A stylized logo of a bird, possibly a phoenix, rendered in shades of brown and gold. The bird's head is at the top, with a golden sphere for an eye. Its beak is a large, golden, downward-pointing triangle. The body is a large, curved shape that tapers to a point at the bottom right. The background is a gradient from dark brown on the left to white on the right.

**Regional Pedestrian  
Safety Campaign  
*Media Plan***

## **GOALS:**

- Reduce roadway crashes and injuries among pedestrians
- Increase awareness of the responsibilities of pedestrians, bicyclists and motorists

## **OBJECTIVES:**

- Raise awareness of safety in the Baltimore region
- Educate drivers, pedestrians and bicyclists about safe usage of roadways
- Build pedestrian, driver and bicyclist awareness of traffic safety issues in order to change behaviors



**Target Audience:**

Adults, 25-54

**Target Areas:**

Baltimore region: Baltimore City, Counties: Anne Arundel, Baltimore, Carroll, Harford, Howard and Stevensville  
(Queen Anne's)

**Messaging:**

Look Alive with messaging for peds, drivers and bicyclists

# *Media Selection: Orioles Partnership*



**First pitch** – MHSO representative

**“Bike to the Ballpark” event (1) – DATE TBD**

Bike Corral at Maryland Square for bike light installation

Bank of **90** ticket vouchers for participants

VR Challenge Car

**Oriole Park Signage**

Six (6) permanent ramp or stair tower signs

**Orioles Radio Support**

Twenty (20) :30 second spots in support of Bike to the Ballpark Events

**In-Park Scoreboard Drops**

Five (5) lower scoreboard drops during games leading up to Bike to the Ballpark

**Print Advertising**

One (1) full-page print ad in the Orioles Magazine (3<sup>rd</sup> edition)

**Orioles Promotional Support**

Event included in home stand press release

Orioles social media to promote event

Fliers created and distributed to area bike shops

# Media Selection

## Television (:15 and :30)

- WBAL-Jimmy Fallon in late night, Inside Edition and Access Hollywood in Prime Access and a NHL Hockey game
- WBFF-Family Feud, Seinfeld in Late Night and Family Guy in Sunday Prime
- WJZ-Early Morning News, station to bonus 7 traffic sponsorships throughout the campaign, Early News, Entertainment Tonight in Prime Access, Late News and Stephen Colbert in Late Night
- Comcast Spotlight Cable

## Outdoor/Out of Home:

- Transit Advertising (added value interiors) – 25,000,000 impressions
  - Baltimore and Anne Arundel counties
  - Baltimore City Bus tails, transit shelters, interiors
  - Howard County: Bus Kings, Tails interiors
  - Harford County: Bus Kings and Interiors
  - Annapolis: Kings and Shelters
- Billboards (8 week buy) – 18,000,000 impressions
- Gas Station TV - 1,108,803 impressions
- Gas pump toppers (added value clings) - 11,930,050 impressions

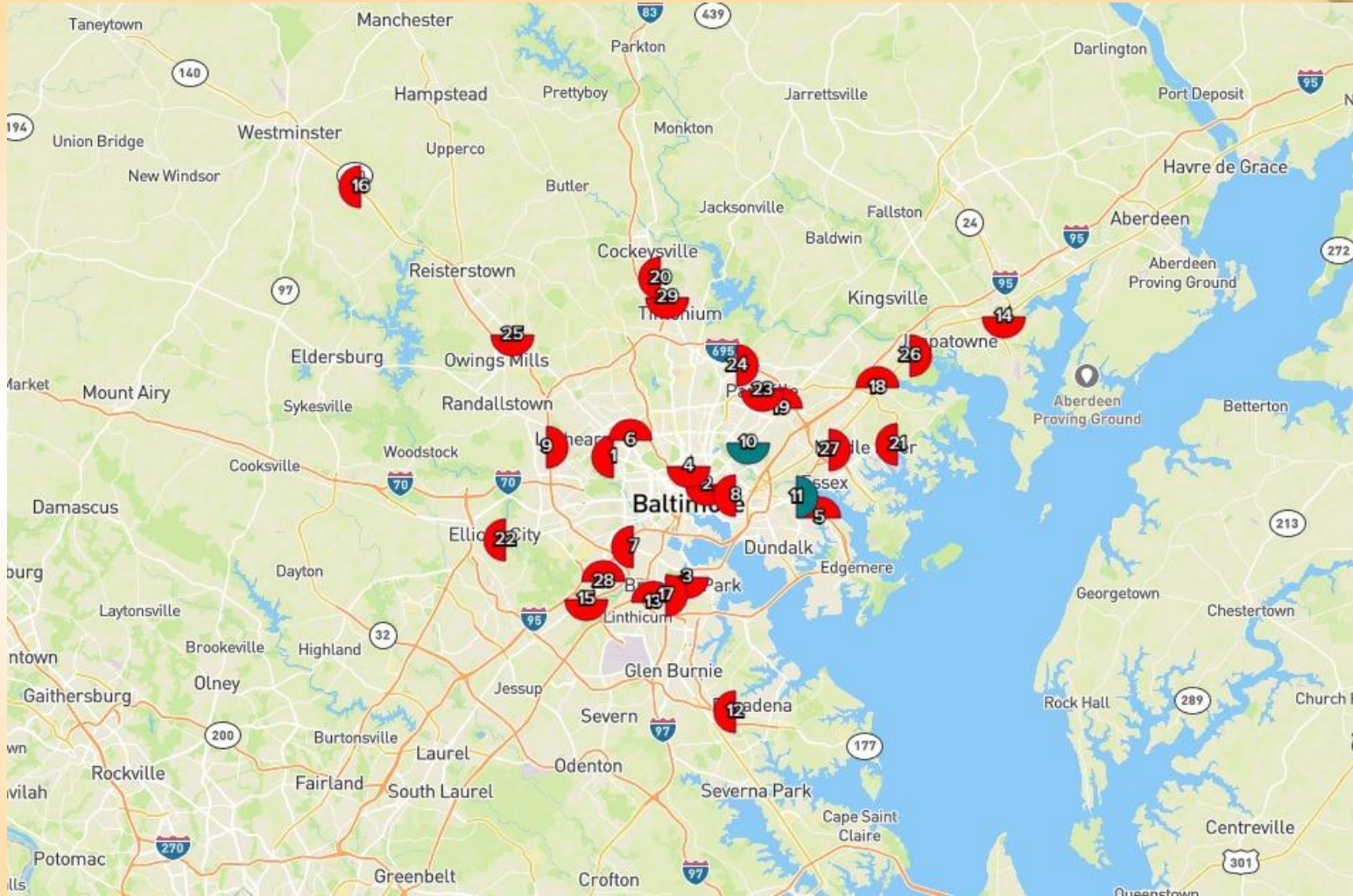
## Media Selection: Digital/Social

CTV/OTT/FEP serves ads to users who watch video via any app, website or on demand streaming service (Hulu, Sling, Apple TV, NBC, CBS, ABC, Amazon).

MEDIUM	IMPRESSIONS/REACH/CYCLE
CTV/OTT/FEP	600,000
Facebook Targeted Ads	75,000
YouTube True Views	40,000
ADDED VALUE: YouTube True Views	20,000
<b>SUB-TOTAL</b>	<b>715,000</b>
<b>TOTALS</b>	<b>1,430,000</b>

Partner toolkit with social media posts and graphics

# Billboard Coverage



# Billboard Extension



**BRAKING NEWS:  
STOP FOR PEDESTRIANS.**

LookAliveMD.org

**LOOK ALIVE**



# Transit with Window Encroachment

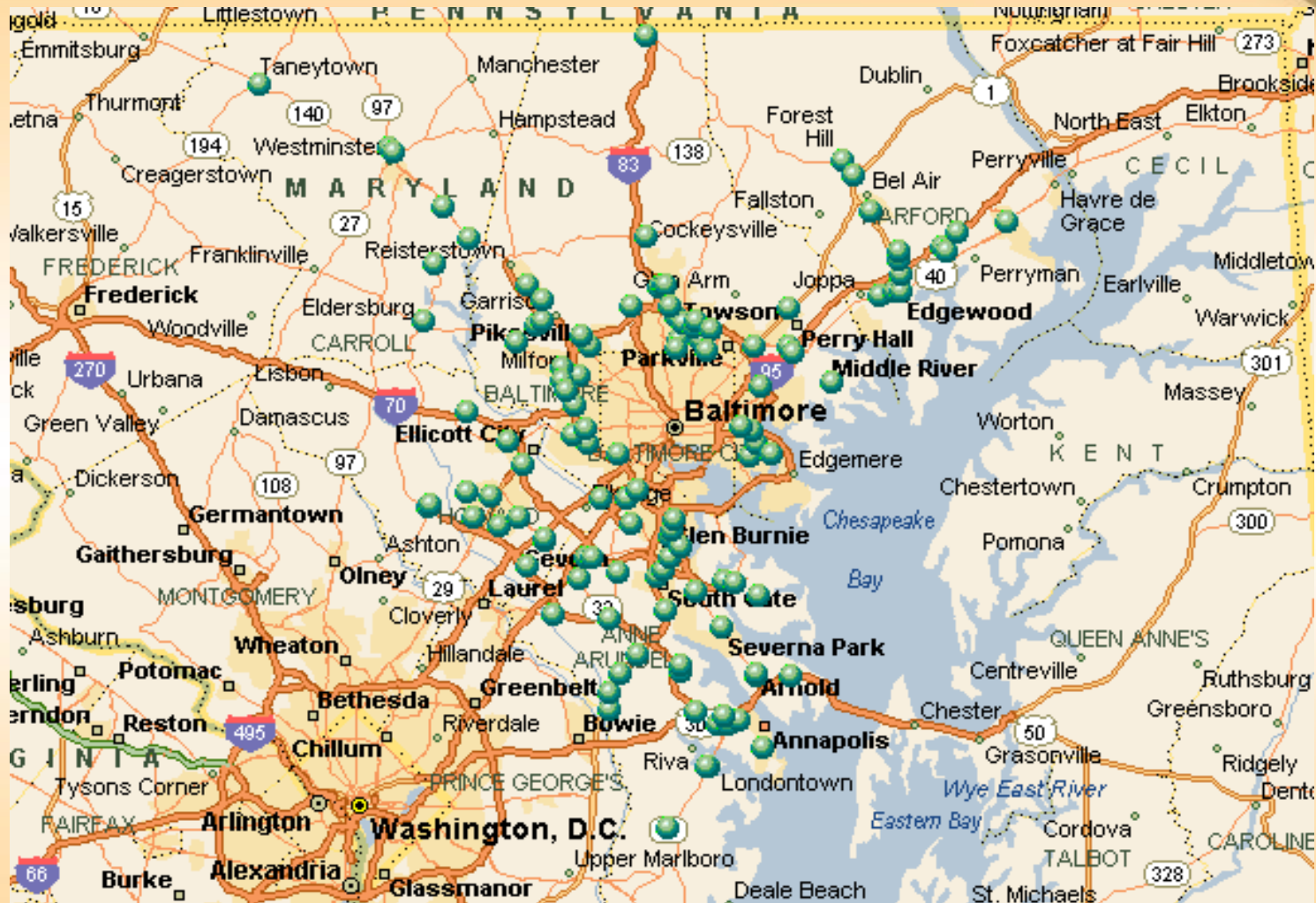


**BRAKING NEWS:  
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LookAliveMD.org

LOOK ALIVE

# Gas Station TV Coverage



# Pump Topper Coverage

