GETTING PAST THE PANDEMIC: TRAFFIC SAFETY MESSAGES AFTER COVID

Maryland’s All-encompassing Highway Safety Campaign Focused On Safe Driving Behaviors
PAST CAMPAIGNS

Join the fight against drunk driving

Be legendary. Sober drivers save lives.

Look up. Look out.

Watch for pedestrians day & night

Stay safe on the bike and the road

Park the phone before you drive

Zero deaths Maryland
OBJECTIVE

Create an overarching traffic safety awareness campaign for Maryland.
OBJECTIVE

Create an overarching traffic safety awareness campaign for Maryland.

*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

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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.
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

ZERO DEATHS MARYLAND
Distracted Driving Campaign

The Focused Driver

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

ZERO DEATHS MARYLAND
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
EXPANDING BE THE DRIVER

Using our community of characters to expand our messaging and storytelling

the versatile driver

AGGRESSIVE work zone safety

MOTORCYCLE SAFETY be seen seasonal safety

IMPAIRED bay to beach memorial day independence day labor day

IMPAIRED cinco de mayo

IMPAIRED sporting events super bowl march madness

IMPAIRED seniors child safety

PEDESTRIAN & BICYCLE SAFETY electric scooters/ bikes jogging street crossing

IMPARED st patrick's day

ZERØ DEATHS MARYLAND
KEEP SUMMER ALIVE

keep summer alive
plan a sober ride home

keep summer alive
plan a sober ride home

be the driver
who saves lives

ZERO DEATHS
MARYLAND
WHAT TO DO IN A ROADSIDE EMERGENCY
GHSA/UBER HOLIDAY RIDESHARE
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.
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
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?

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Maryland Department of Transportation
Motor Vehicle Administration’s
Highway Safety Office
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(443) 628-8447
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