

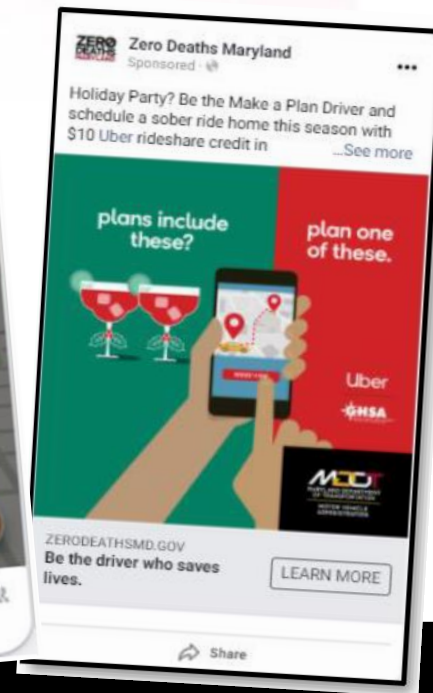
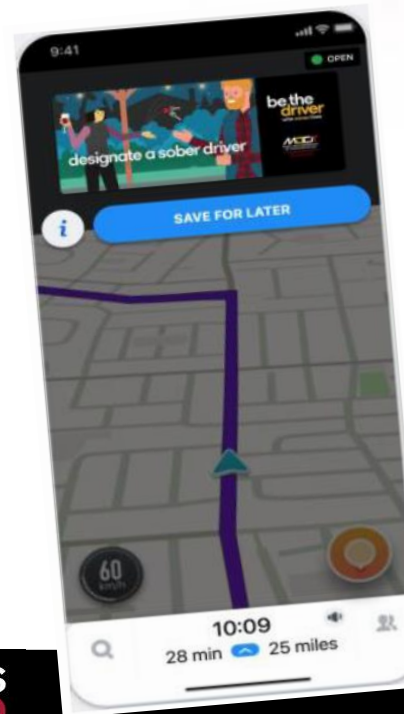
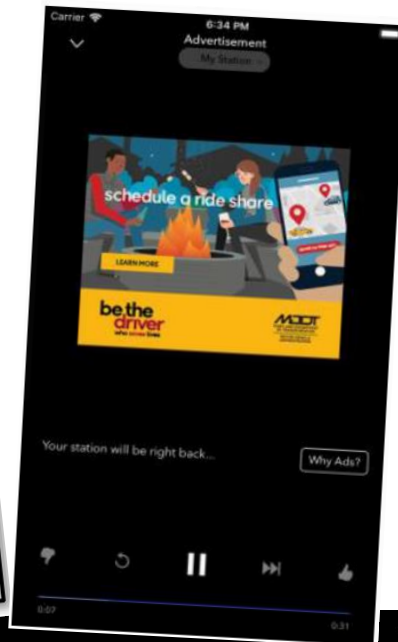


# COMMUNICATIONS UPDATE

Baltimore Metropolitan Council – May 2022

# HOLIDAY IMPAIRED DRIVING CAMPAIGN

- Active from 11/23 – 1/2, strategically positioned to capture Thanksgiving Eve, Christmas Eve and New Year's Eve.
- Traffic to ZeroDeathsMD Impaired Driving Landing page increased **31%** as a result of active paid media during this time frame.



**ZERO DEATHS**  
**MARYLAND**

# GHSA, UBER PARTNERSHIP

- Partnership with GHSA/Uber with support from Responsibility.org to provide rideshare credits during the holidays to combat impaired driving.
- Initially launched on 11/24, more than **4,000 credits** were redeemed before the campaign was halted on 12/8.
- Responsibility.org provided an additional \$10,000 in funding, allowing the offer to be reactivated from 12/31-1/1.



# SUPERBOWL IMPAIRED DRIVING CAMPAIGN



FACEBOOK: FIRE PIT



INSTAGRAM: MAN PHONE

- Launched on 2/6, ran through 2/13



TWITTER: GREEN RIGHT PLAY



SNAPCHAT: MAN PHONE

- Paid media on Facebook, Twitter, Instagram, & Snapchat

# SUMMER 2022 PAID MEDIA

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## CAMPAIGN TIMING



Memorial Day Impaired: 5/24-5/31

4<sup>th</sup> of July Impaired: 6/27-7/5

Summer Impaired Campaign: 6/10 - 9/5

## TARGET AUDIENCE



A21+

## GEOGRAPHY



Entire State

# SUMMER IMPAIRED DRIVING CAMPAIGN: TACTICS BEING USED

- Press Events
- Bar Coasters
- Social Media
- Billboards
- Seaboards

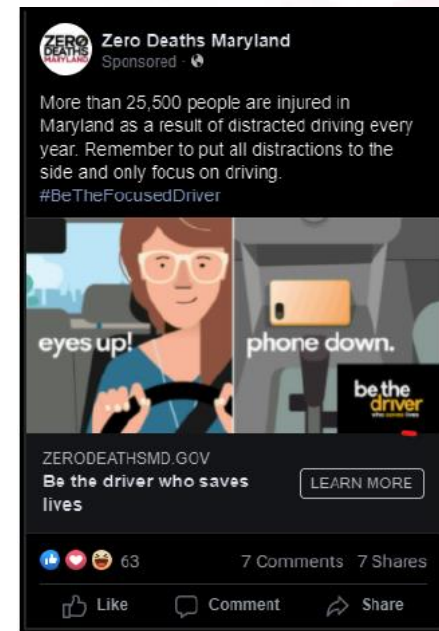




# DISTRACTED DRIVING MONTH CAMPAIGN

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- Active from 4/1-4/30, in alignment with NHTSA's Distracted Driving Awareness Month



# CIOT 2022 PAID MEDIA

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## CAMPAIGN TIMING



Paid Media: May 16 – June 5  
Enforcement: May 22 – June 5  
Survey: June 6 – June 25

## TARGET AUDIENCE



Adults 18+

## GEOGRAPHY

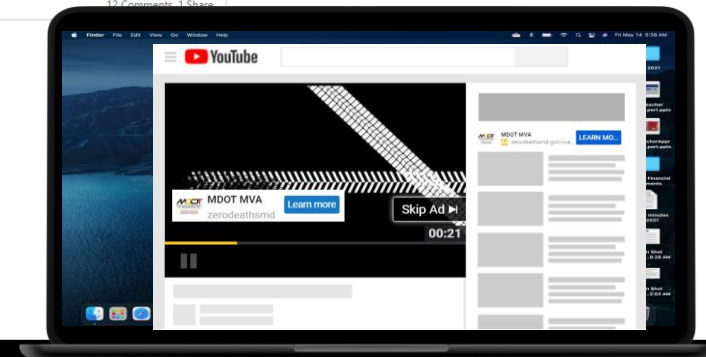
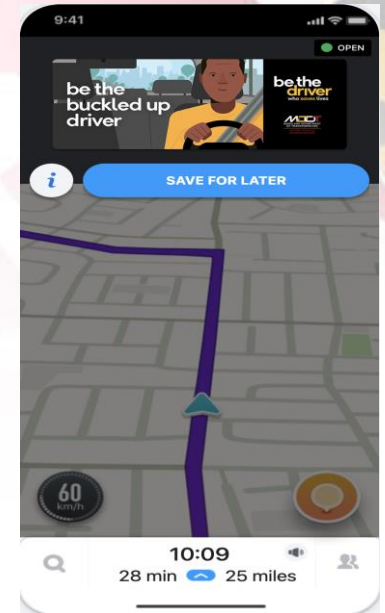


Entire State



# CIOT: TACTICS BEING USED

- Social Media
- Billboards
- Waze
- YouTube
- Pandora & IHeartRadio
- Localized Videos



# LOCALIZED VIDEOS

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