



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

MWCOG
2012-13 Street Smart
Public Education Campaign

February 15, 2013



Spring 2013 Campaign at a Glance

- ★ Focus groups
- ★ New creative components
- ★ Paid media (radio, out of home)
- ★ Spanish PSA news network
- ★ Kickoff event and media tour
- ★ Outreach activities



Focus Groups - Objectives

- ★ Further understand awareness, attitudes, motivators and barriers around behaviors related to pedestrian and bicycle safety.
- ★ Evaluate degree of relevancy, ease of understanding, motivation, and impact of creative execution.



Focus Groups - Methodology

Four Two-Hour Groups

- ★ Two English-language driver groups in Gaithersburg, MD
- ★ One Spanish-language pedestrian group in Gaithersburg, MD
- ★ One English-language pedestrian group in Washington, DC



Focus Groups - Methodology

33 Participants:

- ★ 24 English-language; 9 Spanish-language
- ★ Limited to residents of MWCOG jurisdictions in Northern VA, MD, and DC
- ★ Demographics representative of the metropolitan Washington area
- ★ Age range of 18-55 years old and a mix of male/female



General Mindset Learning

- ★ Pedestrian and bicycle safety is seen as an important issue.
- ★ Lots of finger pointing
- ★ But admit to unsafe behavior at some point
- ★ “When I’m in a hurry.”
- ★ Aware of laws and fines but don’t think they are often enforced.
- ★ Strongest motivation: fear of getting seriously injured or injuring someone else.



Focus Groups - Concept Learning

Creative concepts are tested for:

- ★ **Communicating the overall message of the program**
- ★ **Capturing attention**
- ★ **Motivating a reassessment or change in behavior**



BAM! - Concept Learning





BAM! - Concept Learning

STRENGTHS

- ★ Captured attention well, especially in the Spanish-language group
- ★ Simple and direct with very clear call to action
- ★ Humorous, more light-hearted approach appealed to some participants.



BAM! - Concept Learning

CHALLENGES

- ★ **Comic-book approach may not serious enough for this issue**
- ★ **Doesn't articulate a real sense of threat or danger**
- ★ **Some calls-to-action were perceived as too generic; participants preferred more specific "watch when turning"**
- ★ **Not as emotionally compelling**

BAM!

*Watch out
when turning.*

STREET
SMART
BeStreetSmart.net

WHAM!

*Should've used
the crosswalk.*

STREET
SMART
BeStreetSmart.net

DRAFT



Tired Faces - Concept Learning



STREET
SMART
BeStreetSmart.net

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

Watch for pedestrians when turning.

The advertisement features a close-up portrait of a middle-aged man with grey hair and a mustache. A semi-transparent grid pattern is overlaid on the left side of his face, from his forehead down to his cheek, symbolizing fatigue or impaired vision. The background is a plain, light grey. The logo for 'STREET SMART' is in the top right corner, and the main text is at the bottom.



Tired Faces - Concept Learning

STRENGTHS

- ★ Strong emotional reaction
- ★ Illustrates pedestrian vulnerability and long-term consequences
- ★ Visual tells a story
- ★ Shifts driver perspective
- ★ Broad appeal across audiences



Tired Faces - Concept Learning

CHALLENGES

- ★ No real challenges with concept

OPPORTUNITIES TO IMPROVE

- ★ Capture more vulnerable expressions across all subjects
- ★ Tweak headlines or calls to action when noted



Focus Groups - Concept Learning

Creative concepts are tested for:

- ★ **Communicating the overall message of the program**
- ★ **Capturing attention**
- ★ **Motivating a reassessment or change in behavior**

SPRING 2013 RECOMMENDED CAMPAIGN CONCEPTS

PLEASE NOTE:

These are draft concepts for discussion purposes only and are not intended for public distribution at this stage. Neither concepts nor images are final. Concepts will continue to be refined with client feedback throughout the creative process.



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

Watch for pedestrians when turning.

DRAFT

/// LISTO
EN EL CAMINO



**Los peatones no
tienen bolsas de aire.**

Atento por los peatones al doblar.

DRAFT



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

Slow down and watch for pedestrians.

DRAFT



/// LISTO
EN EL CAMINO

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

Reduce la velocidad. Atento por los peatones.

DRAFT

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

Slow down and watch for pedestrians.

DRAFT



LISTO
EN EL CAMINO

**Los niños no vienen
con luces de freno.**

DRAFT

Reduce la velocidad. Atento por los peatones.



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

DRAFT

Give them room to ride.

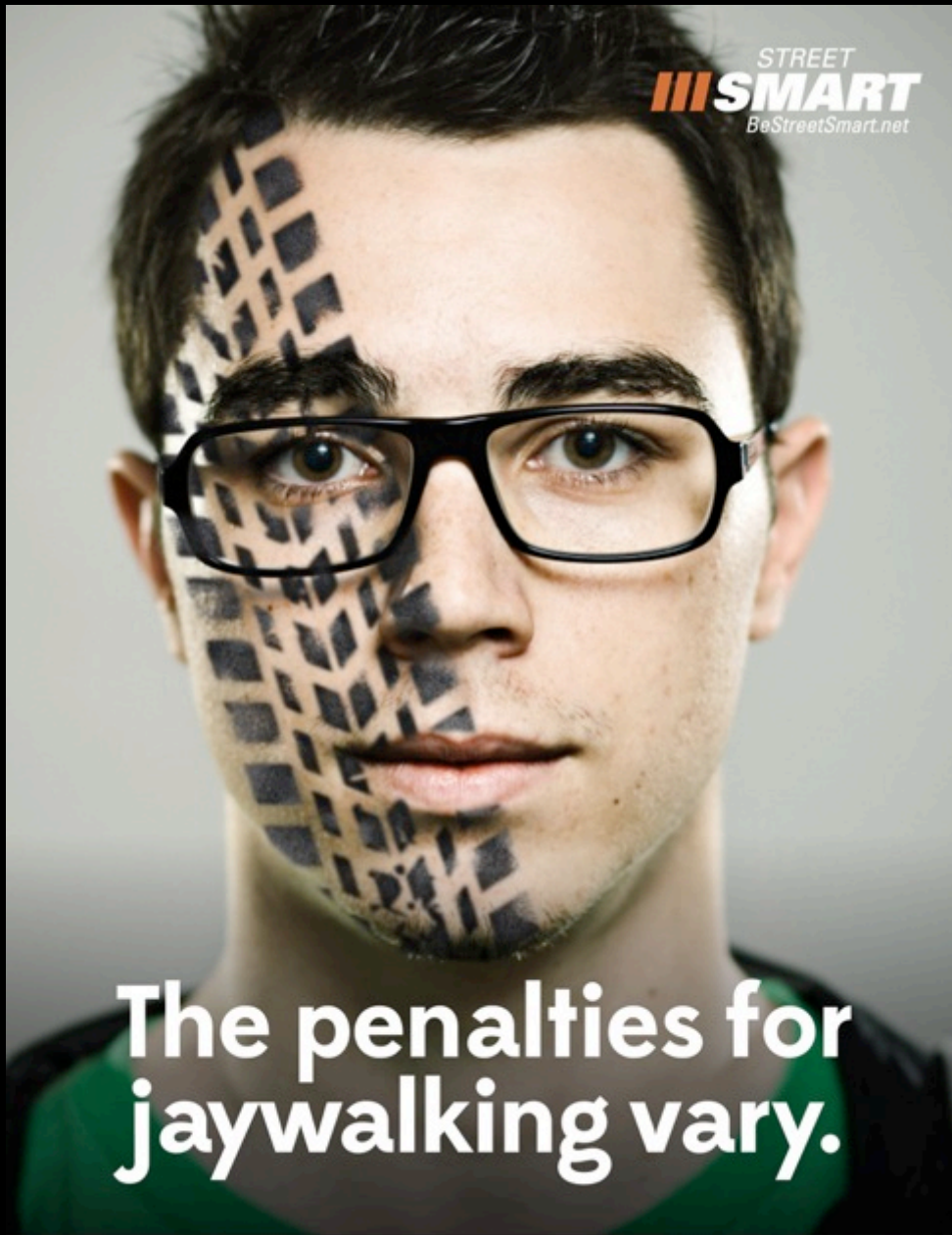


LISTO
EN EL CAMINO

**Las bicicletas no
tienen defensa.**

Dale a los ciclistas espacio.

DRAFT



The penalties for
jaywalking vary.

DRAFT

Cross at the corner. Wait for the walk.



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

DRAFT

Cruza en la esquina. Espera la señal.

STREET
SMART
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**If you chase a bus,
you might catch a car.**

Use crosswalks to get to the bus stop.

DRAFT



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

Usa el cruce para llegar a la parada de autobús.

DRAFT

STREET
/// SMART
BeStreetSmart.net

**Don't let a bus stop
be your last stop.**

DRAFT

Cross after the bus leaves the stop.

**alternate* 29

STREET
SMART
BeStreetSmart.net

**Que la parada de autobús
no sea tu última parada.**

Cruza después que salga el autobús de la parada.

DRAFT

**alternate* 30



STREET
SMART
BeStreetSmart.net

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

Ride with traffic and stop at red lights.

DRAFT



LISTO
EN EL CAMINO

**Las bicicletas no
tienen defensa.**

Monta en la dirección que el tráfico.

DRAFT



Creative Next Steps

- ★ Casting call for six subjects:
 - ★ Five adults of all ages/ethnicities
 - ★ One child appearing age 10-12
 - ★ Email non-smiling headshots to talent@sherrymatthews.com
 - ★ Deadline: 2/25
- ★ Present final talent selects 2/27
- ★ Photo shoot 3/1



Budget Recap

Original budget	\$560,000
Spent to date	(\$193,000)
Budget reduction	(\$50,000)
TOTAL AVAILABLE	\$317,000



Getting the Word Out

- ★ **Paid media**
 - ★ **Out of home ads**
 - ★ **Radio traffic sponsorships**
 - ★ **Outreach events**
- ★ **Public relations**
- ★ **Spanish PSA network**
- ★ **Outreach and partnerships (if budget allows)**
- ★ **Social media (if budget allows)**



Transit Shelter Ad Sample





Transit Shelter Ad Sample





Transit Ad Samples



L-side

L-Sides



King

King-Size Bus Posters



Super Ultra-King



Metro Station Ad Sample





Paid Media Options – Outdoor (4 wks)

★ Metro station posters (45)	\$40,000
★ Transit shelters (28)	\$58,300
★ Digital transit shelters (30)*	\$21,300
★ Buses – Ultra super kings (15)	\$53,250
★ Buses – Kings (175)	\$100,300
★ Buses – L-sides (40)	\$41,700
★ Rail cards (250)	\$30,600

★ Two weeks



Recommended Outdoor (4 wks)

★ Metro station posters (45)	\$40,000
★ Transit shelters (28)	\$58,500
★ Buses – Ultra kings (15)	\$53,500
★ TOTAL	\$152,000



Spring 2013 Campaign – Paid Radio

- ★ \$49,000 budget
- ★ Adults 18-49
- ★ April (3 weeks)
- ★ Wed-Fri, 3-8 pm, Sat 6 am-8 pm
- ★ 15-second spot, English and Spanish
- ★ Primary target: Motorists
- ★ Primary message: Watch for pedestrians



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 2013 Campaign – Events (3)





Spring 2013 Media Campaign Recap

- ★ **\$201,000 budget**
- ★ **Approximately 575 radio spots**
- ★ **Three safety outreach events**
- ★ **Public affairs interview(s)**
- ★ **Radio spot production**
- ★ **138 out of home ads**



Spring 2013 Campaign – PR

- ★ Launch event (April date TBD)
- ★ PR event support
- ★ Media kit
- ★ Pitching/local media tour
- ★ \$34,000 budget



Spring 2013 Campaign – PSA Network

- ★ **Hispanic Market**
 - ★ **7 Spanish stations**
 - ★ **March-August air dates**
 - ★ **2 60-second news features**
 - ★ **150-200 spots**
 - ★ **\$12,500 budget**



Spring 2013 Campaign – Budget

Paid media	\$201,000
Outreach collateral	\$ 3,000
PR/event support	\$34,000
Spanish PSA network	\$12,500
Creative services	\$28,000
Account mgmt	\$30,000
Survey or outreach	\$ 8,500
TOTAL	\$317,000



Street Smart Campaign

Discussion



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