



## MEETING NOTES

### **January 8, 2008 meeting notes: Spring 2008 Campaign**

The following items were discussed at the meeting:

#### **HISPANIC CONTRACTOR:**

- Evacion declined to submit a proposal
- The Media Network (Hispanic contractor for NHTSA; conducted focus groups and developed creative for pedestrian and bicycle safety for FHWA; background in traffic safety) requested more information before submitting a proposal
- **ACTION ITEMS:**
  - DesignHouse will meet with The Media Network and keep COG updated on the progress

#### **MEDIA PLAN:**

- Suggested campaign dates: March 3-29, 2008
- Plan is shown in presentation (Mike Farrell distributed to committee and will post to website)
- **ACTION ITEM:**
  - DesignHouse to review radio buy to ensure morning drive time
  - DesignHouse will review research and budget allocations to see if more should be spent on outdoor or radio
  - DesignHouse will develop a list of recommendations to update Street Smart website

#### **CREATIVE APPROACH:**

- Background research and committee recommendations can be found in presentation
- Concept #1 – Image of person being hit by a car (using the image from Honda as a guide)
  - This concept received a favorable response from the committee
  - When photo-illustrating this concept, committee asked if it could be graphically enhanced to possibly include shattered windshield, pedestrian figure, traffic crossing signal image
  - Messaging should be strong with a clear solution for audience
  - Additional messages to consider: "Jaywalking Kills." "Look Before You Cross." "Slow Down. Stop for Pedestrians." "Speeding + Pedestrians = Death."
- Concept #2 – Pedestrian Character
  - Committee felt this imagery (character/person with the chalk outline) took too many steps for the audience to grasp while the Honda imagery said it in one step
  - Committee responded favorably to copy: "Don't Die. Cross as if your life depended on it."
  - Committee asked DesignHouse to possibly incorporate pedestrian character into Honda imagery
- **ACTION ITEMS:**
  - DesignHouse to further develop creative



**EARNED MEDIA:**

- PR event was discussed as a “stand-up” event where elected officials are invited to speak about the subject
- Event will be held in Virginia, most likely in Fairfax County
- Development of a Rapid Response Kit was discussed to include generic press releases; current statistics; basic information on Street Smart program that can be adapted by regional jurisdictions
- Mike Farrell sent out tentative dates for event (March 4, 5, 6)
- **ACTION ITEMS:**
  - Date and location for event need to be finalized

**COLLATERAL MATERIALS:**

- Committee confirmed the decision to proceed with one “Crosswalk” flyer that had all the languages as well as the “Tips” brochure
- Committee also discussed poster size and expressed the need to be able to fold it and send it out in a standard 9x12 envelope.
- **ACTION ITEMS:**
  - DesignHouse will review Crosswalks flyer and increase the size of the Chinese and Korean type
  - DesignHouse will proceed with the Tips brochure as it currently exists but will have it translated into Chinese, Vietnamese, Korean and Amharic for pdf use by committee
  - DesignHouse will adapt campaign creative to slightly smaller poster size (11x17) for easier use by committee

**NEXT STEPS:**

- Review and approval of creative and media plan to be completed by 1/22/08