



FIRSTENERGY

Stop. Look. Live.

Electrical Safety Campaign

“Stop. Look. Live.” featuring Max Safety

FirstEnergy Safety Campaign

While electricity is a force that makes our lives better and more rewarding, it can also be dangerous if proper precautions are not taken. Each year, people are injured or killed by accidental contact with electrical equipment. Our goal was simple: inform and educate an extremely large and diverse audience throughout our entire service territory—that stretches from the Ohio-Indiana border to the New Jersey shore—on staying safe around electricity. We did that with a simple three word message that could save your life—Stop. Look. Live. This is our version of “Stop. Drop, and Roll.” An easy-to-remember phrase to heighten awareness of potentially dangerous electrical hazards and what you can do to stay safe. Nobody tells this story better than our own, proprietary character, Max Safety—a lineman from FirstEnergy.



CAMPAIGN LOGO IDENTITY



MAX SAFETY CHARACTER
SUPERHERO CONCEPT PROPOSAL



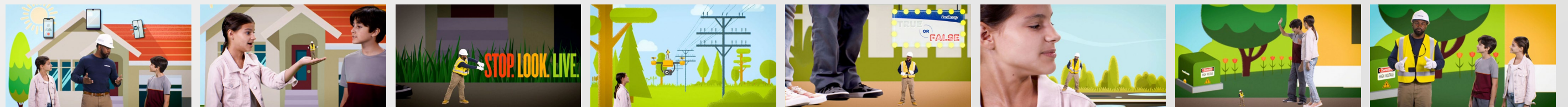
MAX SAFETY CHARACTER
ILLUSTRATED REPRESENTATION



MAX SAFETY CHARACTER
PHYSICAL REPRESENTATION



CLASSROOM VIDEO
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:30 CTV SPOTS

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BANNER ADS







Demo Trailer Graphics

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