

Appendix

- Study Phase Report
- Pre- and Post-Campaign Survey Analysis
- Creative brief template
- Strategic marketing work plan
- Marketing plan
- Campaign completion report

Creative samples

See all campaign materials at GRDrivingChange.org/resources

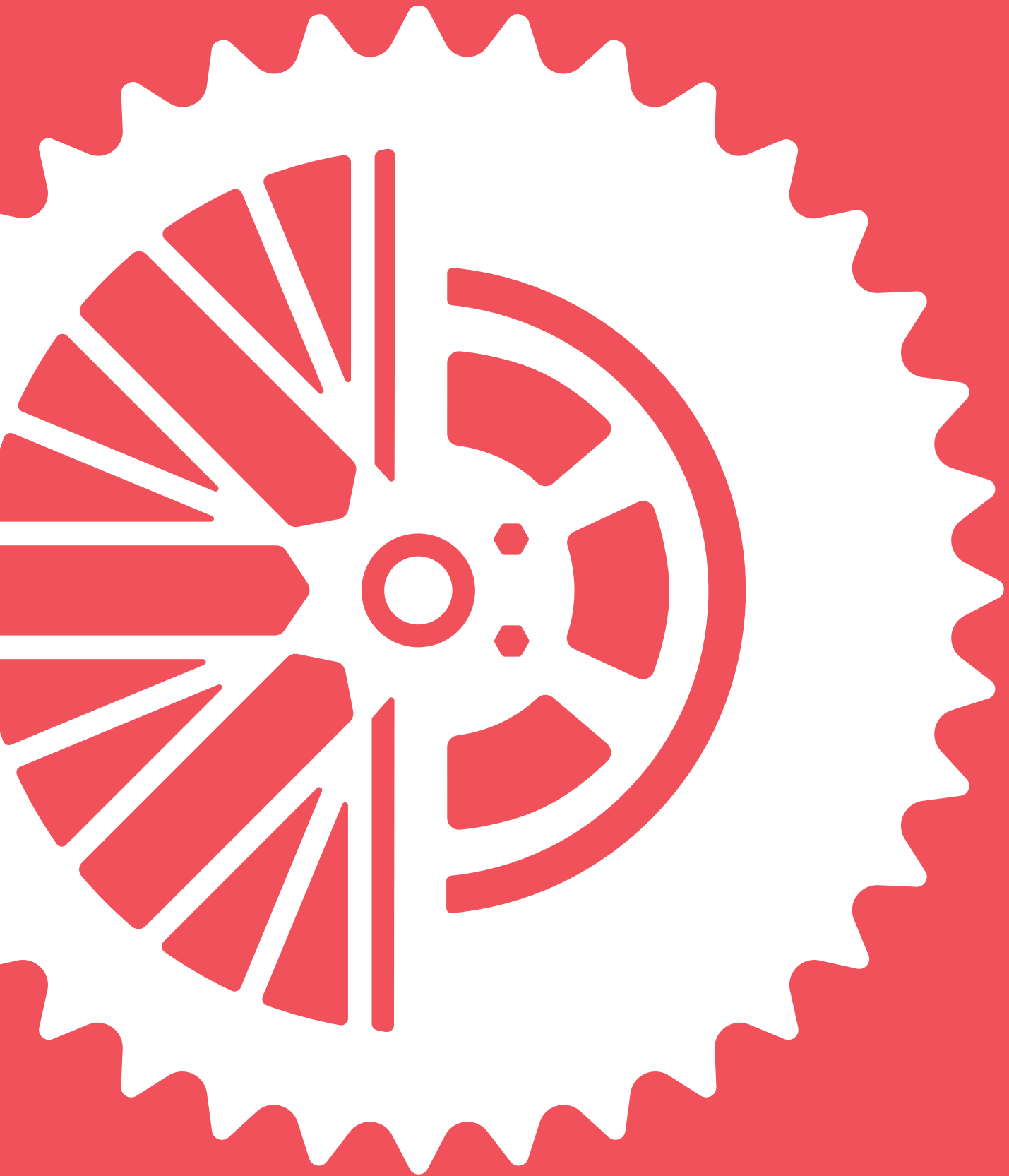
- Billboards
- Social Media
- Website - visit GRDrivingChange.org
- TV - visit GRDrivingChange.org/videos

Toolkit

Download toolkit materials at GRDrivingChange.org/resources

- Letter
- FAQ
- Poster
- Brochures
- Spoke Cards





DRIVING CHANGE **Visit GRDrivingChange.org**

Funded in part by the Federal Highway Administration with oversight by the Michigan Department of Transportation.

To download a copy of this playbook, visit michigan.gov/driving-change-bike-safety



MARKETING
THAT
MATTERS.

GRAND RAPIDS BICYCLE SAFETY SAMPLE CREATIVE BRIEF

BACKGROUND

Explain the current situation and problem the campaign is trying to solve.

GOALS

Outline the goals for the campaign. Are you aiming to reduce crashes? See an increase in understanding of a new law? What do you hope are the results of your effort?

COMMUNICATIONS GOALS

What are the goals of your communications? Build awareness? Educate? Change attitudes?

AUDIENCES

Who is your campaign talking to? Provide as much detailed information as possible, including age, gender, geography, behavioral characteristics, etc. Campaigns may have primary and secondary audiences if unique messages or tactics are needed to reach different populations.

MESSAGING

Prioritize the information you want your audience to receive.

METRICS OF SUCCESS

How will you measure the success of this campaign?

CREATIVE DELIVERABLES

- Based on the media recommendations, what types of creative materials will you need to develop? TV? Radio, Outdoor boards, etc

WOMAN-OWNED SMALL BUSINESS

1223 TURNER ST. SUITE 101, LANSING MI 48906 P 517.267.9800 F 517.267.9815

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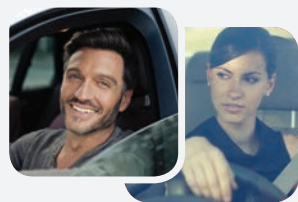
PROJECT GOALS

- Create foundation, guide for long-term education program
- Reduce bicycle crashes and fatalities
- Increase knowledge of the responsibilities of bicyclists and motorists
- Build respect between bicyclists and motorists
- Promote a “share the road” culture

KEY RESEARCH FINDINGS

- **CONFUSION ABOUT NEW BICYCLE ACTIVITIES IN GR.** Motorists are unclear about infrastructure/ordinance changes and how they should affect driving behavior.
- **MOTORISTS DO NOT KNOW THE RULES OF THE ROAD FOR BICYCLISTS.** Knowledge of rules and common courtesies when sharing the road with bicyclists is severely lacking.
- **BICYCLISTS DON'T FOLLOW THE RULES.** Perception is that bicyclists do not ride in a consistent and predictable way. Even bicyclists are frustrated by actions of other bicyclists because they know actions of a few fuel a lack of respect.
- **THERE IS HOPE FOR HARMONY.** Community believes “bikes and cars can do better together.”
- **EVERYBODY IS A “DRIVER.”** Motorists rallied around idea that bicyclists are just “drivers” in a different vehicle. Bicyclists took away that they needed to “act like a vehicle.”
- **“SHARE THE ROAD” IS NOT ENOUGH.** It is too vague, accusatory. Belief that “I already do share.” Need to give more direction of specific rules, behavior.
- **BE INCLUSIVE.** Do not blame or single out one audience. Must break down the motorist vs. bicyclist mentality. Equal rights, equal responsibilities.

AUDIENCES • PRIMARY



MOTORISTS

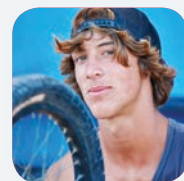
- Male/Female
- 18–64
- Wide geographic footprint



BICYCLISTS

- Male (80% of bicyclists involved in crashes)
- Young riders significantly less likely to observe safety measures
- Frequent riders: Ride more often, higher risk of injury
- City streets

SECONDARY



- Targeted to high-risk audiences
 - › Young men, 13–24
 - › Hispanic population

COMMUNICATION STRATEGY

- Build awareness of the shared rights and responsibilities of all “drivers” to ensure safety on the roads of Grand Rapids
- Educate about key rules to encourage safe driving/riding behavior
- Arm partners with consistent messages to build mutual respect and to extend campaign efforts

MEDIA STRATEGY

- Campaign launch in May with heavy market-saturation media blitz (May 8–21)
- Capitalize on multiple touch points following campaign launch to provide sustained market presence
- Second blitz campaign in July (July 10–23) to optimize and extend campaign reach and frequency

MEDIA VEHICLES

Selection of campaign concept will provide additional opportunities for strategic media placement.

TELEVISION

- May: High-profile advertising to support campaign launch
 - › 30-second spots in prime time, season finale episodes, local news
 - › Reach 90% of the population 7+ times
- July: TV more sporadic, capitalize on live sports, cable, news

BILLBOARDS

- High-profile billboards along major travel ways and innovative poster placements on side city streets. Billboards reach people out of home and on the go.

TRANSIT MEDIA

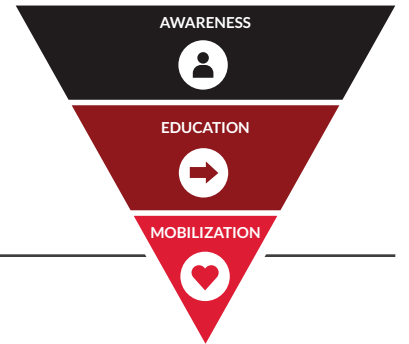
- Partnership with The Rapid for back-of-bus advertising to reach a captive driving audience and front-of-bus bike rack advertising for captive bicycle riders

RADIO

- Partnership with iHeartRadio for 30-second radio ad placement across the top radio stations. On-the-ground campaign extension through radio partnership in some of Grand Rapids’ hottest events.

PAID SOCIAL AND DIGITAL

- Targeted messaging through paid social ads on Facebook, Twitter and Instagram
- Dynamic video ads on top-ranked and trusted digital sources such as MLive, WoodTV, WZZM
- Drive to website and encourage sharing of campaign messages



GRASSROOTS

- Campaign launch event in May
- Leverage media, community partners and advocates for event presence throughout the summer
- Distribution of campaign toolkit to businesses (city bars, bicycle shops, auto body shops, etc.)



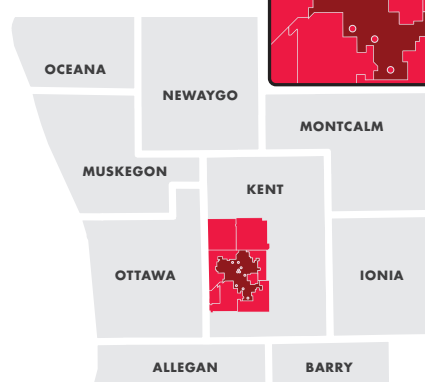
PUBLIC RELATIONS

- Pre-campaign
 - › Enlist engagement of city, civic, neighborhood organizations, community groups with “Road Show” briefing of crash data, campaign plans, opportunities for campaign engagement
 - › Build partnerships for message delivery
 - › Develop toolkit of messages (articles, e-blast/newsletter content) and materials (FAQs, fliers, posters, social posts) for partner distribution
- Campaign launch
 - › Conduct media event with city leaders, law enforcement, local health/safety/community partners
- Campaign extension
 - › Participation in partner events (helmet fittings, bike-to-work day, active commute week, back-to-school bike safety, etc.)

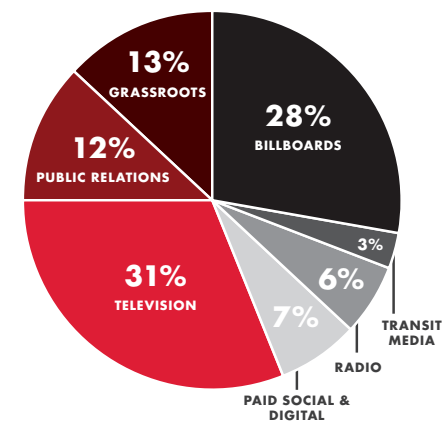


LOCATIONS

- 90% reach
- 7+ frequency



INVESTMENT



GRAND RAPIDS BICYCLE SAFETY

PROJECT GOALS

- » Create foundation, guide for long-term education program
- » Reduce bicycle crashes and fatalities
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- » Promote a “share the road” culture

COMMUNICATION STRATEGY

- » Build awareness of the shared rights and responsibilities of all “drivers”
- » Educate about key rules to encourage safe driving and riding behavior
- » Arm partners with consistent messages to extend campaign efforts

RESULTS

The Driving Change campaign drove significant increases in awareness, knowledge and beliefs including:

+18% BELIEF THAT

bicyclists and motorists are respectful of each other's rights to the road

+23% MOTORISTS REPORTING
always give bicyclists 5ft of space when passing

+40% AWARENESS
of new 5ft passing rule

+775% DRIVING CHANGE
campaign awareness

+32,786,000
campaign impressions

PAID MEDIA SUMMARY

Flight Dates: 5/8-5/21, 7/10-7/23
Paid Media Investment: \$119,743 net (+Spanish-language outreach)

OUTDOOR

20,960,166 IMPRESSIONS

Over 50 placements including a combination of traditional billboards, side street bulletins and digital billboards

ADDED VALUE: 548 override days



TV

3,096,511 IMPRESSIONS

- » 1,361 30-second TV spots
- » Local news, DVR-proof prime programming and season finales
- » WOOD-TV, WZZM, top-rated cable programming (i.e., Detroit Tigers baseball on Fox Sports Detroit)

ADDED VALUE:

- » 500 30-second spots on WZZM Weather Channel
- » 5-second news billboards on WOOD-TV (13.3 additional GRPs)
- » 4-minute segment on “The Exchange”
- » News story on “eightWest” online edition

REACH	87.2%	FREQUENCY	4.5X	GROSS RATING POINTS	392.4
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TRANSIT MEDIA

5,476,968 IMPRESSIONS

THE RAPID: 5,040,000 impressions

- » 20 transit tail display ads

ADDED VALUE: Charged for production only, 25% remain posted

GAS STATION TV: 320,328 impressions

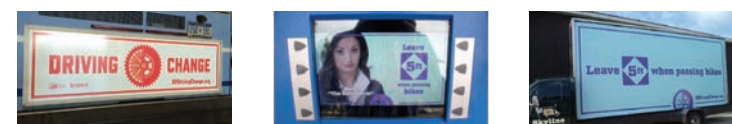
- » 30-second TV ads displayed at 160 gas pumps located at 22 gas stations

ADDED VALUE: Overdelivered by 33%

MOBILE BILLBOARDS: 116,640 impressions

- » 21 hours total road time

ADDED VALUE: 3 additional hours



Transit

Gas Station TV

Mobile Billboard

RADIO

1,811,100 IMPRESSIONS

30-second radio ads plus 15-second traffic report sponsorship messages and public broadcast announcements during each two-week flight

ADDED VALUE:

- » “West Michigan’s Weekend” on WOOD Radio podcast interview with Suzanne Schulz on July 29
- » Re-aired on BREW 101.3FM, WBCT 93.7FM, WSNX 104.5FM, WTKG 1230AM, WOOD 1300AM/106.9FM, STAR 105.7FM, ESPN 96.1FM
- » Booth presence at Taste of Grand Rapids

STATION/PROGRAMMING	# OF ADS	TARGET DEMO
WBCT 89.3FM/Country, 7a-6p plus online streaming	144 30-second ads	Adults 18-34, 44% female/56% male
WSNX 104.5FM/Top 40 7a-6p plus online streaming	144 30-second ads	Adults 18-34, 48% female/52% male
Traffic Report Sponsorships WTNR-FM, WLCS-FM, WLAW-FM, WLAV-FM, WHTS-FM, WBBL-FM	480 15-second sponsorship messages	Adults 18+
WGVU NPR morning drive	30 15-second sponsorship messages	Community thought leaders

DIGITAL

880,286 IMPRESSIONS

MLIVE: 554,638 impressions

- » Sliding billboards, home page takeover, desktop and mobile display ads, video preroll
- » 841 click-thrus to website, 954 video views



HULU: 221,709 impressions/video views

- » Over 1,800 hours of viewership for the 30-second ad



ADDED VALUE: 2,768 added-value video impressions

THE RAPIDIAN: 94,480 impressions

- » Digital display campaign; Place Matters sponsorship
- » Average session duration: 1:20



ADDED VALUE: GRTV interview segment and article published

RAPID GROWTH MEDIA: 9,459 impressions

- » 1,608 impressions from website, 7,851 from Facebook
- » 2 feature stories

“As a ‘momcyclist’ I love having more (safer) avenues for getting around town. I do it to show my daughter where we live, to be physically active, and because it’s more fun than driving a car most days. Hopefully some of these lanes can be extended, so that transportation is even easier ... because when a bike lane abruptly ends, it limits where I can and can’t go (safely) as a cyclist with kids in tow!”

– Lynell Shooks Miller

SOCIAL (Facebook/Instagram)

PAID SOCIAL: 561,689 impressions

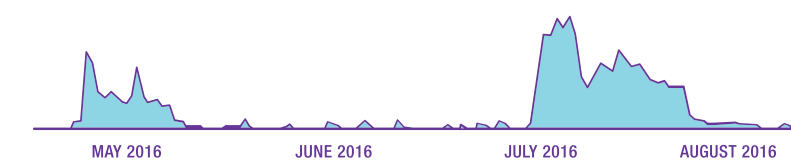
- » Total engagement: 71,289 (56,553 video views, 14,190 website clicks, 320 likes, 140 shares, 86 comments)
- » Spanish-language targeting added for flight 2; resulted in high engagement and website click-thrus

ORGANIC SOCIAL:

- » Peak total reach: 4,736
- » 462 page likes, 583 shares
- » Largest audience: adults 25-34, 51% female/49% male

WEBSITE

GRDRIVINGCHANGE.ORG



SESSIONS: 10,246

USERS: 6,268

PAGE VIEWS: 18,320

AVERAGE SESSION: 2:08

TOP REFERRAL SOURCES:

1-Facebook, 2-WoodTV

SPANISH-LANGUAGE OUTREACH

81,368+ IMPRESSIONS

(radio not rated)

TIMING: 7/11-8/31

RADIO: La Mejor

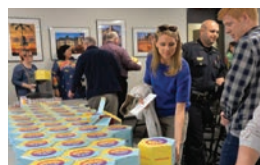
- » 143 30-second radio ads; 118 bonus spots!
- » 4 Facebook posts; 8/22, 8/26, 8/29, 8/31

PAID SOCIAL: Facebook

- » Total engagements: 3,466
- » Reach: 13,494 people



Social Post



Toolkit

PUBLIC RELATIONS

- » Distributed 4,000 bike lights and 200 advocacy toolkits
- » Campaign launch news coverage picked up around the world
- » News coverage and interviews with WOOD-TV, WZZM and GRTV
- » Radio interviews on all major stations in West Michigan
- » Featured news articles in Rapid Growth, The Rapidian and Corp! Magazine
- » Presentation and materials shown or distributed at
 - * 10+ neighborhood meetings
 - * Movies in the Park, Lids for Kids, National Night Out, Active Commute Week, Taste of Grand Rapids and GRPS Back to School Bash and more!

Sample Outdoor Messages

Leave  when passing bikes



GRDrivingChange.org

Bicyclists must  signs & signals



GRDrivingChange.org

Watch for  when turning right



GRDrivingChange.org

Bicyclists must  

Use lights & reflectors



GRDrivingChange.org

El ciclista gozará de mayor  **SEGURIDAD**

cuando circule por la vía pública



GRDrivingChange.org

Sample Social Media Messages



Bethany:
"The Obstructor"



Do not open doors
in a way that
obstructs bicyclists

This advertisement features a woman with glasses and a grey cardigan against a light blue background. To her right is a circular icon containing a car door and a key. Below the icon, the text reads "Do not open doors in a way that obstructs bicyclists". The woman's name and title are displayed in the bottom left corner.



Adam:
"The Wrong-Way Rebel"



Bicyclists
should ride
with traffic

This advertisement features a man wearing a blue helmet and a grey t-shirt against a yellow background. To his right is a circular icon containing a bicycle. Below the icon, the text reads "Bicyclists should ride with traffic". The man's name and title are displayed in the bottom left corner.



Driving Change - Grand Rapids
Sponsored · 🌐

Corrina from Comstock Park writes:
"I know that I'm supposed to keep my car a certain distance from a bicyclist, but I'm not sure if I'm doing it right. Am I too close? Am I too far? Should I pass? Should I wait? What if they turn? What if they don't? I'm so confused. Please help!"



Ask Dr. Wheeler
Road Relationship Counselor

[HTTP://GRDRIVINGCHANGE.ORG/](http://GRDRIVINGCHANGE.ORG/) [Watch More](#)

This Facebook post includes a video player showing a woman in a blue shirt sitting in a chair. The video title is "Ask Dr. Wheeler" and the author is "Road Relationship Counselor". A URL and a "Watch More" button are at the bottom.



La Mejor GR
Published by angie morales (?) · May 9 · 🌐

Visita <http://grdrivingchange.org/videos/> para aprender más sobre las reglas del camino para los ciclistas y los automovilistas en Grand Rapids

#DrivingChange
#GR

This Facebook post is a text-based announcement in Spanish, providing a link to a video resource for drivers and cyclists in Grand Rapids.



Automovilistas den **5 pies** de distancia a los ciclistas al pasar

This graphic features a light blue background with a dark blue border. In the center, it says "Automovilistas den 5 pies de distancia a los ciclistas al pasar". A gear icon is located in the bottom right corner.