

**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
STREET SMART PUBLIC EDUCATION CAMPAIGN
SPRING 2013 CAMPAIGN PLAN**

CREATIVE DEVELOPMENT (\$28,000)

Three new creative campaign concepts we presented to the advisory group in December of 2012. Two concepts, *BAM!* and *Tired Faces*, were selected for refinement and testing. Four focus groups were conducted in January 2013 to evaluate relevancy, ease of understanding, and impact of creative executions to motivate target audiences to improve behavior related to pedestrian and bicyclist safety. Overall, the *Tired Faces* campaign was selected as the strongest concept. The budget above covers the photo shoot, editing and retouching of photos, and design and development of “print ready” creative materials in English and Spanish.

RESEARCH/EVALUATION (\$15,000)

- Pre- and post-campaign online surveys to determine campaign effectiveness.
- 300 respondents ages 18 – 55, limited to MWCOG jurisdictions.
- End-of-year report to communicate the year’s efforts.

PUBLIC RELATIONS/EARNED MEDIA (\$34,000)

Earned media is a critical part of relaying pedestrian and bicyclist safety reminders to the public and raising awareness of the *Street Smart* campaign. We’ll launch the campaign with a kickoff media event in Washington, DC to unveil the new “Tired Faces” campaign creative and announce increased enforcement of pedestrian and bicycle safety laws. We’ll extend the coverage by executing a local media tour. We will develop and distribute media kits and create an online press site with materials for the media to use in their coverage of the campaign. Sherry Matthews Marketing will provide an extensive coverage report after the campaign.

Media Event

- Date: Tuesday, April 9, 2013
- Time: 10:30am
- Location: Starburst Plaza, Washington DC, at the intersection of H St., Benning Rd., Bladensburg Rd., Maryland Ave., Florida Ave. and 15th St. NE

Local Media Tour

- Dates: April 9 – May 12, 2013
- Interviews with campaign spokespeople in English and Spanish

The team will also explore the feasibility of a live enforcement demonstration at Bladensburg Rd. and L St. NE, following the event.

MEDIA PLACEMENT (\$207,300)

Our overall media strategy uses a combination of traditional and non-traditional approaches, and it places a heavy focus on street-level marketing being where the target audiences are. Our media plan is designed to obtain maximum reach across the region.

- Campaign Dates: April 15–May 12, 2013
- Target Audience: Adults 18–49, skewing male

Outdoor Media

- Exterior bus ads put our message in motion to cover as much geography in the region as possible. Larger format ads are weighted for maximum impact.
- Digital shelter displays, illuminated at night for 24-hour visibility, can be seen by waiting bus riders, pedestrians on sidewalks, and passing motorists in vehicles. The digital shelters can rotate multiple versions of the “Tired Faces” creative. We are recommending two versions per week for a total of eight ads.
- Interior bus cards targeted to bus riders with pedestrian-specific messaging.

Radio Traffic Sponsorships

Radio offers a direct connection to the target audience using format selection and local market research. Because the DC market is one of the more expensive DMAs in the U.S., we recommend radio news/ traffic sponsorships as a cost effective way to reach motorists while building frequency for the Street Smart message. Minimal production costs allow different messages to be easily rotated through 15-second announcements that air adjacent to news/traffic reports during prime drive time.

Buy Detail:

- 15-second spots, English and Spanish, 183 GRPs
- Focused during higher risk times for pedestrian and bicycle incidents:
 - Wednesday–Friday, 3:00pm–7:00pm
 - Saturday 6:00am–8:00pm

Stations:

- WKYS-FM (Urban Contemporary Hit Radio)
- WPGC-FM (Rhythmic Contemporary Hit Radio)
- WIAD-FM (Hot Adult Contemporary)
- WJFK-FM (Sports)
- KLZL-FM (Spanish Contemporary)
- WNEW-FM (News/Talk)

Copy will be written and approved for radio station talent to produce. Recommended messaging focuses on:

- Vulnerability of pedestrians
- Increased enforcement
- Watch for/yield to pedestrians

Pedestrian Safety Event Marketing

To extend the reach of the radio buy and bring street-level messaging to pedestrians, we propose nine two-hour safety events near higher risk areas throughout the region. Hosted by popular local radio stations, these turnkey outreach events will be engaging, educational, and informative safety promotions with giveaways and educational material distribution. We will reach out to local law enforcement to participate in the event with live enforcement of pedestrian safety laws. The events will be promoted through donated radio announcements with educational messages and other added value media.

Recommended messaging:

- Increased enforcement
- Safe pedestrian crossing behaviors

Media	Coverage	Description	Gross Media Cost	Hard Costs
Radio / 3 weeks / April 15 – May 5				
:15 Spots	DC, NoVA, MD	6 Stations, 183 GRPs	\$49,530	\$0
Safety Promotions	DC, NoVA, MD	9 events	\$0	\$15,700
Outdoor / 4 weeks / April 15 – May 12				
Exterior Bus Ads	DC, NoVa, MD	5 Ultra Super King Side Wraps 20 L-sides 135 Kings	\$89,412	\$15,225
Exterior Bus Ads	DC, NoVa, MD	100 Bus Kings donated from WMATA	\$0	\$TBD
Exterior Bus Ads	Montgomery Co.	2 King Kongs 30 Kings 10 Queens 15 Junior Kings 10 Bus Tails	\$0	\$5,850
Digital Shelters	DC – Roosevelt Network	20 Shelters 13,300 :12 ads/day	\$22,588	\$0
Transit Shelters	Montgomery Co.	80 Shelters	\$0	\$3,500
Interior Bus Cards	DC, NoVa, MD	1600-2500 ads placed through transit agency partnerships	\$0	\$5,495
TOTAL PLACEMENT BUDGET			\$207,300	

COLLATERAL (\$13,700)

Collateral includes the production and printing of the following materials:

- *Street Smart Safety Tips* brochure with tips for drivers, pedestrians, and cyclists. The brochure will be based on the new “Tired Faces” creative and distributed to partners across the region. Estimated quantity is 50,000.
- Brightly colored campaign T-shirts will be a premium giveaway at the safety promotion events. Estimated quantity is 1100.
- Pedestrian Safety Tips cards, created in fall 2012, with reflective zipper pulls attached to distribute at the safety promotion events. Estimated quantity is 2,500.

DIGITAL/SOCIAL MEDIA (\$5,000)

New creative will inform a campaign splash page, and we will update BeStreetSmart.net with campaign header artwork. We will also create a digital asset pack to distribute to partners including web banners, Facebook images, and recommended tweets. All campaign materials will be available for download in English and Spanish. We will also create a 60-day editorial calendar for Street Smart’s current Twitter feed throughout April and May.

CAPITAL REGION RADIO NETWORK (\$12,500)

We originally proposed the development of a regional network of English and Spanish radio stations to broadcast pedestrian and bicycle safety messages free of charge. Considering budget cutbacks, we recommend moving forward with the Spanish development of the Capital Region Radio Network in FY13 and then begin the cultivation of the English portion of the network in FY14. We will collaborate with DC-based Hispanic Communications Network to develop and distribute the Spanish PSAs. We will begin development of the PSAs in May for summer distribution, extending the duration of safety messages after the campaign ends.

Our objectives for the Spanish portion of the Capital Region Radio Network are as follows:

- Seven radio stations
- Two PSAs
- 350 broadcasts

ACCOUNT SERVICE (\$25,500)

Account service includes strategic planning, project management, creative oversight, media and event coordination, campaign monitoring and reporting.

SPRING CAMPAIGN BUDGET SUBTOTAL: \$341,000

SPENT AS OF 1/31/13: \$193,000

Covering fall campaign, initial new creative concepting, and focus groups.

TOTAL FY2013 BUDGET: \$534,000