



Sherry Matthews Group | Baltimore Metropolitan Council

# LOOK ALIVE

Kenna Swift, Sherry Matthews Group



**2024 FALL CAMPAIGN**

## 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)
- 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.
- Year-round social media efforts with increased emphasis in fall, leading up to the most dangerous time of year and Pedestrian Safety Month.

# Paid Media

Leading up to Pedestrian Safety Month, we launched a paid media campaign featuring the series of Signal Woman videos online and in outdoor ads on local public transportation.

Outdoor



**STEER CLEAR  
OF CYCLISTS.  
GIVE 3 FEET  
WHEN PASSING.**

LOOK ALIVE

LookAliveMD.org



LookAliveMD.org

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

LOOK ALIVE



**EYES ON THE ROAD.  
NOT ON YOUR PHONE.**

LOOK ALIVE

LookAliveMD.org

**READ THE HAND:  
WAIT FOR  
THE SIGNAL.**

LOOK ALIVE



LookAliveMD.org



**STOP**

**BRAKING NEWS:  
STOP FOR PEDESTRIANS**

LOOK ALIVE

LookAliveMD.org

# Bus Ads on MDOT MTA

- **Format:**
  - 120 Bus tails
  - 120 Interior cards (bonus)
- **Flight Dates:** Launched 9/2/24 for four weeks, overriding into October and beyond.



Video



# Campaign Parameters

- **Target Audience:** Persons aged 21-54
- **Flight Dates:** 9/18/22 – 10/31/22 (*with split funding from FY24*)
- **Geography:**
  - Anne Arundel County, Baltimore County, Baltimore City, Howard County, Harford County, Carroll County

# Look Alive VR Challenge

We brought the Signal People, a pedestrian signal box photobooth, and a real car equipped with a pedestrian safety VR game to the Orioles Stadium.



# VR Challenge



# VR Challenge Calendar

DATE/TIME	LOCATION	LOCATION	METRICS
September 20 Friday, 5p - 9:30p	Baltimore Orioles Ballpark Camden Yards 333 W Camden St, Baltimore, MD	Baltimore City	Impressions - 15,916 folks entered through Gate H, directly in front of the activation spot. Engagements - 718 VR Participants - 42 Polaroids - 54
September 21 Saturday, 2p - 7p	Baltimore Orioles Ballpark Camden Yards 333 W Camden St, Baltimore, MD	Baltimore City	Impressions - 18,983 folks entered through Gate H, directly in front of the activation spot. Engagements - 859 VR Participants - 29 Polaroids - 97
October 19 Saturday, 9a-1p	Young Drivers Safety Program Carver High School 938 York Rd, Towson, MD	Baltimore County	TBD

# Signal People Street Teams

Dressed as walking billboards, our Signal People took to high priority areas in the Baltimore area to remind drivers, cyclists and pedestrians to practice traffic safety and obey the law.

# Signal People Street Teams



## Street Team Calendar

DATE/TIME	LOCATION	LOCATION
October 8 Tuesday Morning 8:00- 11:30a	Baltimore National Pike at Ingleside Ave	Baltimore County
October 8 Tuesday Afternoon - 2:00p-6:00p	Orleans St and N. Wolfe St	Baltimore City
October 9 Weds Morning 8:00a-11:30a	Cradlerock Way between Dockside Lane and Talisman Way	Howard County
October 9 Weds Afternoon 1:30p-5:00p	5th Ave at Ritchie Highway/(Highway 2) Near Glen Burnie High School	Anne Arundel County

# Media Relations

Pitching news release, b-roll video package and campaign fact sheet

Media advisories for all events:

- *Signal People Street Teams*
- *VR Challenge*
- *Enforcement activation with Baltimore County PD*

**Thank you.**



**[kennaw@sherrymatthews.com](mailto:kennaw@sherrymatthews.com)**