



McANDREW
C O M P A N Y

A Marketing Communications Plan for the
Street Smart Fall 2011
Public Awareness Campaign

Prepared for:

The Metropolitan Washington Council of Governments

Contract 08-016

October 11, 2011

Proposed Components of the Street Smart Fall 2011 Public Awareness Campaign

I. Campaign/Event Development and Management:

Includes consultation/account representation, strategic planning, media and event planning, monitoring of campaign and development of the Street Smart Fall 2010 Public Awareness Campaign Marketing Plan.

\$ 7,500.00*

-5,600.00*

\$1,900.00*

*\$5,600 of this \$7,500 budget was invoiced with the FY11 funding. The remaining \$1,900 will be applied to the FY12 budget.

II. Media:

Campaign Dates

- November 6, 2011 – December 3, 2011
- Weighted Wednesday – Sunday, 3 pm – 8 pm when the greatest number of pedestrian/bicyclist incidents occur.
- Radio and outdoor advertising will be concentrated during that time period.

Media Objective

- Educate the audiences (drivers, pedestrians, bicyclists) 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

- Drivers: Adults, 18 – 49; special emphasis on males
- 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

- Driver Demographic: Adults, 18 – 49; special emphasis on males

- 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

Geography

- Washington, DC Metro area with special emphasis on target geographic areas to be defined with supplied data from the various jurisdictions on the Street Smart committee.
- Additional consideration for high-density Hispanic areas will be included within the transit shelter buy.

Media Strategy

- Use a mix of traditional media vehicles as well as new media technologies that are targeted to reach the designated audience
 - Radio
 - Out-Of-Home (Outdoor)
 - Digital Media Strategy
 - Added Value Opportunities
- Radio will be used to reach drivers behind the wheel with message in both English and Spanish.
- Out-of-Home advertising (transit shelters and/or bus ads) will be used to provide added frequency as well as providing consistent exposure throughout the campaign.

Media Tactics

Radio

Radio has consistently been the backbone of traffic safety awareness campaigns. People hear your message while they are in their cars - what better time to reach them than right before they exhibit dangerous driving behaviors.

In our negotiations with the stations, we will seek to extend our buy to include bonus placements, interviews, internet advertising on radio station websites and other added value opportunities, some of which include public affairs interviews, news/weather/traffic/sports update sponsorships and brochure distribution at station events.

- Radio will be purchased from November 6 – 19. :30 spots and :15 spots will rotate in a 70/30 mix to maximize the budget and increase the message frequency.
- Spots will be concentrated in peak drive times for targeted exposure.
- 2-week schedule of radio. Station list for consideration:

WJFK-FM (106.7)	The Fan	WTOP-FM (103.5)	All News
WIHT-FM (99.5)	Contemporary Hits	WPGC-FM (95.5)	Urban Contemporary
WKYS-FM (93.9)	Urban Contemporary	WLZL-FM (99.1)	Spanish (Tropical)
WWDC-FM (101.1)	Rock	WHUR FM (96.3)	Urban Adults
WRQX FM (107.3)	Adult Hits	WASH FM (97.1)	Lite Rock

McAndrew Company

- 20 – 30 spots per station, per week/ 5 – 6 stations per week.
- 150 TRPs for the two weeks

Total Fall 2011 Radio Media Buy

\$ 45,094.00

Out-Of-Home

Out-of-Home advertising will consist of a combination of transit shelters and bus ads. The out-of-home advertising will reach the target audience “on the road” as they are walking, bicycling, riding the bus or driving over the four-week campaign period. Out-of-home ads provide added frequency for the message as well as providing consistent exposure throughout the campaign.

Total Fall 2011 Out Of Home Media Buy

\$ 46,126.00

Digital Media Strategy

McAndrew Company will continue to develop and maintain a Twitter/BeStreetSmart page that provides updates on a wide range of pedestrian and bicycle safety topics, including the paid media campaign, PR events, regional fatalities, related news articles, enforcement activity, community involvement, trends in pedestrian safety, new technologies, and more. McAndrew Company would post between 3 and 6 “tweets” per week for a mutually agreed upon period of time.

McAndrew Company will identify “key influencers” on Twitter within areas such as traffic safety professionals, social marketing advocates and local residents. Viewing these key influencers as the target audience and pitching Pedestrian Safety content to them, similar to how you pitch the news media, is another way to get your message out in social media. The goal would be to expose those “key influencers” to the Street Smart message and get them to disseminate that message to their audience.

McAndrew Company will develop a Street Smart Facebook Page. This will allow the program to create a presence on Facebook, extending message reach to the Facebook community. The content will mirror the website. Promotion of the Facebook page could take several forms, including but not limited to the website and email blasts.

Outreach to highway safety officials, advocates and media will include developing an HTML email. The HTML email will be created, written, formatted and sent to Street Smart committee members 10 days prior to the commencement of the paid media campaign. Committee members will send the HTML emails to their contacts.

McAndrew Company suggests editing the HTML email developed for the committee to communicate with law enforcement. This outreach to law enforcement will help get the traffic safety officers involved in enforcing pedestrian safety laws.

Total Digital Media Costs:

\$ 7,500.00

Total Fall 2011 Media Buy

\$98,720.00

III. Out-Of-Home Materials:

Bus Ads/Transit Shelters: Production/Manufacturing

Production:

Bus Ads and Transit Shelters. Includes consultation, desktop formatting/file preparation, manufacturing, print production and media supervision. **\$1,500.00**

Manufacturing:

Quantity: TBD upon budget and availability

Size: as per specifications from CBS Outdoor and Clear Channel **\$10,000.00**

Total Costs for Out-Of-Home Materials (Production/Manufacturing) \$11,500.00

IV. Collateral Materials:

Tips Brochure

Quantity: TBD upon budget

Size: flat: 8-1/2" x 11" folds to 3-3/8" x 8"

Stock: 60# Gloss, text

Ink: Black and 2 PMS, 2 sides, bleeds

Production: **\$500.00**

Revise existing files with approved changes and modifications include consultation, desktop formatting, and print production supervision.

Printing: **\$3,750.00**

Distribution of brochures: **\$750.00**

Total Costs brochures \$5,000.00

V. Internet Ad Materials:

McAndrew Company will negotiate internet advertising on radio stations as part of the added value opportunities. The internet ads will use standard and rich media formats. Internet ad formats will be developed at 728x90, 250x300, 300x600 and 468x60.

\$ 1,500.00

VI. Website:

McAndrew Company will update the Street Smart website with requested changes/updates as discussed with Mike Farrell.

\$ 7,500.00

VII. Public Relations/Earned Media:

Now more than ever with so many competing messages vying for media attention, an even bigger challenge for highway safety public awareness campaigns than gaining media and public attention is retaining that interest.

- Spotlight the consequences of driver inattention or responsibility concerning pedestrian injuries and fatalities and the consequences that occur because of a pedestrian/bicyclist crash. Details as discussed at the Street Smart Bike/Ped Subcommittee.
- On an ongoing basis, we will provide monitoring of media coverage (print, radio, TV and web site) – provide quick, almost instant follow-up with ready to go letters to the editor on the issue and the program after crashes, etc.
- Have a variety of measuring tools at our disposal, including our own on-line searches and services like Lexis-Nexis and Dow Jones News Service/Factiva, as well as follow-up calls, clip services, on-line website searches.

\$ 15,000.00

VIII. Spring 2012 Campaign Creative Development:

For the Spring 2012 Street Smart campaign, McAndrew Company will analyze market research such as local crash trends, FARS data, Scarborough, Arbitron, Nielson, Census Bureau statistics and more. Analyzing market research helps identify the audience and the focus the message to speak to the audience.

After analyzing market research and identifying audiences and goals, McAndrew Company will develop multiple campaign concepts that are clear, concise and focused on delivering results in raising awareness. These concepts will be presented to the committee.

Based on the committee's direction, McAndrew Company will further develop the creative concepts for focus group testing.

\$ 20,000.00

IX. Spring 2012 Focus Groups:

For the Spring 2012 Street Smart campaign, focus groups will be used to identify and shape messaging as well as methods to better serve the audience. Two focus groups will be held in the Washington DMA. The sample will be based on audience demographic characteristics. A group of message approaches will be selected to test. McAndrew Company and the Street Smart committee will also consider other discussion points that can include attitudes and behavior.

The focus group evaluation will include designing of a recruitment screener and moderator's topic guide, recruiting 12 respondents per group (allowing for 8 to 10 to show), facility rental for one evening at a neutral facility, moderating both groups, respondent gratuities, food for respondents and up to 6 client observers, audiotaping, analysis and report preparation.

\$20,000.00*

-10,000.00*

\$10,000.00*

*A deposit is required by January 6, 2012 for the focus groups to take place the week of January 9, 2012. The total cost for the focus groups is \$20,000. The deposit of \$10,000 has been budgeted into the Fall 2011 campaign. The remainder \$10,000 will be allocated to the Spring 2012 campaign budget.

Total Projected Costs for the Proposed

Metropolitan Washington Council of Governments'

2011 Fall Street Smart Social Marketing Campaign

\$171,120.00

Committed FFY 2012 Funding:

COG Total Funds \$186,000.00

COG 8% fee (\$ 14,880.00)

Existing Campaign Funds \$171,120.00

Total FY 2012 Projected Fall Costs

\$171,120.00