



**McANDREW**  
C O M P A N Y

A Marketing Communications Plan for the  
**Street Smart Spring 2010**  
Public Awareness Campaign

Prepared for:

The Metropolitan Washington Council of Governments

Contract 08-016

January 15, 2010

# Proposed Components of the Street Smart Spring 2010 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 Street Smart Spring 2010 Public Awareness Campaign Marketing Plan. **\$ 15,000.00**

## II. Media:

### Campaign Dates

- March 14 – April 11, 2010
- 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 – 34
- 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 – 34
- 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)
  - Online Advertising
- 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.
- Internet advertising will run during the campaign on selected geo-target sites that reach the target demo.

## Media Tactics

### 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.
- 4-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 (99.1)	Spanish (Tropical)
WMZQ-FM (89.3)	Country	WDCN-FM (87.7)	The Pulse - Spanish
WTEM-AM (980)	Sports Radio	WWDC-FM (101.1)	Rock

- 20 – 30 spots per station, per week/ 5 – 6 stations per week.
- 150 TRPs for the first two weeks / 100 TRPs for second two weeks

**Total Spring 2010 Radio Media Buy** **\$ 52,777.00**

### ***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 high risk segment drivers and locally-targeted sports programs.

- Examples of networks to be considered include: SPIKE TV, MTV & VH1, Cartoon Network, Comedy Central, TV ONE & BET, ESPN & ESPN 2, TNT, TBS, Comcast Sports Net /MASN.
- Four weeks of cable will run during the campaign.
- Average of 125 TRPs each week

**Total Spring 2010 Cable TV Media Buy** **\$ 70,288.00**

### ***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 2010 campaign, we recommend:

- Bus backs, bus sides, and transit shelters will be used to provide added frequency for the message as well as providing consistent exposure throughout the campaign.
- Bus cards will be used to educate the public about general pedestrian awareness and specific pedestrian awareness of safety around buses.

125 Bus Backs **\$ 55,318.00**

50 Bus Sides **\$ 18,735.00**

45 Transit Shelters **\$ 33,059.00**

500 Bus Cards **No Charge**

**Total Spring 2010 Out Of Home Media Buy** **\$107,112.00**

### ***Online Advertising***

There are countless websites available to reach the target audience. The key to using the Internet for local campaigns is to be sure you can target your message only to those in zip codes within your target area. If the site can target by age or sex, this is even better.

- Facebook – Cost Per Click (CPC) Banners geographically targeted to Washington Metro area. Demographic targets could include answers with a demographic profile that includes keywords that indicate higher risk driving behavior, interest in cycling, interest in walking, etc. These CPC banners are

delivered to Facebook users once they leave their “homepage” to reach out to new friends and enjoy other activities like games and challenges.

- 500,000 impressions over the duration of the campaign
- Reach Local is a reseller of banner advertising from large networks and sites. They buy banner ad space from a variety of sites and package them into demographic groups. These sites include local TV and newspaper sites in most markets. In this repackaging, they also add value to the offerings. This added value comes in several forms:
  - Retargeting. This is an action where the network can track their viewers to a site, identify (and report) their behaviors. If a viewer does not perform the act we identify (i.e. visit campaign website), the network will see that person’s ISP address when they sign back online and send them another ad unit. This could be a more enhanced attraction to return to the site.
  - Reporting. The reporting of these value networks is greater than AOL and Google. Not only does this expand our reach, but these value-added networks also accelerate our learnings.
  - Optimization. This improves site selection of ads based on the sites with the highest traffic. This is done at a quicker pace to maximize advertising dollars.
  - Behavioral targeting. This offers the opportunity to identify behaviors and other activities in order to really direct messaging to the target audience.
  - Contextual ads. This option delivers an ad when viewer selects an article related to our identified topics.
  - Geotargeting. Pricing is tier-based utilizing market size and Internet activity thus offering further savings.
  - CPMs for the impressions range from \$5-\$12 for premium network placements within our markets. This gives us FAR greater ability to generate impressions.
  - 750,000 impressions over the duration of the campaign
- Undertone Networks is a network of approximately 350 sites, many of which are very recognizable. They offer strong reporting and targeting (guarantee all ads are above the fold as well a unique creative approach that would be extended to Street Smart at no additional charge (including the serving fee). This “spongecell” works within a regular banner ad (300x250 or 728x90) and interacts with the viewer when the mouse rolls over it. It doesn’t expand the ad but it does add additional content to the ad. The user is encouraged to interact with the ad while not leaving the current site. The bonus is that we receive reporting of their interactions.
  - 6.5 million impressions over the duration of the campaign

**Total Spring 2010 Online Media Buy**

**\$ 44,823.00**

**Total Spring 2010 Media Buy**

**\$275,000.00**

### III. Radio:

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 for a total of 6 spots.

**\$ 10,000.00**

### IV. TV/Internet Materials:

2010 Street Smart 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:

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.

**\$ 60,000.00**

### VI. Collateral Materials:

The 2010 Street Smart collateral materials including a 6-panel tips brochure, crosswalks brochures and/or posters will be updated and/or created, printed and distributed as directed by COG. Includes account representation, creative direction, copywriting, print production supervision, printing and distribution to create all requested collateral materials.

**\$ 32,212.00**

## VIII. Website:

McAndrew Company proposes taking over the maintenance and hosting of the Streetsmart website. A new design will be developed that incorporates elements of the 2010 creative and allows for the presentation of more engaging content.

**\$ 6,500.00**

## 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. For a campaign like Street Smart, constant creativity must be applied to capture our hard-to-reach audiences. Fresh approaches and executions are essential. McAndrew Company and Strat@comm will possibly develop a two-pronged approach depending on time, availability and final creative direction for the Spring 2010 campaign:

- Media event featuring speed/stopping distance demonstration. Target date: week of March 22.
- Targeted media availability around TV ad on-location shoot (approximately 6 weeks prior to start of campaign)

### News Event Featuring Speed/Stopping Distance Demonstration

- Host event demonstrating consequences of speeding, the #1 factor in pedestrian crashes. Contrast 25mph vs. 35mph stopping distance when approaching pedestrian or bicyclist.
- Dramatic visual and sound: Stage TV cameras to capture side view of a vehicle approaching a “bop bag” (an inflatable, sand-weighted toy 3’10” in height that typically rights itself after being knocked over ) toy, representing a child.
- The vehicle will apply brakes/engage ABS at designated stop point and slow down approaching the “bop bag.”
  - At 25mph. The vehicle will screech to a halt just before striking the bop bag. The vehicle will dramatically pitch upward once at full stop when the brakes are released.
  - At 35mph: The vehicle will strike the bop bag, which will:
    - A. Run it over
    - B. Force it forward some distance, or
    - C. Cause it to pop/explode
- Location: Street that feeds into major arterial such as Colesville Road or Georgia Avenue. If unavailable, use available parking lot.
- Vehicle: Montgomery County unmarked police vehicle with “cage” on front bumper to prevent damage
- Speakers: representatives from COG jurisdictions, Montgomery County PD, WMATA, etc.
- Seasonal hook: More children on the streets during Spring Break, individuals taking advantage of warmer weather and longer hours of daylight with Daylight Savings time change, tourists traveling to Washington metro area for vacation.

TV Ad Behind-the-Scenes Media Availability (depending on time, availability and final creative direction)

- Target local transportation reporters, specifically Washington Post's Ashley Halsey and Washington Examiner's Kytja Weir, for an in-depth feature and possibly allow access to behind-the-scenes viewing.

**\$ 17,500.00**

## X. Interactive Digital Materials:

It is important to establish goals and objectives for interactive digital opportunities, such as raising brand or message awareness or driving traffic to a website. McAndrew Company's goal is to get the target audience exposed and engaged in your message on interactive digital networks.

For Street Smart, we will continue to maintain a Twitter/Street Smart page that provides updates on a wide range of traffic safety topics, including the paid media campaign, PR events, regional fatalities, related news articles, enforcement activity, community involvement, trends in traffic safety, new technologies, and more. McAndrew Company will actively monitor news organizations during the campaign and regularly post tweets during the campaign.

McAndrew Company will continue to identify "key influencers" on Twitter within areas such as traffic safety professionals, social marketing advocates and local residents. Viewing these key influencers as the target audience and pitching traffic safety content to them, similar to how you pitch the news media, is another way to get your message out in social media. The goal is to expose those "key influencers" to the Street Smart message and get them to disseminate that message to their audience.

McAndrew Company also proposes developing a Street Smart Facebook Page. This will allow Street Smart to create a presence on Facebook, extending message reach to the Facebook community. The content will mirror the new Street Smart website. Promotion of the Facebook page could take several forms, including but not limited to the Facebook internet ad buy, Spongecell technology offered by Undertone Network as well as promotion on the StreetSmart website.

**\$ 5,000.00**

## XI. 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 web-based surveys are effective reaching younger audiences – 18 – 34 year olds and will give us a more accurate representation of this audience. The 'pre' survey will be conducted prior to the initiation of the 2010 campaign to provide benchmark measurements of awareness and attitudes in the Washington Metropolitan area. This pre-wave will begin prior to the start of the campaign. 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 Street Smart committee will develop questionnaires for each large campaign.
- The questionnaires will be submitted to the Street Smart committee for review and approval. Based on this review, the questionnaires will be revised as necessary.

**Pre-Test**

- A pre-test of the questionnaires 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 Street Smart executive 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. Additionally, we will provide Street Smart with a complete data file, which will include the data from both the pre- and post waves.

**\$ 20,000.00**

## XII. 2010 Street Smart Annual Report:

The 2010 Spring Street Smart Annual Report will be written using the, evaluation results, 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. The annual report will be written and designed in July and printed in August. Includes consultation, creative direction, copywriting, illustration, graphics, charts, electronic formatting, print production supervision, printing and distributio

**\$ 10,000.00**

**Total Projected Costs for the Proposed  
Metropolitan Washington Council of Governments'  
2010 Spring Street Smart Social Marketing Campaign**

**\$516,212.00**

Committed FFY 2010 Funding:

COG Total Funds	\$661,100.00
COG 8% fee	<u>(\$ 52,888.00)</u>
Existing Campaign Funds	\$608,212.00

Fall 2009 \$ 92,000.00

Spring 2010 \$516,212.00

\$608,212.00

Total FY 2010 Projected Costs \$608,212.00