



## TRW Automotive Ads from Doremus Put a Face on Safety

*New print campaign highlights TRW's focus on technology to help protect drivers and their passengers.*

New York ([PRWEB](#)) March 19, 2005 -- Doremus, the premier corporate and business communications agency, has created four new print executions for TRW Automotive, the global leader in automotive safety systems, that build on its current "safety" platform.

TRW Automotive continues to communicate its commitment to automotive safety and the superior technology behind it, both of which are creatively reinforced through this new ad campaign. Each print execution, photographed by EJ Camp of In Focus, features people embracing high tech automotive components and graphically emphasizes TRW Automotive's commitment to helping protect drivers and their passengers through its highly engineered automotive safety systems.

The subject of safety was recently addressed in great detail at the North American International Auto Show (held in January), traditionally a fashion show on wheels, where driver and passenger security through high-tech safety systems were recognized as major automobile selling points.

The ads in the new TRW Automotive campaign elevate the level of photography in a category that has traditionally been uninspired and utilitarian looking. They are titled: "Caliper," "Side Impact Rollover Protection System," "Electrically Powered Steering/Electronic Stability Control," and "Airbag Electronic Control Unit."

The campaign breaks internationally in leading industry trade publications in mid-March (Automobilwoche, Automotive News, Automotive News Europe, Vehicle Dynamics International, Automotive Engineering International and others).

### Credits:

Photographer: EJ Camp, In Focus

Art Director: Quentin Webb

Copywriter: Howard VanLenten

Art Buyer: Amy Moorman

Print Production: Carmine Cartena

### About Doremus

With five offices in four countries, Doremus ([www.doremus.com](http://www.doremus.com)) is the premier global corporate and business communications agency within the Omnicom Group (NYSE:OMC) ([www.omnicomgroup.com](http://www.omnicomgroup.com)). It uses its proprietary research into the mindset of key corporate decision-makers (C-Level executives) to help clients forge strong bonds between their brands, products and services, and the hearts and minds of their customers, employees and shareholders.

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