



MEETING NOTES

January 22, 2008 meeting notes: Spring 2008 Campaign

The following items were discussed at the meeting:

CREATIVE DEVELOPMENT:

The committee agreed on the following modifications to creative presented:

- Outdoor media creative (person being hit by car):
 - “Cross like your life depends on it.” will become the major head and “Don’t Die” will be deleted.
 - “Look Left, Right, Left. Use Crosswalks. Obey Signals.” will become the secondary message and needs to be more dominant and readable. Versions with just type (no solid green bars to reverse out of) read better.
 - Enforcement tag will change to read “Police are enforcing safety laws.”
 - “Think of the Impact...” tag will be removed under the Street Smart logo and the website (streetsmart.mwcog.org) will be added, large enough to be legible
 - Use version with urban background but show strip mall area (i.e. Seven Corners, Langley Park, etc)
 - Driver will show some type of reaction; female passenger will make sure she looks like she’s screaming and not laughing. Additionally DesignHouse will look into possibly adding hands up in front of her face and adding seatbelts to both driver and passenger.
 - Motion will be added to car and person to convey more urgency.
 - Person being hit will resemble a Hispanic male (wearing jeans, sweater, tennis shoes, adjust hairline and more olive skin tone)
- Radio:
 - Repeating scream was too much
 - “Please don’t die” should change to convey more of the “Oh my God” feeling
 - Sound of person being hit should sound more like UK version
 - DesignHouse will explore use of female announcer or child’s voice
 - “When a car hits a pedestrian...” will change to “If your car hits a pedestrian...”
 - Possibly work in “Drive like his/her life depends on it”
 - Phrase “too many” is used too much
- Bus messaging:
 - DesignHouse to meet with Kristin Haldeman to discuss on Wednesday, January 23 and will keep the committee updated
- **ACTION ITEMS:**
 - DesignHouse will address these modifications and re-circulate to committee for approval

HISPANIC CONTRACTOR:

- Committee approved plan A where DesignHouse develops Spanish campaign materials

KICK-OFF EVENT:

- Event will be held March 7 in Fairfax
- **ACTION ITEM:**
 - DesignHouse will follow-up with Chris Wells and report to the committee on developments



WEBSITE RECOMMENDATIONS:

- Banner graphic will change to match final campaign creative
- Statistics and charts will be updated
- Navigation on "About Street Smart" page should include either a top horizontal navigation bar or pop-up menu bar to allow users to jump to sections of the page for easier use
- "Resources" page should be re-organized into more specific categories such as: Campaign Materials, Annual Reports, Regional Laws, Research, etc
- **ACTION ITEMS:**
 - DesignHouse will work with Mike Farrell on updates and Mike Farrell will look into the possibility of hosting an introduction page with an easier website name that directs users to COG site

NEXT STEPS:

- Review and approval of creative to be completed by 1/30/08