

Metro trains dumb ways to die essay sample



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Trains travel in a straight line. If anyone gets hit by a train, probably would have done something wrong which makes getting hit by a train obviously one of the most dumbest ways to die. Young people in Melbourne, Australia had displayed absent minded and cockamammy and feeble minded behavior around trains, some wind up with minor to serious injuries and death. Metro Trains approached McCann Melbourne with a basic brief for an enlightenment campaign, which could influence the audience to be more mindful. However, the task is actually quite tricky because the old school 'Don't do this or that!' doesn't work with this particular audience. This generation is somewhat immune to advertising, especially when it's telling them how to perform, so that a very special approach was needed to actually change the manner conducted by one in this case.

Safety PSAs are depressing and extraneous and largely ignored by the young people hardwired to resist them, except when they're irresistibly fun and impossible not to share with friends. "The aim of this campaign is to engage an audience that really doesn't want to hear any kind of safety message, and we think Dumb Ways To Die will." said John Mescall, executive creative director of McCann. Dumb ways to die is an Australian public service announcement campaign by Metro Trains in Melbourne, Victoria, Australia, in order to help promote rail safety. The song dumb ways to die was launched before the video was done, "The idea for a song started from a very simple premise: What if we disguised a worthy safety message inside something that didn't feel at all like a safety message?" said McCann executive creative director John Mescall. Then when the video was done and the song added to it. The song begins, "Set fire to your hair, Poke a stick at a grizzly bear, Eat

medicine that's out of date, Use your private parts as piranha bait," before the chorus is repeated the two lines, " Dumb ways to die, So many dumb ways to die." Mescall wrote most of the lyrics in one night at the agency.

" It then took a few weeks of finessing," he said, " getting rid of a few lines that weren't funny enough and replacing them with new ones." The line " Sell both your kidneys on the Internet" was a late inclusion. " I'm glad it's there. It's my favorite," he said. The tune is easy to remember and simple to sing along with, the lyrics are fun, bubbly, bite sized chunks of naughtiness, and the vocals have just the right amount of knowing innocence The lyrics was written by John Mescall and the music was done by Ollive McGrill from The Cat Empire, who also helped with the production. The Dumb ways to die campaign video that went viral through sharing and social medias that started in November of 2012. The song is on iTunes, where it reached the top ten. The Dumb Ways to Die campaign was developed by the advertising agency McCann Melbourne Australia. The campaign first came into sight in local radio, outdoor advertising, newspapers, throughout the Metro Trains network and on Tumblr. The spot lives online, in short bursts on music TV, and may reach cinemas.

The video established by Pat Baron, was animated by Julian Frost, and was produced by Cinnamon Darvall, and was uploaded to You Tube on 14th November 2012 and unveiled to the public two days later. McCann Australia primed just such a transformation of the genre with " Dumb Ways to Die," its animated train safety spot for the Melbourne Metro. The three minute music video shows twenty one adorable blob characters making the stupidest decisions ever messing with animals, sticking forks in toasters, eating

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superglue, etc. leading to all sorts of grim, deadly accidents. The dumbest way to die, the advertisement suggested at the end, is by being careless around trains. The video was watched approximately two million five hundred thousand times within the first seventy-two hours, in the next two weeks that video was watched thirty million times and by March 2015, the video was watched an amazing one hundred million times. In May 2013, Metro Train released a “ Dumb Ways to Die” game as an app for ISO devices.

The game, developed by Julian Frost and Samuel Baird, invites the players to avoid the dangerous activities engaged in by the various characters featured throughout the campaign. Within the app, the players can also take the Metro Train pledge to not do dumb stuff around trains. The activities include things like getting toast out with a fork and poking a stick at a grizzly bear. An Android version was also eventually released in September of 2013. The aim and main point of the game is to earn as many points as possible by avoiding “ dying” in one of the activities. Lives can be lost by getting killed in one of the activities. The player has three chances to prevent the characters from dying. The Happy Tree Friends version was made in April 2014. In this version of the game, there are twenty one mini games. Like the original game, the game’s characters do plenty of dangerous and unsafe enterprises.

Lives can be lost by “ dying” in one of the activities. The player has three chances to prevent the characters from being killed. A sequel was made in November 2014. In the sequel, there are a lot more assortments of challenges in each particular building, and each building has a particular theme. Before a train arrives at a building, the player plays a challenge to counter something related to trains. If successful, bonus points can be

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earned at the end of the game. There are eight challenges each in every building. Like the original game, the game's characters do plenty of dangerous and unsafe activities. Lives can be lost by "dying" in one of the activities. The player has three chances to prevent the characters from dying.