



S H E R R Y M A T T H E W S
A D V O C A C Y M A R K E T I N G

MWCOG 2013 Street Smart Public Education Campaign

September 6, 2012



About Our Company

- ▣ Established in 1983
- ▣ Public service focus
- ▣ Offices in Austin, Washington, Switzerland
- ▣ 65 employees/100 contractors



About Our Company

- Full service agency
 - Creative
 - Media
 - PR
 - Outreach
 - Digital
 - Research



Clients

- Government agencies
 - Transportation, health, insurance
- National & international nonprofits
 - MADD, NSC, Medair
- Universities



Transportation Projects



Billboards



Transportation Projects

JACQUI CAMPAIGN



FacesofDrunkDriving.com



Transportation Projects





Transportation Projects





Transportation Projects

Pedestrians & School Zones

THERE ARE MORE THAN 9,000 SCHOOLS IN TEXAS. MORE THAN A MILLION CHILDREN AND TEENS DEPEND ON BUSES TO GET THEM SAFELY TO AND FROM SCHOOL EVERY DAY.

HERE'S THE LAW

- If you cross the street at a green light, a marked crosswalk or pedestrian signal or crossing, yield to vehicles on the roadway. If you're hit while jaywalking, the driver may not be liable, and his or her auto insurance may not cover your injuries.
- Stay on sidewalks and the right-hand side of roadways. Drivers are required to yield the right of way to pedestrians in crosswalks.
- If the road has no sidewalks, walk on the left side of the road facing traffic.

Pedestrian Tips

- Always cross at intersections. Look left, then right, then left again before proceeding.
- Look for traffic when stepping off a bus or from behind parked cars.
- Get in and out of cars on the curbside of the street.



Make eye contact with drivers before you cross the street.

Tips for Motorists

- Obey posted speed limits in school zones. Fines double in school zones.
- Keep an eye on children gathered at bus stops.
- Watch for children who might dart across the street to catch the bus.

PEDESTRIANS & SCHOOL ZONES

Safety Tips for Children

Teach your children to respect the school bus driver and follow these safety rules:

- Stand far back when they're waiting for the bus.
- Sit still on the bus so the driver can concentrate on the road.
- Look both ways if they have to cross the street after getting off the bus, or wait for the driver to signal it's safe to cross the street.

HERE'S THE LAW

- Stop the flashing red lights on a school bus, regardless of which direction you're bound.
- Continue your trip once the flashing lights stop flashing or the bus driver signals it's OK to pass.

Toll violators can face up to a \$1,000 fine.



Street Smart Campaign Highlights

- Make area streets and highways safer for pedestrians and cyclists
- Reduce injuries and fatalities by 10% per year
- One less injury every day, 8 fewer deaths



Approach to Campaign

- Multiple messages for target audiences
- Break-through creative
- Concentration in 30-day period
- Multiple communication tools (curb appeal)
- Sustained messaging (PR, partnerships, & social media)
- Track results



Research/Evaluation

- Data analysis
- Pre- and post-campaign survey
- Focus groups



Key Message (driver-focused)

BAM!

Watch for pedestrians.

BeStreetSmart.net

This advertisement features a man in a light blue shirt and dark pants falling horizontally from the side of a red car. The background is purple with a pattern of small white dots. A large, stylized speech bubble containing the word 'BAM!' in red and orange letters is positioned above the man. The text 'Watch for pedestrians.' is written in a white, italicized font, and the website 'BeStreetSmart.net' is at the bottom.

¡ZAZ!

Ojo con los peatones.

BeStreetSmart.net

This advertisement features a woman in a red and white striped tank top and dark pants falling horizontally from the side of a red car. The background is blue with a pattern of small white dots. A large, stylized speech bubble containing the word '¡ZAZ!' in purple and blue letters is positioned above the woman. The text 'Ojo con los peatones.' is written in a white, italicized font, and the website 'BeStreetSmart.net' is at the bottom.



Key Message (driver-focused)

POW!

Watch for bicyclists.

BeStreetSmart.net

A vertical poster with an orange background featuring a pattern of small white dots. At the top, the word "POW!" is written in large, bold, red letters with a white outline, set against a blue, jagged, starburst-like background. Below this, a photograph shows a cyclist in a blue and white shirt, black shorts, a black helmet, and black knee pads, lying on their back on the ground. The cyclist's bicycle is lying on its side next to them. At the bottom of the poster, the text "Watch for bicyclists." is written in a white, italicized, sans-serif font. Below that, the website address "BeStreetSmart.net" is written in a white, sans-serif font.



Key Message (pedestrian-focused)





Key Message (enforcement)





Paid Media - Outdoor

- Bus shelters
- Metro posters
- Mobile billboard





Paid Media - Outdoor

- ▣ Ad bikes
- ▣ Auto clings





Paid Media – Radio & Online

- :15 radio traffic sponsorships
- Interactive
 - Entertainment sites
 - Facebook banner ads
 - YouTube



Earned Media

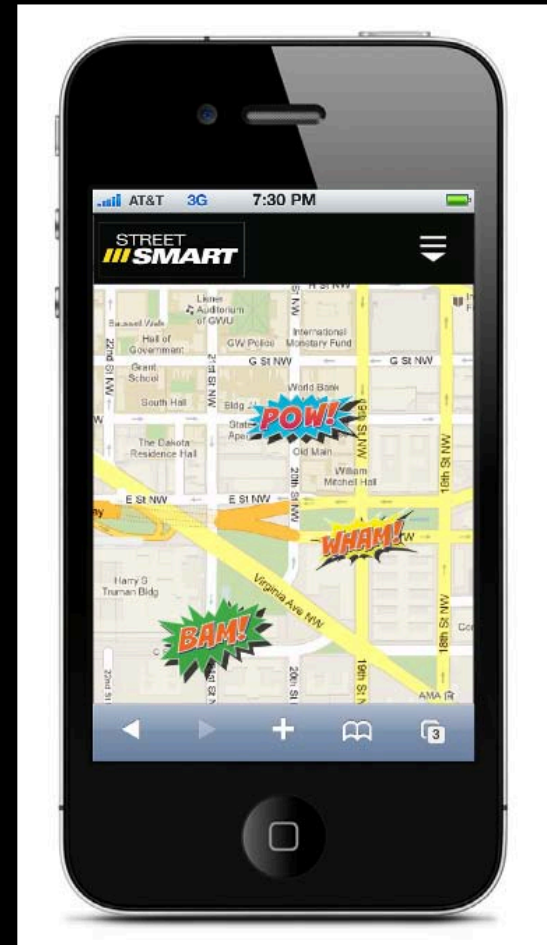
- Fall and spring media events
- Capital Region Radio Network
 - 25 stations, English and Spanish
 - \$20K/week in free air time





Social Media

- Facebook, Twitter, YouTube
- Mobile site
- Bloggers





Social Media

- Facebook quizzes & promotions
 - Street Smart quiz
 - Scavenger hunt
 - Flash mob video
 - Chalk it up to safety street promotion



Hispanic Marketing

- Spanish creative components
- Spanish media
- Community outreach



Outreach

- Employers (National Safety Council)
- Cyclists (local groups)
- Minorities (“walkabouts”)
- Community partners



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