

A stylized graphic of a bird, possibly a phoenix, in shades of brown and orange. The bird is facing left, with its head and beak visible. The beak is a light orange color. The background is a dark brown gradient.

# Regional Pedestrian Safety Campaign *Media*



## **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

# Orioles Partnership

## In-Park Scoreboard Drops

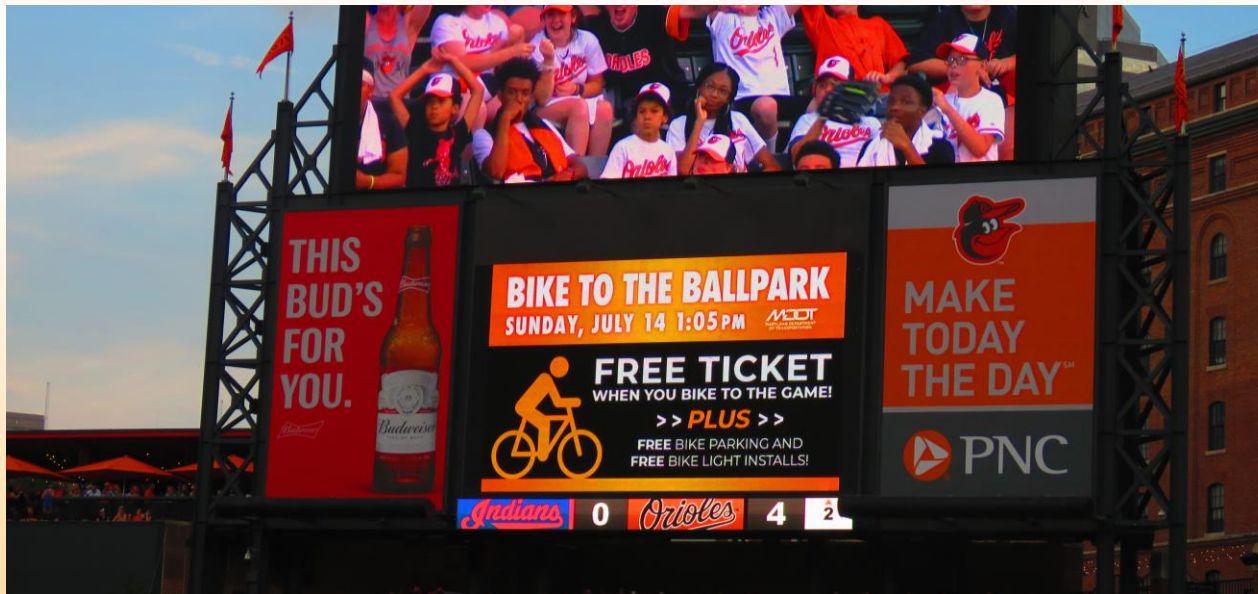
Five (5) lower scoreboard drops

## Orioles Promotional Support

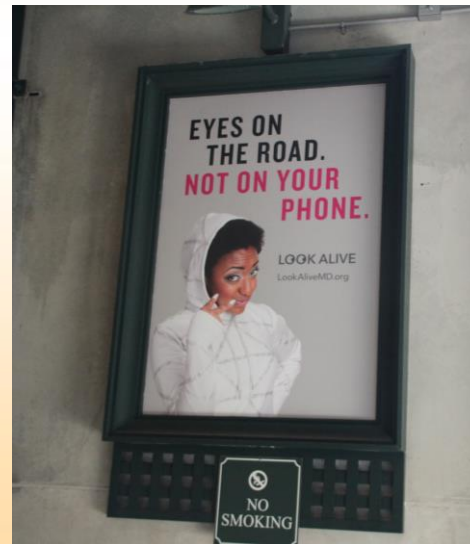
Event included in home stand press release

Orioles social media to promote event

Fliers created and distributed to area bike shops



# Orioles Partnership



Six (6)  
permanent  
ramp or stair  
tower signs



# Orioles Partnership

## “Bike to the Ballpark” event (1)

30 bike light sets installed

VR Challenge Car – 40 people participated



# Orioles Partnership

## First pitch with PA announcement

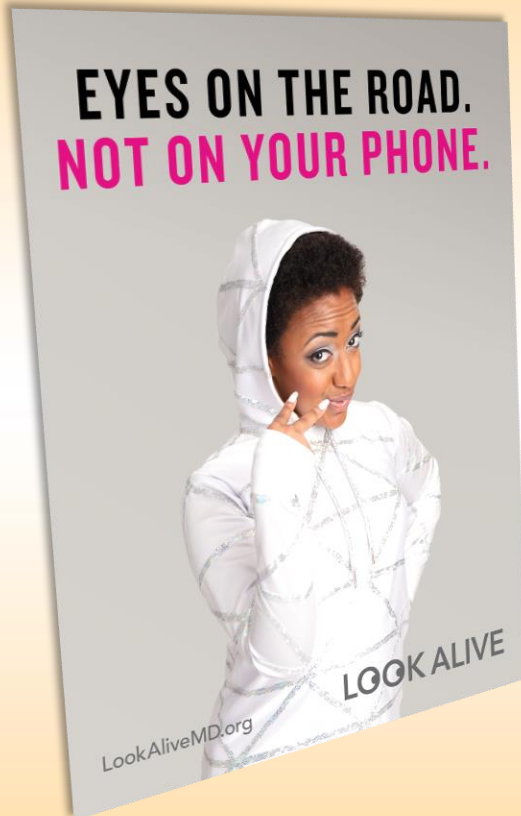


AT SOME POINT, EVERY ONE OF US IS A PEDESTRIAN – AND IN MARYLAND ONE IN FOUR TRAFFIC DEATHS IS A PEDESTRIAN. THE MARYLAND DEPARTMENT OF TRANSPORTATION WOULD LIKE TO REMIND YOU TO STAY ALERT WHEN DRIVING AND ALWAYS STOP FOR PEDESTRIANS. WHEN YOU LEAVE THE GAME TODAY, REMEMBER TO CROSS THE STREET AT CROSSWALKS OR INTERSECTIONS AND WAIT FOR THE WALK SIGNAL. LET'S LOOK UP AND LOOK OUT FOR EACH OTHER AND ALL GET HOME SAFE.





## *Orioles Partnership*



### **Print Advertising (10,000 copies)**

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

# ***TV/Outdoor***

## **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)
  - 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)
- Gas Station TV
- Gas pump toppers (added value clings)



# Billboard Coverage



# Billboard Extension



# Transit





## Gas Station TV



1,163,322 delivered  
impressions  
(5% over delivery)



# Pump Topper Coverage



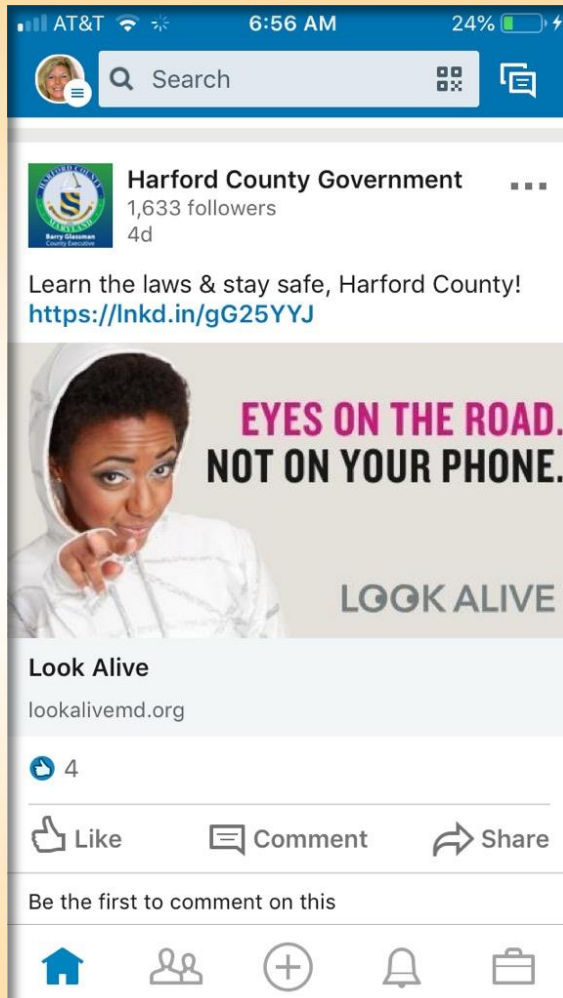
## Media Selection: Digital/Social

CTV/OTT/FEP served ads to users who watch video via any app, website or on demand streaming service (Hulu, Sling, Apple TV, NBC, CBS, ABC, Amazon). YouTube TrueViews and Facebook ads were also utilized.

	<u>Facebook</u>	<u>YouTube</u>	<u>OTT</u>
<b>Impressions</b>	272,062	379,876	1,203,008
<b>Link Clicks</b>	712	357	321
<b>CTR</b>	0.26%		0.03% CTR
<b>Video</b>	Video 10-Second Views: 7,599	Video Views: 140,614	Video Completion Rate: 94.27%
<b>Other</b>	5 Post Comments	Video View Rate: 37.02%	
	23 Post Shares	25% Completes: 89.18%	
	132 Post Reactions	50% Completes: 65.92%	
	1.12 AVG. Daily Frequency	75% Completes: 54.46%	
	-	100% Completes: 46.52%	



# Partner Toolkit



The Partner toolkit was posted for download on the Look Alive and Toward Zero Deaths websites.



Total  
Impressions  
Delivered:

**70,000,000+**