



# Toolkit



## THE POWER OF THE MOVEMENT

### Mission

Since 2010, AT&T's *It Can Wait* program has been a leader in raising awareness around the dangers of smartphone use while driving. Over these years, *It Can Wait* has launched several successful campaigns and virtual reality experiences, and collaborated with corporations and stakeholders to share this lifesaving message. These efforts have resulted in more than 40 million pledges – and counting- to not drive distracted.

AT&T's *It Can Wait* program continues to identify new ways to spread its message to new generations of drivers and smartphone users. To learn more, or join the movement, visit [ItCanWait.com](http://ItCanWait.com) and follow [@ItCanWait](https://twitter.com/ItCanWait) on Twitter.

### The Distracted Driving Issue

Smartphone distracted driving has become more pervasive.<sup>1</sup>

- Nearly all those surveyed consider smartphone distracted driving to be dangerous. But nearly 9-in-10 people admit to doing it anyway.<sup>1</sup>
- It's so common that nearly a quarter of people don't see it as a major problem.<sup>1</sup> But it is a problem.
- Over 50% of smartphone users admit to texting, posting on social media, surfing the net and even watching video while driving!<sup>1</sup>
- Drivers video chatting and playing games is also on the rise, over 30% at the end of 2019.<sup>1</sup>
- Tens of thousands of people are injured – and hundreds die – every year due to smartphone distracted driving.<sup>2</sup>

Taking an action and speaking up can help reduce distracted driving.<sup>1</sup>

- More than a third of drivers call distracted driving a habit.<sup>1</sup>
- And a growing number say their smartphone has become essential for getting around.<sup>3</sup>
- However, more than half of people are more likely to stop driving distracted if a friend or passenger pressures them to.<sup>1</sup>

# Distracted Driving Successes

The *It Can Wait* movement does not stop at awareness — it drives people to make the choice to stop.

- Over the past decade, the *It Can Wait* program has encouraged employees, customers, and corporations to join the movement by taking the pledge to not drive distracted at [ItCanWait.com](http://ItCanWait.com).
- 48 states now have statewide legislation banning text while driving.
- Research on anti-texting legislature showed that states with statewide anti-texting laws have lower rates of texting while driving, at a statistically significant level. <sup>4</sup>
- Tens of millions– and counting – pledges have been made by people to drive distracted.
  - Pledging matters and can make a difference. More than 70% of drivers who have pledged are keeping their commitment to not use their smartphones behind the wheel.<sup>1</sup>

## Videos



**360 Virtual Reality Experience**



**The Face of Distracted Driving**



**Teens React to Texting and Driving (Distracted Driving)**

Click For More ►

<sup>1</sup> Online survey with 624 respondents conducted by Added Value. Ongoing survey, data represented here were collected July 2019–September 2019. National panel sample (ages 15–54, drive, and have a smartphone).

<sup>2</sup> U.S. Department of Transportation National Highway Traffic Safety Administration's *Distracted Driving 2015 Report, Table 6*

<sup>3</sup> Research commissioned by AT&T, and Braun Research. A 10-minute online survey was fielded among a nationally representative sample of 2081 American drivers. Additional information can be found [here](http://here).

<sup>4</sup> Source: <http://about.att.com/innovationblog/041116antitextinglaw>



# LOGOS



## Emblem with Globe AT&T Lockup

### Guidelines:

Our preferred Emblem without Globe used in combination with Globe AT&T lockup should always be your first choice when choosing logos. Make sure to keep both elements equally sized within your layout.



## Emblem with Globe

### Guidelines:

Guidelines: In situations where space or design limitations prevent the use of the Emblem with Globe AT&T lockup, use the Emblem with Globe asset. This can also be used if there is already an AT&T globe logo located nearby.



## *It Can Wait* with Globe

### Guidelines:

In communications with very limited space, use the *It Can Wait* with Globe asset. This is not preferred.

# *It Can Wait* History

**2009**

**September**

At the Detroit Economic Club, AT&T Chairman and CEO Randall Stephenson announced AT&T's commitment to address this issue through an initiative to communicate to wireless consumers, especially youth, on the dangers of texting behind the wheel.

**2010**

**March**

"Texting & Driving, It Can Wait" program launched in 2010 to deliver a simple yet vital message to all wireless users: When it comes to texting and driving, no text is worth a life. *It Can Wait*.

**December**

AT&T's *It Can Wait*, "The Last Text" was launched, a 10-minute documentary featuring real people negatively impacted by texting and driving.

**2011**

**September**

AT&T DriveMode is launched on Android to help curb smartphone use behind the wheel.

**2012**

**July**

The *It Can Wait* campaign works with American Idol to film PSA's showcasing their support of the campaign.

**August**

AT&T calls on America's drivers to pledge to never text and drive and launches [www.itcanwait.com](http://www.itcanwait.com).

**September**

AT&T declared September 19, 2012, National "No Text on Board Pledge Day," with 70+ local events and a national event in DC, within days *It Can Wait* reached 1M pledges to not text and drive.

## 2013

### January

At CES, AT&T announced plans to expand partners in 2013 and making safe-driving technology more widely available.

### May

T-Mobile, Sprint, Verizon Wireless join the campaign uniting the major carriers for *It Can Wait* campaign; announcement of new ad campaign from carriers, retail presence, expanded simulator national tour and more. Commitment from 1,500-plus companies.

### August

The documentary, "From One Second to the Next" directed by Werner Herzog was launched in collaboration with T-Mobile, Sprint, and Verizon.

### September

- "Drive 4 Pledges Day" marked the second annual pledge day for *It Can Wait*, with more than 2,000 activities nationwide, a flurry of social activity, nearly 700 state and local proclamations issued, and over 200K pledges captured.
- The *It Can Wait* message was shared in more than 1,500 at high schools, with 450 AT&T employees participating in 130 registered events.
- More than 85 celebrities including Tim McGraw, Ellen DeGeneres, Ryan Seacrest, Paula Abdul and Carly Rae Jepsen encouraged their fans on social media to take the pledge.

### December

*It Can Wait* reaches 4 million pledge milestone.

## 2014

### January

FL, IL and TX departments of transportation show a positive correlation between the *It Can Wait* movement and projected reductions in traffic crashes caused by texting while driving.

### July

*It Can Wait* announced five million pledges, more than a million apps downloaded, and the launch of #X.

## 2015

### May

*It Can Wait* released new research that shows that nearly 4-in-10 smartphone users tap into social media while driving, 3-in-10 surf the net and 1-in-10 video chat. The campaign expanded from a focus on texting while driving to include other smartphone driving distractions.

### July

- Launch of new virtual reality experience that stimulates potentially deadly consequences of smartphone use while driving.
- Released *Close to Home* to showcase other smartphone driving distractions besides texting.

### September

Worked with ESPN to share the story of Fletcher Cleaves, a college student with a football scholarship whose life changed when a car drifted into his lane due to smartphone use and driving.

### October

Introduced *It Can Wait* to Mexico with Puede Esperar campaign, based on research that 92% of urban Mexicans engage in smartphone use while driving.

## 2016

### April

Data shows that states with statewide anti-texting laws have lower rates of texting while driving – at a statistically significant level.

### August

*It Can Wait* reaches 10 million pledges and commits to reaching 16 million pledges by the end of 2016.

### September

Launch of 21-Day Challenge, encouraging those who struggle with the dangerous habit of distracted driving to put away their phones while driving for 21 consecutive days to break the habit.

## 2017

### April

Launch of #TagYourHalf campaign during Distracted Driving Awareness Month, challenging social followers to tag their better half with the *It Can Wait* message. This campaign was derived from recent AT&T research that showed 57% of people are more likely to stop driving distracted if a friend or passenger pressures them to.

## 2017

### June

Texas bans texting while driving leaving only three states to not have signed similar legislation.

### September

The *It Can Wait* campaign reaches its 20M pledge milestone.

## 2018

### April

- New research from AT&T shows 81% of people admit to texting behind the wheel.
- AT&T's *It Can Wait* launches a new virtual reality experience to bring the public face-to-face with the dangers of distracted driving and real-life stories of its consequences.
- The *It Can Wait* program supported it's Distracted Driving Awareness Month message, **No Distraction is worth a future**, by collaborating with award-winning filmmaker Errol Morris on two new ads. The spots shine a light on the faces of two distracted driving victims and what they would've looked like today.

### November

The program expands its anti-distracted driving message beyond the car, partnering with Bird Scooters on an online spot showing what can happen if you decide to "scoot distracted."

## 2019

### April

- Research shows a sharp rise in the consumption of immersive content behind the wheel.
- In collaboration with award-winning director, Kathryn Bigelow, the program produced a new advertisement that gives a glimpse into a future, with a reminder that the fight to end distracted driving is not over.

### July

AT&T's *It Can Wait* supports Project Yellow Light, a leading scholarship competition that calls students to create a TV, radio or billboard PSA to help educate their peers about the dangers of distracted driving.

### September

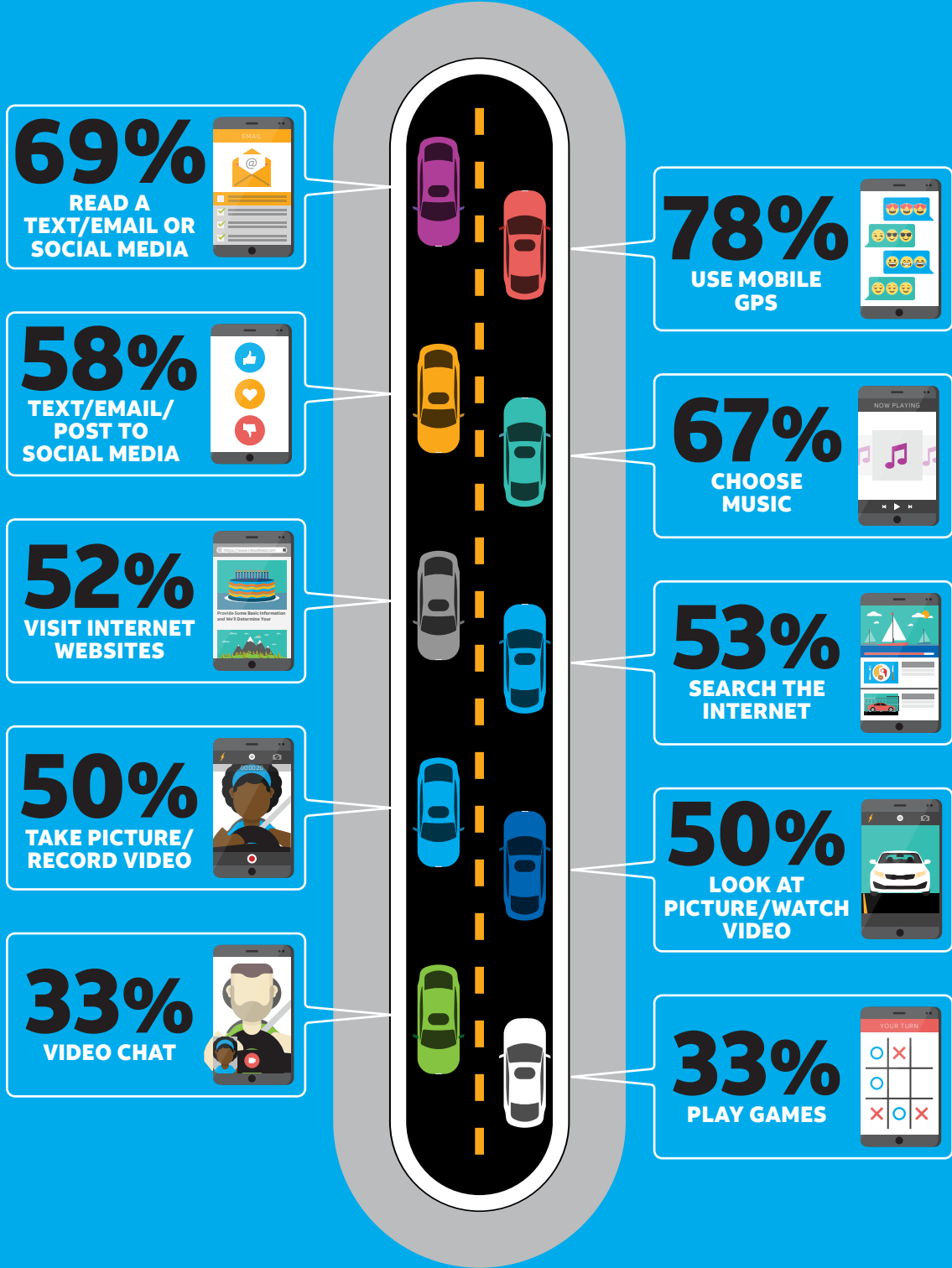
Collaborations with the Dallas Cowboys, General Motors, Swift Transportation and various celebrities to encourage employees and consumers to speak up about the dangers of distracted driving.

## 2020

*It Can Wait* celebrates 10 years of the program.



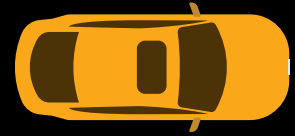
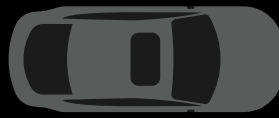
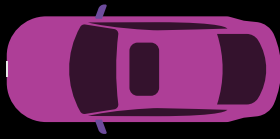
# TOP TEN SMARTPHONE ACTIVITIES PEOPLE DO WHILE DRIVING<sup>1</sup>



**PLEASE DON'T DRIVE DISTRACTED**

<sup>1</sup>Online survey with 624 respondents conducted by Added Value. Ongoing survey, data represented here were collected July 2019-September 2019. National panel sample (ages 15-54, drive, and have a smartphone).



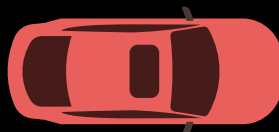
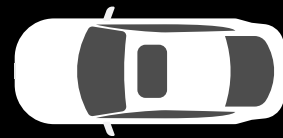


**MORE THAN**

**1/3**

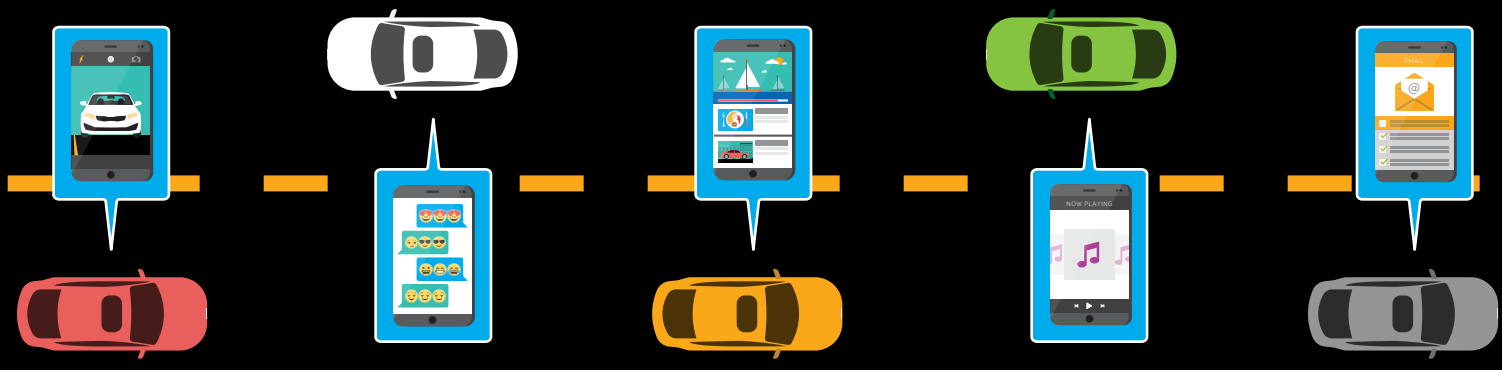
**OF DRIVERS CALL DISTRACTED  
DRIVING A HABIT.<sup>1</sup>**

**PLEASE DON'T DRIVE **DISTRACTED****



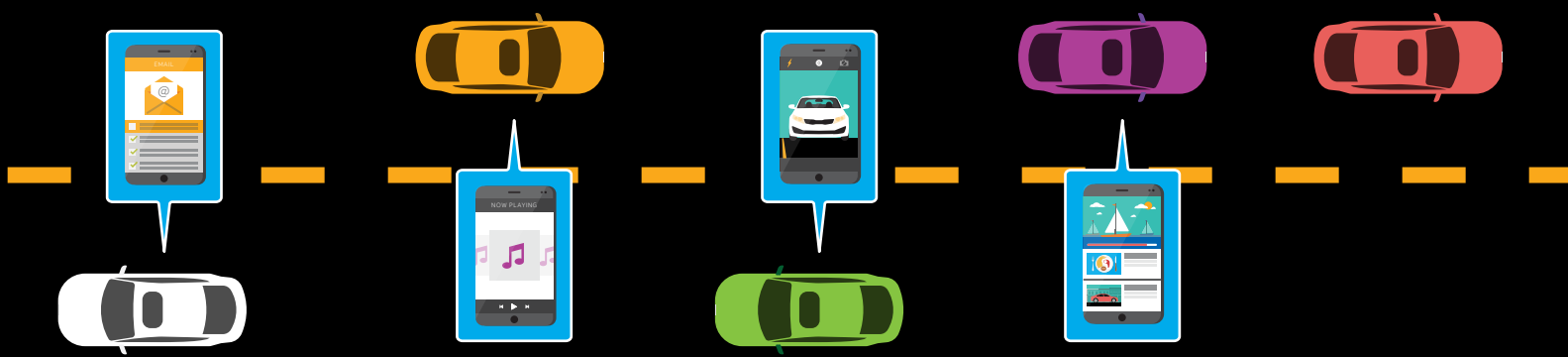
<sup>1</sup>Online survey with 624 respondents conducted by Added Value. Ongoing survey, data represented here were collected July 2019-September 2019. National panel sample (ages 15-54, drive, and have a smartphone).





**NEARLY**  
**9 IN 10**  
**PEOPLE ADMIT TO USING THEIR SMARTPHONE BEHIND THE WHEEL.<sup>1</sup>**

**PLEASE DON'T DRIVE DISTRACTED**



<sup>1</sup>Online survey with 624 respondents conducted by Added Value. Ongoing survey, data represented here were collected July 2019-September 2019. National panel sample (ages 15-54, drive, and have a smartphone).



# 95%

**OF PEOPLE KNOW DISTRACTED  
DRIVING IS DANGEROUS.<sup>1</sup>**

**PLEASE DON'T DRIVE **DISTRACTED****



<sup>1</sup>Online survey with 624 respondents conducted by Added Value. Ongoing survey, data represented here were collected July 2019-September 2019. National panel sample (ages 15-54, drive, and have a smartphone).



