LOOK ALIVE

9/23/20
STOP

BRAKING NEWS:
STOP FOR PEDESTRIANS

DON'T MAKE ME COME DOWN THERE.
USE THE CROSSWALK.

EYES ON THE ROAD.
NOT ON YOUR PHONE.

READ THE HAND:
WAIT FOR THE SIGNAL.

STEER CLEAR OF CYCLISTS.
GIVE 3 FEET WHEN PASSING.

LookAliveMD.org
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

THANK YOU!

How Informative was the display?

- 1 - Not at all
- 2
- 3
- 4
- 5 - Very informative

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**

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

**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**

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<tbody>
<tr>
<td>Hulu</td>
<td>2,589,485</td>
<td>71</td>
<td>0.003%</td>
<td>2,564,411</td>
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<td>Comcast</td>
<td>1,728,707</td>
<td>0</td>
<td>0.00%</td>
<td>1,690,022</td>
</tr>
<tr>
<td><strong>TOTALS:</strong></td>
<td><strong>4,318,192</strong></td>
<td><strong>71</strong></td>
<td><strong>0.002%</strong></td>
<td><strong>4,254,433</strong></td>
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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
THANK YOU!

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
THANK YOU!

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!
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