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 (3rd 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)
- 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
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).

<table>
<thead>
<tr>
<th>MEDIUM</th>
<th>IMPRESSIONS/REACH/CYCLE</th>
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<tbody>
<tr>
<td>CTV/OTT/FEP</td>
<td>600,000</td>
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<tr>
<td>Facebook Targeted Ads</td>
<td>75,000</td>
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<tr>
<td>YouTube True Views</td>
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<tr>
<td>ADDED VALUE: YouTube True Views</td>
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<tr>
<td><strong>SUB-TOTAL</strong></td>
<td><strong>715,000</strong></td>
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<tr>
<td><strong>TOTALS</strong></td>
<td><strong>1,430,000</strong></td>
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Partner toolkit with social media posts and graphics
Billboard Extension

STOP

BRAKING NEWS: STOP FOR PEDESTRIANS.

LookAliveMD.org

LOOK ALIVE
Gas Station TV Coverage
Pump Topper Coverage