

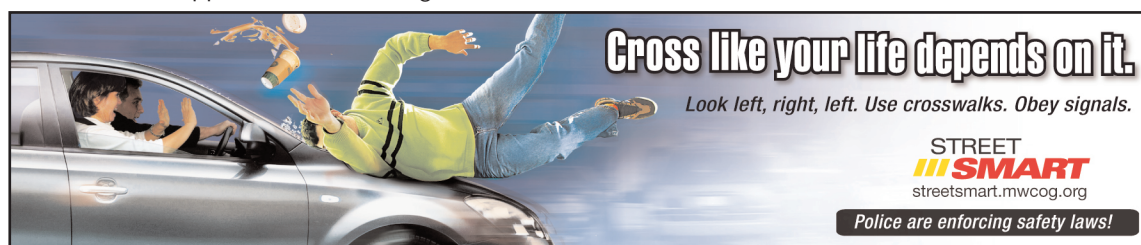
MEETING NOTES

February 1, 2008 meeting notes: Spring 2008 Campaign

The following items were discussed at the meeting:

CREATIVE DEVELOPMENT:

The committee approved the following version of the creative:



- Wording under headline will change to: Use crosswalks. Obey signals. Look left, right, left.
- DesignHouse will try to add more of the foot but it is more important to keep the proportion of the current size of the car and people. It may be possible to include the foot in other executions (posters, transit shelter, ultra king) based on size configurations.
- Radio script was approved for production with following changes (in italics):
 - “When you car hits a pedestrian, *speed kills.*”
 - “At 40 *miles per hour*, the person almost always dies.”
 - “Slow down. *Watch for pedestrians. Stop for them at crosswalks.*”
 - “Area police are *strictly* enforcing (deleted traffic) safety laws.”
 - Deleted “visit” before website
 - See if recorded announcer voice sounds better if “COG” is said as a word when reading website
- **ACTION ITEMS:**
 - DesignHouse will proceed with outdoor creative and send confirming pdfs to Andrew Meese
 - DesignHouse will proceed with radio production and have a spot by Feb. 13 conference call