

# LOCK ALIVE

Kenna Swift, Sherry Matthews Group



2023 PEDESTRIAN SAFETY MONTH SUCCESSES

#### **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)
- Currently in the 6<sup>th</sup> year of implementation across the region
- 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.

Our Pedestrian Safety Month activities throughout September - October in total generated:

37,839,203 impressions

11,313 engagements

### **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.

#### Video





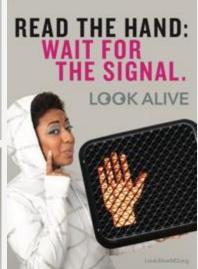












#### **Campaign Parameters**

- Target Audience: Persons aged 21-54
- Flight Dates: 9/18/22 10/31/22 (with funding from FY23 and FY24)
- Geography:
  - Anne Arundel County, Baltimore County, Baltimore City, Howard County, Harford County, Carroll County

#### **Bus Ads on MDOT MTA**

#### Format:

- Bus tails
- Interior cards (bonus)
- Paid Performance:
  - Bus tails: 22,861,440 estimated campaign impressions, per 4 weeks (120 qty)
  - Interior cards: 6,915,580 estimated campaign impressions, per 4 weeks (120 qty)
  - Total campaign impressions: 29,777,020
- Flight Dates: Launched 9/18/22 for four weeks, overriding into October and beyond.





#### **DIGITAL VIDEO**

#### By Placement

Flight Dates: 9/18/23 - 9/30/23 & 10/10/23 - 10/31/23

PLACEMENT	IMPRESSIONS	CLICKS	ACTIVE ENGAGEMENTS	COMPLETED VIEWS	INVOLVEMENTS
YouTube	2,607,730	2,784	n/a	1,766,258	1,237,773
Instagram	1,413,848	2,892	4,266	144,080	107,635
Over-the-Top / Connected TV	2,113,410	299	n/a	2,035,466	1,424,976
Total	6,134,988	5,975	4,266	3,945,804	2,770,383

Active Engagements: A custom metric that removes standard, platform-reported metrics that indicate less engagement (i.e., three-second video views) or display in reporting elsewhere (i.e., clicks)

- o Reactions (IG)
- o Comments (IG)
- o Shares (IG)
- o Saves (IG)

Involvements: The combination of 125% Active Engagements, 70% Video Completions, and 50% of Clicks

### **#SignalChat**

Our second annual Twitter/X Chat created a moment in time for traffic safety leaders to come together with Signal Woman and amplify our messages to the local community.

#### **#SignalChat Success**



Mont Co Vision Zero @VisionZeroMC - Oct 4.

A9: We had a blast celebrating @walkrollschool's Walk & Roll to School Day at Brook Grove Elementary. We'll have all our event photos on the

@MCDOTNow Flickr page this week at flickr.com/photos/1955681... #SignalChat.

183 & retweets

likes, replies



Signal Woman @signal woman - Oct 4

O9: Last question, so make your answer a good one: Today is @WalkRollSchool's Walk & Roll to School Day - how are you, your organization or your family participating? We'd love to see pictures 🕍 of your #walking 1 and rolling 1 to school 1 in style! #SignalChat

11,731 impressions



tl You reposted

Johns Hopkins Pediatric Injury Prevention Pn @JHCCTraumaB · Oct 4 ···

A2: We, along with @safekids Baltimore, provided #pedestrian safety activity books for #WalktoSchoolDay to a local Baltimore school, Hampstead Hill Academy.

Later this month, I am going to visit their 4th graders to talk about being safe pedestrians to and from school.



MD Highway Safety Office @ @zerodeathsMD - Oct 4

A9: We had an amazing time this morning with @MCDOTNow, @VisionZeroMC, & @NHTSAgov at @brookegrovees. Then some of our team headed over to #CentennialPark for a #Walktober stroll in honor of #WalkMaryland day! #SignalChat







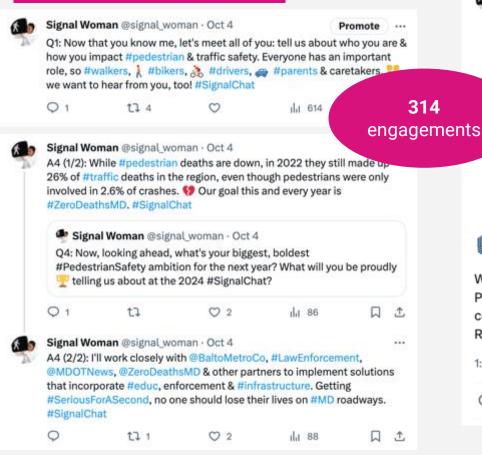


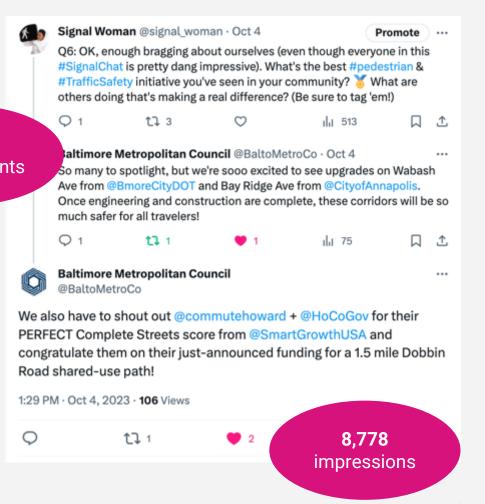
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Q9: Last question, so make your answer a good one: Today is @WalkRollSchool's Walk & Roll to School Day - how are you, your organization or your family participating? We'd love to see pictures [3] of your #walking 1 and rolling 1 to school 1 in style! #SignalChat

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#### The Chat's Success for Signal Woman





### 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.

#### **Street Team Success**





5 locations over 2 days



#### **Street Teams in Action**

Date	Location	Jurisdiction	
Oct. 4	Pulaski Highway at Rossville Blvd	Baltimore County	
Oct. 4	Pulaski Highway at Chesaco Ave	Baltimore County	
Oct. 4	Montgomery Road between Rowanberry Drive and Timberlee Road	Howard County	
Oct. 5	Forest Drive at Hillsmere Drive	Anne Arundel	
Oct. 5	Orleans Street at North Broadway	Baltimore City	











**Baltimore County** 

### Signal People Street Team

### Montgomery Road – 10.4

#### between Rowanberry Dr & Timberlee Rd









**Howard County** 

### Forest Dr. at Hillsmere Dr. – 10.5









#### Signal People Street Team

#### Orleans St. at N. Broadway – 10.5











**Baltimore City** 

### Look Alive VR Challenge

We brought the Signal People, a crosswalk box photobooth, and a real car equipped with a pedestrian safety VR game to the Arundel Mills Mall.

#### **VR Challenge Success**



4,908

260 photo giveaways

engagements



115 VR challenge participants



### **Media Coverage**

We leveraged our strong relationship with local media to drive coverage of every component of the campaign including our tips, enforcement activities and events.

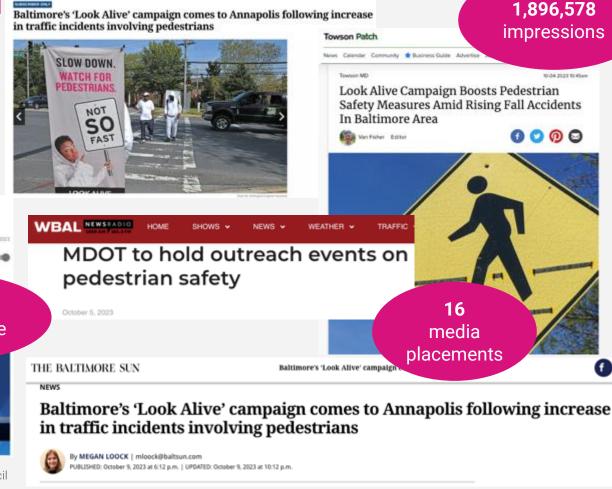


Capital Gazette



Slowing down and paying attention: Safety on Maryland roadways





Baltimory's Look Allies' campaign comes to.

Sherry Matthews Group | Baltimore Metropolitan Council

### **Post Campaign Survey**

Online survey conducted in November with Drivers and Pedestrians in the Baltimore Metropolitan Area to measure ad recall and effectiveness. Analysis is still under way and results will be compiled.

## Thank you.



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