



MWCOG
FY2014 *Street Smart*
Public Education Campaign

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FY 2014 Year to Date Recap

- ★ Media relations: 64 news stories with \$215,785 in publicity value
- ★ Paid media:\$129,000
 - ★ Radio: Traffic sponsorships on 7 stations
 - ★ Outdoor: 55 kings, 70 tails, 488 pumptoppers at 122 gas stations
- ★ Donated media: 165 Shelters, 1800+ Bus Ads
- ★ Radio PSA network: 30 and 60-second spots on 11 stations
- ★ Three Street Smart Safety Zones



Spring 2014 – Campaign at a Glance

- ★ Kickoff event and media tour
- ★ Paid radio traffic sponsorships & outdoor media
- ★ Street level outreach
- ★ Social media & partnerships
- ★ Campaign evaluation – online surveys
- ★ Radio PSA network
- ★ \$283,500 budget



Spring 2014: Campaign Evaluation

- ★ 2 waves of online surveys (pre/post)
- ★ 300 respondents ages 18-55
- ★ Distributed within MWCOG jurisdictions
- ★ Methodology mirrors FY 2013
- ★ Detailed analysis and year-end report
- ★ \$15,000 budget



Spring 2014 Media Relations

- ★ Suggested Enforcement Dates April 14 – May 11
- ★ Launch event week of April 7
- ★ Location: Virginia
- ★ PR event support
- ★ English/Spanish Media kit, including recut B-roll video package
- ★ Pitching/local media tour April 7 – May 11
- ★ \$39,500 budget



Spring 2014 Paid Media: Outdoor

- ★ Four weeks: April 14 – May 11
- ★ English & Spanish
- ★ \$83,000 budget





Spring 2014 Paid Media: Outdoor



Bus Kings



Pumptoppers



Spring 2014 Paid Media: Outdoor

OPTION 1

Exterior Bus Ads: \$83,000
175 Bus Kings
+200 Interior Bus Cards (bonus)

Estimated production: \$6,925

OPTION 2

Exterior Bus Ads: \$60,588
125 Bus Kings
+200 Interior Bus Cards (bonus)

Gas Station Advertising: \$22,412
280 pumptoppers at 70 stations
+70 station window clings (bonus)

Secondary areas only: Prince William County, Loudoun County, Manassas, Falls Church, Frederick County, Charles County

Estimated production: \$10,425

OPTION 3

Exterior Bus Ads: \$48,471
100 Bus Kings
+200 Interior Bus Cards (bonus)

Gas Station Advertising: \$34,529
424 pumptoppers at 106 stations
+106 station window clings (bonus)

Primary areas: Washington, DC, Montgomery County, Prince George's County, Arlington County, Fairfax County, Alexandria

Secondary areas: Prince William County, Loudoun County, Manassas, Falls Church, Frederick County, Charles County

Estimated production: \$12,250



Spring 2014 Paid Media: Radio

- ★ Adults 18 – 49
- ★ Two weeks April 28 – May 11
- ★ Wed – Fri, 3 – 8 pm, Sat 6am – 8pm
- ★ 15-second spots, English and Spanish
- ★ Primary target: motorists
- ★ Primary messages: increased enforcement, watch for/yield to pedestrians
- ★ 100 GRPs
- ★ \$35,000 gross placement budget



Spring 2014 Paid Media: Radio





Outreach: Booth vs. Street Teams





Outreach: Booth vs. Street Teams





Outreach: Booth vs. Street Teams





Fall 2013 – Street Smart Safety Zones

OPTION 1

Street Smart Safety Zones

- Six two-hour events
- Includes popup tent, table, music, distribution of safety tips and reflective giveaways
- Partnership with CBS Radio Stations
- 15 radio promos per event

OPTION 2

Street Smart Street Teams

- Twelve three-hour events
- Team of four roving “brand ambassadors”
- Includes distribution of safety tips and reflective giveaways
- “Walking billboard” messaging



Fall 2013 – Donated Media

- ★ Appeal to Bus Subcommittee for interior bus cards
- ★ Other jurisdiction-based media (bus ads/shelters/billboards)
- ★ **DEADLINE: March 18**





Fall 2013 – Digital

- ★ 90-day editorial calendars for Twitter
- ★ Monitor and tweet campaign coverage
- ★ Update digital toolkit for partners (web banners, tweets, Facebook posts)
- ★ Minor web updates
- ★ \$4,900 budget



Fall 2013 – Overall Budget

Media relations/press event	\$ 39,500
Media placement/promo costs	\$ 118,000
Outreach	\$ 12,000
Production/collateral	\$ 51,600
Account management/strategy	\$ 42,500
Campaign evaluation	\$ 15,000
<u>Digital/social media</u>	<u>\$ 4,900</u>
TOTAL	\$ 283,500



Spring 2014 – Overall Schedule

SPRING – SUMMER	March				April				May				June			
	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23
PUBLIC RELATIONS																
Press Event					■											
Media Tour					■	■	■	■	■							
Suggested Enforcement Dates					■	■	■	■	■							
MEDIA																
Radio :15 Traffic Sponsorships								■	■							
Pumptoppers						■	■	■	■							
Exterior Bus Ads						■	■	■	■							
OUTREACH/PARTNERSHIPS																
Street Teams/Safety Zones						■	■	■	■							
Digital/Social Media	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Capital Region Radio Network										■	■	■	■	■	■	■
CAMPAIGN EVALUATION										■	■	■				



**STREET
SMART**
BeStreetSmart.net

**Pedestrians don't
come with airbags.**

Yield to pedestrians when turning.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

Discussion



THANK YOU

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