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.)