

# *It Can Wait*

Eyes on the road, not on your phone



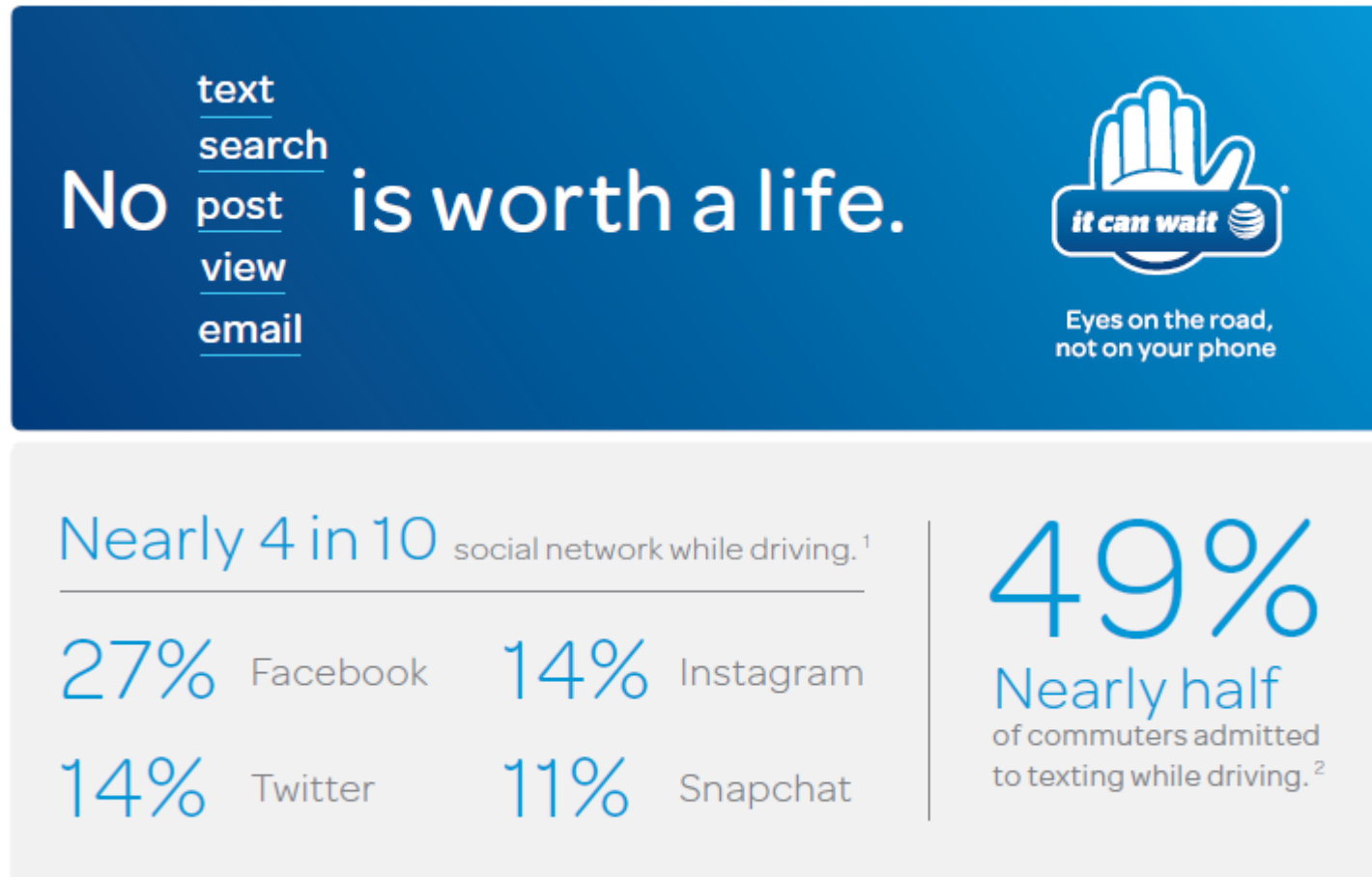
## Where it all started

“When it comes to texting and driving, no text is worth a life. It Can Wait.”



## How *It Can Wait* has expanded

As our phones and our relationship with them have changed, smartphone use while driving has grown beyond texting to social media, web surfing, selfies and video chatting.



## Using research to inform the campaign



# Diving into the big data study – how did we do it?



Worked closely with our Big Data team



Aggregated data to analyze trends



Studied 3 months of anonymous data



Protected customer data throughout the project





# What did we find?



17% ↑

Higher rate of texting while driving in states without bans (like Texas)



# Where do we go from here?



ItCanWait.com

@ItCanWait

#ItCanWait

Kimberly Darrin

[kn5033@att.com](mailto:kn5033@att.com)

*Thank you!*

