



Sherry Matthews Group | Baltimore Metropolitan Council

LOOK ALIVE

Kenna Swift, Sherry Matthews Group



CAMPAIGN UPDATE 6-27-24

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 6th 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.



Recent and Upcoming Efforts

High Visibility Enforcement Activation

- Partnership with Baltimore County Police Department.
- Invited media to film police activity enforcing laws that protect pedestrians and bicyclists.
- 4/22 on Liberty Road, West of Old Court Road, Milford Mill, MD
- Earned media coverage amplifies efforts and reaches a broader audience.



Media Outreach Success



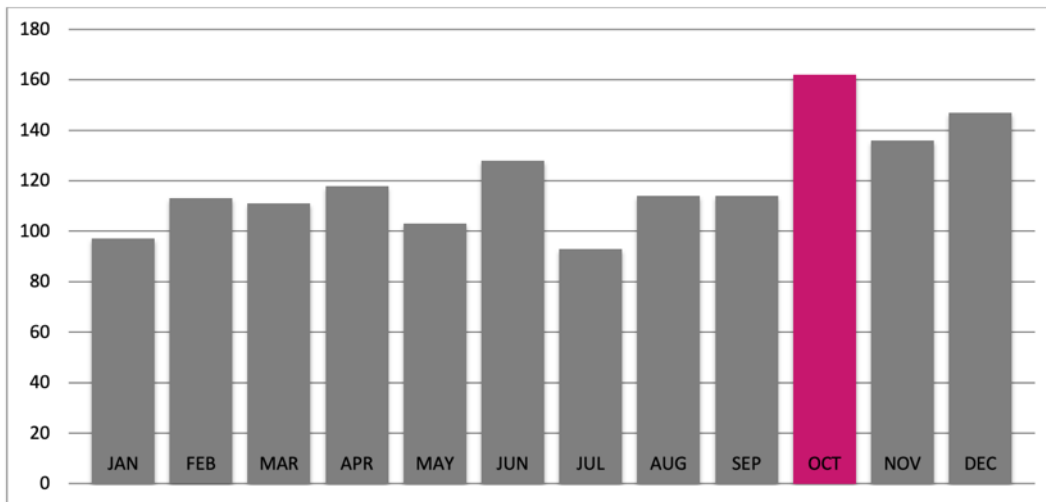
18
media
placements



\$6.7 million
in publicity
value

FALL PLANNING

2022 Monthly Crashes Involving Pedestrians in the Baltimore Region								
2022	Anne Arundel County	Baltimore City	Baltimore County	Carroll County	Harford County	Howard County	Queen Anne's County	TOTALS
JAN	8	45	31	4	4	4	1	97
FEB	17	58	30	1	3	4	0	113
MAR	15	59	25	3	3	3	3	111
APR	16	58	36	2	2	3	1	118
MAY	10	53	32	2	4	2	0	103
JUN	13	67	32	2	1	12	1	128
JUL	8	55	24	0	2	4	0	93
AUG	13	62	27	3	2	7	0	114
SEP	18	57	29	1	5	4	0	114
OCT	20	83	48	3	3	5	0	162
NOV	19	66	40	1	4	4	2	136
DEC	22	69	44	2	2	8	0	147
TOTALS	179	732	398	24	35	60	8	1436



Paid Media

- Bus Ads and Digital Video paid media flight coming in September 2024.
- Lead up to Pedestrian Safety Month.
- Approaching most dangerous time of the year – fall and winter.



Orioles Partnership

Partnership with Orioles Stadium

- Rotating LED Signage all season long.
- Look Alive Virtual Reality Challenge inside the Stadium with Signal People safety ambassadors.
- September 21 & September 22.



Thank you.



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