

The word "HALIFAX" in a bold, white, sans-serif font, positioned in the upper right corner of the slide. The background features a large blue triangle pointing towards the center, and a light blue triangle pointing towards the bottom right corner.

# HALIFAX

# Crosswalk Awareness Day

2015 Planning

CSAC meeting  
September 24, 2015

# 2014 feedback

- Increase participation and number of crosswalk locations
- Improve recruitment of crosswalk captains
- Improve training and toolkits for crosswalk teams
- Expand promotion and improve outreach to schools and universities
- Better integrate HRP presence, participation at crosswalks
- Expand social media reach for both promotion and education

# 2015 objectives

- Hold event on November 4
- Engage consultant to develop and manage campaign execution
- Target 50 crosswalk locations across municipality
- Use online registration for captains and teams
- Extend crosswalk activation from 8:30-9:30
- Host Awareness Day promotion/volunteer recognition event in Grand Parade from 11 am – 1 pm
- Engage social media campaign to complement paid media leading up to event
- Provide entertainment and engagement activities at event

# Pre-Promotion & Awareness



Recreate an iconic photo across the city, using familiar faces at each location. Share & distribute these via social to raise awareness of cause and event.



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# Day-Of Activation



- Create (safely) a sense of festivity and fun at specific crosswalks. Have mascot “zebras” cross with pedestrians
- Equip captains with bold colours. Provide pedestrians with branded swag for crossing safely
- Create signage that can be placed in/on ground around crossing locations



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# Celebration in Parade Square

- Marching band, UNITY Group performance
- Youth awareness/education station
- Abbey Road Crosswalk photobooth
- Audience surveys of True/False questions



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# Promotional Channels Pre-During-Post

- Twitter – share details, facts, photos
- Periscope – live event coverage
- Instagram – share Abbey road photos, sign facts
- Spotify – share playlists related to signs, heads-up, crossing the street that can be promoted, shared and played during the live event
- Neon posters – share facts and photos
- Document the event and provide a wrap-up that can be shared on multiple channels
- Earned Media
- Paid media

# Paid media schedule

- Campaign Dates: October 12 – November 6
- TV Coverage: CTV & CTV2 Halifax
- Demographic: Adults 18+
- Commercial length: 15 sec (2 commercials per commercial island (Bookends))
- Commercial occasions: 104, plus bonus commercials throughout campaign
- Adults 18+ - 7.9 million audience impressions

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# Paid media schedule

- Radio campaign October 12- November 8
  - C100 and The Bounce
  - Engage station in pre- and live-event promotion, e.g. every time the radio plays a song from the Heads Up Halifax Playlist, the XXth caller receives a prize
- Print ads before and day of event
  - Chronicle Herald: Saturday, October 31
  - Metro: Day of event (Nov.4)

# Questions?

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