

**A Proposal for the  
Washington Metropolitan  
Council of Governments  
Street Smart 2005 Pedestrian Safety  
Social Marketing Campaign**

Submitted by

**DESIGNHOUSE**

April 2005

**An Estimate for the Proposed  
Metropolitan Washington Council of Governments'  
Street Smart 2005 Pedestrian Safety Social Marketing Campaign**

**A. Initial Creative/Concept Development:**

Includes consultation, research, strategic planning, media planning, monitoring of campaign and estimating of the campaign.

**Total Initial Creative/Concept Development  
Estimate**

**\$10,000.00**

**B. Media Strategy**

**Media Objective**

- Create awareness of pedestrian safety with pedestrians and drivers in the target demographics throughout the metropolitan Washington Area (DC, Northern Virginia, and Suburban Maryland)

**Target Demographic**

- Drivers: Males 18-34
- Pedestrians of all ages in Washington, D.C.
- Special emphasis in high density Hispanic areas, as well as areas that have a high number of pedestrian fatalities:
  - 14<sup>th</sup> St NW, Georgia Ave and North Capitol down to Constitution

**Media Strategy**

- Use a mix of media vehicles in order to reach both audiences.
  - Radio
  - Transit
  - Newspaper
- Radio will be used to reach the driving audience of males 18-34 in both English and Spanish.
  - Radio will be scheduled to run primarily Monday – Friday 3pm – 7pm – with some spots run in morning, midday, evening and weekend dayparts to increase reach for the message.
  - When possible, we will be a part of station events in order to get the message in front of the target audience
  - Stations will hand out fliers at radio station van hits and movie premiers, warning younger drivers that they must be on the lookout for pedestrians
  - In addition to paid advertising schedule, radio stations will air PSA's and book law enforcement spokespersons on public affairs shows.



**Bus Tail Light Displays**

Metro (80 Tails + 20 Bonus) \$27,578.00  
Fairfax Connector (50 Tails) \$14,078.00

**Total Transit Estimate \$62,541.00**

**Newspaper**

Washington Hispanic  
2 columns x 10 inches \$ 364.00 per ad  
4 ads total – one per week \$ 1,456.00

Washington Post Express  
2 columns x 10 inches \$ 899.00 per ad  
2 ads per week – Mondays and Thursdays  
8 ads total over 4 weeks \$ 7,192.00

**Total Newspaper Estimate \$ 8,648.00**

**Total Media Estimates for the  
Proposed 2005 Street Smart Campaign \$180,389.00**

**C. Radio Spots: Creative and Production**

for one new spot each in English and Spanish  
Includes creative direction, copywriting, broadcast production, studio,  
talent (with buy out rights) and final dubs to radio stations

**Total Estimates for Radio  
(Creative and Production) \$ 7,500.00**

**D. Newspaper Ads: Creative and Production**

for one ad each in English and Spanish  
Includes creative direction, copywriting, photography/illustration,  
desktop publishing and publication materials

**Total Estimate for Newspaper Ads  
(Creative and Production) \$ 2,500.00**

**E. Metro Station Bus Kings: (Sides) Production/Manufacturing**

- 1. Production:  
Revise existing files with approved changes and modifications includes  
consultation, desktop formatting, print production supervision. \$  
2,500.00
- 2. Manufacturing:
  - b. Metro Bus Kinds (Sides):  
Quantity: 34  
Size: 30" x 144"  
38 (need 10% over) x \$135.00 \$ 5,130.00

**Total Estimate for Bus Kings (Sides)  
(Production/Manufacturing) \$ 7,630.00**

**F. Metro Tail Light Displays: Production/Manufacturing**

- 1. Production:  
Revise existing files with approved changes and modifications includes  
consultation, desktop formatting, print production supervision. \$  
2,500.00
- 2. Manufacturing:
  - a. Metro Tail Light Displays:  
Quantity: 100  
Size: 21" x 72", 4-color Matan prints  
110 (need 10% over) x \$80.00 \$8,800.00
  - b. Metro Bus Cards (large):  
Quantity: 350  
Size: 11" x 28", 4-color Matan prints  
350 x \$20.00 \$ 7,000.00

**Total Estimate for Metro Tail Light Displays/Cards  
(Production/Manufacturing) \$18,300.00**

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**H. Public Relations**

As previously detailed..

**Total Estimate for Public Relations Specialist                    \$10,000.00**

**H. Evaluation**

As previously detailed.

**Total Estimate for Evaluation                                                 \$25,000.00**

**I. Summary Report**

Quantity: 500

Stock: Cover: 80# gloss cover

Size: 8-1/2" x 11, 8 pages

Ink: 4/4, bleeds, heavy ink coverage

a. Creative:

Includes the following: consultation, creative direction,  
illustration, electronic graphics, copywriting, desktop formatting  
and print production supervision                                                 \$ 3,500.00

b. Printing:                                                                                                 \$ 3,589.00

**Total Estimate for Summary Report                                                 \$ 7,089.00**

**Total Estimate for the Proposed  
Metropolitan Washington Council of Governments'  
Street Smart Public Awareness Campaign                                                 \$287,423.00**  
(Budget \$287,960.00)