

STREET
/// SMART

2011 Spring Campaign

Prepared by:



McANDREW
C O M P A N Y

Campaign Dates

- March 20 – April 16, 2011
- Media Weighted Wednesday – Sunday, 3 pm – 8 pm when the greatest number of pedestrian/bicyclist incidents occur.

Media Objective

- Educate drivers, pedestrians, bicyclists about safe usage of roadways.
- Increase law enforcement – and awareness of enforcement
- Build on awareness from prior campaigns in order to change behaviors.

Target Profile

- Adults: 18 – 49; Drivers: Adults, 18 – 34
- Pedestrian/transit users/bicyclists of all ages in the region
- Special emphasis in areas that have a high number of pedestrian/bicycle fatalities and/or injuries and in high-density Hispanic areas.

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March

April

Enforcement

Radio

TV

Out of Home

Transit Shelters

Busbacks/Sides

Rail Cards

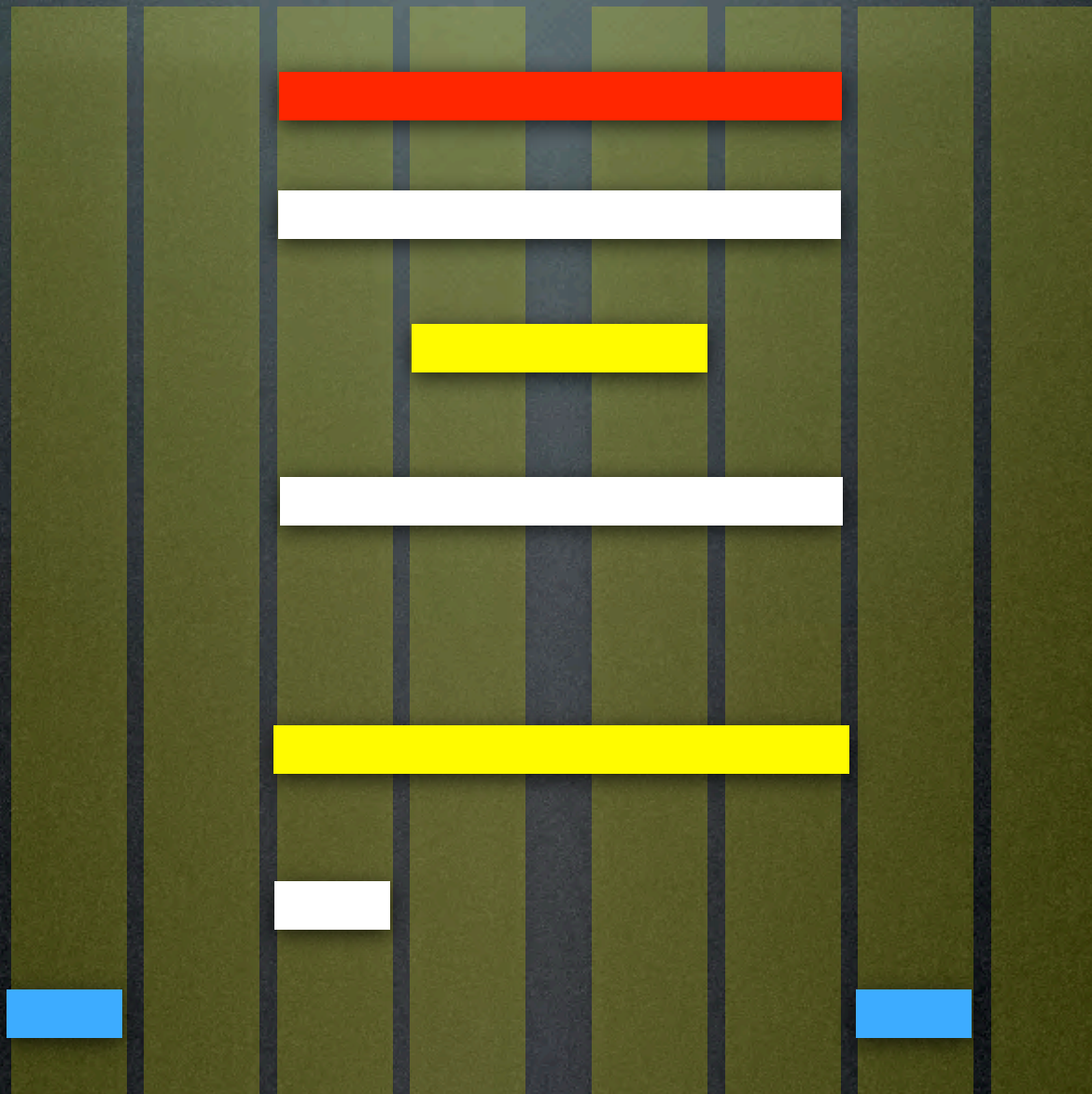
Interior Cards

Mobile

Billboard

Earned Media

Evaluation



Earned Media Hook:

- Working with DDOT - meeting scheduled for Thursday afternoon
- Target date: week of March 20, 2011.

Update Website

- Current campaign and data

Collateral

- Print posters to coordinate with new creative
- Reprint Safety Tips and Crosswalks
- Mike Farrell to send out order request once creative direction is finalized

Giant Safety Problem

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Outdoor

- 5 executions

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WATCH FOR PEDESTRIANS.



A Giant Pedestrian Problem.

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ENFORCING
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LAWS

GET REAL... WAIT FOR THE WALK.



A Giant Pedestrian Problem.

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WATCH FOR BICYCLISTS WHEN TURNING .



A Giant Traffic Safety Problem.

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GET REAL... OBEY SIGNS AND SIGNALS .



A Giant Traffic Safety Problem.

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CROSS AFTER THE BUS LEAVES THE STOP.



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Radio

:30 – “Lookout!”

SFX: people screaming, giants stomping through city.

ANNOUNCER : “Lookout! There’s a giant pedestrian problem... a problem that we all must fight together.
Drivers: WATCH – FOR – PEDESTRIANS. Pedestrians:
USE – CROSSWALKS, and WAIT – FOR – THE WALK.
We all share responsibility for the safety of our roads.
Area law enforcement are out enforcing traffic safety laws.
Drivers, pedestrians and cyclists. Slow Down. Cross safely.
Be alert. Be StreetSmart. Visit BeStreetSmart.net”

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:30 - "BREAKING NEWS"

NEWS ANCHOR: "We begin today with breaking news..."

NEWS REPORTER: (SFX people screaming, giants stomping through city) "Yes it's been confirmed that we do have a giant pedestrian problem..."

ANNOUNCER : "...a problem that we all must fight together.
Drivers: WATCH - FOR - PEDESTRIANS. Pedestrians:
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We all share responsibility for the safety of our roads.
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Observational Study

- George Branyan

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