

172: "The First Kiss" with Y&R SA & Safely Home

On Thursday, 5 May 2016, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizwazza](#)) looked at 'The First Kiss' commercial which forms part of the Safely Home Calendar, a year-round sustainable road safety communication strategy that commenced in August 2014.

The campaign was produced by Y&R South Africa, for television and cinema and is supported by billboards and radio. The commercial was launched as part of March and April's #BeTheChange theme.

[Check out Y&R South Africa here.](#)

[Check out Safely Home here.](#)

We chat to Hector Elliott, strategic co-ordinator for Safely Home in the Western Cape Department of Transport and Nkanyezi Masango, creative director at Y&R South Africa.

We find out more about the campaign, the creative process, the challenges, the results and public response.

Get all the information by listening to this week's podcast.

Episode 172: "The First Kiss" with Y&R South Africa & Safely Home Western Cape.

Date: 5 May 2016 **Length:** 15:21min **File size:** 14.4MB **Host:** Warren Harding

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If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding (@bizwazza) on biztakeouts@bizcommunity.com.

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