

## HAS ALWAYS BEEN AGHHD IDEA



Patton Oswalt



This is a very funny PSA but also GORGEOUS filmmaking



Tim Harford

This has a strong claim to being the best ever public safety announcement





Viking comedy good enough for Netflix

road.cc live

A round of applause for this superb Road Safety ad featuring Vikings

Danish Road Safety Council's Pro-Helmet PSA is Simply Hilarious

eBaum's W&RLD

Hilarious Danish Ad Makes a Great Case for Why You Should Always Wear a Helmet



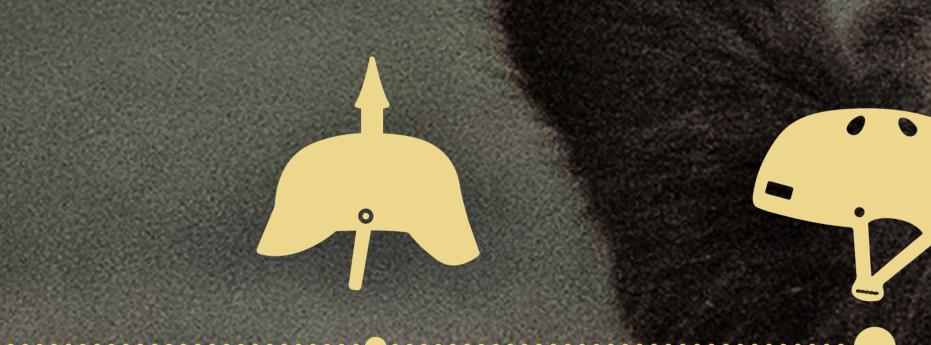
Danish PSA for wearing bicycle helmets is the best Viking movie in 63 years

## I I HI HI HI H

Brilliant traffic safety campaign from Denmark on the use of bike helmets

GORILLA FEED





## CHALLENGE

Danes love their bikes! 1/3 of all journeys across Copenhagen are made by bike. One problem; helmets have never become as popular as cycling itself; only 47% of cyclists wear a helmet.

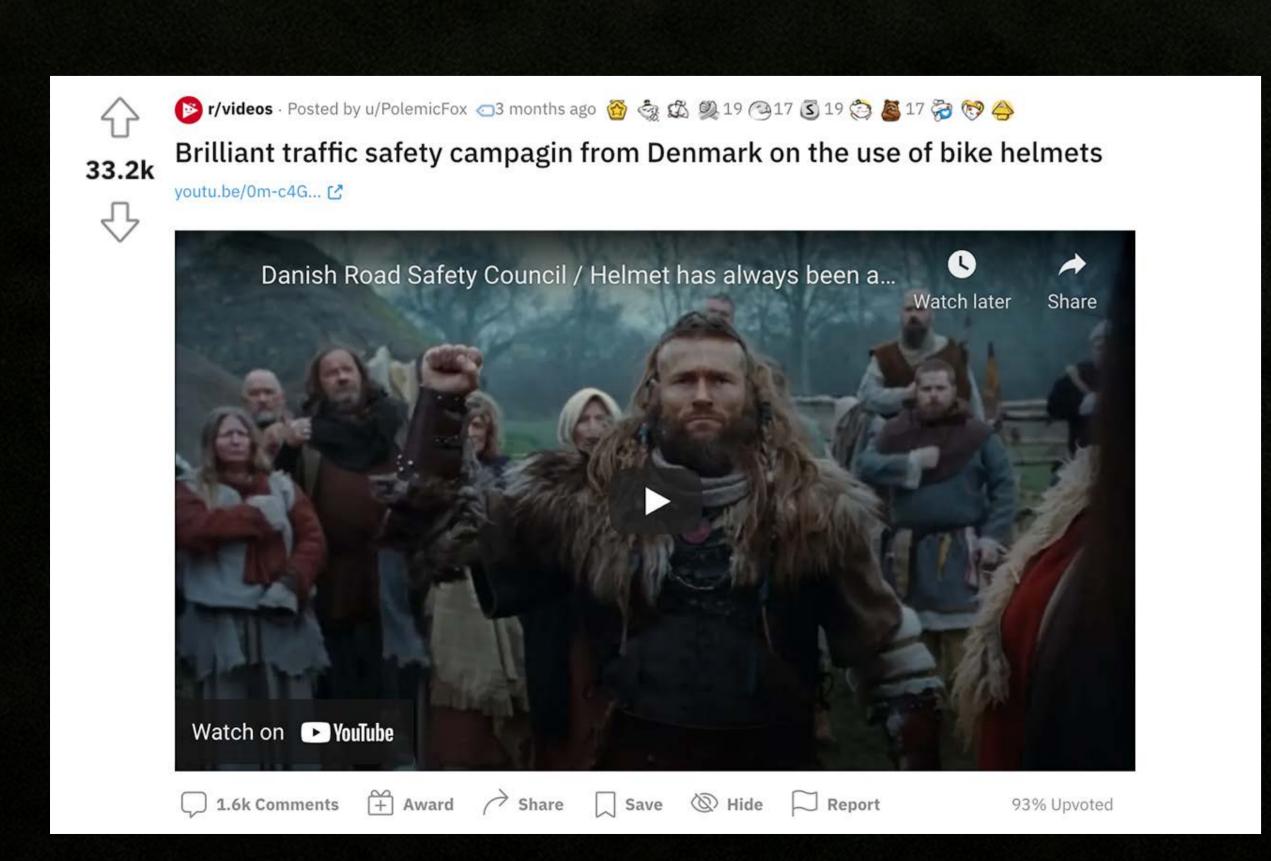
## IDEA

From a big herofilm to adshels, bus ads and bicycle racks at a viking museum the 360-campaign poked gentle fun at those too vain to wear a helmet, by hanging their poor excuses out to dry. And what better group to display, than someone who wore their helmets with pride? The Vikings.

View-through rate

Talked to others

based on the campaign











Part of a Viking exhibition at

The National Museum of Denmark





