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

Submitted by

DESIGNHOUSE

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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:
 - o 14th St NW, Georgia Ave and North Capitol down to Constitution

Media Strategy

- Use a mix of media vehicles in order to reach both audiences.
 - o 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.

- #25 showing of bus sides (king-size posters) in both Spanish and English distributed through the three garages the serve both communities (Arlington, Northern and Bladensburg)
- Drivers will be pin-pointed with 100 bus backs of METRO buses (80 paid and 20 bonus units) concentrated on routes in high risk areas for pedestrian accidents.
- For extra coverage in Fairfax County, ads will be placed on the backs of 50 Fairfax Connector buses. (A full showing for total county coverage.)
- Selected print vehicles will also be used: Washington Hispanic to provide added frequency against the high risk Hispanic market. And the Washington Post Express is included to reach subway riders before they reach the street again become pedestrians in high traffic areas.

Campaign Dates

June 6-July 3 2005 (4 weeks)

Media Tactics

Radio

o 4-Week schedule of radio. Proposed station list:

WIHT-FM Hot Hits WWDC-FM Album Rock WPGC--FM WKYS-FM Urban Hits **Urban Hits** WJFK-FM Talk WARW-FM Classic Rock WTEM-AM Sports/Talk WBZS/WBPS/WKDL MEGA-Hispanic WLZL FM El Zol-Hispanic WILC AM Viva 900-Hispanic **Urban Adult Hits** WMZQ FM Country WMMJ FM

5-7 Stations per week 20-25 spots per station per week 150 TRPs per week 600 TRPs over 4 weeks

4 Week Radio Delivery (Men 18-34): 60% Reach 10 Frequency

Total Radio Estimate \$109,200.00

Transit

Bus Kings

34 total – with concentration in Hispanic areas \$ 20,885.00

Interior Cards

(350 total) NC

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:

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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

G. Collateral Materials: Production and Printing

1. Posters (three versions, English and Spanish) -

Quantity: 3,000: 500 each of 3 large; 500 each of 3 small

Size: 1,500: 22" x 27"; 750: 10-1/4" x 14"

Stock: 100# Gloss, text Ink: 4/4 (4-color process)

a. Production:

Revise existing files with approved changes and modifications includes consultation, desktop formatting, print production supervision. \$ 3,500.00

New bicycle photo for use in outdoor

and posters \$1,250.00 b. Printing: \$46,850.00

2. Hand-outs

(Version 1 and 2)

Quantity: 25,000 (3,125 of each 8 versions)

Size: flat: 3-1/2" x 8" Stock: 60# Gloss, text Ink: 4-color process

(Version 3)

Quantity: 25,000 (3,125 of each 8 versions)

Size: flat: 3-1/2" x 8" Stock: 60# Gloss, text

Ink: 3-color 3 neon inks plus black

a. Production:

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

\$ 3,500.00b. Printing:c. Distribution of posters and handouts\$ 2,415.00\$ 1,500.00*

Total Estimate for Collateral Materials (Production/Printing)

\$19,015.00

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(Budget \$287,960.00)

\$287,423.00