

## Frisard Companies Distracted Driving PSA Contest

**Distracted driving** is any activity that diverts attention from driving, including talking or texting on your phone, eating and drinking, talking to people in your vehicle, fiddling with the stereo, entertainment or navigation system—anything that takes your attention away from the task of safe driving.

Guidelines- All designs must focus on bringing awareness to Distracted Driving

- Designs must be a vertical image.
- Designs must be original and entirely your own creation. No plagiarism.
- All persons depicted in designs (even animated characters or objects) must wear seat belts.
- No licensed characters.
- All photos must be the highest possible resolution on your camera/phone.
- Create an original tagline, but keep overall word count short, no more than 7 words.
- Do not include a logo on your design.
- Keep it simple and clear.
- Keep your original files. If you are the winner, Frisard Companies may need them for the graphic design.

Please use these design specifications for creating your work:

- Art Pixel Dimensions: 1400x400 pixels
- Color Mode: RGB
- File Type: Uncompressed JPG
- Add diagram of layout

Judging Criteria

- 40% - Ability to inspire others to change/improve their driving habits.
- 20% - Ability to capture the attention of others, specifically, young drivers
- 20% - Clarity of message – must be clear and concise.
- 15% - Creative expression – something unique that will resonate with other drivers
- 5% - Your design should be of good production quality.

How to enter:

- Email all submissions to [psa@frisards.com](mailto:psa@frisards.com)
- Must include the Application Form and Release for Participation in Activity
- Must include a JPEG or PNG file of your submission as an attachment to the email

For a full list of rules, please read the [Contest Official Rule](#)