

How might we help people of all ages stop texting while driving in a memorable, creative, empathic manner?

“El Textarudo” is a character created to bring a social message to the public. It plays on sympathy and tries to give a new twist to the standard “Don’t Text and Drive” Campaign.

Bring Textarudo to your Latino community and raise the awareness of the dangers of texting while

driving - and increasing your clientele. Our complete licensing package includes marketing support and proven examples of success.

TextarudoSM



- The Textarudo character is purposely cartoonish.
- His attitude is very immature; he does not realize the danger since he is continuously texting
- Textarudo is not a bad guy, he could be our friend, or family member.
- He is lovable but his behavior causes accidents and deaths, and it needs to be rectified.

“El Textarudo” will work for you by:

- Engaging your target audience
- Building exposure for your business
- Serving as the face of the campaign
- Providing a creative marketing message
- Bringing you more business!

Learn More
www.textarudo.com
Nancy Holston
850-934-1282
nancy@360advocacy.com

TextarudoSM Licensing Program

Grow business in your local Latino community with a creative initiative on texting and driving. You'll own the exclusive rights in your market for this goodwill effort.

We have created a turn-key marketing solution with proven results for increased call volume and case intakes. With this solution, you can differentiate your corporate brand from the many other personal injury firms in your designated market area.

All of the items below are including in your licensing package to help you succeed with this campaign in your community.

Textarudo Character (costume included with licensing)

Textarudo is a personable character brought to life in costume at community events to deliver his powerful message.

You can utilize this character in a variety of settings:

- community events
- media events
- health fairs
- festivals
- schools and sporting events
- driver's education classes
- school assemblies



Sample Letters

- Sample letters to Media
- Sample letters to Hispanic Community leaders
- Press Release document



Get Started in Your Community - Contact Me for Pricing
www.textarudo.com
Nancy Holston, 850-934-1282, nancy@360advocacy.com

Textarudo.™ Licensing Program

Gain media exposure in your local market:

Three Pre-recorded :30 TV spots in Spanish are available for you to use with local media. They may be adapted to include your logo and contact information. Access to any new commercials will also be provided.



Who is the TEXTARUDO in your family?



If you see your parents texting, tell them that "YOURNAME" said no texting



Textarudo Anonymous

Your marketing tool kit includes:

- 20 Textarudo Posters (11" x 17") Full Color
- 250 Textarudo T-shirts
- 500 Textarudo Keytags
- 500 Textarudo bumper stickers
- 5,000 Postcards (4" x 6") Full Color Both Sides
- Corporate name linked to Textarudo.com website
- Support from the originator of the concept including:
 - phone calls
 - on-site for events (travel and lodging costs must be covered)

*Additional quantities of the materials may be ordered at cost.



Get Started in Your Community - Contact Me for Pricing
www.textarudo.com

Nancy Holston, 850-934-1282, nancy@360advocacy.com