

What is the Bridget campaign?

Bridget is a hypersexualized image that has been used in a campaign launched by the Halifax Harbour Bridges (HHB) to educate drivers in the role they have in both the cause and reduction of collisions that take place on the bridge each year. Collisions are usually caused by inattentive driving, tailgating as well as speeding.

Bridget also have a twitter page which is frequently updated, her campaign is also featured on radio advertising, billboards, banners, as well as toll coin basket bounce pads.

HHB wanted to use a person to us as a delivery tool for this campaign as they felt it would have a larger impact if it were not coming directly from HHB.

<http://avaloncentre.ca/2012/05/open-letter-to-halifax-harbour-bridges/>

Critical ideas to consider during this activity:

- The Bridget campaign reinforces an unobtainable image for many women and girls.
- Bridget reinforces the “sexy girl” image men are conditioned to desire.
- The images focus on a seductive way to refer to “the way males drive”
- The picture that states “Hey you eyes on the road” in many ways may fail to be as effective as intended as the smokey eyed lady who appears naked or almost naked is doing the very opposite. The image may actually draw attention away from the road.
- The coin basket bounce pads feature Bridget’s face- at which point the person paying the toll throws their money at her.
- The use of Bridget in a sexual way reinforces 21st century marketing. Many products sold now feature a superimposed or photoshopped image to sell a product that has nothing to do with that particular image. Therefore reinforcing the idea that “sex sells.”
- The image of Bridget could easily be used for any variety of consumer products.
 - o A new make up line on the market
 - o A video game
 - o A new car movie coming to theatres or recently released on DVD, etc.

*** Due to public pressure across Nova Scotia the Bridget campaign has been cancelled. The advertising company is working closely with Sexual Assault Centres, Women’s Centres, and other social justice organizations to revamp the campaign and create a more appropriate message.**