

From: DeBaie, Bruce [debaieb@Halifax.CA]

Sent: February 28, 2015 12:14 AM

To: @DL-Mayor-Councillor

Cc: @DL-CorpComm-ALL; @DL-Senior-Directors & Coords; MacKinlay, Shaune; MacDonald, Maggie; Barlow, Janet

Subject: Phase II of Heads Up Halifax campaign launches Monday

Mayor Savage and Regional Councillors,

Corporate Communications will launch the next phase of the Heads Up Halifax campaign on Monday starting with two short vignettes that poignantly show the disassociation between risk assessment and behaviour that drivers and pedestrians must recognize and understand to reduce the number of collisions on Halifax streets. The two episodes shown together via the link below will air on CTV individually beginning Monday, March 2 until March 29. Short radio 'zingers' and print ads (including regional community papers) will run through March and into April, augmented by social media channels.

The switch to television broadcast and the revamped creative reflects feedback from pre- and post-survey results for the initial Heads Up Halifax campaign from Fall 2014. Topline results include:

- Continued high concern/profile of traffic safety among Halifax residents
- Modest levels of recall (25% of respondents) of the Heads Up Halifax campaign
- Among those exposed to the campaign, strong support for the campaign's intent with most residents understanding the key messages within the ads
- Those exposed to the campaign are notably more likely to assign responsibility for safety on roads and sidewalks at the individual level and are more likely to agree the ads make them more concerned about crosswalk safety and the importance of being alert
- There are notable gaps in perception between those who recall seeing the campaign prior to the survey and those not previously exposed to the ads, with the same perception gaps existing for those previously aware of Crosswalk Awareness Day and those not familiar with the event
- There's a strong perception of Halifax as being a city in which it's unsafe to ride a bicycle on public roadways

Full details on these survey results are also available through the link below, which was posted live late this afternoon. A similar survey will be conducted post-Phase II of the campaign to assess any change in audience recall, understanding and alignment.

<http://halifax.ca/headsuphalifax/>

If you have any questions regarding the surveys or campaign, please contact me directly.

Thanks,

Bruce

N.B. Janet, would you please forward this link to members of CSAC and the Crosswalk Safety Awareness Day sub-committee.

BRUCE DEBAIE
MANAGING DIRECTOR
CORPORATE COMMUNICATIONS

HALIFAX

T. 902.490-2348
C. 902.266.9396
halifax.ca