

city of
Melbourne



RedMan/GreenMan: Pedestrian Safety Campaign



RedMan/GreenMan: Pedestrian Safety Campaign

Stage One – The Launch



RedMan/GreenMan: Pedestrian Safety Campaign

Stage Two – Viral campaign

see the red man go **SPLAT!**



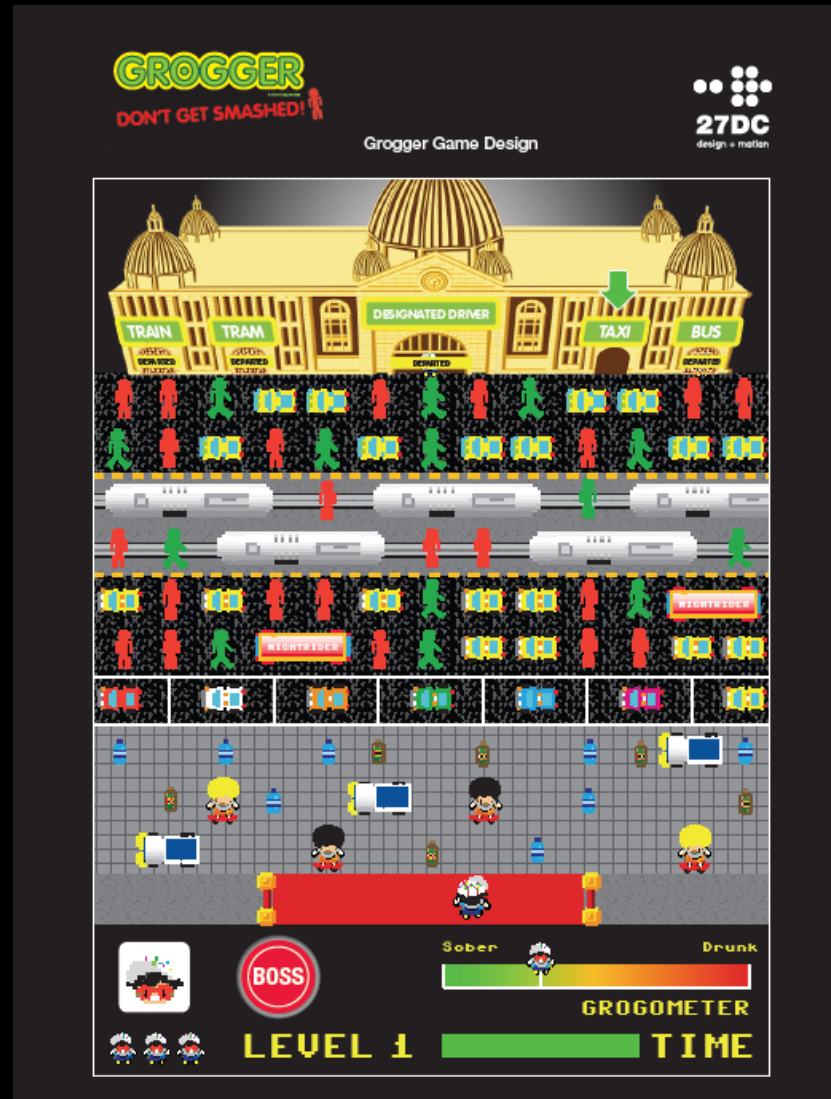
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Stage Three – Development of Online Game *Grogger*



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Grogger – The Play Experience



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For further information:

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THANK YOU!

Other Relevant sites: www.streetfilms.org

