



# Creatività 2.024



Yes.



We care about you. Sign up for a Motorcycle Safety Foundation rider course today (for a course near you call 1-800-445-9227). Ride safely and within the limits of the law and your abilities. Ride with your headlight on. Watch out for the other person. Always wear a helmet, proper eyewear and appropriate clothing. Insist your passenger does too. Never ride under the influence of alcohol or drugs. Read and understand your owner's manual from cover to cover. Protect your privilege to ride by joining the American Motorcyclist Association. ©2001 H-D.

## SOMEWHERE ON AN AIRPLANE A MAN IS TRYING TO RIP OPEN A SMALL BAG OF PEANUTS.

Give us life at ground level, rolling along the endless highway on a Harley-Davidson® 100% depressurized. Just sunlight on chrome. The voice of a V-Twin ripping the open air. And elbow room, stretching all the

way to the horizon. Maybe you too think this is the way life ought to be lived. Time to spread some wings. 1-800-443-2153 or [www.harley-davidson.com](http://www.harley-davidson.com). **The Legend Rolls On.**



## Using AI to extend famous photographs



## Donald Trump Sweet Caroline

Where it began, I can't begin to knowing  
But then I know it's growing strong  
Was in the spring  
And spring became the summer  
Who'd have believed you'd come along

Hands, touching hands  
Reaching out, touching me, touching you

Sweet Caroline  
Good times never seemed so good  
I've been inclined  
To believe they never would  
But now I



**«When everyone has the same access and tools,  
originality and emotion become necessary forward scouts.»**

David Droga



**STARS AS**

**BRANDS**

**BRANDS AS**

**STARS**



CREATIVITY

AS A HIT

**MAKE IT ENTERTAINING**

**91% of people globally prefer  
brands to be funny\***

**\*Oracle, 2022**







**MAKE IT MEANINGFUL**

**87% of GenZers want brands to take responsibility for the future and give more meaning to life.\***

**\*Forbes, 2023**



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**#IlPandaSiamoNoi**

# INCLUDING FIREFIGHTERS IN THE DESIGN AND ENGINEERING OF CARS



## REDUCING THE TIME OF EXTRACTION AFTER A CRASH TO SAVE LIVES

The golden hour is the first hour after a crash, an essential period during which necessary and immediate medical attention can enhance the possibility of survival for the victim by 50%.

Helping firefighters to reduce extraction time is a design problem, critical to saving lives. Therefore, Renault is changing the way it works, including firefighters in the design and engineering of all its new models.

Thanks to this collaboration, Renault is already implementing some innovative safety features, designed with firefighters.

Renault is making its time fighters program public, telling its story in a documentary by Emmy Awards winner directors, aired on national TV, in cinemas, and available on Amazon Prime.

And is calling all automotive industry to adopt the same protocol, with an international advocacy campaign addressed to all other brands and institutions.

## RESULTS

- Euro NCAP (European safety regulation standard) is now working with Renault and firefighters to develop new safety standards.
- The Italian Ministry of the Interior has rewritten their operational doctrine for roadside rescue according to Renault's training and recommendations.
- National and international mainstream media coverage.
- +210M people exposed
- Find out more at [www.renault.co.uk/safety/timefighters](http://www.renault.co.uk/safety/timefighters)



## INNOVATIVE SAFETY FEATURES DESIGNED WITH FIREFIGHTERS



**QRESCUE**  
a QR card on every car with info on how to safely cut into the model. Up to 15 minutes gained on extraction.



**SD SWITCH**  
a switch to avoid electrical shocks.

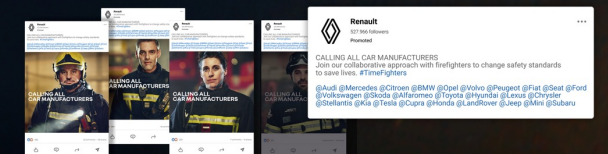


**FIREMAN ACCESS**  
a hole in the frame of electrical cars to flood burning batteries with water saving up to six hours.

**REMOVABLE SEATS**  
a quick release seat for speedy extraction.



## RENAULT ENCOURAGES ALL CAR MANUFACTURERS TO JOIN TIME FIGHTERS PROTOCOL



RENAULT AND THE  
FIGHTERS OF TIME.



A MAGNIFICENT  
EYE OPENER.



BEHIND THE SCENES OF A  
UNIQUE COLLABORATION.



RENAULT INCLUDES FIREFIGHTERS  
IN ITS MANUFACTURING PROTOCOL.



HOW RENAULT HELPS  
FIREFIGHTERS.



INNOVATIVE WITH  
FIREFIGHTERS.



RENAULT THINKS OF SECURITY  
AFTER THE CRASH.



documentary



training



time fighters program



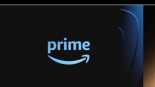
national interviews



international interviews



key safety innovations



documentary Amazon prime



call to action - car manufacturers



social medias - call car manufacturers



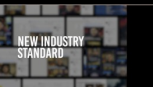
PR



cinema preview of film



TV PR



new industry standard

**MAKE IT CORE**





para você para empresas ajuda busca

agência | conta

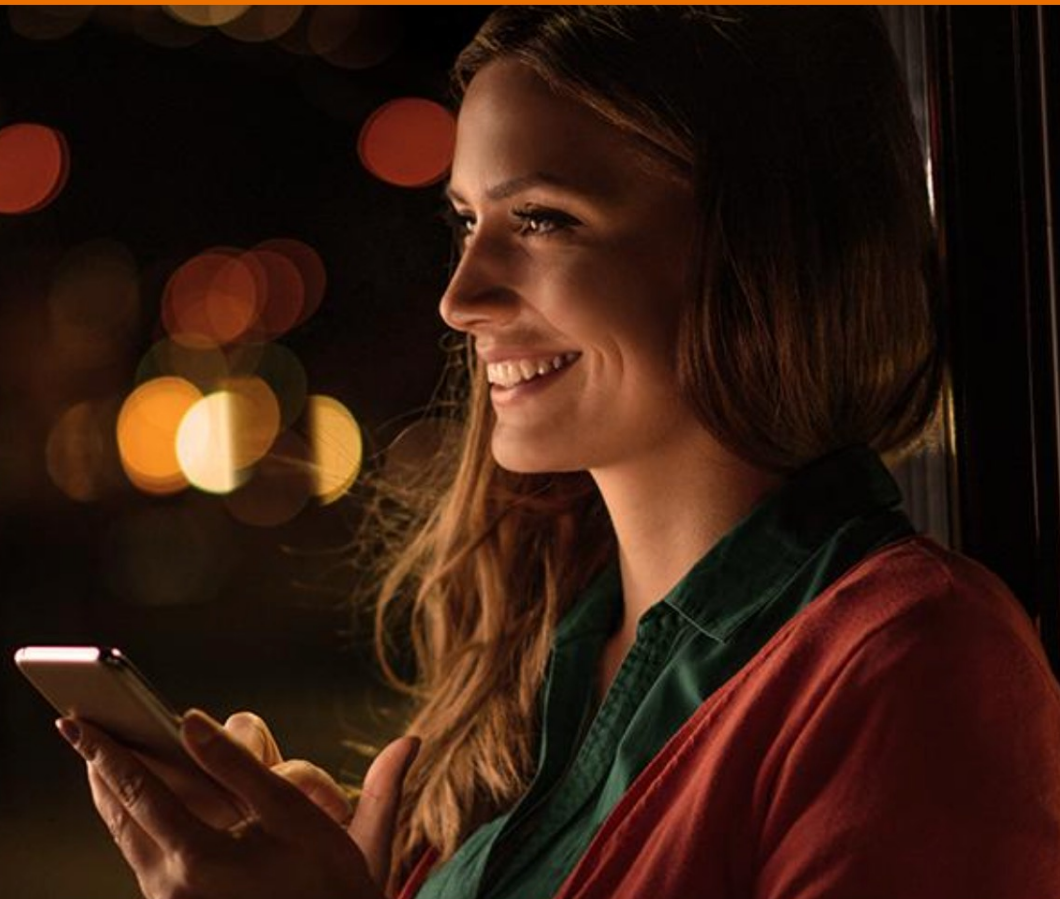


+ acessos

abra sua conta

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**KINGS  
LEAGUE**  
*InfoJobs*



**ENTERTAINING**

**MEANINGFUL**

**CORE**

**TO WIN THE ATTENTION BATTLE**

**TO KEEP THE BRAND RELEVANT**

**TO KEEP THE BRAND UNIQUE**

**GRAZIE**