



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

October 22, 2012



Street Smart Challenges

- ★ **Three potential target audiences**
- ★ **Many messages**
- ★ **Multiple jurisdictions**
- ★ **Multiple languages**
- ★ **Expensive media market**
- ★ **Reduced budget**
- ★ **Campaign is active twice a year**



Campaign Considerations

- ★ Focus creative
- ★ Sustain campaign messages
- ★ Engage news media
- ★ Leverage digital channels
- ★ Invest in “non-paid” media
- ★ Specifically target Hispanic market



Fall 2012 Campaign – PR Event

Loudoun County, VA Belmont Ridge Round & W&OD Trail





Fall 2012 Earned Media Coverage

- **WTTG (Fox): 7am report**
- **WRC (NBC): 5pm report**
- **WFDC (Univision): 6pm & 11pm report**
- **NewsChannel 8: 13-minute interview segment; 10am & 1pm**
- **Washington Post**
- **Washington Times**
- **Viva Loudoun**
- **Ashburn Patch**
- **Blue Ridge Leader**
- **Leesburg Today**



Fall 2012 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)
- ★ Approximately 500 spots/promotions
- ★ \$143,500 added value



Fall 2012 Street Smart Safety Zones



**Prince Georges County
Benning Rd & Minnesota Ave NE
WPGC**



Fall 2012 Street Smart Safety Zones

Washington, DC
WPGC



Benning Rd &
Minnesota Ave NE



Fall 2012 Street Smart Safety Zones

Fairfax County, VA
Glen Forest Dr & Route 7
El Zol





Fall 2012 Campaign – PR Coverage

***Cross after the bus
leaves the stop.***

Be alert and make sure drivers can see you.

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

***No cruce hasta que el
autobús salga de la parada.***

Esté alerta y asegure que los conductores puedan verle.

Un programa de seguridad pública del Distrito de Colombia, Maryland y Virginia

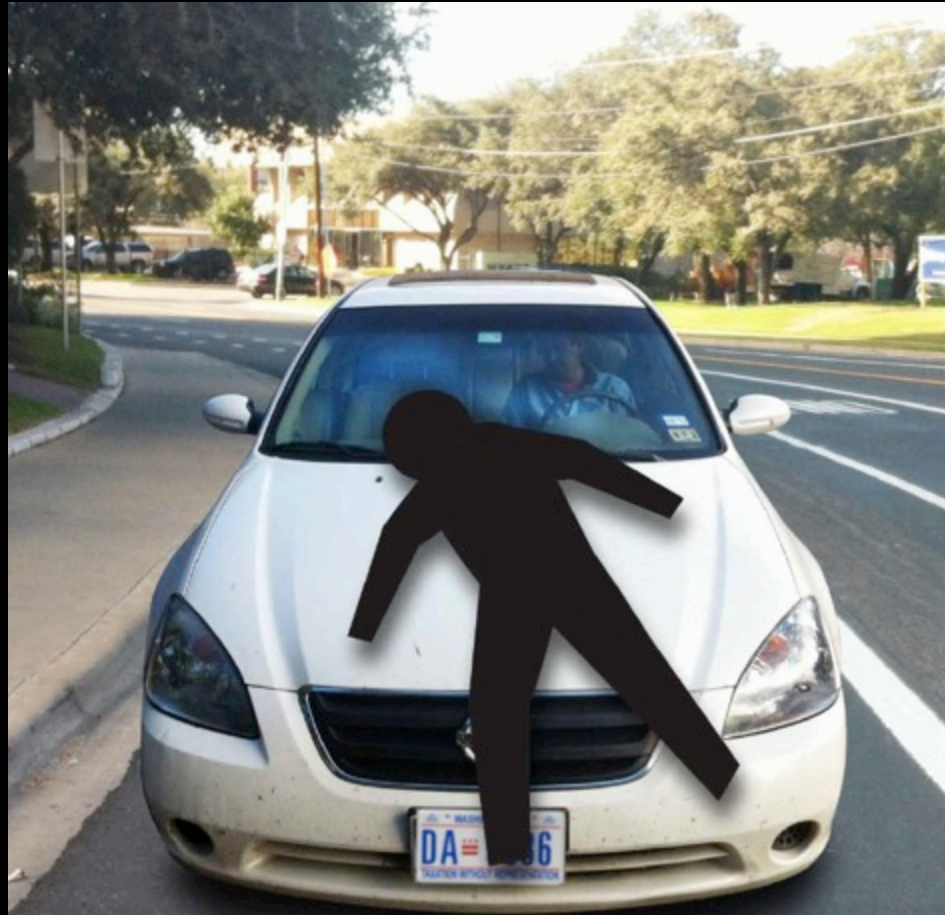
**STREET
SMART**
BeStreetSmart.net



Spring 2013 Campaign at a Glance

- ★ Market research
- ★ New creative components
- ★ Paid media (April 1-23)
- ★ PSA news network
- ★ Kickoff event and media tour
- ★ Outreach activities
- ★ Social media
- ★ \$450,000

ICON



But the signal said WALK.

Look twice for turning cars.

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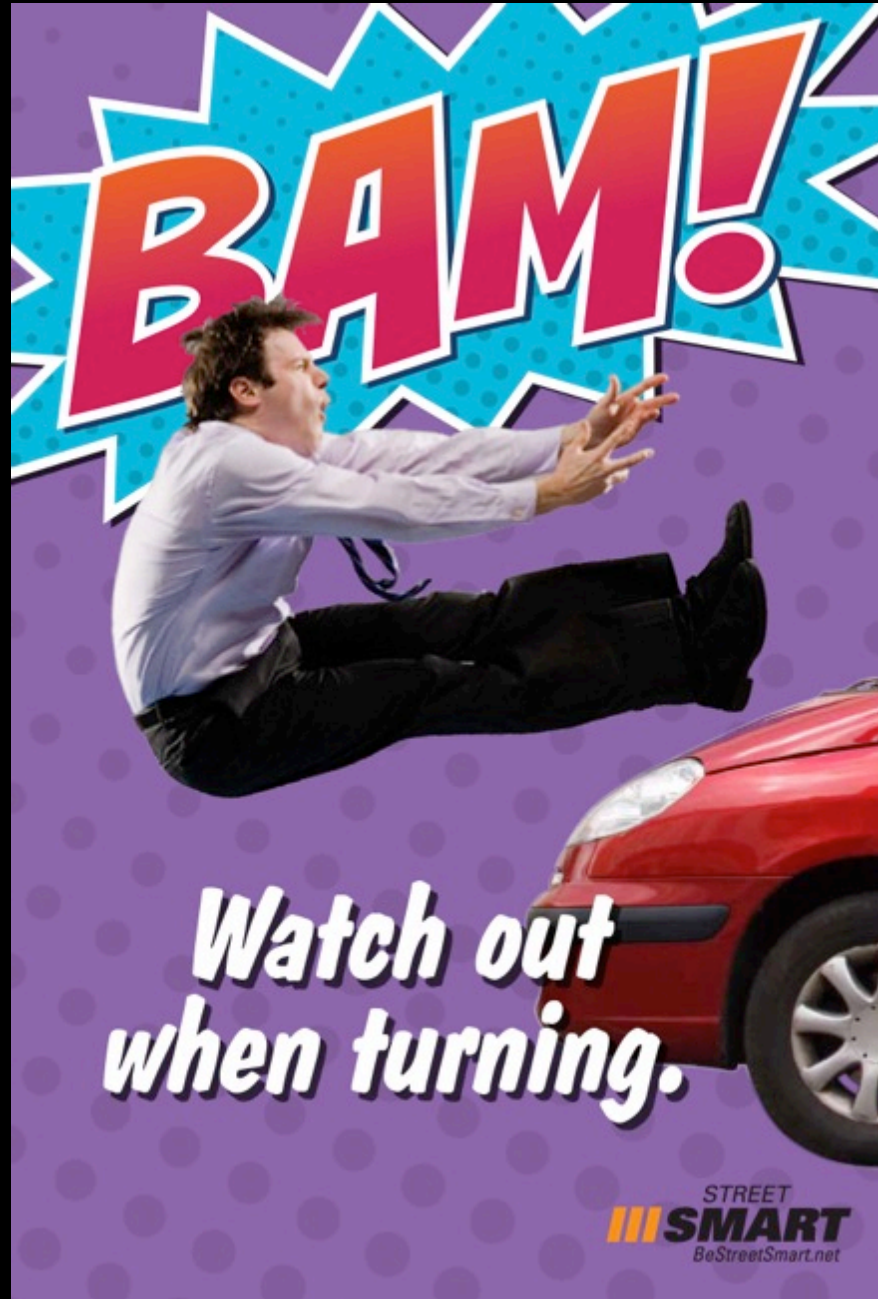


Look out for pedestrians.
They're everywhere.

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BAM



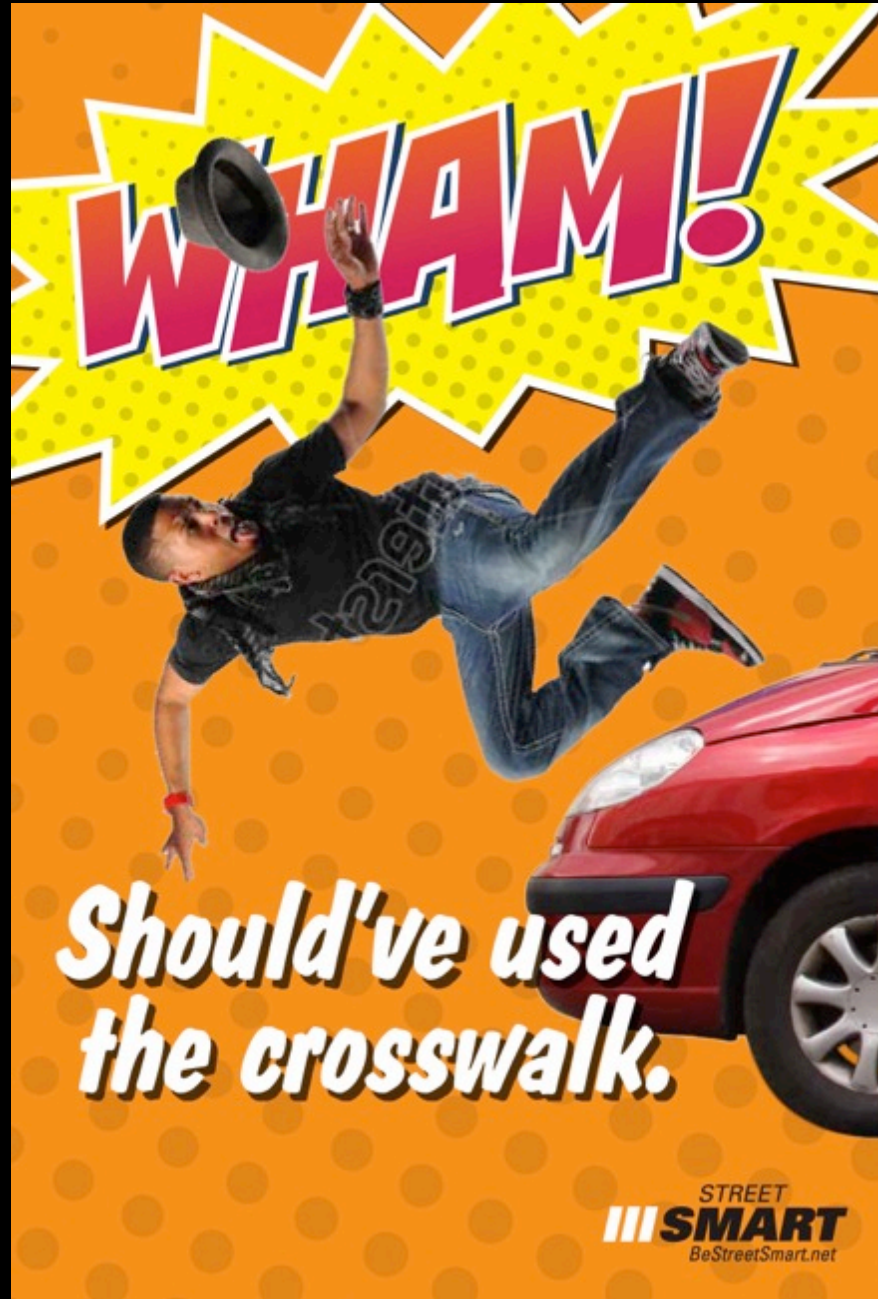
*Watch out
when turning.*

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¡RAM!

**Esté atento
al doblar.**

LISTO
EN EL CAMINO

A man in a black t-shirt and blue jeans is falling from a red car. A brown hat is flying through the air above him. The background is orange with a yellow starburst containing the word 'WHAM!' in large, bold, pink and red letters. The overall scene is set against a background of orange circles.

WHAM!

*Should've used
the crosswalk.*

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A man in a black t-shirt and blue jeans is falling from the front of a red car. A grey hat is flying through the air above him. The background is orange with a yellow starburst shape containing the word 'POW!' in large, stylized letters. The overall scene is set against a background of orange polka dots.

POW!

*Debí haber
cruzado en
la esquina.*

LISTO
EN EL CAMINO



*Watch for
pedestrians.*

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¡BAM!

Esté atento por los peatones.

LISTO
EN EL CAMINO

WHAM!



**Watch out
for cyclists.**



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**Cuidado con
los ciclistas.**

||| LISTO
EN EL CAMINO

TIRED FACES



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

Be street smart.



LISTO
EN EL CAMINO

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

Sea listo en el camino.



STREET
SMART
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**Bicycles don't
have bumpers.**

Be street smart.



LISTO
EN EL CAMINO

**Las bicicletas no
tienen defensa.**

Sea listo en el camino.



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

Be street smart.

A close-up portrait of a middle-aged man with grey hair and a mustache. The left side of his face is covered in a brown, grid-like pattern, resembling a mesh or a filter. The background is a light, circular gradient.

LISTO
EN EL CAMINO

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

Sea listo en el camino.

A close-up portrait of a woman with long, wavy brown hair. The right side of her face is covered in a black and white grid pattern, resembling a stencil or a digital overlay. She is looking directly at the camera with a neutral expression.

**STREET
SMART**
BeStreetSmart.net

**It won't hurt to
cross at the corner.**

Be street smart.

A close-up portrait of a woman with long, wavy brown hair. The right side of her face is covered in a pattern of black and white road signs, including a 'Yield' sign, a 'No U-turn' sign, and a 'No left turn' sign. The background is a plain, light color.

LISTO
EN EL CAMINO

**No duele cruzar
en la esquina.**

Sea listo en el camino.



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