

Embrace Life is our award-winning seatbelt advocacy commercial, created by Writer/Director Daniel Cox and Producer Sarah Alexander (see Credits List below for more information).

Since launch in January 2010, the advert quickly became a worldwide viral smash, gathering over 11.8million views on YouTube alone in ten months. Created to raise awareness of the importance of wearing a seatbelt, Embrace Life was deliberately developed to provide a counter-point to the hard-hitting 'shock and awe' advertising so common to road safety.

The campaign has scooped a wide range of awards, including [YouTube Ad of the Year](#) , a [Prince Michael International Road Safety Award](#) ,
;
[Gold World Medal, New York International Advertising Awards](#)
;
[a Bronze Lion at the Cannes International Advertising Awards](#)
;
[Highly Commended from the Chartered Institute of Highways and Transportation](#)
and the advert was also featured in the Advertising Producers Award (APA) 2010 collection.

We have also received hundreds of requests for the advert to be screened around the world, with interest coming from non-governmental organisations, government bodies, local TV stations and driving organisations all keen to raise awareness.

Global support for the campaign has been high - especially through Twitter and [Facebook](#) , where one viewer was moved to create a group dedicated to getting the campaign on TV.

The campaign will continue to be used throughout Sussex at road safety interventions and events, and it is being included in products such as [ROUTES :](#) to help the message spread yet further.

Sales and Licensing

Companies and organisations around the globe are recognising the value of Embrace Life in enhancing their internal training schemes, or underlining their Corporate and Social Responsibility commitments within their communities.

All sales and licensing enquiries are being handled by the film's Producer, [Sarah Alexander](#). This e-mail address is being protected from spambots. You need JavaScript enabled to view it, who will be pleased to hear of any such requests.

Credits

Through the hard work of the following people, Embrace Life took the journey from concept to reality.

Writer/Director: [Daniel Cox](#)

Producer: [Sarah Alexander](#)

Executive Producer: Neil Hopkins

Cast

Father: Austin Spangler
Mother: Lara Corrochano
Daughter: Clare Denning

Music

Composer: [Siddhartha Barnhoorn](#)

Assistant Director/ Production

1st Assistant Director: Lucy Wigmore
Assistant Producer: Vicky Del Campo
Runner: Tom Harburt

Camera:

Director of Photography: Luke Scott
Phantom Technician: Jason Berman
Focus Puller: John Mitchell
Gaffer: John Cantwell
Spark: Gary Nagle
Camera assistant: Steve Mayhew

Art Department:

Production Designer: Aoife Wilson

Art Director: James Custance

Storyboards: Peter Johnston

Hair and Make-up

Make-up Designer: Victoria Riches

Hair Stylist: Haylie Jay

Set Build:

Construction Manager: Callum Andrews

Transport Captain: Bernard Cox

Post-Production

Editor: Daniel Cox

Colorist: Pat Wintersgill

Graphics Designer: Laylah Driscoll - Insert Graphics

Marketing and Promotion lead: Neil Hopkins

Communications Team: Mims Davies and Steve Whitehead

Very Special Thanks: Laylah Driscoll

Special Thanks to

Ken Seymour, Take 2 Films, Dan Thomas, Stephanie Morgan, Mark Purvis, Mark Rafferty, Tyronne, Rowena Siorvanes, Panalux, Ashley Wing, Chris Stribbling, Rigby Andrews, Gordon Russell and Halliford Studios

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var _gaq = _gaq || []; _gaq.push(['_setAccount', 'UA-11359112-3']);
_gaq.push(['_trackPageview']); (function() { var ga = document.createElement('script');
ga.type = 'text/javascript'; ga.async = true; ga.src = ('https:' == document.location.protocol ?
'https://ssl' : 'http://www') + '.google-analytics.com/ga.js'; var s =
document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s); })();
```