

OLI

RFP Elevator Pitch

February 20, 2025

MISSION POSSIBLE

Trucks have been around for a very long time. Trains... even longer. So, how do we discuss the topic of rail safety education in a way that doesn't feel old and stale?

We take an approach to the video series that mimics the style and manner of high-tech military briefings as seen in movies. We dress up the lessons in a way that feels modern, engaging and a little "badass." What exactly do we mean by that?

There are a few elements we'll need to pull off this approach:

- A clean, professional driving training facility
- A "cool" semi truck (relatively new, not old and run down)
- Drones and GoPros as part of the camera pack for a cinematic feel
- High-tech, military-style graphics package for explaining concepts
- On-camera talent / instructor with gravitas, friendly but someone who commands your attention

By combining these elements, our series - at least in terms of style - will resemble a Mission Impossible or Bourne Identity movie albeit in a more grounded way.

As they're watching the Operation Lifesaver video series, we want the intended audience to think, "This is cool. This is important. This is worth paying attention to." By giving the material a cutting edge briefing feel, we pull drivers in, because it's all done in a way to make them, and the topics, feel big and important. Like something is on the line. Because something is on the line - lives and materials.

