



DISTRACTIONS KILL MARKETING CAMPAIGN

OBJECTIVE

Three week awareness campaign to ultimately change distracted behaviour of drivers and pedestrians by showing them the many distractions that are interfering in alertness.

The message: crossing the street is a shared responsibility.

Duration: Three weeks, March 4 – 22, 2013

AD BUY			
Print	Placement	Cost	Circulation
	The Chronicle Herald	\$11,550	217,500 HRM residents (2)
	Community Herald		141,370 households (1 per 3 areas)
	Metro		116,900 per day (6)
	The Coast		24,000 copies (3)
	HRM Rec Catalogue		35,000 units
Radio	Q104	\$8,358	90,245
	KOOL FM		25% market share of Halifax central population
	C100		
	The Bounce		
Digital Screens	7 locations in HRM through Capital Health	\$1,155	520,100 monthly foot traffic
Online Ad	The Chronicle Herald site (www.thechronicleherald.ca)	\$1,093.75	25,000 impressions
Outdoor	70 bus boards and interior bus boards	\$5,706.84	380,000 impressions/week
TV	CBC	\$9,006	35.5% reach of ages adults 25 - 54
	CTV		63.9% reach of ages adults 25 – 54, 909,000 impressions
TOTAL		\$36,869.59	

SOCIAL MEDIA

Twitter account @hfxgov – once/day for three weeks, to 6,776 followers. Retweeted by RCMP, HRP.

POSTERS

Distributed over 370 posters to local universities, recreation centres, HRM staff locations, public libraries and HRP locations

ONLINE PRESENCE

YouTube video: 1,006 views

Distractions Kill microsite: 1,314 unique visitors, average duration 2:27

OVERALL BUDGET

Video production – talent, music, recording	\$7,299.46
Photography – all rights and stylist	\$3,250
Posters	\$80.14
Website development	\$7,347.56
Research pre and post – 1200 online	\$17,075
Media buy	\$36,869.59
Total budget: \$	\$71,921.75

FREE/MEDIA COVERAGE

Radio: 95.7 interview with Councillors Karsten and Craig

Print: Metro

Newsletter: Councillors Karsten, Walker, Mosher, and Adams' newsletters (11,500 – 14,500 copies/)

Community Outreach: Northwood Homecare Ltd., Occupational Health and Safety for 400 employees

Tweets: Halifax Regional School Board retweeted

TV: Global News and CBC News lead stories

Facebook: C100 and The Bounce (38,421 people)



CRA RESEARCH RESULTS AS TAKEN FROM EXECUTIVE SUMMARY

- Results of the **2013 Crosswalk Safety Study** indicate that although the advertising campaign was relatively short in duration, (approximately March 3 to April 8, 2013), the campaign performed well with strong recall, message link, and low wear-out among viewers.
- In both the pre- and post-wave surveys a high proportion of residents reported seeing or hearing advertisements and/or messaging related to pedestrian safety.
- The ad campaign had a relatively high level of reach and recall in the HRM, with nearly two-thirds of residents having seen or heard at least one of HRM's pedestrian safety advertisements. In fact, a majority of residents aware of the campaign report seeing or hearing the ads at least a few times. Importantly, those residents who reported seeing/hearing the ads on multiple occasions are more likely to view the campaign as effective, and report increased levels of awareness regarding the issues as well as the importance of crosswalk safety and staying alert.
- Post-wave results indicate that residents report seeing advertisements or messaging regarding the need to pay attention, that crosswalk safety issues are a shared responsibility, and the danger of being distracted while driving. Importantly, results suggest that the increase in awareness regarding the concept of shared responsibility is largely attributed to the HRM's advertising campaign since it was only those who had seen or heard at least one of HRM's advertisements who reported seeing such advertising and/or messaging.
- A majority of these residents also correctly identify HRM as a sponsor of the campaign. The vast majority of residents hold a favorable opinion of the campaign.
- When asked how to improve pedestrian safety in HRM, a variety of responses were provided, with the most common suggestion being improved visibility and lighting at crosswalks.
- Given the profile of the pedestrian safety issue, and endorsement of residents for HRM sponsoring such an initiative, it appears that residents would be in favour of continuing such advertising efforts.

RECOMMENDATIONS

1. HRM should consider extending the campaign.
2. Increase visibility of crosswalks, especially in high traffic areas.



NOTES: