

STREET
/// SMART

DESIGNHOUSE

January 22, 2008

Creative Approach -12/05/07

Don't Get Killed Crossing the Street

Make It Personal

Sense of Urgency

“In your face”

Relevant Spanish Message

Creative Background

National - International Review

FHWA

United Kingdom “Think Campaign”

FHWA General Market

- Street Smart 2003

Take the Time to Cross Safely

It could save your life... or change it forever.
Use crosswalks or other appropriate crossings.
Be sure drivers can see you.

FHWA-SA-03-006

U.S. Department of Transportation
Federal Highway Administration

d.
District Department of Transportation

STREET
SMART

FHWA Hispanic

✦ “Did You Know?”

¿Sabía Usted?

Aunque se sienta seguro al cruzar las calles de alrededor de su casa, no asuma que los coches pararán cuando cruce.



Use los pasos de peatones
y mire a ambos lados.

 US Department of Transportation
Federal Highway Administration
National Highway Traffic Safety Administration
FHWA-SA-05-019

Para información sobre este material visite la página web http://safety.fhwa.dot.gov/ped_bike/ped_bike_hsp.htm

UK “Think”

- Driver Audience
-Speed

Hit at 40mph
There is an 80% chance I'll die.

Hit at 30mph
There is an 80% chance I'll live.

It's **30** for a reason.

THINK

*80% is an approximate figure.

A M V B D O	File: 11202_DFT skull A3_420x297	Size: 420x297	Proof	APPROVED
	Path: STUDIO>CLIENTS>COI>11202		1	Project Manager
	Client: COI	Operator: Debs		Creative Team
	Date: 16/12/04	Spell Check: Y/N	Job No. 11202	Editors
	Publication:			Account Team
			Creative Directors	

Creative Approach -12/08/08



Fear Message
Combined With
Solutions

Enforcement
Message

Use Honda
Image as Guide

Pedestrian Message



DON'T DIE

Cross like your life depends on it.

LOOK LEFT > RIGHT > LEFT. USE CROSSWALKS. OBEY SIGNALS.

Police are enforcing the laws!

STREET
/// SMART
Think of the Impact You Can Make

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Pedestrian Message



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Pedestrian Message



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Driver Message -Slow Down



30 Second Radio Copy

“When a car hits a pedestrian, speed is often the killer. If you're going 40, a person you hit will almost always die. At 25 miles per hour, they might live.

Too many drivers are killing too many pedestrians and cyclists today. Slow down. Watch for pedestrians.

Area police are targeting careless drivers.

StreetSmart of DC, Maryland and Virginia

– www.mwcog.org/streetsmart”

WMATA -1/23/08

BUS SAFE

BUS AWARE

See & Be Seen

Be Bus Smart

**Look for: Other Traffic; Wider Turns; Bigger
Blind Spots**

Street Smart Hispanic

Hispanic and Marginalized Population Over-represented

- INOVA '05, '07

First Generation Hispanic - 9% DC Met

- NHTSA

- Brookings Institute

Street Smart Hispanic “A”

DesignHouse Hispanic \$4,300*

Relevant Re-write Current Message -
Outdoor, Radio using DH Consultants

Combined Production

23% of the Budget

*Already in Budget

Street Smart Hispanic “B”

The Media Network - \$35,000*

Unique Campaign Message - Outdoor, Radio

Separate Production

32% of the Budget

Schedule May Be Tight

*Must Adjust Media, Collateral and DesignHouse budgets to Include

Earned Media

Event - Fairfax

March 7

Details being Developed

Web Site

Update Banner Graphic

Update statistics and charts

“About Street Smart” page - improve navigation

Consider adding a “News” section

The “Resources” page links should be reviewed re-organizing the information into more specific categories.

Web Site

Re-organize the “Downloadable Resources”
and “Resources from Past Years.”

Create an “Annual Report” category

Next Step

Deadlines

All message comments by noon
1/24/08

Media

March 3 - 29

Spring

Daylight Savings Time March 9

Spring Break March 16 - 28

Cherry Blossom Festival March 29 - April 13

Strategy

March 2008

Enforcement

week 3/1

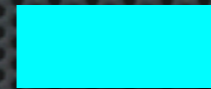
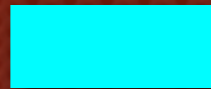
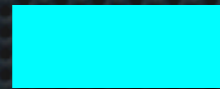
week 3/10

week 3/17

week 3/24

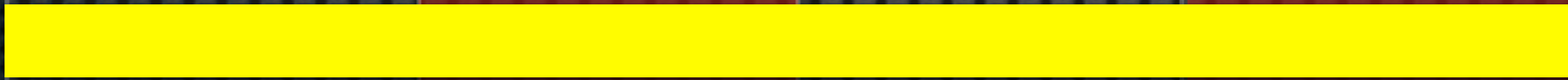
Radio

DC Metro



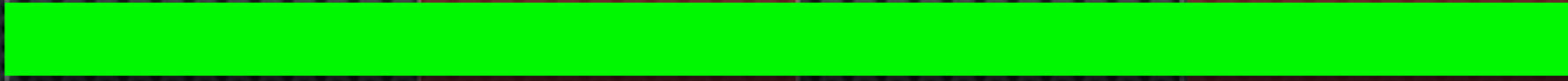
DRIVERS: 18-49: 3-8 pm; Mon-Fri; Hispanic
60% reach; 7.5x; :30 & :15 spots will be used

Outdoor



PEDESTRIANS: Super King bus sides; Mobile Billboards;
transit shelters; bus interior cards; Hispanic

Internet



PED/DRIVERS/CYCLISTS: Measure against more outdoor

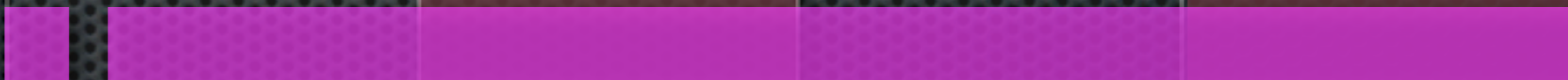
Website



UPDATE: COG hosted Street Smart Ped, Driver, Cyclist info

Earned

Media



High Visibility STAND UP Press Event - Rapid Response

Evaluation

