

# HELMET HAS ALWAYS BEEN A GØØD IDEA



## 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.

**79%** View-through rate (140-second hero film) | **84%** Organic reach | **92%** Campaign-liking | **20%** Talked to others about the campaign | **4%** Bought a helmet based on the campaign

Patton Oswalt  
@pattonoswalt

This is a very funny PSA but also GORGEOUS filmmaking

Tim Harford  
@Timharford

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

Neil Gaiman  
@neilhimself

Best viking movie ever.



Viking comedy good enough for Netflix  
road.cc live

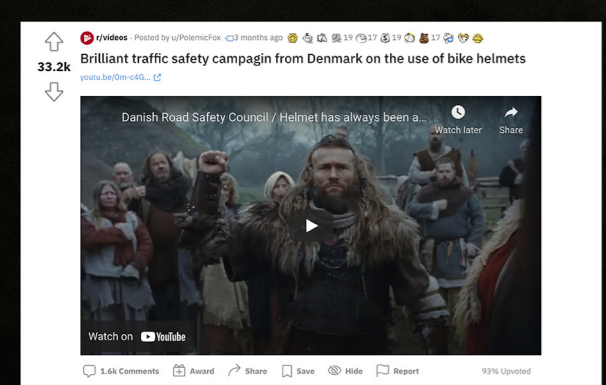
Hilarious Danish Ad Makes a Great Case for Why You Should Always Wear a Helmet

A round of applause for this superb Road Safety ad featuring Vikings  
2015 NEWS

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

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

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



Hero Film on the front page of Reddit



Bus ad



Adshel



Special build bicycle rack



Part of a Viking exhibition at The National Museum of Denmark



POS in bicycle shops



PR coverage