



S H E R R Y M A T T H E W S  
A D V O C A C Y M A R K E T I N G

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# MWCOG 2012-13 Street Smart Public Education Campaign

March 19, 2013



# Efforts to Date

- Fall campaign
  - Radio
  - Pedestrian safety promotion events
  - Bus cards
  - Launch event in Loudoun County
  - Media tour
  - Media kit including b-roll
- New creative concepts
- Four focus groups



# Spring 2013 Campaign at a Glance

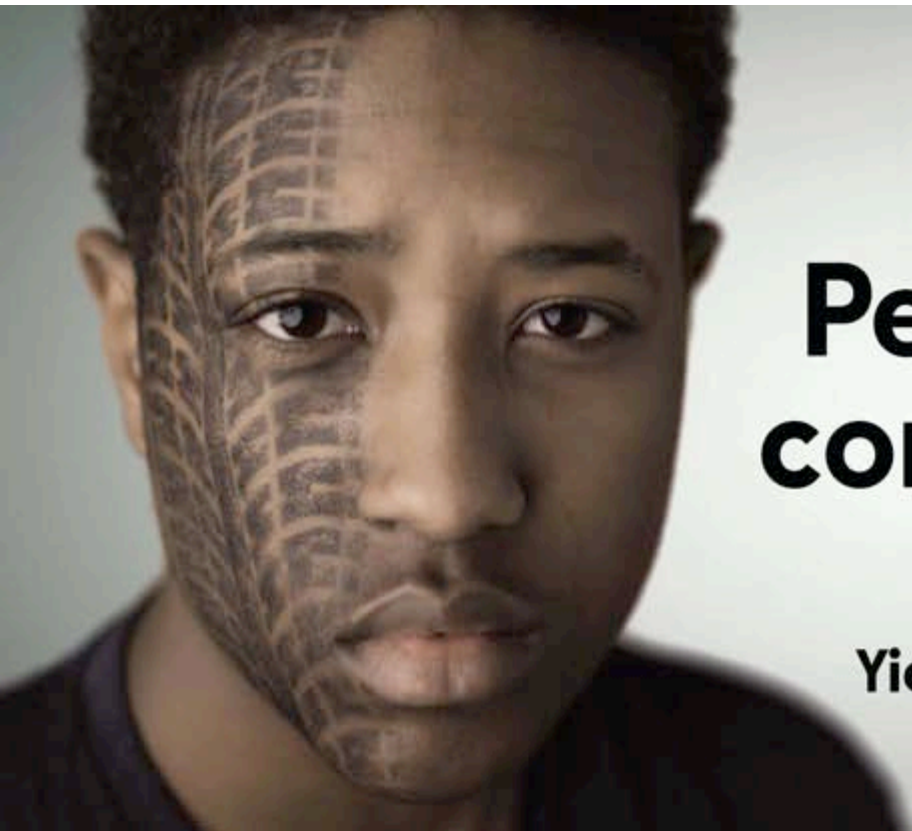
- New creative components
- Pre- and post-campaign evaluation survey
- Kickoff event and media tour
- Paid media (radio, out of home)
- Digital/Social Media
- Spanish PSA news network
- Outreach activities

SPRING 2013  
“TIRED FACES” CAMPAIGN

PLEASE NOTE:

*This artwork is for discussion purposes only and is not intended for public distribution at this stage.*

# KING KONG



**STREET  
SMART**  
BeStreetSmart.net

# Pedestrians don't come with airbags.

**Yield to pedestrians when turning.**

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

# TRANSIT SHELTER



A public safety campaign of Metro, the Division of Caltrans, Portland and Region.

STREET  
**SMART**  
BeStreetSmart.net



**Bicycles don't come  
with bumpers.**

**Give cyclists room to ride.**





A public safety message of the State of Texas. All rights reserved. Modified and adapted.

**STREET**  
**SMART**  
*BeStreetSmart.net*



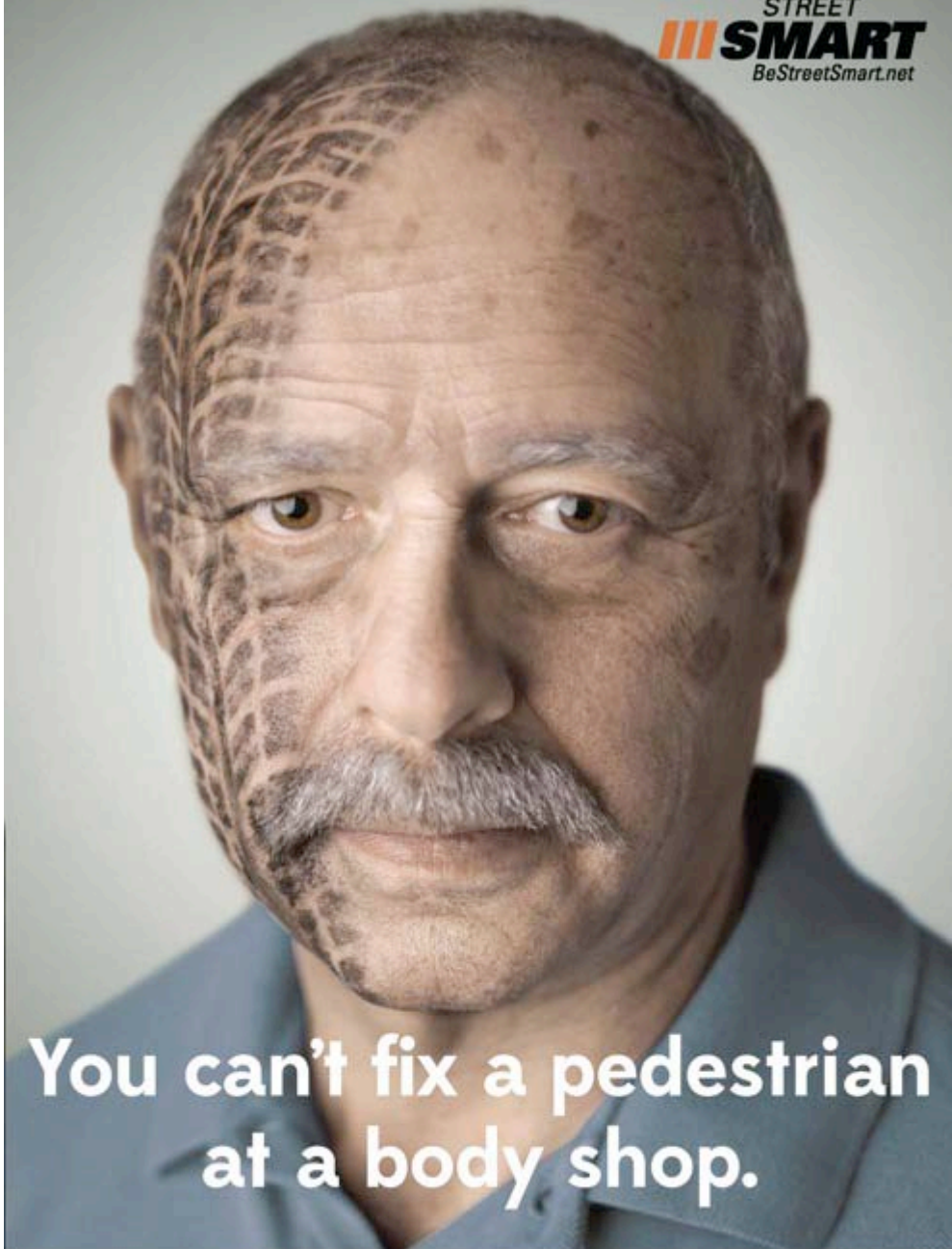
**Kids don't come  
with turn signals.**

**Slow down and watch for pedestrians.**



A public safety campaign of BeSmart, the Ministry of Transport, Road and Highway Services.

**STREET**  
**SMART**  
BeStreetSmart.net



**You can't fix a pedestrian  
at a body shop.**

**Slow down and watch for pedestrians.**

# BUS CARD



**The penalties for  
jaywalking vary.**

**Use crosswalks.  
Wait for the walk.**





**Cruzar a mitad de calle  
puede costarte mucho.**

**Usa los cruces de peatones.  
Espera la señal.**

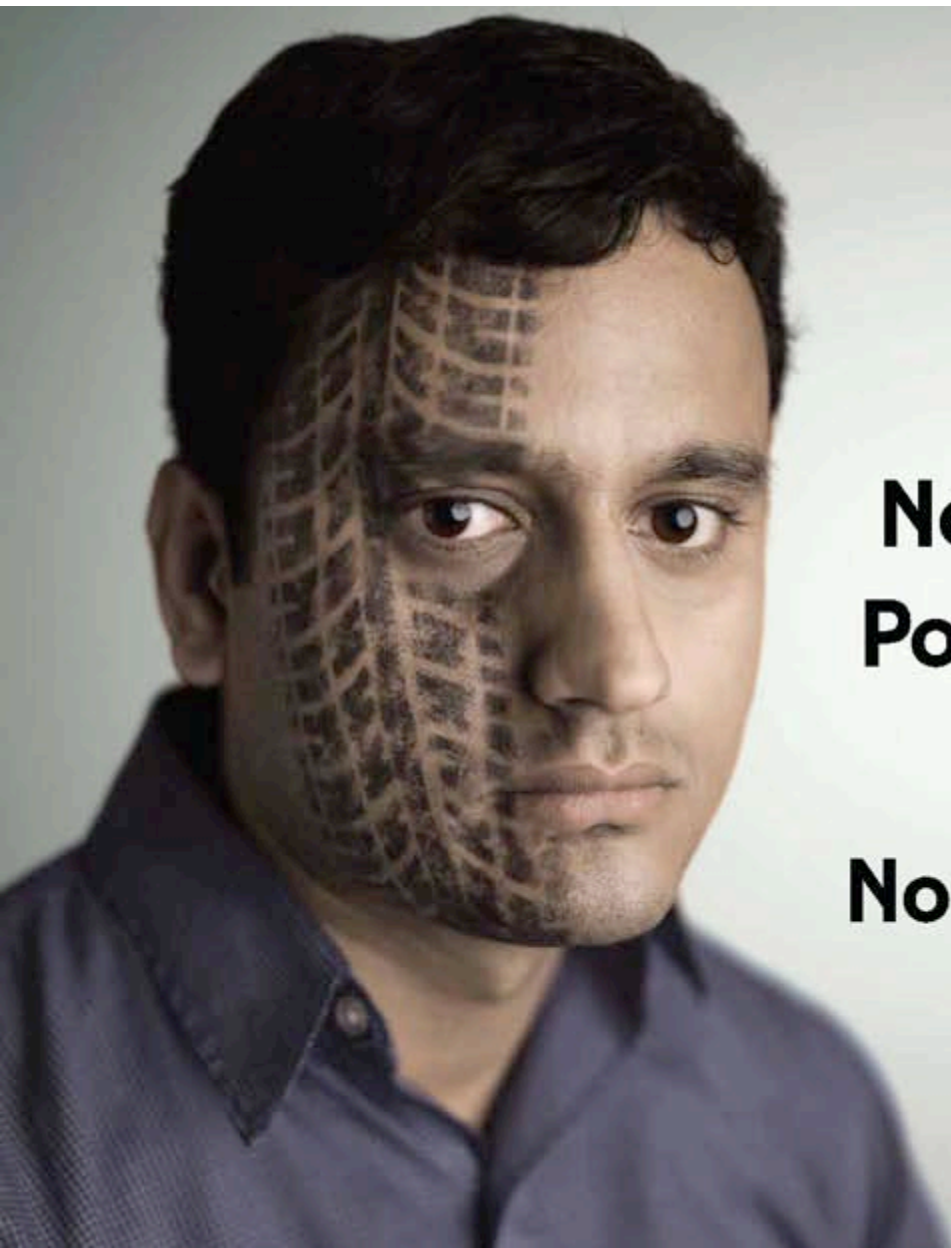


**STREET  
SMART**  
BeStreetSmart.net

**If you chase a bus,  
you'll catch a car.**

**Don't run for the bus.**

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

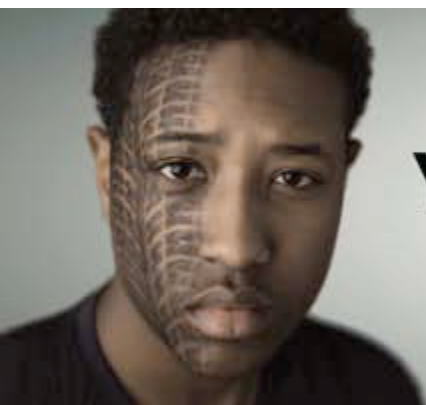


**No persigas el autobús.  
Podría pegarte un carro.**

**No corras tras el autobús.**

# BUS KING





**You can't fix a pedestrian at a body shop.**

**Slow down and watch for pedestrians.**

A public safety message of the Florida Department of Transportation.



**El taller mecánico no puede reparar a un peatón.**

**Reduce la velocidad. Atento a los peatones.**

El programa de seguridad vial de la Policía Científica, ICAE, INE y el IGA.

# BROCHURE



**Pedestrians don't  
come with airbags.**

## Street Safety Tips

*For Drivers, Pedestrians and Bicyclists*

### For Pedestrians:



**Cross the street**

*at marked crosswalks and intersections.*



**Watch for turning vehicles.**

*Before crossing, look left, right, then left again.*



**Use pedestrian pushbuttons.**



**Begin crossing**

*the street on "walk" signal.*



**Stay visible after dark**

*and in bad weather.*



**Watch out for trucks & buses**

*backing out of parking spaces and driveways.*

### For Bicyclists:



**Obey all regulatory signs**

*and traffic lights.*



**Never ride against traffic.**

*Ride with traffic to avoid potential accidents.*



**Use hand signals**

*to tell motorists what you intend to do.*



**Ride in a straight line**

*to the right of traffic and about a car door's width away from parked cars.*



**Always wear a helmet.**

*Helmets dramatically reduce the risk for head injury in a bicycle accident.*



**Use lights at night**

*and when visibility is poor.*

### For Drivers:



**Stop for pedestrians**

*at crosswalks and be careful when passing stopped vehicles.*



**Slow down**

*and obey the posted speed limit.*



**Yield to pedestrians & cyclists**

*when turning.*



**Look**

*before opening your door.*



**Allow 3 feet**

*when passing bicyclists.*

**STREET  
SMART**  
BeStreetSmart.net

A public safety program of Metro, the District of Columbia, Maryland and Virginia.



# Budget Recap

Original budget	\$560,000
Spent to date	(\$193,000)
Budget reduction	(\$50,000)
MHSO increase	\$24,000
<b>TOTAL AVAILABLE</b>	<b>\$341,000</b>



# Campaign Evaluation

- Online survey
  - Pre- and post-campaign waves
  - 300 respondents/wave
  - 18 – 55 years of age, drivers & pedestrians
  - 40% VA, 40% MD, 20% DC
- \$15,000 budget



# Getting the Word Out

- Paid media
  - Outdoor ads
  - Radio traffic sponsorships
  - Safety promotions
- Public relations
  - Launch event
  - Media tour





# Spring 2013 Campaign – PR

- Launch event April 9<sup>th</sup> at Starburst Plaza in Washington, DC
- PR event support
- Media kit
- Pitching/local media tour







# Spring 2013 Campaign – Stations



- WPGC-FM (rhythmic contemporary hits)
- WIAD-FM (hot adult contemporary)
- WJFK-FM (sports)
- WLZL-FM (Spanish)
- WNEW-FM (news talk)
- WKYS-FM (urban contemporary)



# Spring Campaign 2013 Radio (3 wks)

- Adults 18 – 49
- April 15 – May 5
- Wed-Fri, 3-7 pm, Sat 6 am-8 pm
- 15-second spots, English and Spanish
- 200+ GRPs
- Primary target: Motorists
- Primary message: Watch for pedestrians
- \$49,530 budget



# Spring 2013 Campaign – Events (9)





# Spring 2013 Campaign – Events

- Nine two-hour events
- Primary target: Pedestrians
- Primary message: Use crosswalks.  
Be safe. Be Seen.
- 135 :15 promos for events
- \$15,700 budget



# Outdoor Media

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1841650010 | 1841650010 | 1841650010



L-Sides

**Exterior Bus Advertising** - Buses go where people go! From the district to suburban areas in Maryland & Virginia, Exterior Bus Advertising reaches consumers wherever they live, work, shop & play! Most media available from 1.3 bus garages. King-Size Bus Posters - 30"H x 144"W - The best mass-reach media, Kings move at eye-level through heavily-trafficked areas, impacting over 90% of the market!

**Kings with Headliners** - 30"H x 144"W (Bottom) & 25"H x 357"W (Top) Combined with King-Size Bus Posters, headliners provide an excellent opportunity to generate truly creative, impactful advertising.

**L-Sides** - Provides more creative space, a low angle to help you declare your presence. This unique opportunity offers both a vertical and horizontal ad area great for product placement.

**Ultra King Bus Posters** - 53"H x 233"W or 34"H x 228"W Allows you to generate reach, frequency & impressions while creating excitement & buzz. Consumers can't miss these dynamic advertisements as they create lasting impressions.

**Ultra King-Size Bus Poster with Headliner** - 34"H x 228"W (Bottom) & 25"H x 357"W (Top) Make a splash in DC and create a buzz. Consumers can't miss these dynamic advertisements as they create lasting impressions.

**Tailight Displays** - 21"H x 72"W - Impact commuters with head-on exposure to traffic trailing buses. A cost efficient way to get more bang for your buck!

Prince William County Mini Buses  
Queens, Headliners, Mini Tails

L-side

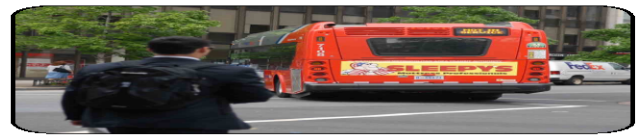
## Exterior Bus Washington DC



King-Size Bus Posters



Ultra King-Size Bus Posters with Headliners

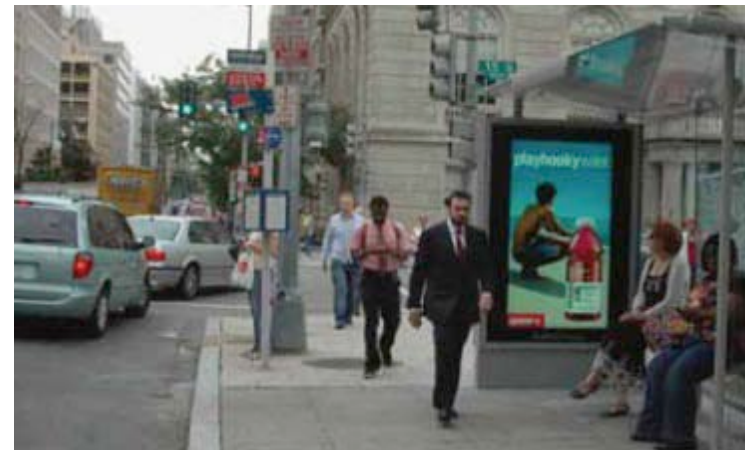


Tailight Displays

King



Super Ultra-King



Digital Shelters



# Spring Campaign 2013 Outdoor (4 wks)

▫ Exterior Bus Ads	\$89,412
▫ Ultra Super King	
▫ L-sides	
▫ Kings	
▫ Digital Transit Shelters	\$22,588
▫ TOTAL	\$112,000



Media	Coverage	Description	Gross Media Cost	Hard Costs
<b>RADIO</b>				
:15 Spots	DC, NoVa, MD	6 stations, 183 GRPs	\$49,530	\$0
Safety Promotions	DC, NoVa, MD	9 events 135 :15 promos		\$15,700
<b>OUTDOOR</b>				
Exterior Bus Ads	DC, NoVa, MD	5 Ultra Super King Side Wraps 20 L-sides 135 Kings	\$89,412	\$15,225
Exterior Bus Ads	DC, NoVa, MD	100 Kings from WMATA	\$0	TBD
Exterior Bus Ads	Montgomery Co.	2 King Kongs 30 Kings 10 Queens 15 Junior Kings 10 Bus Tails	\$0	\$5,850
Digital Shelters	DC – Roosevelt Network	20 Shelters 13,300 :12 ads/day	\$22,588	\$0
Transit Shelters	Montgomery Co.	80 shelters	\$0	\$3,500
Interior Bus Cards	DC, NoVa, MD	1600-2000 ads	\$0	\$5,495
<b>TOTAL PLACEMENT BUDGET</b>			<b>\$207,300</b>	



# Spring 2013 Campaign – Collateral

- Safety Tips Brochures (50,000)
- T-shirt premium giveaway (1,100)
- Pedestrian Safety Tips cards & reflective zipper pulls (2,500)
- \$13,700 budget





# Spring 2013 Campaign – Digital

- Campaign splash page
- Minor web updates
- Digital toolkit for partners
- 60-day editorial calendar for Twitter
- \$5,000 budget



# Spring 2013 Campaign

- Capital Region News Network: Spanish
  - 7 Spanish stations
  - June-September air dates
  - 2 60-second PSAs
  - 350 spots

*OR*

- Additional Outreach
  - Travesky & Associates pitching digital toolkit/posters to expanded network
- \$12,500 budget



# Spring 2013 Campaign – Budget

Media placement costs	\$207,300
PR/event support	\$ 34,000
Outreach collateral	\$ 13,700
Creative services	\$ 28,000
Account mgmt	\$ 25,500
Spanish PSA network	\$ 12,500
Digital/social media	\$ 5,000
Online survey	\$ 15,000
TOTAL	\$ 341,000



# Street Smart Campaign

## Discussion

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