

STREET  
**/// SMART**

*Think of the Impact You Can Make*

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# 2007 Goals

Build on improved behavior

Fine tune segmentation of pedestrians,  
drivers and cyclists

Demo: 18-35 male drivers; all pedestrians

Radio=Driver; Outdoor=Pedestrians

Continue Latino target marketing

Add internet media channels

COG hosted Street Smart Web Page

Coordinate enforcement with media

# Strategy

## March 18 - April 14, 2007

Enforce

week 1

week 2

week 3

week 4

week 5

Radio  
DC Metro

DRIVERS 18-34: 3-8 pm; wed-sun; 65% reach; 8x

Outdoor

PEDESTRIANS: bus sides; transit shelters

Internet

24/7 Real Media Network: Video and Animation

Earned  
Media

Kickoff 3/20 or 21. Ongoing local support

Web Site

Media will send people to site for in depth info

Evaluataion

# Collateral Materials

## Posters:

Pedestrians;  
Cyclists

## Handouts:

“Bi-lingual Tips” with icons;  
Multi-language “Crosswalks”

# Messaging

Strong **singular** creative

Communicate **emotional** impact

Details on **website**

# “Footsteps”

**Radio:** “You’ll never hear footsteps... You’ll feel the impact. If you’re going under 30 you’ll hear screams, over 40 you’ll hear DEAD silence.”

**Outdoor:** “You’re next step could save your life.”

**Web:** “Outline of body – impact – curb”

**Outlines:** Outline of body on streets.  
Geo targeting/viral marketing

# “The Big Fight”

**Radio:** “Ladies and gentlemen, in this corner..”

**Outdoor:** “Steel vs. Flesh”

**Web:** “Actual person vs. Car in the ring. Bell rings car engine starts up... blackout.... impact.”

## “Coroner’s Report”

**Radio:** “At moment of impact knee cap crushed..”

**Outdoor:** “Toe tagged body on hood of car”

**Web:** “Video of person being hit by car. Stop action at three points with injury typed over action”



Safety/Enforcement  
Message  
Tags all media

**Radio:** “Slow down, stop or yield for pedestrians. Area police are enforcing these laws. Drivers, pedestrians and cyclists - pay attention! Be Street Smart.”

**Outdoor:** “Pay attention. Look before you cross.”

**Web:** “Drivers, pedestrians and cyclists - pay attention! Be Street Smart.”

# Creative Direction

“Footsteps”

“The Big  
Fight”

“Coroner’s  
Report”

“Fight” and “Coroner’s” have been selected for further development.

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