

Fly into the Drone Safety Zone.

Drones are increasingly affordable and impressive, sparking a surge in purchases. For all potential flyers, there are important safety points to think about before hitting the skies. Electric utility FirstEnergy tapped us for an integrated Drone Safety launch—to provide quick tips for new and seasoned drone owners focused on picking the right drone, knowing the rules and flying safe—especially when it comes to flying near power lines.

To connect with customers who fly drones we:



Make a game out of it.

The “Drone Safety Racing” video game lets drone operators design and customize their aircraft and virtually compete with other pilots through an arena filled with electrified obstacles, all while learning how to fly drones safely and avoid contact with electrical equipment.

[› Play the game](#)



Launch a fully integrated campaign.

Our media mix was geared toward the drone operators with messaging to directly serve audiences with a higher propensity for gaming. It used AI to identify core audiences with drone interests to serve display and video ads.

[› Watch the case study](#)

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