

STREET
/// SMART

2010 Marketing Plan

Prepared by:



McANDREW
C O M P A N Y

Campaign Dates

March 14 – April 11, 2010 Weighted Wednesday – Sunday,

3 pm – 8 pm when the greatest number of pedestrian/bicyclist incidents occur. Broadcast advertising will be concentrated during that time period.

Media Objective

Educate the audiences (drivers, pedestrians, bicyclist) of pedestrian and bicycle safety and pedestrian safety around buses. Inform the audience about increased law enforcement enforcing pedestrian and bicycle traffic safety laws. Build on awareness of pedestrian/bicycle/bus traffic safety issues that have been established in prior campaigns in order to change behaviors.

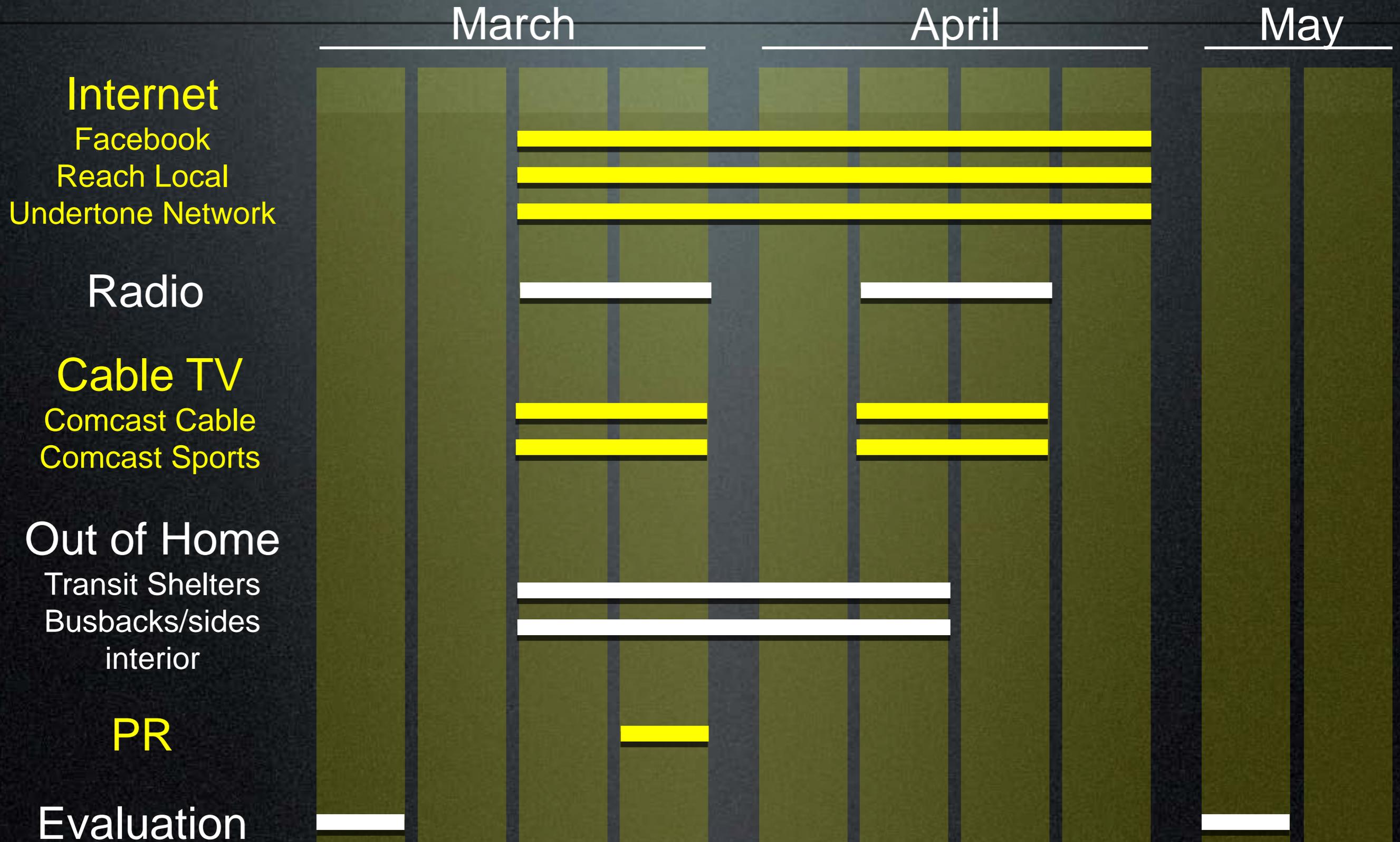
Target Profile

Adults 18 – 49
Pedestrian/bicyclists of all ages in the Washington, DC region
Special emphasis in areas that have

a high number of pedestrian/bicycle fatalities and/or injuries and in high-density Hispanic areas.

Media Purchasing Demographic

Adults 18 – 49
Pedestrian Demographic: Citizens in key geographic locations that have a high number of pedestrian/bicycle fatalities and/or injuries
Secondary Target Demographic: Afro-Americans and Hispanics



Two pronged approach

Media event featuring speed/stopping distance demonstration. Target date: week of March 22. Targeted media availability around TV ad on-location shoot (approximately 6 weeks prior to start of campaign)

Idea #1 “Screeching Halt”

One continuous shot of an intersection.

Balance between high speed video
and slow motion video.

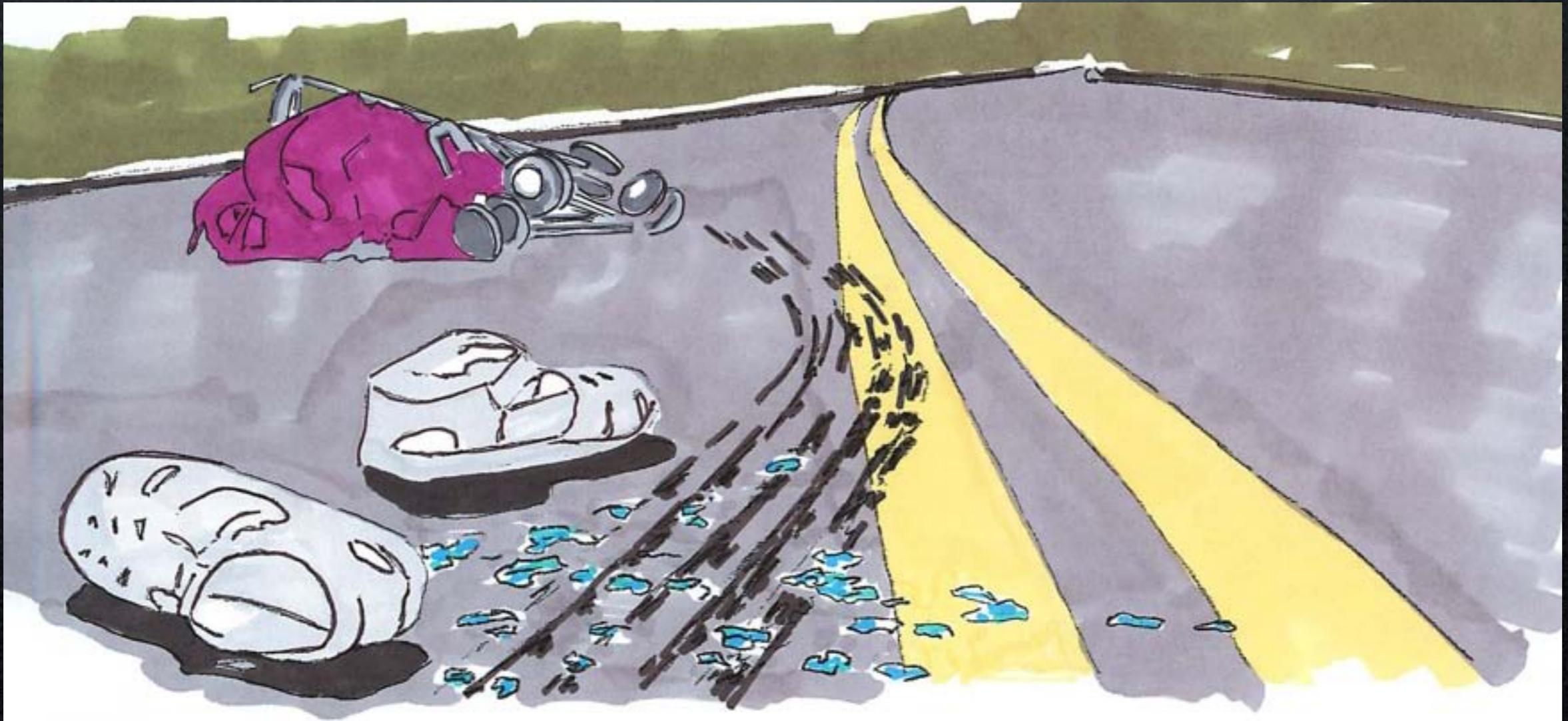
See cars, cyclists, pedestrians, bus...
woman walking with stroller

Then shock of stroller hit by car.

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Every 8 minutes lives come to screeching halt.

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Idea #2 “The Stroller”

Woman with stroller meets
man behind the wheel.

Scenes alternate between each.

Stroller appears in front of
car that's too late to stop.

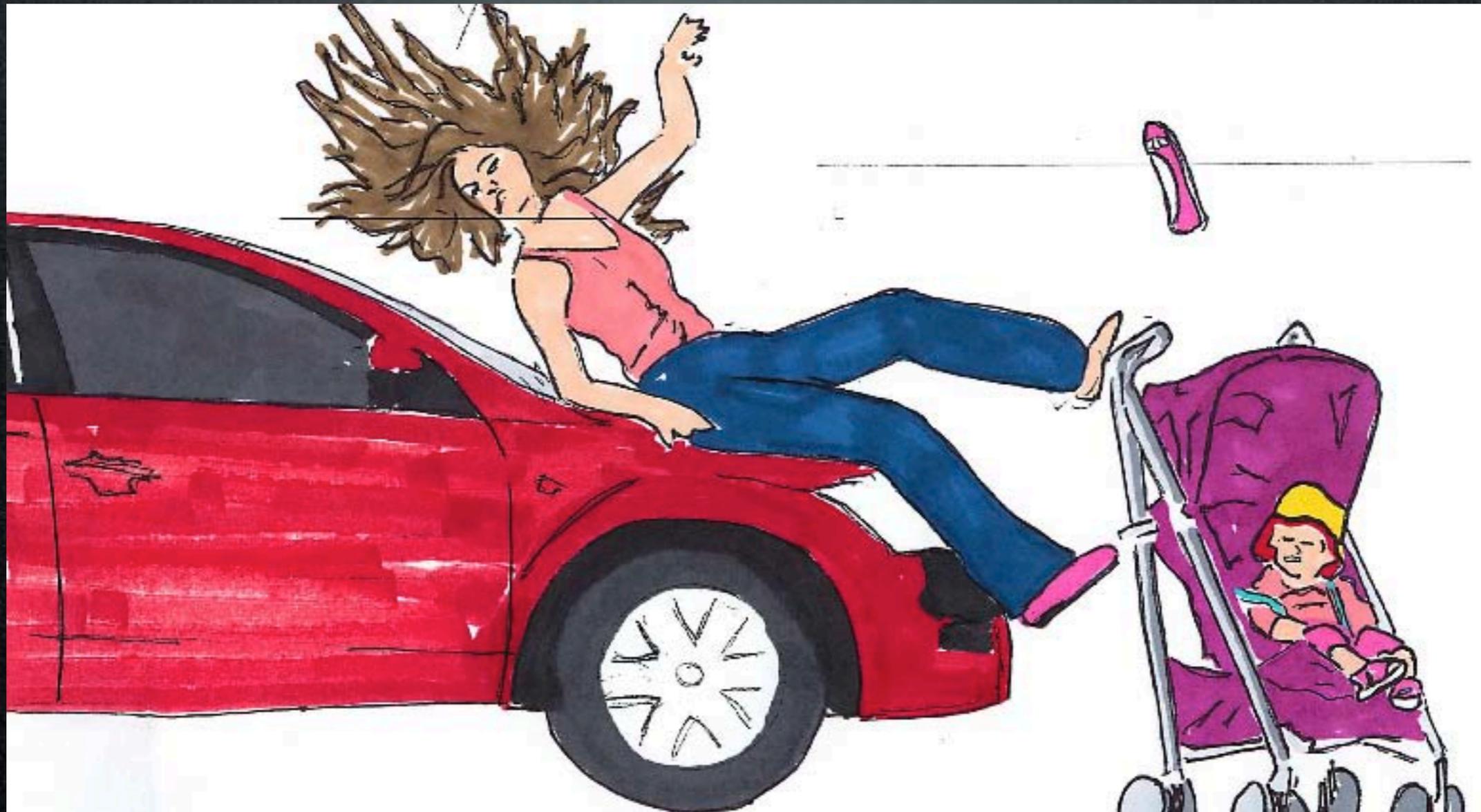
Something is hit...

But camera pulls back to see baby is OK.

But widening scene reveals that mom with hit.

Every 8 minutes lives come to screeching halt.

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Idea #3 “15 Minutes”

Paparazzi style photos being taken.

You just see the camera.

Everyone wants their 15 minutes.

People are getting their

15 minutes every 8 minutes.

Pull back to see photographer is the coroner shooting
woman hit hit by car.

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Claim to fame... killed crossing street.

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