

Lega Serie B joins “The Social Crash” campaign against the use of social media while driving

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An awareness campaign across all Serie BKT stadiums on Matchday 16.

Lega Serie B is supporting *The Social Crash*, the campaign created by the Mynd agency for AFVS – the Association of Families and Road Victims, which powerfully and originally highlights the dangers of improper smartphone use while driving. This sensitive and increasingly urgent issue has been placed at the heart of the League’s social commitment for Matchday 16 of Serie BKT, in line with its educational mission.

The Social Crash will feature prominently in Serie B stadiums through a range of activations, turning matchdays into moments of strong engagement and awareness. Stadiums will become platforms for social responsibility messages designed to shake consciences and save lives, with pitchside LED messages and dedicated TV graphics, social media content on Lega Serie B’s official channels, announcements by stadium speakers, videos on giant screens and TV spots during live broadcasts.

“Prevention and road safety are everyone’s responsibility, and football, thanks to its ability to speak to millions of people, can and must do its part,” said Lega Serie B President Paolo Bedin. “*The Social Crash* translates a delicate issue into immediate language that resonates with younger audiences, who live daily on social media and may sometimes underestimate the dangers of distraction behind the wheel. We are proud to support Mynd and AFVS in this awareness campaign and to bring this message into our stadiums, because every match can become an opportunity to raise awareness and protect lives.”

“Our creative idea stems from a very real urgency, and being able to share this message in Lega Serie B stadiums—places where young people and families gather every week—represents an important opportunity,” commented Roberto Ferrario, Creative Director at Mynd.

“We are grateful to Lega Serie B for choosing to give space and visibility to an issue that concerns everyone’s safety. Today, smartphones are one of the leading causes of death on our roads. With *The Social Crash*, we tell children and adults alike that no content, no likes and no message is worth a life. This collaboration allows us to bring this truth, without filters, to millions of people. Bringing the message into stadiums shows how football can become a driver of collective responsibility and cultural change,” added Giacinto Picozza, President of AFVS.

The mission of “The Social Crash”

Every year in Italy, more than 37,000 road accidents are caused by distraction while driving, with smartphones among the main causes. This data inspired *The Social Crash*, a campaign that creatively and impactfully reimagines the world of social media: TikTok becomes *TikCrok*, Instagram becomes *Instantcrash*, Facebook becomes *Facebroken*, WhatsApp becomes *WhatsAhh!*, Spotify becomes *Spotifyblood* and YouTube becomes *YouTomb*.

This reversal transforms familiar platforms into disturbing warnings, showing how just a few seconds of inattention can irreversibly change the life of a person and their family.

Launched on 21 June 2025, World Selfie Day, the campaign was rolled out through social media advertising and press channels, with a particular focus on younger, highly connected audiences. The message is simple and universal: no notification is worth a lifetime.

About Mynd

Mynd is a communication agency with over 18 years of experience and an integrated, multi-channel approach. Specialising in strategic thinking and innovative design, it operates across advertising, communication strategy, social media marketing, copywriting, video production, UX/UI design, creative design and web development. The agency is structured into two internal divisions—Communication and Design—and collaborates with more than 20 professionals.

About AFVS – Association of Families and Road Victims

AFVS was founded in 2009 following a road accident involving young Luigi Colosini in 2002, who remains in a vegetative state. Through projects, campaigns and events, the association aims to reduce road accidents in Italy while providing legal and psychological support to road victims and their families. Over the years, AFVS has become the most authoritative and representative association of road victims' families, defending the interests of road users in institutional forums. As stated in Article 2 of its Statute, AFVS is committed to protecting and safeguarding life and health, with a strong focus on road safety awareness, prevention and education.