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### **Bakwena's Control of Speed by Illusion (COSBI) A road safety campaign gets millions talking**

Bakwena's N1N4 Control of Speed By Illusion (COSBI) Easter road safety campaign became the talking point of social media with its use of metal cut-out Metro Police vehicles.

This campaign has already proven itself to be a very successful way of getting road users' attention and change their driving behaviour over what is traditionally one of the busiest periods of the year. The Bakwena campaign, developed and implemented by PR Worx, is clearly pushing the road safety narrative effectively as broadcast and traditional media, as well as social media users have taken an active interest in the COSBI campaign.

The initial evidence that the campaign was working, was that social media was awash with talk of our 'drive safely' campaign – and more importantly that motorists were slowing down and taking note. The positive response exceeded Bakwena's wildest expectations, with its first COSBI initiative garnering over 5,200,000 social media impressions within just five days. The purpose of the campaign was to get people talking about road safety, to increase road safety awareness, to change driving habits, and ultimately, to decrease road fatalities this Easter.

The organic conversations on Rian van Heerden's Jacaranda FM show, Wackhead Simpson's 94.7 show, Azania Mosaka of 702 Talk Radio, and more, as well as the growing social media responses is all proof of the campaign's achievement in just a few days.

With proven successes in Australia, the US and Europe, it is believed that such 'reality campaigns' will set the standard for the future in South Africa.

In this regard, the campaign's objectives fully align with its stakeholders' to:

- reiterate various road safety messages to reduce road fatalities;
- raise awareness that Bakwena has zero tolerance for road offenders;
- change motorists' driving behaviour to keep them alert and law abiding;
- Increased and visible policing along the N1N4 in addition to the COSBI campaign, and
- position Bakwena as an innovative industry leader that is committed to the safety of all road users.