



McANDREW
C O M P A N Y

A Marketing Communications Plan for the
Street Smart Spring 2012
Public Awareness Campaign

Prepared for:

The Metropolitan Washington Council of Governments

Contract 08-016

Version #3

Proposed Components of the Street Smart Spring 2012 Public Awareness Campaign

I. Campaign/Event Development and Management:

Includes consultation/account representation, strategic planning, media and event planning, evaluation implementation, monitoring of campaign and development of the Spring 2012 Public Awareness Campaign Marketing Plan.

\$ 20,000.00*

-20,000.00*

\$0.00*

**This item was invoiced with the Fall 2011 Marketing plan to account for creative development and preparation for focus groups.*

II. Media:

Campaign Dates

- March 18 – April 14, 2012
- Weighted Wednesday – Sunday, 3 pm – 8 pm when the greatest number of pedestrian/bicyclist incidents occur.
- Broadcast 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
- 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
- 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
 - Cable TV
 - Out-Of-Home (Outdoor)
- Radio will be used as a primary way to reach drivers behind the wheel with message in both English and Spanish.
- Cable TV will be used to target the entire audience and to provide increased reach for the Street Smart message.
- Bus backs, bus sides, transit shelters and bus cards will be used to provide added frequency as well as providing consistent exposure throughout the campaign.

Media Tactics

A. 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. The radio will consist of a rotation of :30 and :15 spots to maximize the budget and increase the message frequency.

In our negotiations with the stations, we will seek to extend our buy to include bonus placements, interviews and other added value opportunities. In addition, banner ads will run on station websites that will link to the Street Smart web page.

- 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	WRVX-FM (105.9)	The Edge – Classic Rock
WIHT-FM (99.5)	Contemporary Hits	WPGC-FM (95.5)	Urban Contemporary
WKYS-FM (93.9)	Urban Contemporary	WLZL-FM (107.9)	Spanish (Tropical)
WMZQ-FM (89.3)	Country	WDCN-FM (87.7)	The Pulse - Spanish
WTEM-AM (980)	Sports Radio	WWDC-FM (101.1)	Rock
WTOP-FM (103.5)	All News		
- 20 – 30 spots per station, per week/ 5 – 6 stations per week.
- 150 TRPs for two weeks

Total Spring 2012 Radio Media Buy

\$54,200.00

B. Cable

The key to success with cable TV is being extremely selective with the programs that you use. Several cable networks have programming that is ideal and buying cable in local markets can be very cost efficient.

The cable buy will consist of :30 spots purchased in network prime-time rotations that target adults 18-49.

- Networks will be chosen based on target audience, examples may include Lifetime, TNT, TBS, MSNBC.
- Four weeks of cable will run during the campaign.
- Average of 125 TRPs each week

Total Spring 2012 Cable TV Media Buy **\$87,817.00**

C. Out-Of-Home: Bus Backs, Bus Sides, Transit Shelters, and Bus Cards

Out-Of-Home media such as bus backs, bus sides, transit shelters and bus cards will reach the target audience “on the road” as they are walking, bicycling, riding the bus or driving. For the Spring 2012 campaign, we recommend:

- Bus backs, bus sides, interior bus cards and transit shelters will be used to provide added frequency for the message as well as providing consistent exposure throughout the campaign.

Total Spring 2012 Out Of Home Media Buy **\$70,000.00**

D. 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 will post between 3 and 6 “tweets” per week during the paid media campaign.

McAndrew Company will continue to promote the Street Smart Facebook Page. This will allow the program to further develop their presence in social media, 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.

Total Digital Media Costs: **\$5,000.00**

Total Spring 2012 Media Buy **\$217,017.00**

III. Radio:

For the Spring 2012 campaign, one radio concept will be created and executed in English and Spanish. The Spanish spot will be written to make sure that the message is culturally correct. The goal of the radio is to increase awareness of pedestrian safety among drivers and inform the listeners about increased law enforcement in regard to pedestrian and bicycle safety laws. Includes account representation, creative direction, copywriting, recording, editing, studio time, talent fees with buy out rights, dubs/mp3. These radio spots will include produced versions of :30, :15, and :10 second spots.

\$ 10,000.00

IV. TV/Internet Materials:

Spring 2012 TV/Internet materials will be produced according to the specifications submitted by each media. High definition files in multiple sizes and formats will be created to support the media plan. Includes account representation, creative direction, print production supervision to format materials in high-definition files in multiple sizes and formats.

\$ 65,000.00

V. Out-of-Home Materials:

Spring 2012 Out-of-Home materials for bus backs, bus sides, transit shelters and bus sides will be developed from the approved creative approach. These materials will be produced in multiple sizes and formats according to the specifications submitted by each media. Transit shelters and bus cards will be executed in both English and Spanish. Includes account representation, creative direction, copywriting, print production supervision, manufacturing and distribution.

\$ 30,500.00

VI. Collateral Materials:

Collateral materials will be produced for the Spring 2012 Campaign as directed by the COG Street Smart Committee. Includes account representation, creative direction, print production supervision, printing and distribution to create all requested collateral materials.

\$ 12,000.00

VII. Website:

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

\$ 10,000.00

VIII. Development of Local HIA Plan:

Locally focused efforts in Montgomery County and DC in High Incidence Areas (HIAs) have proven to be effective in reducing pedestrian incidents. McAndrew Company will compile a best practices guide from the above-mentioned jurisdictions and other similar activities for use in metropolitan area counties and jurisdictions. As Street Smart funds the larger regional campaign and outreach, local jurisdictions will be able to use the guide to plan activities in their own HIAs. The activities will include; HIA identification, law enforcement activities, education and visibility tactics.

\$ 6,000.00

IX. 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 with the COG Street Smart Committee.
- 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, online website searches.

\$ 17,500.00

X. Evaluation:

Web-based Survey

To assess the effectiveness of Street Smart's large public awareness campaign and to measure attitudes and beliefs about aggressive driving, a web-based survey will be conducted. The 'pre' survey will be conducted one week prior to the initiation of the Spring 2012 campaign to provide benchmark measurements of awareness and attitudes in the Washington Metropolitan area. The second survey will be conducted approximately one week after the campaign concludes.

Method:

- Conduct a longitudinal tracking study among the target demographics for the campaign;
- Conduct a 'pre' survey prior to initiation of the campaign. This provides benchmark measurements of awareness and attitudes in the target area;
- Conduct the second, or 'post,' wave approximately one week after the campaign concludes.

Questionnaire Development and Content

- McAndrew Company and representatives from the COG Street Smart Committee will develop a questionnaire based on the campaign messaging.
- The questionnaire will be submitted to the COG Street Smart Committee for review and approval. Based on this review, the questionnaire will be revised as necessary.

Pre-Test

- A pre-test of the questionnaire will be conducted before the actual full-scale interviewing begins. Questionnaire pre-testing is the responsibility of PROvuncular. The McAndrew Company team has the option of a personal visit and monitoring the pre-test or using our remote monitoring capability.
- Any necessary revisions that stem from the pre-test will be made prior to beginning the study. If extensive revisions are required, another pre-test will be conducted.
- The final questionnaires will be submitted to the COG Street Smart Committee for final approval.

Data Presentation

- With the exception of questions that deal with incidence, all charts and graphs will support the observations based on the findings.
- We will conduct appropriate statistical tests between waves at the 95% level of confidence.

Deliverables

Upon completion of the post-wave, we will develop a presentation style report which will assess the effectiveness of the campaign in terms of awareness and effect on behavior. The report will include all charts and graphs to support the observations.

\$ 22,000.00

XI. 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 was required in advance of the focus groups taking place on January 19, 2012. The total cost for the focus groups is \$20,000. The deposit of \$10,000 was budgeted into the Fall 2011 campaign. The remainder \$10,000 will be allocated to the Spring 2012 campaign budget.*

XII. Fall 2011/Spring 2012 Street Smart Annual Report:

The Fall 2011/Spring 2012 Spring Street Smart Annual Report will be written using the evaluation results as well as law enforcement, public relations and media summaries. The final summary will be developed as a presentation style report, which will assess the effectiveness of the program in terms of awareness and perceived behavior. The report will include clear charts, graphs, campaign materials and photographs of events. Includes consultation, creative direction, copywriting, illustration, graphics, charts, electronic formatting, print production supervision, printing and distribution.

\$ 12,000.00

**Total Projected Costs for the Proposed
Metropolitan Washington Council of Governments'
2012 Spring Street Smart Social Marketing Campaign** **\$412,017.00**

Committed FFY 2012 Funding:	
COG Total Funds	\$633,916.00
COG 8% fee	<u>(\$ 50,713.28)</u>
Existing Campaign Funds	\$583,202.72
Fall 2011	\$171,120.00
Spring 2012	<u>\$412,017.00</u>
	\$583,137.00
Total FY 2012 Projected Costs	\$583,137.00

**PHASE I
Metropolitan Washington Council of Governments'
2012 Spring Street Smart Social Marketing Campaign** **\$212,017.00**

II.A. Radio Media	\$54,200.00
II.B. Cable Media	\$87,817.00
II.C. Out-of-Home Media	<u>\$70,000.00</u>
Total	\$212,017.00

**PHASE II
Metropolitan Washington Council of Governments'
2012 Spring Street Smart Social Marketing Campaign** **\$200,000.00**

II.D. Digital Media	\$5,000.00
III. Radio Production	\$10,000.00
IV. TV/Internet Materials	\$65,000.00
V. Out-of-Home Materials	\$30,500.00
VI. Collateral Materials	\$12,000.00
VII. Website	\$10,000.00
VIII. Development of Local HIA Plan	\$6,000.00
IX. Public Relations/Earned Media	\$17,500.00
X. Evaluation	\$22,000.00
XI. Spring 2012 Focus Groups	\$10,000.00
XII. Fall 2011/Spring 2012 Annual Report	<u>\$12,000.00</u>
Total	\$200,000.00

**Metropolitan Washington Council of Governments'
2012 Spring Street Smart Social Marketing Campaign** **\$412,017.00**

Phase I	\$212,017.00
Phase II	<u>\$200,000.00</u>
Total	\$412,017.00