

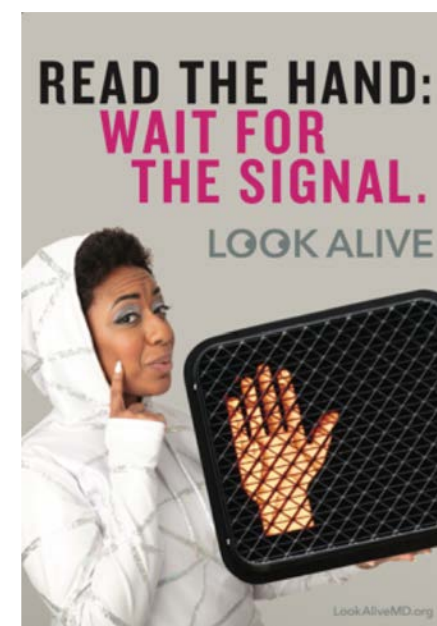
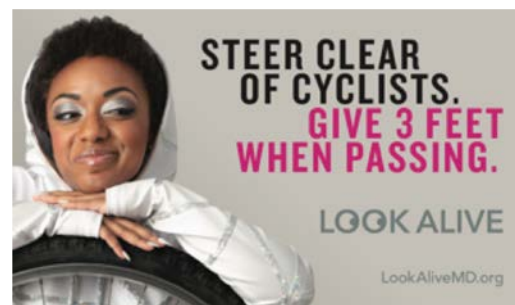


SHERRY MATTHEWS GROUP | BALTIMORE METROPOLITAN COUNCIL

LOOK ALIVE



9/23/20



FALL / WINTER EFFORTS

- Enforcement Training Seminar
- Law Enforcement Activations with Baltimore County Police Department
- Media Tour with BMC & Law Enforcement Spokespeople



SPRING / SUMMER EFFORTS

MARCH

- Signal People + VR Challenge at the B'more Health Expo in partnership with Baltimore DOT & SHA
- Law Enforcement Activations with Baltimore County Police Department

JUNE

- Media Tour with BMC Spokespeople
- Paid Media
 - Bus Advertisements
 - Gas Station TV
 - Online Video (YouTube, Google, Facebook/Instagram, Twitter)
 - OTT/Connected TV (Comcast, Hulu)



Virtual Reality Challenge + Signal People

B'More Health Expo – 3/7 with Baltimore City DOT (thank you!) and SHA

- 145 VR challenge participants
- 2,084 engagements
- 4,357 total impressions
- 87 survey completions

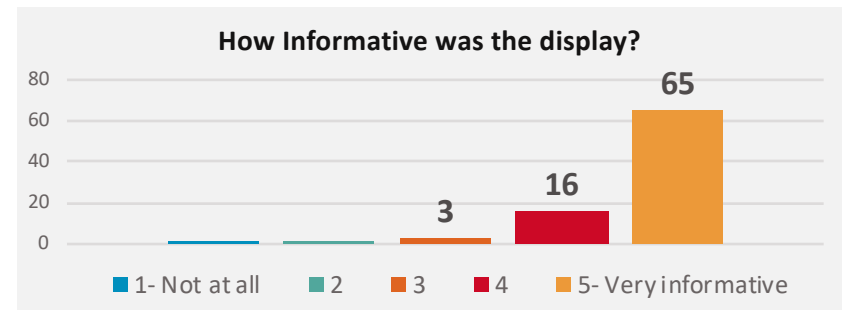
Quotes from participants:

"Driving is about the most dangerous thing we do each day, so this is great, especially for young people."

"People are too distracted to drive these days - this is a great reminder of priorities!"

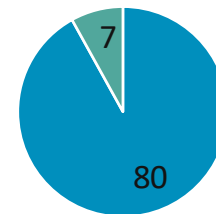


Virtual Reality Challenge + Signal People



More aware of where to watch for pedestrians and bicyclists?

- Yes (92%)
- No (8%)



PR RESULTS

- 27 news stories
- 2.4 million in ratings / monthly circulation
- Est. publicity value: \$325,000+



PAID MEDIA – TRANSIT

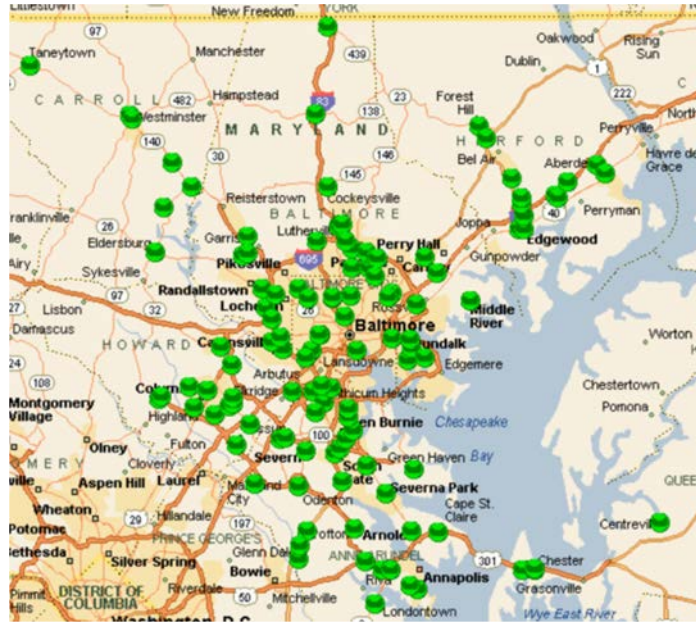


- 8 weeks starting 6/1
- MTA Bus Ads
- 120 tails
- 120 interiors



PAID MEDIA – *GAS STATION TV*

- 4 weeks starting 6/1
- 118 gas station locations
- 950,000 video impressions



PAID MEDIA – *DIGITAL / ONLINE VIDEO*

DIGITAL/ONLINE VIDEO

Flight Dates: 6/1/20 - 7/17/20	PAID DIGITAL PERFORMANCE			VIDEO PERFORMANCE		ENGAGEMENT	REACH	
Publisher	Impressions	Link Clicks	Click Rate	Video Views	Completed Video Views	Active Engagements	Reach	Frequency
Facebook/Instagram Newsfeed Ads	3,344,988	8,120	0.24%	984,617	262,963	12,325	889,089	3.76
Twitter Promoted Tweets	3,259,799	436	0.01%	3,148,948	464,969	553	-	-
Google Display Network	1,311,319	2,543	0.19%	1,311,319	584,717	-	174,660	7.51
YouTube	4,461,597	3,442	0.08%	4,461,597	1,374,618	-	951,868	4.69
TOTALS:	12,377,703	14,541	0.12%	9,906,481	2,687,267	12,878	-	-

CONNECTED TV/OTT

- Additional paid media support from MHSO (\$119,000)
- 4,318,192 impressions & 4,254,433 completed video views



Flight Dates: 6/1/20 - 6/30/20	PAID DIGITAL PERFORMANCE			VIDEO PERFORMANCE
Publisher	Impressions	Link Clicks	Click Rate	Completed Video Views
Hulu	2,589,485	71	0.003%	2,564,411
Comcast	1,728,707	0	0.00%	1,690,022
TOTALS:	4,318,192	71	0.002%	4,254,433



LOOKING AHEAD

- Fall / winter – most dangerous time of year for pedestrians
- October “Pedestrian Safety Month” / “Walk Maryland” wave
- Pandemic-proof communications channels
- Expanded messaging
- Year-round social channels



SIGNAL WOMAN ON SOCIAL MEDIA

- Sustained, year-round virtual outreach launching 10/1
- Balance Signal Woman's fun side and safety messages
- Allows for a plethora of safety messages + partner features
- Ongoing content series: Solve the Signals, Throwback Thursday, User-Generated Content Challenges, more



@SignalWoman



@Signal_Woman



SIGNAL WOMAN ON SOCIAL MEDIA

GET INVOLVED! First - follow Signal Woman!

Then, you/your organization can participate by sending us:

- Location-specific announcements or issues to address.
- Key dates and events occurring in your jurisdictions.
- Key hashtags - hyperlocal hashtags, hashtags for events or ongoing efforts that Signal Woman can crosspromote or leverage.
- Your own content for Signal Woman's ongoing challenges – from your personal or organizational account!



@SignalWoman



@Signal_Woman



EARNED MEDIA / OUTREACH

- Socially-distant Signal People street teams as visual for news hook
- Materials development, pitching, monitoring, reporting
 - News release, fact sheets, online press room, B-roll video package
- Virtual media tour & pre-recorded sound bite package



THANK YOU

