned a familiar safety rule into a story people wanted to watch, support and share.

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

