



Sherry Matthews Group | Baltimore Metropolitan Council

LOOK ALIVE

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CAMPAIGN UPDATE 3-28-24

Background

- Look Alive campaign featuring Signal Woman – developed and launched in 2019 specifically for the Baltimore region – funded by the Maryland Highway Safety Office (MHSO)
- Currently in the 6th year of implementation across the region
- Marketing Objectives: To alert Baltimore metro area of safety tips that help keep pedestrians and bicyclists safe. To reduce pedestrian and bicyclist fatalities and injuries in the Baltimore region.
- Outreach includes paid media, social media, street teams, Virtual Reality Challenge, and earned media to amplify efforts.



Pedestrian Safety Month activities throughout September – October:

- **5** locations for Signal People Street Teams
- **1** Virtual Reality Challenge Event
- **16** news stories
- **120** exterior bus tails targeting drivers & **120** interior bus cards targeting pedestrians on MTA
- **6 million+** digital impressions

37,839,203
impressions

11,313
engagements



Post Campaign Survey

Online survey conducted in November with Drivers and Pedestrians in the Baltimore Metropolitan Area to measure ad recall and effectiveness. Analysis is still under way and results will be compiled.

A total of **359 online surveys** were completed. The sample was designed to obtain samples of “Drivers” and “Pedestrians.” These groups were defined as follows:

- DRIVERS: To get where I’m going, I drive. While I may occasionally walk, ride a bicycle or take public transportation, I primarily drive a vehicle for work; errands, etc. n=300.
- PEDESTRIANS: To get where I’m going, I primarily walk, take public transportation or ride a bicycle. N=59.

The sample was also constructed to get approximately 50% men and 50% women and to obtain a fairly representative distribution of respondents from five geographic areas in the Baltimore region. Sample sizes in the key segments were a follows:

- Men: n=177; Women: n=175
- Baltimore County n=105; Baltimore City n=109; Anne Arundel County n=63, Howard County n=28; Howard/Carroll n=54
- Drivers n=300; Pedestrians n=59

Interviews were conducted November 8 to November 29, 2023.

Executive Summary

Highlights from the survey:

- Without any visual aid, **16%** of respondents **recalled advertising** for the Look Alive Signal Woman pedestrian safety campaign.
- The respondents who recalled Look Alive ads **played back key campaign messages**, including “eyes up, phones down,” crosswalk use, Signal Woman herself, and the need to look out for bicyclists and pedestrians.
- **Nearly half (45%)** of respondents **recalled seeing at least one** of the six Look Alive ads.
- Each of the six ads was judged to be **relevant, memorable, and motivational** for the majority of respondents.
- The main source of Look Alive ad awareness was **online**, accounting for **45%** of awareness.

Current and Upcoming Efforts

High Visibility Enforcement Activations

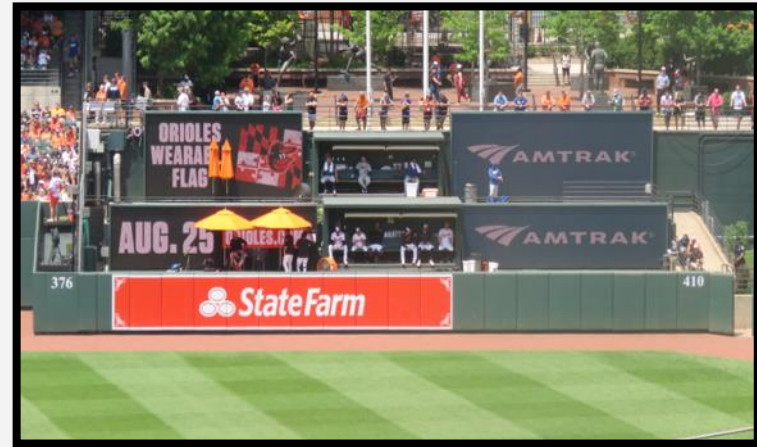
- Partnership with Baltimore County Police Department.
- Invite media to film police activity enforcing laws that protect pedestrians and bicyclists.
- Earned media coverage amplifies efforts and reaches a broader audience.
- Tentative dates week of April 22nd.



Orioles Partnership

Partnership with Orioles Stadium

- Rotating LED Signage all season long
- Look Alive Virtual Reality Challenge inside the Stadium with Signal People safety ambassadors
- Tentative dates September 21 and 22



Paid Media

- Bus Ads and Digital Video paid media flight coming in September 2024.
- Leading up to Pedestrian Safety Month.
- Approaching most dangerous time of the year – fall and winter.



Thank you.



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