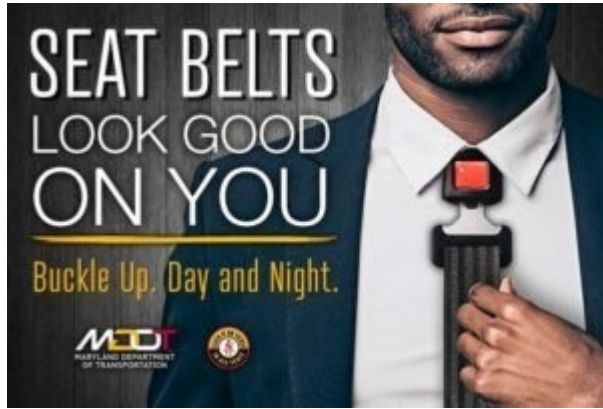




GETTING PAST THE PANDEMIC: TRAFFIC SAFETY MESSAGES AFTER COVID

Maryland's All-encompassing Highway Safety
Campaign Focused On Safe Driving Behaviors

PAST CAMPAIGNS

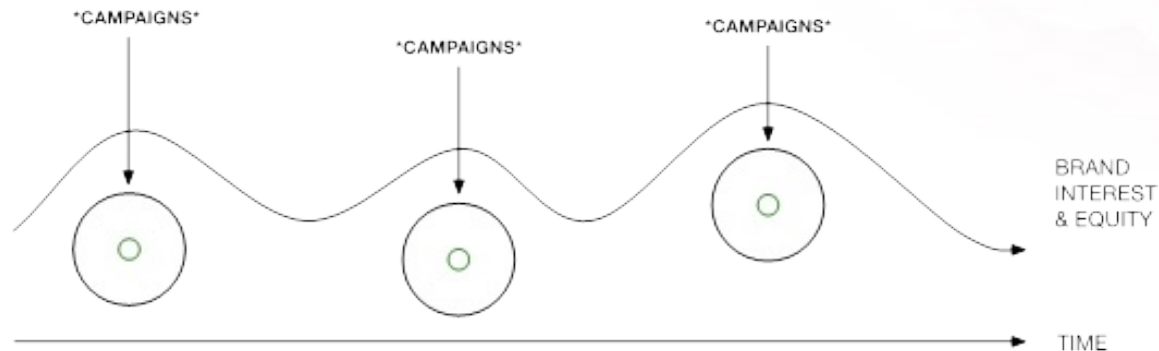


OBJECTIVE

Create an overarching traffic safety awareness campaign for Maryland.

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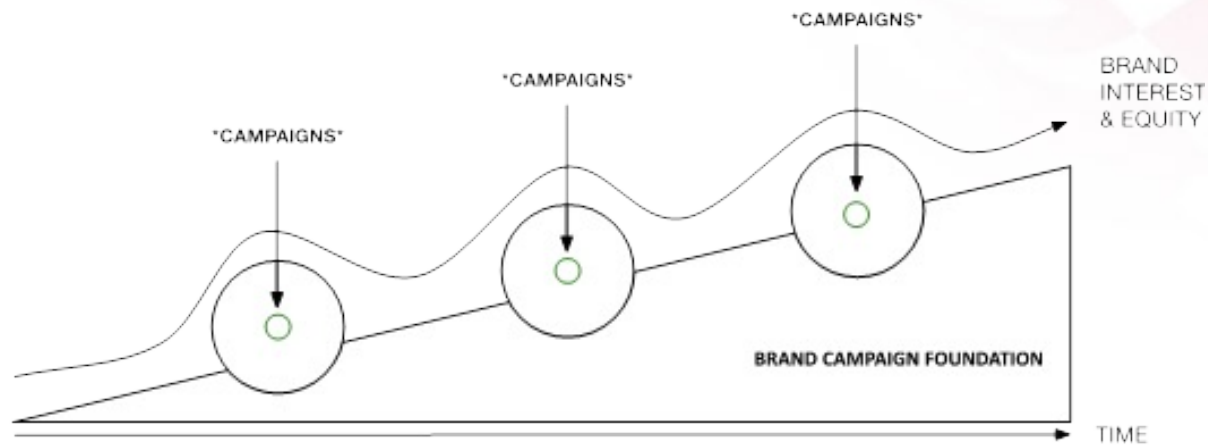


Boom and Bust

One-off, disparate campaigns,
resulting in ROI peaks and valleys

OBJECTIVE

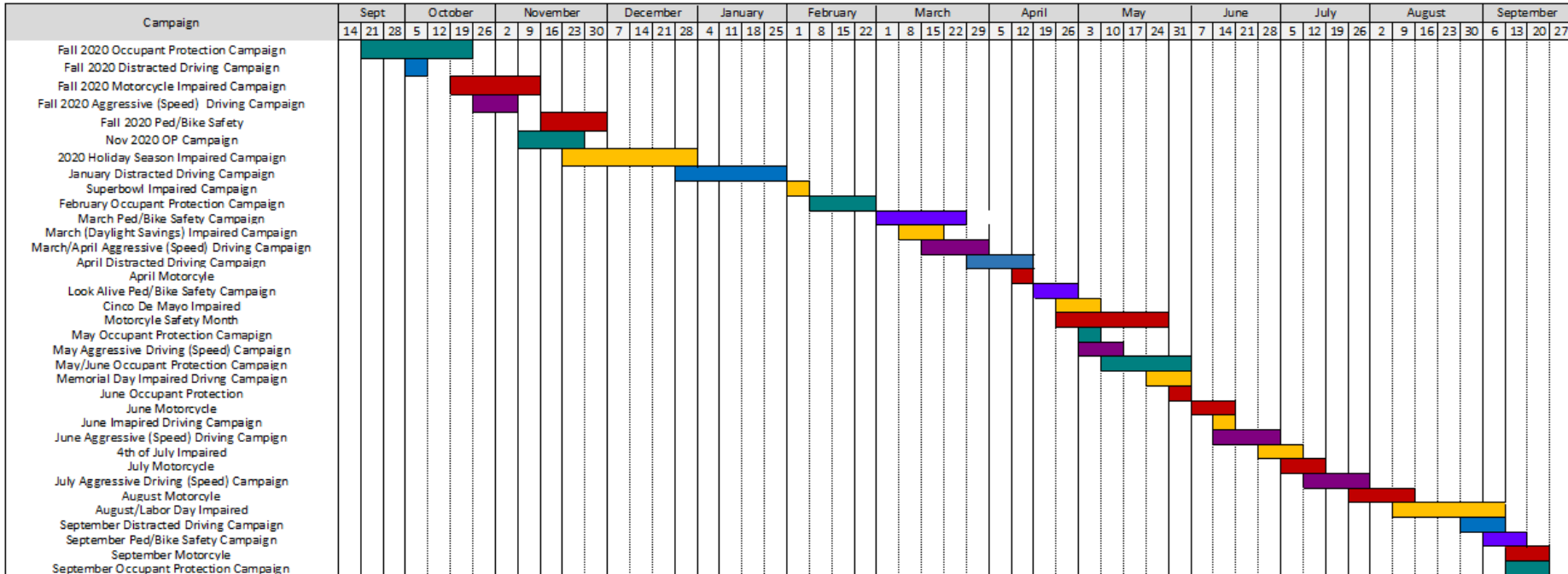
Create an overarching traffic safety awareness campaign for Maryland.



Compounding Success

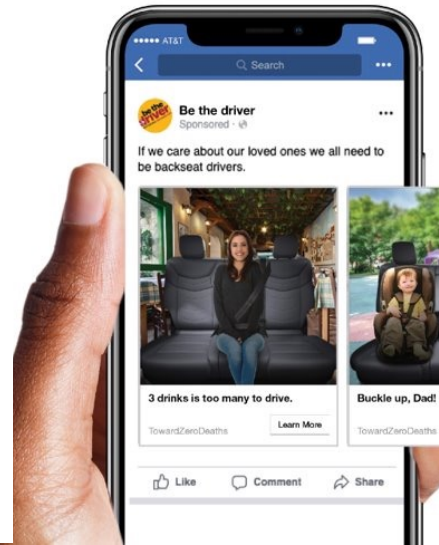
Sustained equity-building campaign,
resulting in compounding ROI

PLAN FOR PAID MEDIA IN MARKET



JANUARY 2020

be the driver
SHIFT THE TALK. SAVE MORE LIVES.



MARCH 2020

The Month Everything Changed

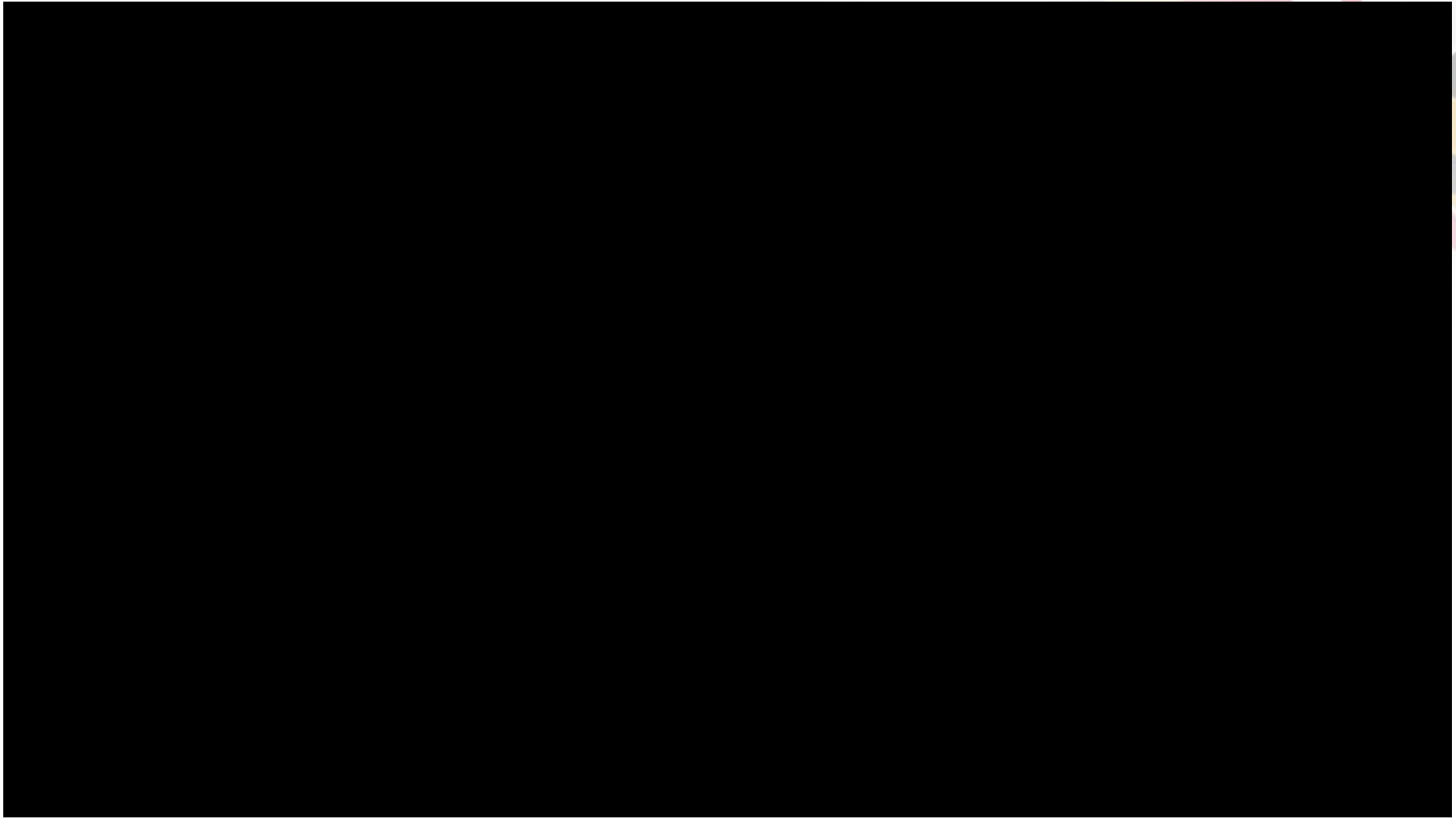
be the
driver
who saves lives

what a bunch of characters

A unique style of illustration, color and typography has been established to build unified brand recognition across all programs.

The foundation of the brand personality is a set of diverse characters who will tell the **be the driver who saves lives** story across all media channels.





VIDEO



WINTER - FIRE PIT



EVERGREEN - BAR



SUMMER - BARBECUE



OUT-OF-HOME

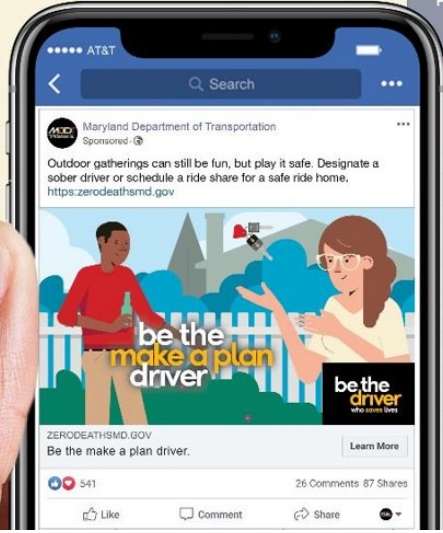
IMPAIRED DRIVING CAMPAIGN

Principal takeaway message:
If you're drinking away from home, appoint a designated driver or plan for a ride share.

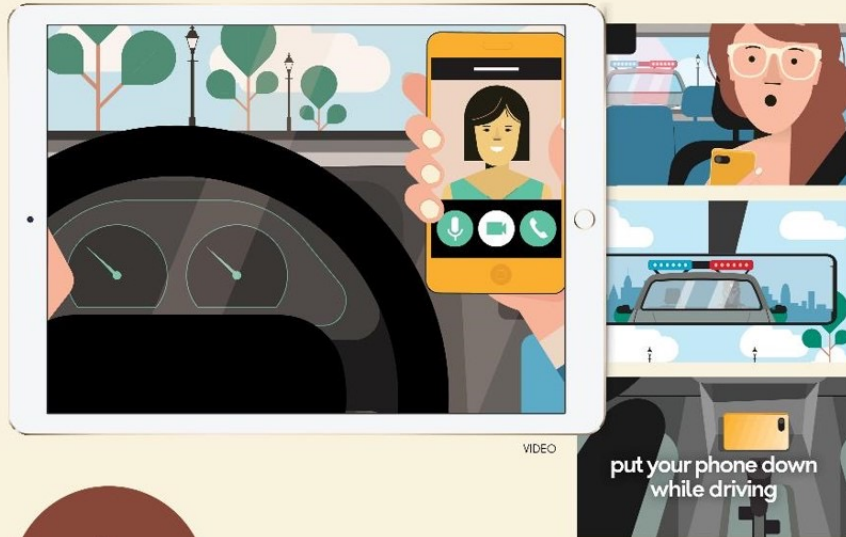
the make a plan driver



SOCIAL MEDIA



STREAMING AUDIO



VIDEO

put your phone down while driving



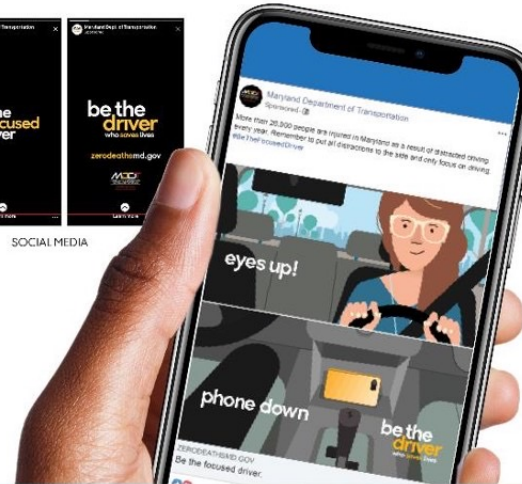
OUT-OF-HOME



SOCIAL MEDIA



STREAMING AUDIO



DISTRACTED DRIVING CAMPAIGN

the focused driver

Principal takeaway message:
Put your phone down while driving. Holding your phone while driving is against the law.

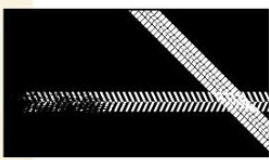




OUT-OF-HOME



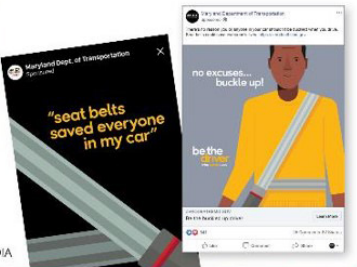
VIDEO



DISPLAY VEHICLE



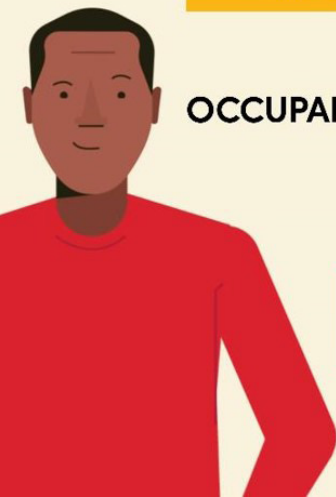
SOCIAL MEDIA



OCCUPANT PROTECTION CAMPAIGN

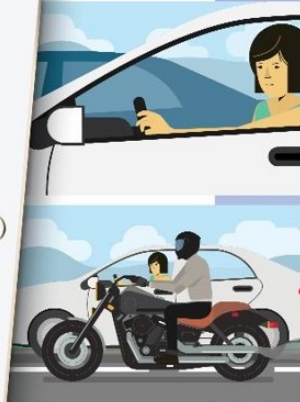
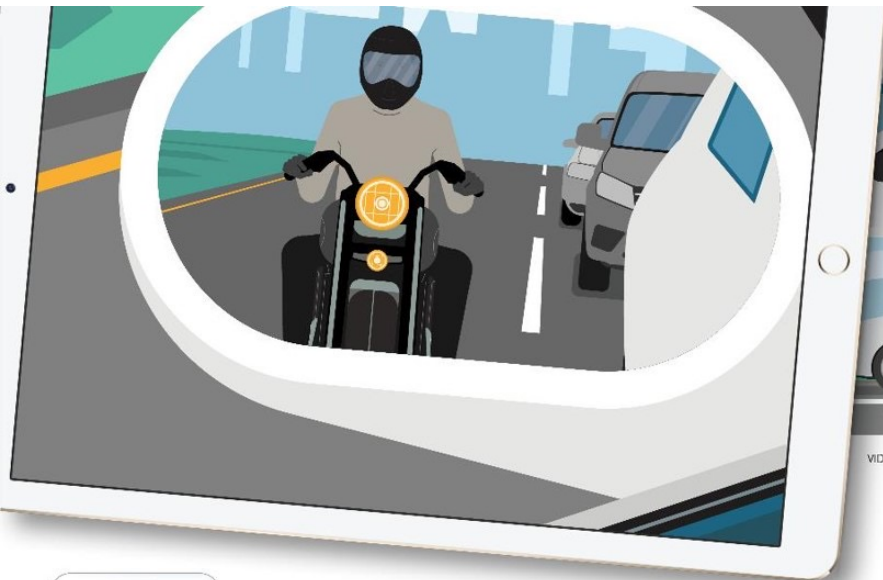
Principal takeaway message:
There are no good reasons for not wearing a seat belt. They can save your life and the lives of your passengers.

the buckled up driver



ROLLOVER SIMULATOR

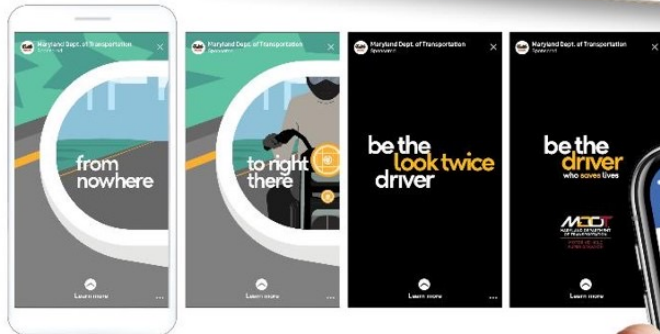




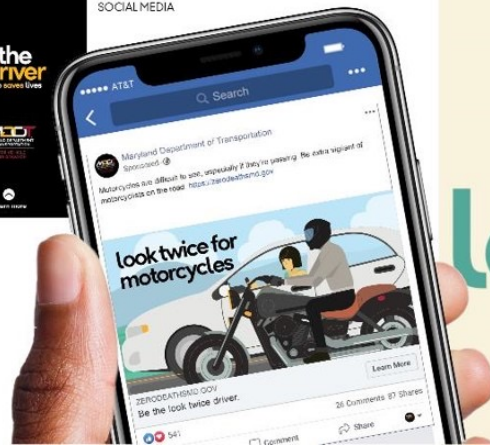
VIDEO



OUT-OF-HOME



SOCIAL MEDIA

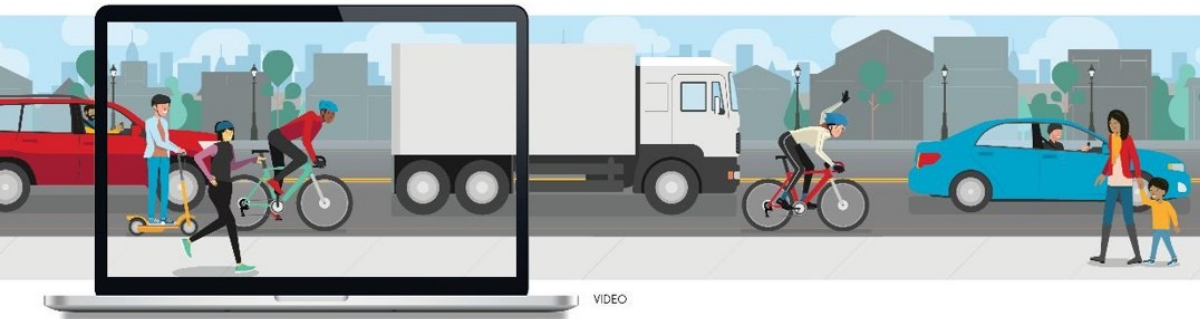


MOTORCYCLE SAFETY CAMPAIGN

Principal takeaway message:
Spotting motorcyclists can be a challenge. Be extra alert for motorcycles—so all of us can get home safely.

the look twice driver

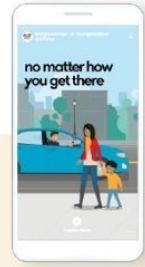




VIDEO



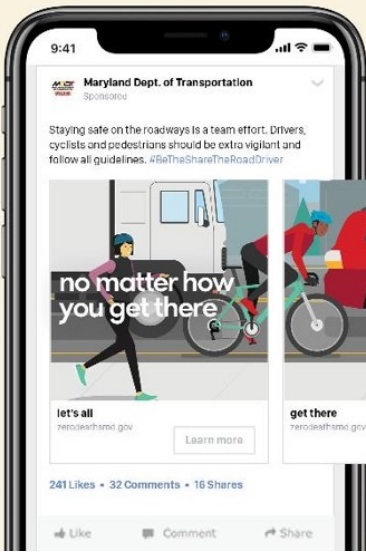
OUT-OF-HOME



SOCIAL MEDIA



STREAMING AUDIO

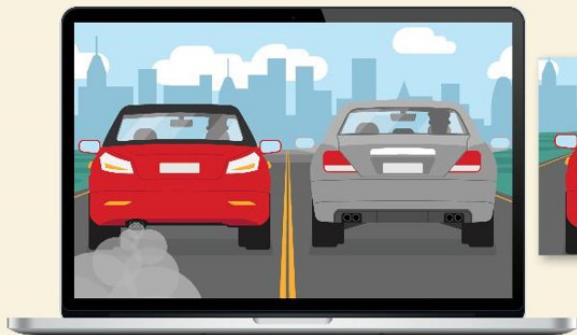


PEDESTRIAN & BICYCLE SAFETY CAMPAIGN

Principal takeaway message:
Drivers, cyclists and pedestrians all need to be cautious, obey laws and look out for each other.

the share the road driver





VIDEO

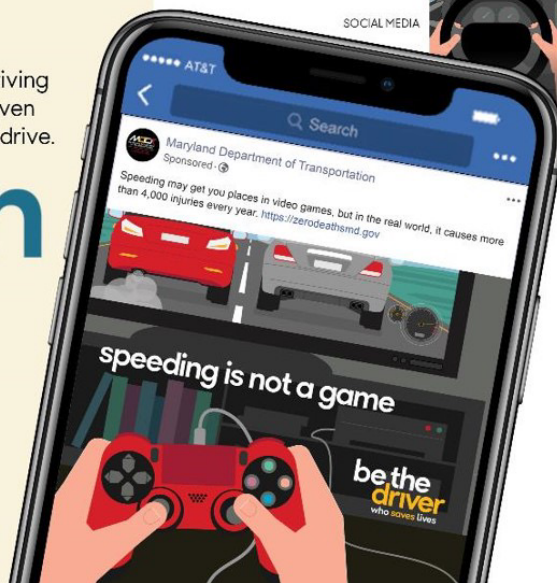


OUT-OF-HOME

AGGRESSIVE DRIVING CAMPAIGN

Principal takeaway message:
Speeding and aggressive driving
cause crashes, injuries and even
death. Slow down when you drive.

the slow down driver



SOCIAL MEDIA



STREAMING AUDIO



EXPANDING BE THE DRIVER

Using our community of characters to expand our messaging and storytelling

the versatile driver



IMPAIRED
st patrick's day

AGGRESSIVE
work zone safety



MOTORCYCLE SAFETY
be seen
seasonal safety

IMPAIRED
cinco de mayo



IMPAIRED
sporting events
super bowl
march madness

IMPAIRED
bay to beach
memorial day
independence day
labor day



OCCUPANT
PROTECTION
seniors
child safety



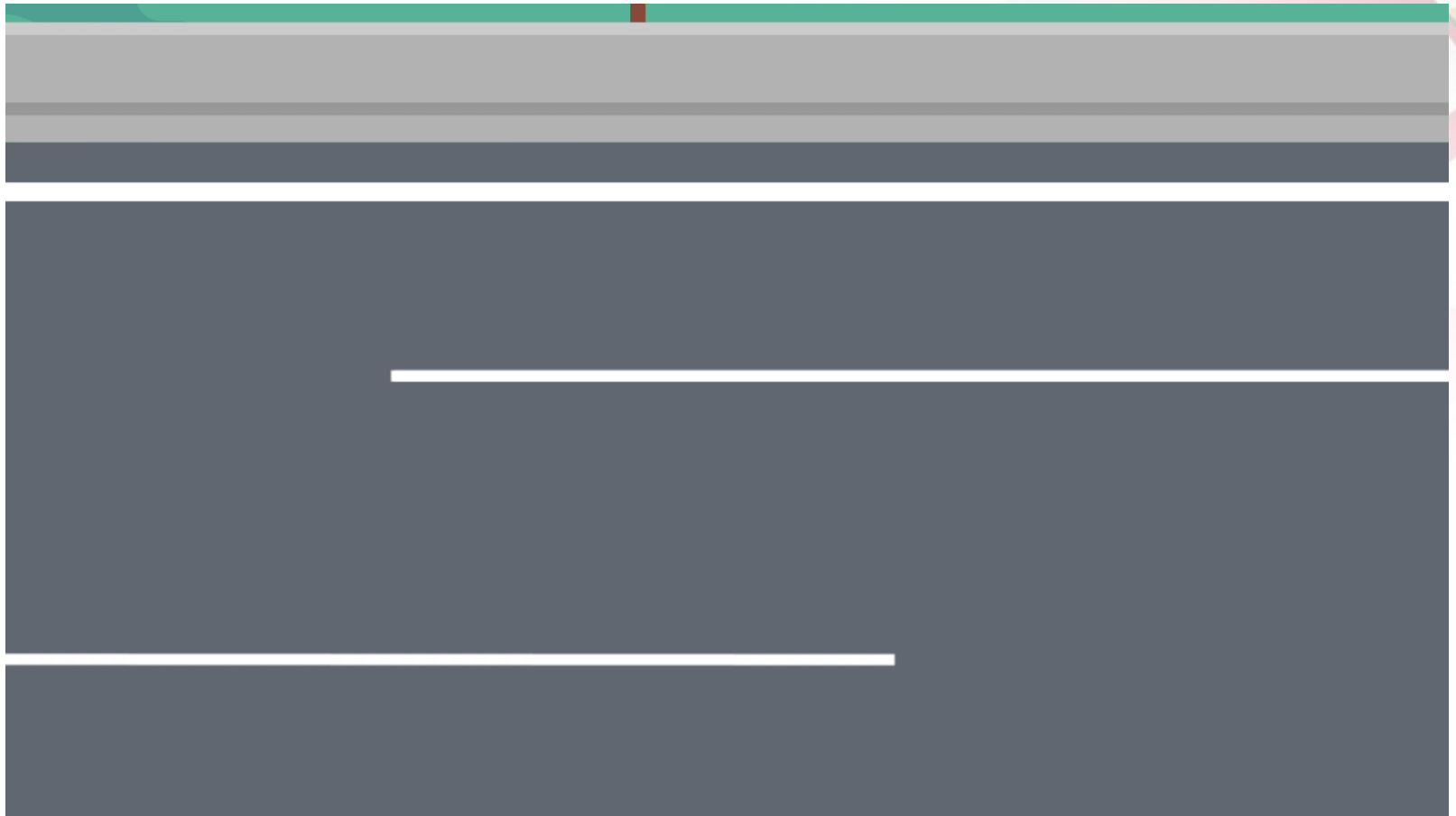
PEDESTRIAN & BICYCLE SAFETY
electric scooters/bikes
jogging
street crossing



KEEP SUMMER ALIVE



WHAT TO DO IN A ROADSIDE EMERGENCY



GHSA/UBER HOLIDAY RIDESHARE

not a very merry mix

Uber

MDOT
MARYLAND DEPARTMENT OF TRANSPORTATION
MOTOR VEHICLE ADMINISTRATION

GHSA
Georgia Highway Safety Council

not a very merry mix

MDOT
MARYLAND DEPARTMENT OF TRANSPORTATION
MOTOR VEHICLE ADMINISTRATION

Uber

GHSA
Georgia Highway Safety Council

plans include these?

plan one of these.

Uber

GHSA
Georgia Highway Safety Council

MDOT
MARYLAND DEPARTMENT OF TRANSPORTATION
MOTOR VEHICLE ADMINISTRATION

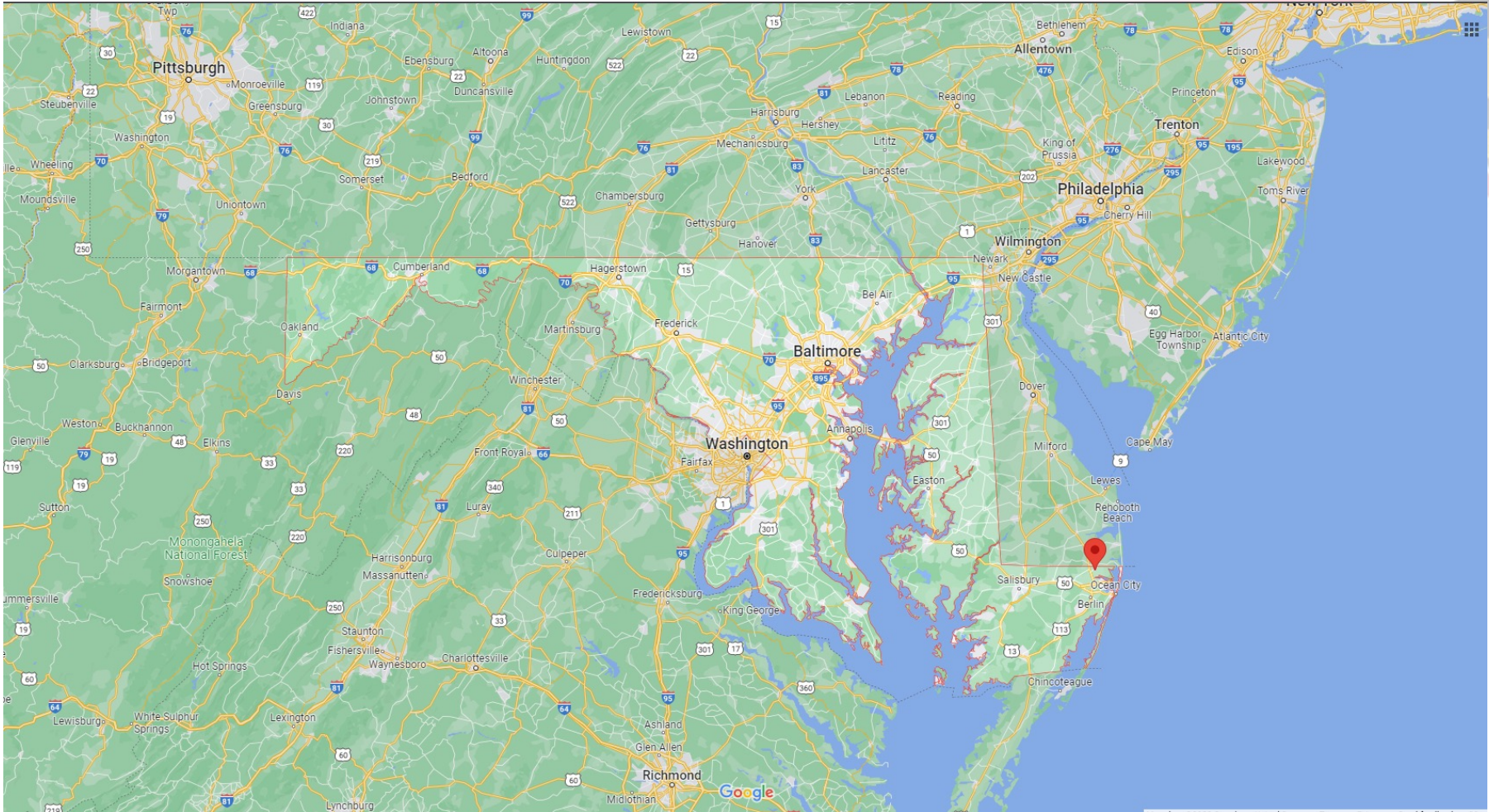
GHSA/IIHS SPEED MANAGEMENT PILOT PROGRAM

Develop, implement, and evaluate a speed management pilot program.

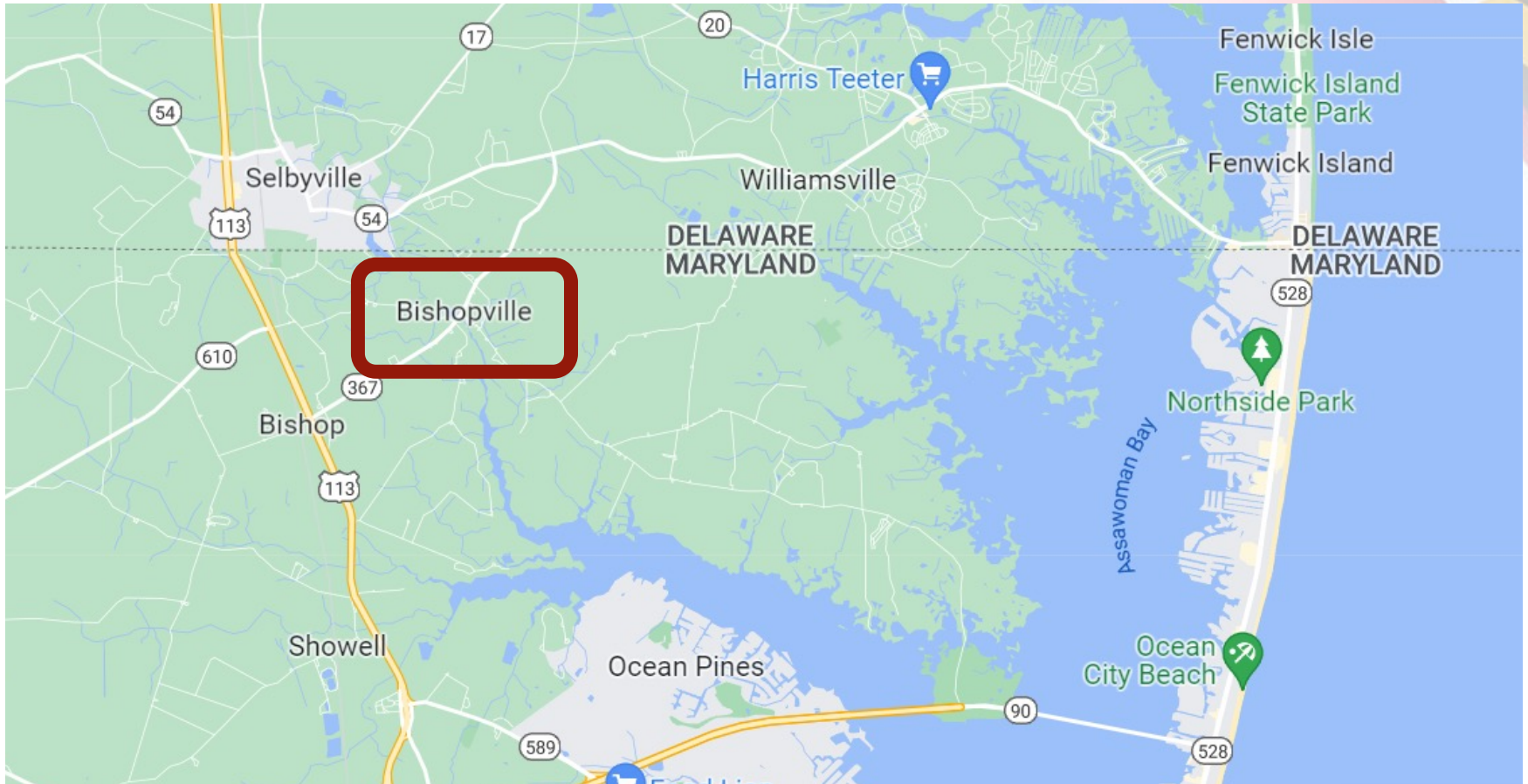
Combine proven and innovative countermeasures that could be used as a model for other states.



BISHOPVILLE, MD



BISHOPVILLE, MD



COLLABORATIVE APPROACH

E's of Traffic Safety

- Engineering
- Enforcement
- Education

Safe System

- Safe Road Users
- Safe Roads
- Safe Speeds



FULL PAGE INSERTS IN THE DISPATCH AND FLYER

Weekly print publication, every Friday, reached 48,000 people across Worcester County in 4 weeks. More than 500 flyers given to community members.

we're working to slow beach traffic down through town

Summer's back, people are traveling again, and that means traffic is picking up through Bishopville. The Maryland Department of Transportation is starting a pilot program this year to help slow down thru-traffic and make your town safer. Here are some of the things we're doing:

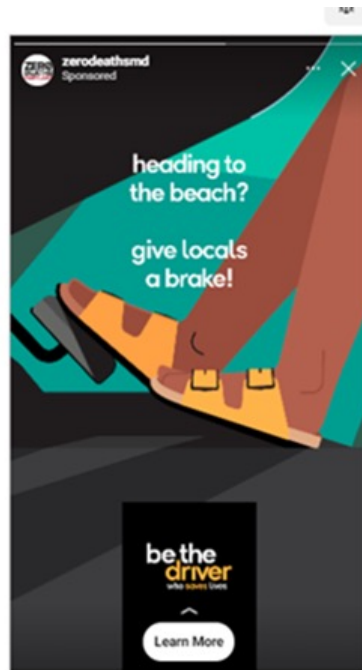
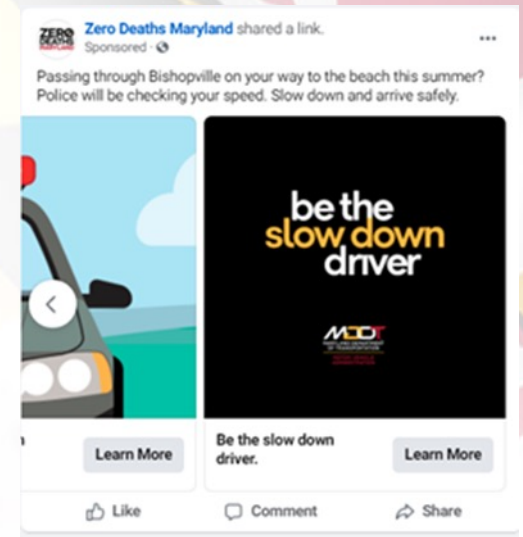
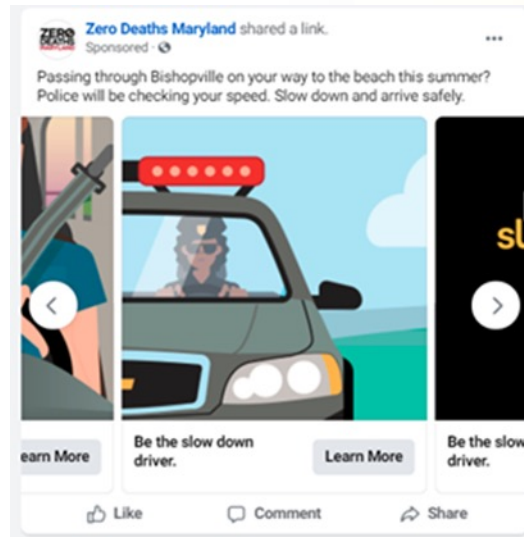
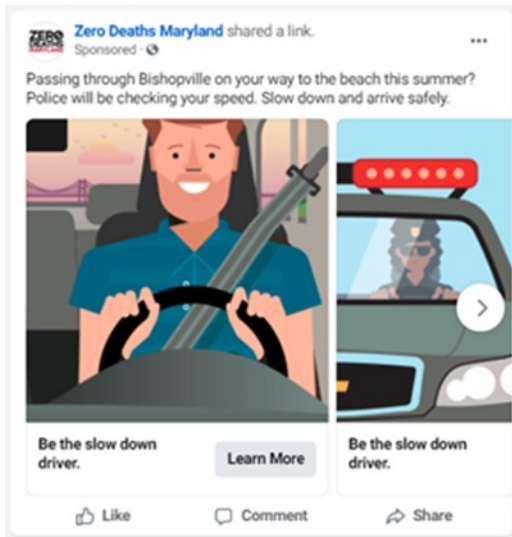
-  Using painted lines to narrow the roadways
-  Increasing police presence
-  Using signage and social media asking beach traffic to slow down

Here's hoping you and the other residents of Bishopville have a safe, enjoyable summer. Learn more about the project at zerodeathsmd.gov/bishopville.

 **ZERO DEATHS**

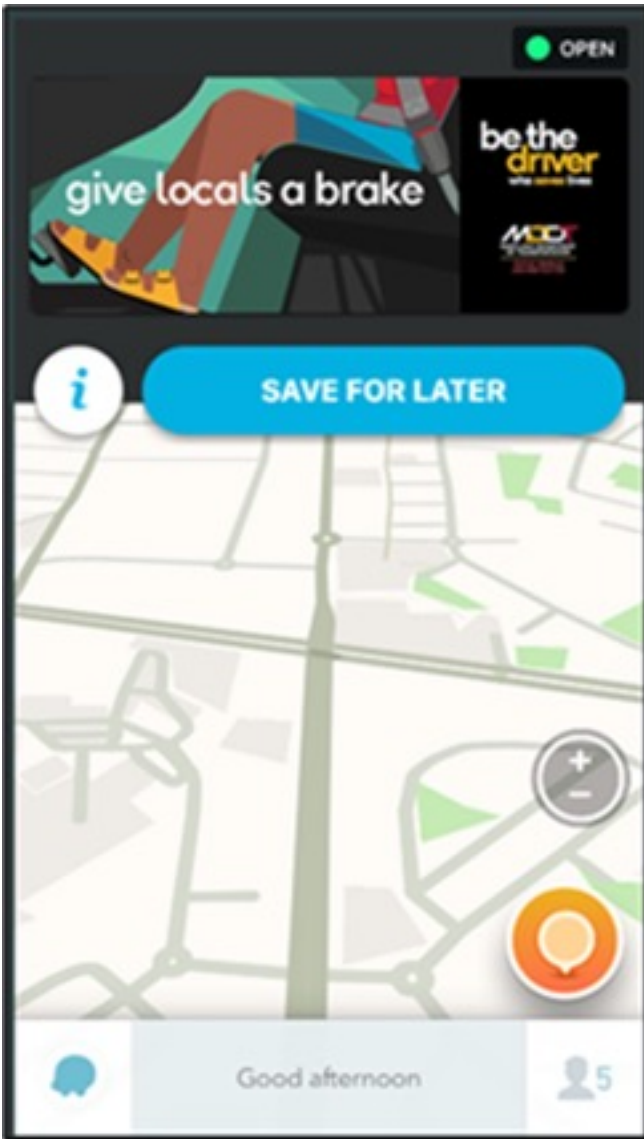
 **MDOT**
MARYLAND DEPARTMENT OF TRANSPORTATION

be the driver
who saves lives



SOCIAL MEDIA

Facebook, Instagram, and Snapchat reached more than 60,000 social media users



WAZE ZERO SPEED TAKEOVER

More than 450,000 geofenced ads delivered to users when they stopped for at least 3 seconds and had their navigation apps open

BILLBOARDS

North and South facing
billboards served
nearly 1 million
impressions to motorists



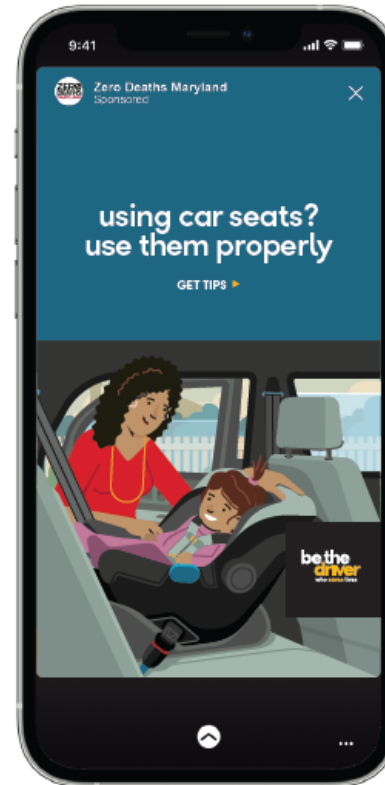


ROADSIDE SIGNS

Twelve sets of
36 x 24-inch signs
garnered more
than 4,500
impressions daily

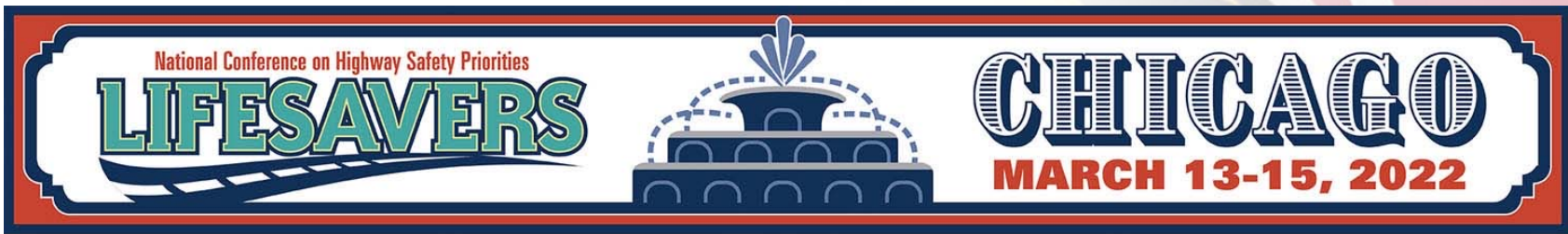
FUTURE CAMPAIGNS

- Child Passenger Safety
- Stopping for School Busses
- Expanding Move Over & Roadside Emergencies

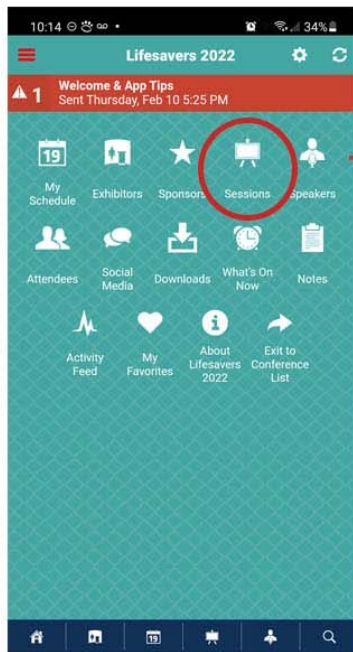


Questions?

Anna Levendusky
Communications Manager
Maryland Department of Transportation
Motor Vehicle Administration's
Highway Safety Office
Alevendusky@MDOT.Maryland.gov
(443) 628-8447



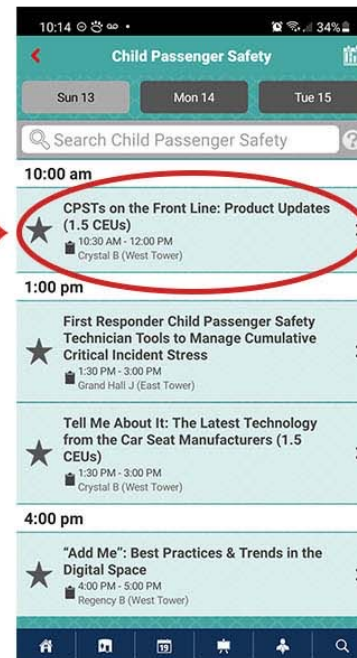
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