

Blind drivers

Insight

Eyesight is absolutely vital for driving. According to global statistics, around a quarter of drivers can't see well enough to drive a car. Worst of all, the majority of drivers aren't even aware of their poor eyesight. The eyesight could worsen drastically within months, however necessary health monitoring for a driving licence must only be carried out every 10 years. According to the statistics, poor eyesight increases the risk of traffic accidents by four times, and poor eyesight has also been compared with drunk driving. However, there has never been a campaign in Estonia.

Challenge

Inform Estonian drivers that they can undergo a free-of-charge sight test in Instrumentarium stores and a vision field test on their website, and guide drivers with poor eyesight to make a purchase at Instrumentarium.

Results

The reach of free PR activities was

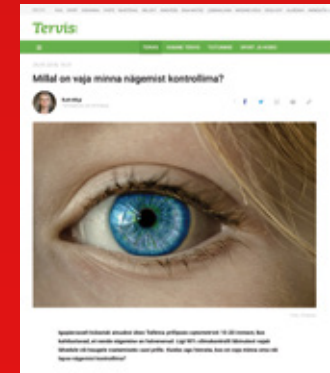
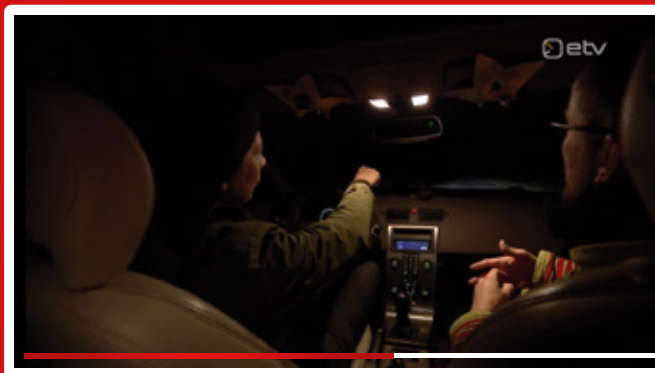
1,353,200 contacts,

i.e. we reached all the people in Estonia in four weeks.

Visits to the website increased

by 980%

during the campaign period, 7849 people or 93% of site visitors took the visual field test.



Poor vision behind the wheel is as dangerous

AS DRUNK DRIVING.

Look closer: instru.ee/test



23% OF THE WORLD'S DRIVERS

don't see well enough.

Look closer: instru.ee/test

