



17TH ROAD SAFETY CONFERENCE



11 mar 2025



cascaisportugal

HOSTED BY:



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01

Overview

Ascendi

Road Concessions

PORTUGAL

6 CONCESSIONS

627 km

Under operation

FRANCE

1 CONCESSION

54 km

Under construction

SPAIN

1 CONCESSION

161 km

Recently awarded

O&M Company

52% stake in Elsamex, a Spanish group of companies with a special focus on the operation and maintenance of roads and motorways in Spain.

Provision of services in Portugal

- / 3 Provision of traditional toll collection services
- / 7 Provision of electronic toll collection services (Multi-Lane Free Flow)
- / 1 Provision of operation and maintenance services



Ascendi Road Safety Awareness Program

A Commitment Across Generations

Unitary Campaigns

Isolated and with limited impact. Restricted focus and punctual results.

1

2

360° Integrated Campaigns

Multichannel and continuous. Greater reach and retention of the key message.



Ascendi Road Safety Awareness Program

Reaching All Generations

1

Segmentation

Communicating by generations is essential. Tracking each life stage is critical.

2

Adaptation

Channels and messages are adapted. We consider the needs and behaviors of each age group.

3

Consistency

Consistency in communication. Reinforcing road safety throughout life.



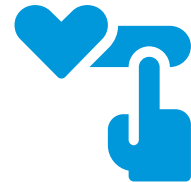
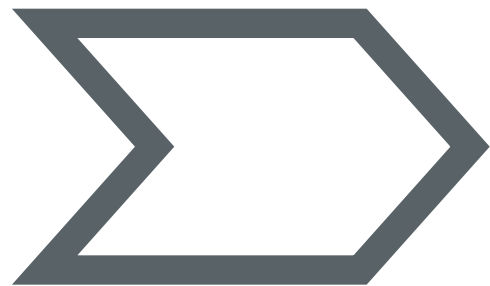
Ascendi Road Safety Awareness Program

Lifelong Impact



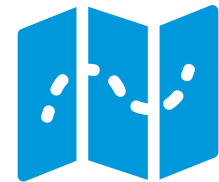
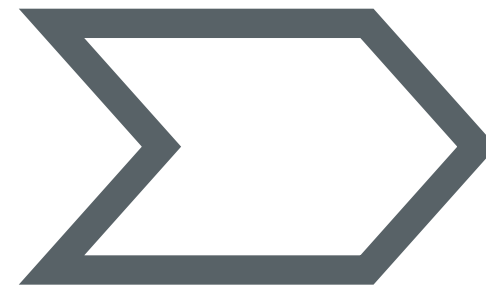
Children (5 - 12
years)

Digital distraction.
Interactive
experience.



Youth (24 - 32
years)

Seatbelt, phone and
speed. Social media.



Middle - aged
(+35 years)

Safety and reflection
on the road.

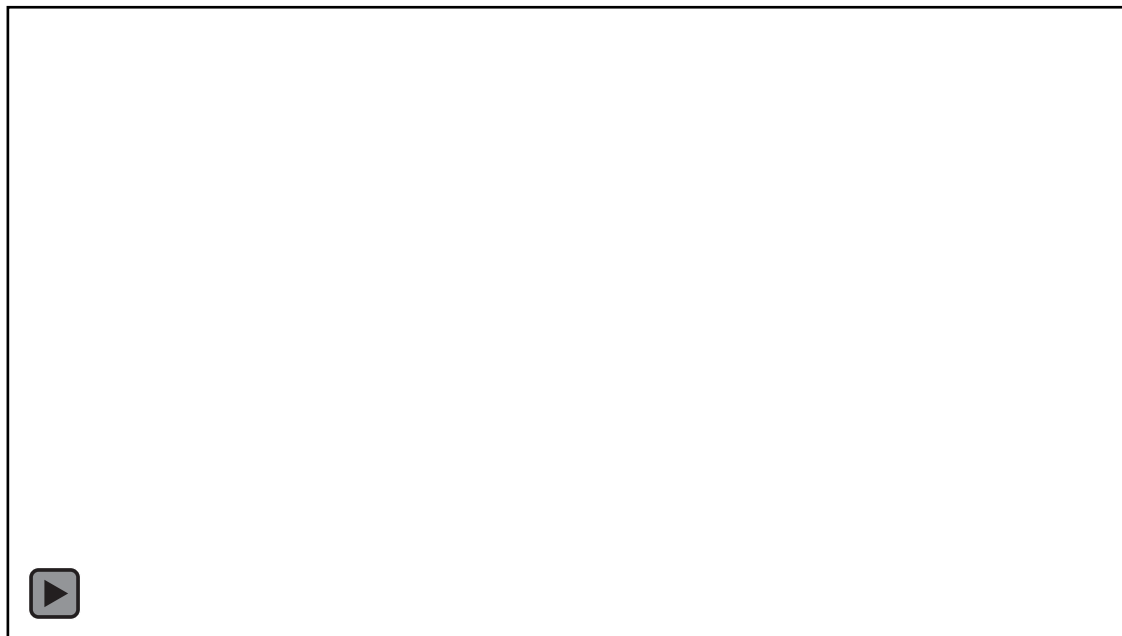


02

Impactful Campaigns

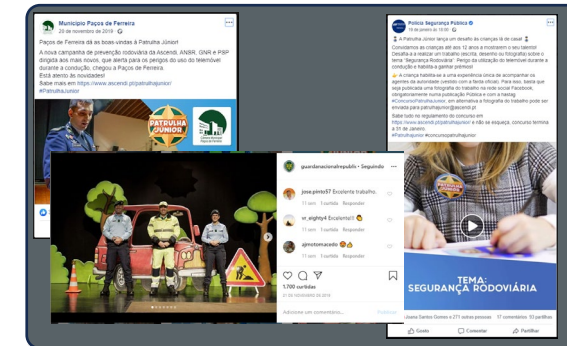
Impactful Campaigns

Junior Patrol



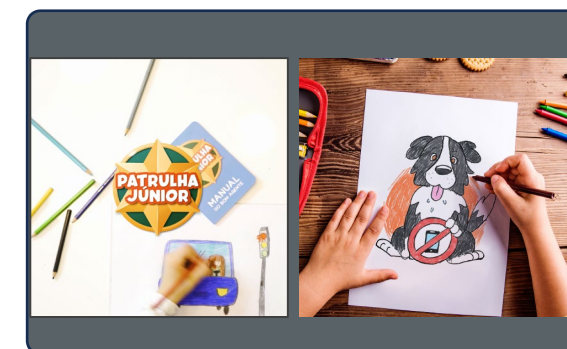
Theatre Play

A simple and direct approach that alerts children to the dangers caused by the driver's distraction with the smartphone, combined with the distribution of the Junior Patrol Badge and Good Agent Handbook with illustrations of the risks of using a mobile phone while driving.



Digital Endorsement

Promotion of videos and photos on social networks and partners' websites.



Junior Patrol Contest

National competition encouraging the presentation of creative works on the theme 'Road Safety'.



Impact: Junior Patrol Theatre Play

45

Municipalities

Junior Patrol reached 45 municipalities.

17K

Children

17,000 children impacted by Junior Patrol.

95%

Recall rate

3 months after the theater play's performance

Impactful Campaigns

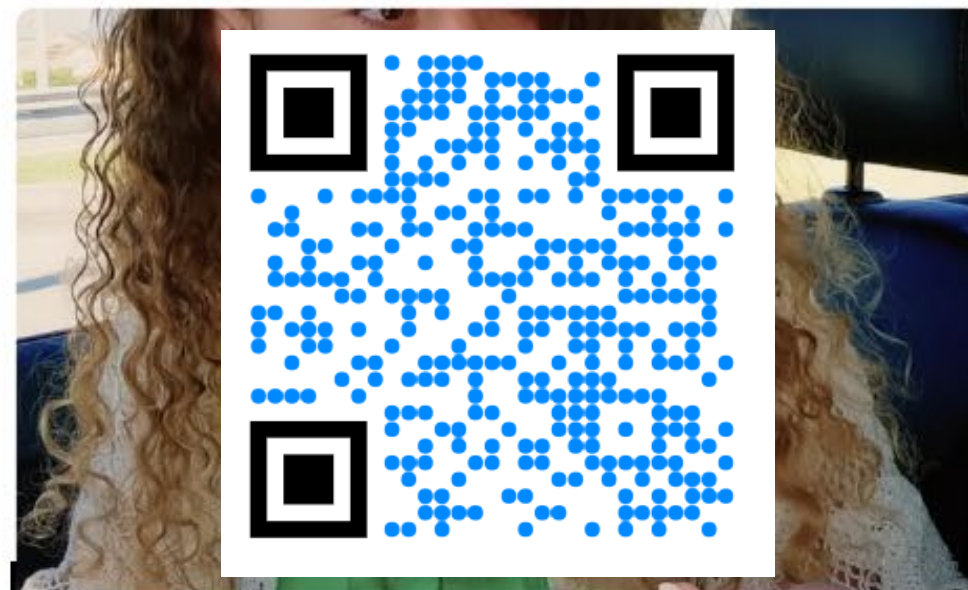
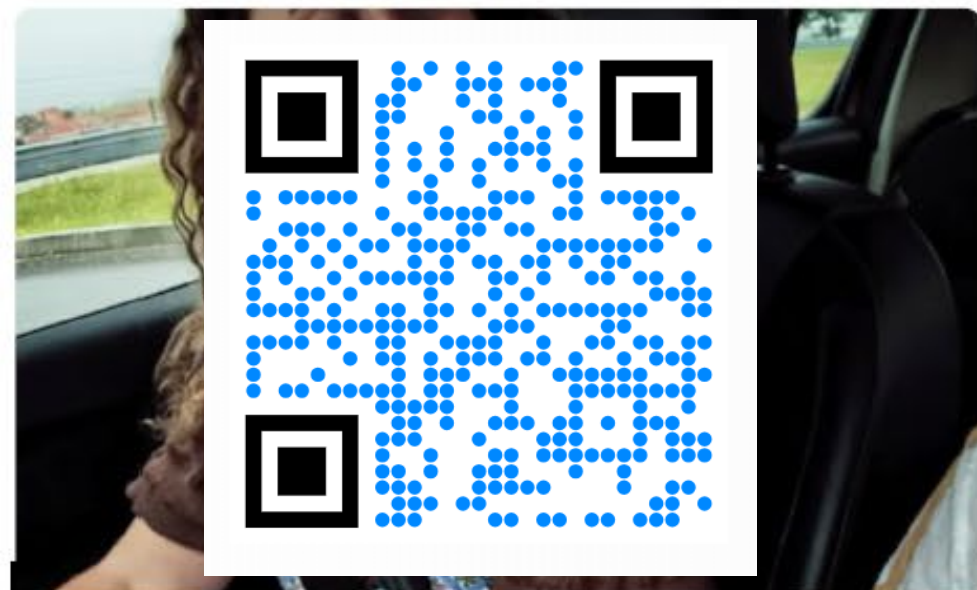
Influencer endorsement

@viajarmaiscomenos



Influencer duo with 117k followers, known for engaging and educational content. Featured in 3 reels addressing digital distraction, highlighting the dangers of speeding by showcasing the serious consequences of reckless behavior.

cti on, highlighting the dangers of speeding by showcasing the





Impact: Influencer

2.1M

Views

19K

Interactions

7%

Engagement
Rate

Impactful Campaigns

Out-of-Home Communication

**No seatbelt in the back seat?*



1

Driver Behavior

Campaign to engage drivers in real-time while driving.

2

Combating Dangerous Behaviors

Alert for risky behaviors, inspiring reflection and change.

3

Emotional Impact

Children's warning in the first person to sensitize experienced drivers.

Impactful Campaigns

Impact: OOH

35

Large Format Billboards

66

Urban Mupies

115k

Impressions on
Social Media





03

Conclusion

Conclusion

Intergenerational Following

Junior Patrol

Focus on child education.
Theater and fun to learn.

Influencers

Youth impacted by peers.
Social media and direct
messaging.

Learn from Those Who Know

Experienced drivers reflect. Safety at all times.

Road safety Experience



Road safety Influence



Road safety While Driving



Conclusion

*Road Safety is not just
a message; it is a
commitment that
spans generations.*





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