



SHERRY MATTHEWS
ADVOCACY MARKETING

MWCOG
2012-13 Street Smart
Public Education Campaign

October 22, 2012



Street Smart Challenges

- ★ **Three potential target audiences**
- ★ **Many messages**
- ★ **Multiple jurisdictions**
- ★ **Multiple languages**
- ★ **Expensive media market**
- ★ **Reduced budget**
- ★ **Campaign is active twice a year**

We Stop Killer Pedestrian Crashes.
Obey pedestrian & traffic safety laws, or get tickets, fines or points.

STREET SMART
See the impact & learn the laws:
www.BeStreetSmart.net

A GIANT PEDESTRIAN SAFETY PROBLEM

Watch for Pedestrians.

STREET SMART
BeStreetSmart.net
A PUBLIC SAFETY PROGRAM OF THE DISTRICT OF COLUMBIA, MARYLAND AND VIRGINIA

POLICE ARE ENFORCING TRAFFIC LAWS!

OBEY Signs and Signals
Ride with Traffic

Be Alert. Be StreetSmart
Every 8 minutes a life comes to a screeching halt.

STREET SMART
BeStreetSmart.net
Police are enforcing traffic laws!
A public safety program of the District of Columbia, Maryland and Virginia

YIELD to Pedestrians when Turning

WAIT FOR THE WALK

Use crosswalks.
STREET SMART
streetsmart.mwcoq.org
Police are enforcing traffic laws!
A public safety program of the District of Columbia, Maryland and Virginia

Cross like your life depends on it.

Use crosswalks. Obey signals. Look left, right, left.

STREET SMART
streetsmart.mwcoq.org
Police are enforcing safety laws!
A public safety program of the District of Columbia, Maryland and Virginia

Steel vs Flesh

It's no contest. Cross streets carefully!
Area police are enforcing pedestrian safety laws.

STREET SMART
streetsmart.mwcoq.org HONDA

PEDESTRIANS: Pay Attention
Look Before You Cross

STREET SMART
Think of the Impact for Car Walk
A public safety program of the District of Columbia, Maryland and Virginia

DRIVERS: Pay Attention
Stop for Pedestrians

STREET SMART
Think of the Impact for Car Walk
A public safety program of the District of Columbia, Maryland and Virginia



Campaign Considerations

- ★ Focus creative
- ★ Sustain campaign messages
- ★ Engage news media
- ★ Leverage digital channels
- ★ Invest in “non-paid” media
- ★ Specifically target Hispanic market



Street Smart Campaign Overview

- ★ Fall and spring paid media
- ★ Fall and spring PR events
- ★ New creative for motorists, pedestrians and cyclists
- ★ Community outreach
- ★ Radio PSA network
- ★ Digital channels
- ★ Market research
- ★ \$560,000 budget



Fall 2012 Campaign at a Glance

- ★ November 14 press event
- ★ Paid radio traffic sponsorships
- ★ Safety outreach events
- ★ Media tour
- ★ Social media
- ★ \$95,500



Fall 2012 Campaign – Paid Radio

- ★ **Adults 18-49**
- ★ **November 12-25**
- ★ **Wed-Fri, 3-8 pm, Sat 6 am-8 pm**
- ★ **15-second spot, English and Spanish**
- ★ **Primary target: motorists (watch for pedestrians)**
- ★ **Primary messages: time change, increased enforcement**



Fall 2012 Campaign – Stations



- ★ WPGC-FM (rhythmic contemporary hits)
- ★ WIAD-FM (hot adult contemporary)
- ★ WJFK-FM (sports)
- ★ WLZL-FM (Spanish)
- ★ WNEW-FM (news talk)
- ★ WKYS-FM (urban contemporary)



Fall 2012 Campaign – Events





Fall 2012 Campaign – ROI

- ★ \$53,500 budget
- ★ Approximately 500 spots/promotions
- ★ Safety outreach events/print collateral
- ★ Public affairs interview
- ★ Spot production
- ★ Online banner ads
- ★ \$143,500 added value



Fall 2012 Campaign – Media Relations

- ★ Launch event on November 14 (Leesburg,VA)
- ★ PR event support
- ★ Media kit
- ★ Local media tour
- ★ \$25,000 budget



Fall 2012 Campaign – Social Media

- ★ 60-day editorial calendar
- ★ November and December feeds





Fall 2012 Campaign – Budget

| | |
|----------------------------|-----------------|
| Paid Media | \$53,500 |
| Outreach collateral | \$ 3,500 |
| PR/event support | \$25,000 |
| Social media | \$ 1,250 |
| Account mgmt | \$12,250 |
| TOTAL | \$95,500 |



Spring 2013 Campaign at a Glance

- ★ Market research
- ★ New creative components
- ★ Paid media (radio, out of home, online)
- ★ PSA news network
- ★ Kickoff event and media tour
- ★ Outreach activities
- ★ Social media
- ★ \$464,500



Spring 2013 – Market Research

- ★ Four focus groups (January)
- ★ Pre- and post-campaign online surveys (March and May)



Spring 2013 Campaign - Creative

- ★ English and Spanish
- ★ New out of home concepts (December)
- ★ Website update
- ★ Radio copy
- ★ Print collateral



Spring 2013 Campaign - PR

- ★ Spring campaign kick-off event
- ★ Media tour
- ★ Op-ed
- ★ Online PR outreach



Spring 2013 Campaign – PSA Network

- ★ **General Market**
 - ★ **10 top-rated stations**
 - ★ **March-August air dates**
 - ★ **6 sixty-second news features**
 - ★ **500 spots**
 - ★ **\$150,000 added value**



Spring 2013 Campaign – PSA Network

- ★ **Hispanic Market**
 - ★ **7 Spanish stations**
 - ★ **March-August air dates**
 - ★ **2-3 sixty-second news features**
 - ★ **350 spots**
 - ★ **Value to be determined**



Spring 2013 Campaign – Paid Media

- ★ April 1-21, 2013
- ★ English and Spanish radio sponsorships
- ★ Out of home (bus shelters, transit, Metro stations)
- ★ Mobile and online ads



Spring 2013 Campaign – Outreach

- ★ **Community partners**
- ★ **National Safety Council**
- ★ **“Walkabouts”**



Spring 2013 Campaign – Social Media



- ★ New profile designs
- ★ Content strategy



Spring 2013 Campaign – Budget

| | |
|------------------|------------------|
| Research | \$ 45,000 |
| Creative | \$ 75,000 |
| Paid Media | \$200,000 |
| Outreach | \$ 25,000 |
| PR/event support | \$ 50,000 |
| PSA Network | \$ 30,000 |
| Social media | \$ 7,000 |
| Account mgmt | \$ 32,500 |
| TOTAL | \$464,500 |



Street Smart Campaign

Discussion



S H E R R Y M A T T H E W S
A D V O C A C Y M A R K E T I N G