

Kareem Elsheikh

ENG 21003

### Awareness Campaign Assignment

1. What I like about the campaign is has an easy to remember name and a good cause. I related to the reckless driving because it is seen everywhere.

2. What I did not like was it was quite long to read and would not be suitable for a New Yorkers who are always in a rush.

3. The primary audience was drivers, I know it was targeted to drivers because it says driving is not easy but saving a life is.

1. What I like about the campaign show an important message for young adults. I relate to it because I am almost around that age and know many that drink.

2. There was not anything I did not like

3. The primary audience is people who drink alcohol. I know this because it says buzzed driving is drunk driving.

1. What I like about the campaign is it targets mental health awareness. I related to the campaign because I have family member with a mental health illness.

2. What I did not like was it was a little hard to read.

3. The primary audience I would say is everyone because it shows how just talking can make a difference. I know this because it shows a two-person conversation one says you look upset want

to talk about it then the others say yes, I have a lot on my mind. Ultimately ending with the person feeling better.