



Street Smart Spring 2010 Public Awareness Campaign

Media Details (Revised February 26, 2010)

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

- Adults 18 – 54
- 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

- Primary Demographic:
 - Adults 25 – 54; Adults 18 - 34
 - Citizens in key geographic locations that have a high number of pedestrian/bicycle fatalities and/or injuries
- Secondary 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 Tactics

The following media will be considered for purchase during the 2010 Street Smart campaign:

- **Radio** - :30 and :15 spots will be purchased in a 75/25 mix to maximize the budget and drive the message frequency.
 - 50% of our spots will fall into the 3pm-8pm hours, those related to higher potential incidents.
 - In our negotiations with the stations, we will seek to extend our buy to include bonus placements, interviews and other added value opportunities, some of which include public affairs interviews; news/weather/traffic/sports update sponsorships and brochure distribution at station events.
 - Washington stations under consideration
 - WBIG FM 110.3 FM Classic Hits
 - WIHT FM 99.5 FM Contemporary Hits
 - WMZQ FM 89.3 FM Country
 - WTEM 980 AM Sports
 - WVRX FM 105.9 FM The Edge-Classic Rock
 - WPGC FM 95.5 FM Urban Contemporary
 - WLZL FM 99.1 FM Spanish (Tropical)
 - WWDC FM 101.1 FM Rock
 - WRQX FM 107.3 FM Adult Contemporary
 - 100 TRPs a week for the duration of the campaign
 - 8.9 million impressions (*the total number of times the message will be heard in a given schedule*)
 - 69.2% reach; 5.7 frequency (*Reach is the percentage of different people reached in a given schedule. Frequency is the average number of times a person is exposed to the message during a given schedule.*)

Total Spring 2010 Radio Media Buy

\$ 54,454.00

- **TV & Cable** - :30 spots will be purchased in Early Morning, Early News, and Late News day-parts on the broadcast stations (WUSA 9; WJLA7; FOX 5). This purchase will be complemented by network prime-time rotations on Cable TV through Comcast's Interconnect, covering all areas of the DC DMA.
 - Broadcast TV has been added to the media mix for 4 reasons:
 - Broadcast TV has the strongest reach and impact of any media available and reaches the expanded older demo effectively.
 - Purchasing news-only programs keeps costs relatively in line while supporting the PRIME TIME cable buy.
 - Over the last few years, DIRECT TV and Satellite TV have eroded cable's impact in households by 30-35%. The use of Broadcast TV cuts through that decline, as all systems must carry local broadcast messages.
 - Combining Broadcast TV and Cable allows for the cost containment while expanding reach to the target demographic.
 - The larger Spring 2010 budget allows use of Broadcast TV keeping other media at the same levels.

- o Cable networks could include:
 - ESPN
 - TNT
 - Lifetime
 - MSNBC
- o 13.4 million impressions (the total number of times the message will be heard in a given schedule)
- o 86% reach; 4.5 frequency (Reach is the percentage of different people reached in a given schedule. Frequency is the average number of times a person is exposed to the message during a given schedule.)

Broadcast TV	\$ 62,572.00
Comcast Cable Interconnect	<u>\$ 26,245.00</u>

Total Spring 2010 TV & Cable Media Buy **\$ 88,817.00**

- **Online advertising** – target online banners only to those in zip codes within the target area to reach both drivers and pedestrians. The geographic targeting to the DC DMA allows us to commit slightly fewer dollars to this segment.
 - o Facebook – Cost Per Click (CPC) Banners are geographically targeted to Washington Metro area based on ISP address and profile information. CPC ads can be targeted to users 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.
 - o WashingtonPost.com & WTOP.com – these two local sites engage a great many local traffic surfers and have the ability to serve high-level engaging creative messages. With impressions targeting the DC DMA, traffic-page sponsorships on these two local sites will reach local drivers and pedestrians.
 - o Undertone Networks
 - Undertone is a network of about 350 sites, many of which are VERY recognizable (i.e. CNN, History, A&E, Washington Post, Washington Times).
 - They offer not only a strong reporting and targeting (guarantee all ads above fold), but they also offer a unique creative executive that they would extend to us at no charge (including the serving fee). This “spongecell” works within a regular banner size (300x250 or 728x90) and interacts with the viewer when the mouse rolls over it. It doesn’t expand (annoying) but it does add content and encourages the user to interact. The viewer can interact with the ad and not HAVE to leave their current site but we receive reporting of their interaction!

- o 5.5 million impressions (the total number of times the message will be heard in a given schedule)

Facebook	\$ 1,018.00
WashingtonPost.com Traffic/Lifestyle	\$ 3,801.00
WTOP.com Traffic Sponsorship	\$ 5,324.00
Undertone Network	<u>\$ 30,440.00</u>

Total Spring 2010 Online Media Buy **\$ 40,583.00**

- **Out-Of-Home Media** campaign targeting both segments of the demographic – drivers and pedestrians
 - o 25 transit shelters placed along high incidence routes throughout the area
 - o 85 tail light displays throughout the region on METRO buses.
 - o 85 king (bus side) displays on buses throughout the METRO buses.
 - o 100 rail cards inside the cars throughout the METRO system
 - o ADDED VALUE – 450 interior bus cards
 - o Placement for all transit – Garages and routes will be selected to focus a message to all areas of the city.
 - o A portion of this buy will be executed in Spanish.
 - o 24 million impressions (the total number of times the message will be heard in a given schedule)

Clear Channel Outdoor	\$ 27,900.00
25 Transit Shelters	
CBS Outdoor (METRO)	\$ 53,237.00
85 Bus Backs	
85 Bus Kings (Door-side)	
100 Rail Cards	
450 Bus Cards	No Charge

Total Spring 2010 Out Of Home Media Buy **\$ 81,137.00**

Total Media Impressions for Spring 2010 Street Smart Campaign: 51.9 million impressions

Total Spring 2010 Media Buy **\$264,991.00**