



SNAPLINE

SNAPPING TRIPLE ZERO
OUT OF THE DARK AGES

INSIGHT

Despite today's technology, we still rely on phone calls to bring help in an emergency.

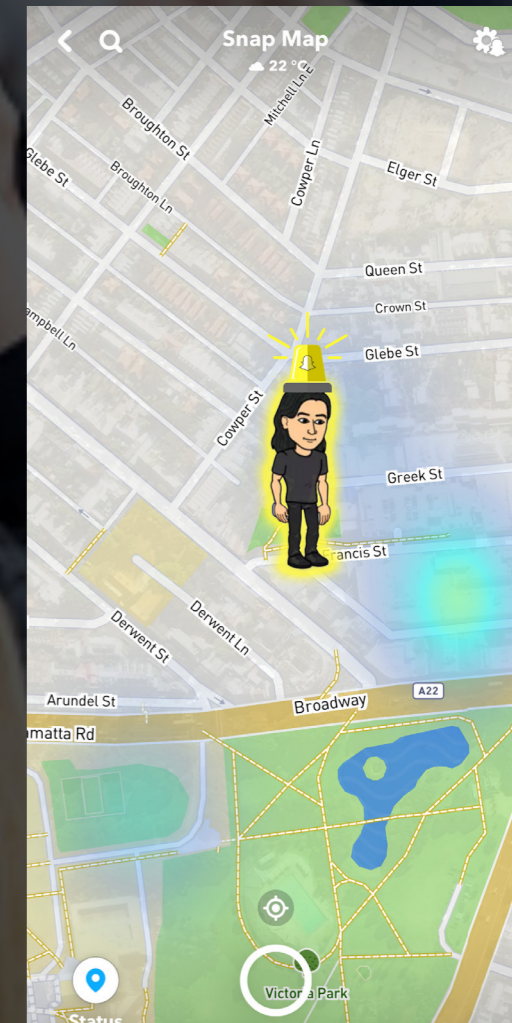
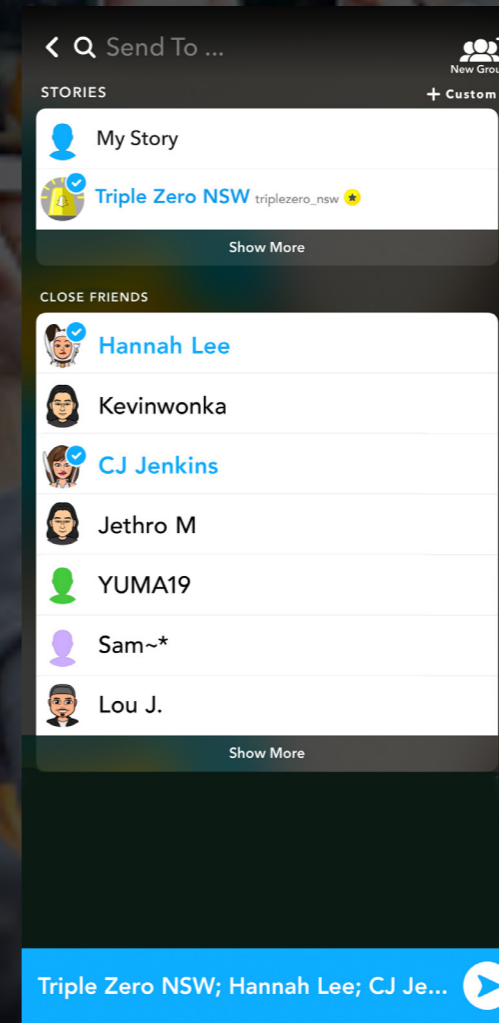
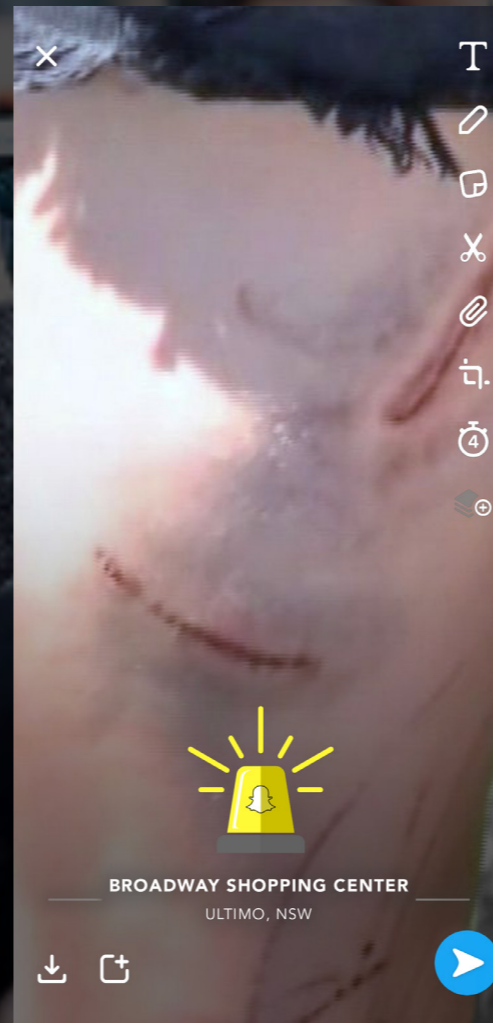
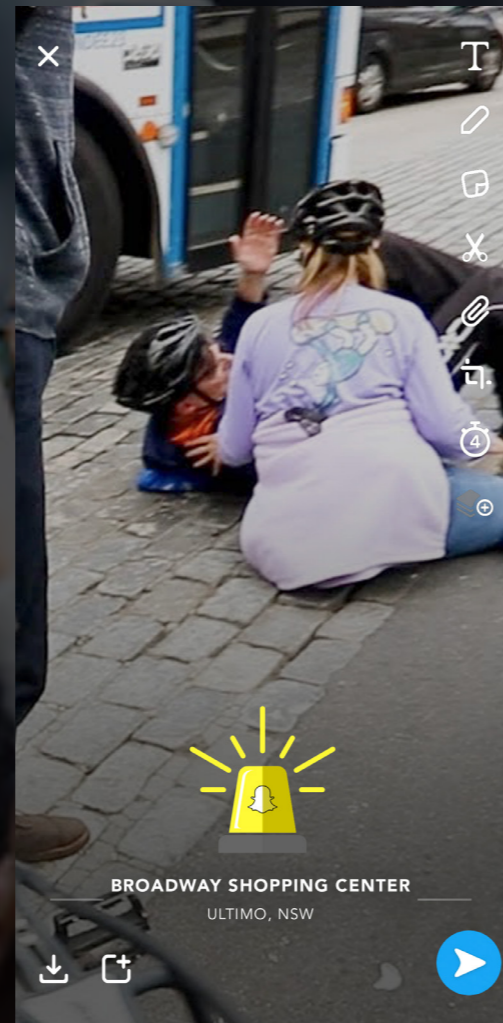
What if we could turn the current tendency to whip out our phones during a crisis into one that revolutionizes the emergency response system?

IDEA

Introducing **SNAPLINE**, a modern hotline for emergency scenarios, that works in partnership with Triple Zero.

Whether you're first on the scene, or just in the crowd, you'll be able to send useful visual evidence to paramedics, police or the fire brigade – in ways a phone call never could.

HOW IT WORKS



WHY THIS WORKS

By using Snapchat to improve a situation that's traditionally so synonymous with phone calls, we'll highlight just how effective talking with pictures can be. **SNAPLINE** is bound to lead conversations about emergencies across all media channels, introducing new audiences to the power of pictures.

TECH

With SnapLine, a picture can save a thousand lives.

Robbers cleverly thwarted by new 000 SnapLine.

SYDNEY, NSW

NEWS

Finally, a way to report an emergency that isn't 100 years old.