 Road Safety NSW

[Road Safety NSW](http://roadsafety.transport.nsw.gov.au/): http://roadsafety.transport.nsw.gov.au/

| Campaign Title  What is the campaign called? | Description of Campaign  What happens in the campaign? What is the message of the campaign? | Appeals to Human Experience  What human experience does the campaign appeal to? What emotions/experiences? How do you know? | Visual Devices  What are the visual devices used in the campaign to appeal to the human experiences? |
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