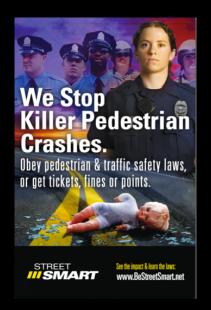


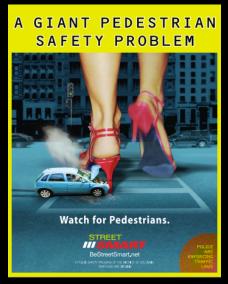
MWCOG 2012-13 Street Smart Public Education Campaign

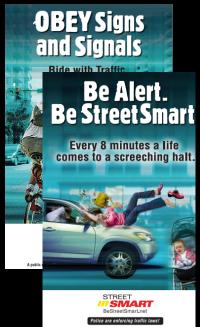
October 22, 2012

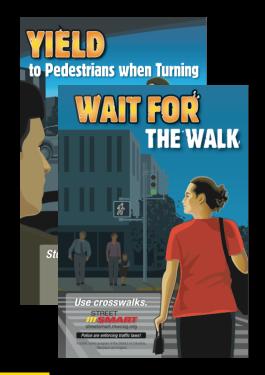
Street Smart Challenges

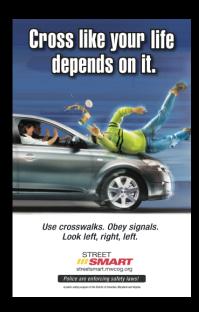
- ⋆ Three potential target audiences
- Many messages
- Multiple jurisdictions
- Multiple languages
- ⋆ Expensive media market
- * Reduced budget
- * Campaign is active twice a year

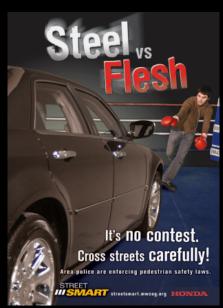
















- * Focus creative
- Sustain campaign messages
- * Engage news media
- Leverage digital channels
- ⋆ Invest in "non-paid" media
- Specifically target Hispanic market

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





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



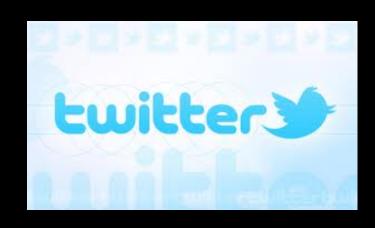
Spring 2013 Campaign – Outreach

- ⋆ Community partners
- National Safety Council
- * "Walkabouts"



Spring 2013 Campaign - Social Media







- * New profile designs
- ⋆ Content strategy



Spring 2013 Campaign – Budget

| Research | \$ 45,000 |
|----------|-----------|
|----------|-----------|

\$ 75,000 Creative

\$200,000 Paid Media

\$ 25,000 Outreach

\$ 50,000 PR/event support

\$ 30,000 **PSA Network**

Social media 7,000

\$ 32,500 **Account mgmt**

TOTAL \$464,500



Street Smart Campaign

Discussion



SHERRY MATTHEWS ADVOCACY MARKETING