

| CORPORATE POSITIONING AND DRIVER ATTITUDE/BEHAVIOUR (Page 17 in Communications Plan) | | | | |
|---|---|--|--|---|
| Strategy/Approach | Target | Tactics <i>(Note: Final tactics TBD pending final budget and outstanding considerations.)</i> | Timing | Evaluation |
| Encourage drivers, while they are driving, to reflect on their attitude and behaviour as it applies to every single traffic safety issue – be it occupant restraints, impaired driving, intersections, distractions and others. | <ul style="list-style-type: none"> Primary: Adult Albertans 16+. We must engage drivers of all ages and experience levels: <ul style="list-style-type: none"> New drivers who are still learning road user basics Experienced drivers who feel like they are the skilled minority | Radio Outdoor (Urban & rural) | Oct 27 – Nov 16 (3 weeks) Oct 27 – Nov 23 (4 weeks) | Campaign Activity: <ul style="list-style-type: none"> Recall/awareness tracking Creative assessments Media Relations Activity: <ul style="list-style-type: none"> Media tracking/monitoring <i>Note: Evaluation criteria/parameters/priority/budget TBD by campaign.</i> |
| Educate Albertans on the subject of driver attitude. Bring this message to life and make it relevant. | (see above) | TV News Feature | TBD | |
| De-normalize behaviours which are currently acceptable. | (see above) | E-Marketing <ul style="list-style-type: none"> Viral/youtube.com web postings Link placement Online contests | TBD | |
| Impact social attitudes toward driver attitude and behaviour through unconventional techniques. | (see above) | Guerilla | TBD | |
| Motivate drivers to re-consider their attitudes and behaviours as road users. | (see above) | Newsprint | TBD | |
| Motivate drivers to re-consider their attitudes and behaviours as road users through placement of ads in highly relevant publications geared towards the topic. | (see above) | Magazine | TBD | |
| <ul style="list-style-type: none"> Provide support to advertising efforts. Generate media coverage around driver attitude/behaviour. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues. | <ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities | Public Relations <ul style="list-style-type: none"> Media/community relations Stakeholder and industry partner relations/support Detailed tactics/tools TBD Consider additional PR action plan | TBD | |

Legend
 A/B/C Markets
 A – Urban City (e.g. Edmonton and Calgary)
 B – Small Urban (e.g. Red Deer, Medicine Hat, Lethbridge, Fort McMurray)
 C – Rural (e.g. Fort MacLeod, Brooks, Lac La Biche)

| SPEED (Page 20 in Communications Plan) | | | | |
|--|---|---|---|---|
| Strategy/Approach | Target | Tactics | Timing Traffic Safety Plan Calendar Month: April | Evaluation |
| Talk to road users while they are in their vehicles and remind them to slow down, pay attention to the speed limit, and think about the consequences of speeding. | <ul style="list-style-type: none"> Primary: "Pragmatic Speeders", 18-44, males/females Secondary: "Pragmatic Speeders", 45+, males/females Tertiary: Young and new drivers under 35, male skew Markets: A/B/C | Radio Outdoor billboard advertising | <ul style="list-style-type: none"> April 7 – 27 (3 weeks) TBD | Campaign Activity: <ul style="list-style-type: none"> Recall/awareness tracking Creative assessments Media Relations Activity: <ul style="list-style-type: none"> Media tracking/monitoring <i>Note: Evaluation criteria/parameters/priority/budget TBD by campaign.</i> |
| Encourage audience to self-reflect on their speeding. | (see above) | Television | Produce 2008/Air 2009 | |
| Educate on the subject of speed by placing messaging in a newsworthy and relevant context. | (see above) | TV News Feature | TBD | |
| Engage the audience and encourage their active involvement in communicating with others on the issue of speed and passing along related information to others within their social network. | (see above) | E-Marketing <ul style="list-style-type: none"> Viral/youtube.com web posting Parent/child educational links | TBD | |
| <ul style="list-style-type: none"> Generate awareness in locations frequented by the target audience. Remind road users of the dangers/consequences of speeding and encourage them to abide by the speed limits. | (see above) | Place-Based Communications <ul style="list-style-type: none"> Washroom advertising in restaurants/bars Arena/stadium venue advertising Cinema movie previews Demonstrations and displays at auto shows/car races | TBD | |
| Inform road users in Alberta about the importance and benefits of complying with speed limits and educate road users in Alberta on the consequences of speeding through fact-based information. | (see above) | Print <ul style="list-style-type: none"> Newsprint advertising in dailies Newspaper supplement (such as 'driver' or 'auto' special feature) | <ul style="list-style-type: none"> April 4 – 27 (3.5 weeks) TBD | |
| | (see above) | Newspaper supplement (such as 'driver' or 'auto' special feature) | TBD | |
| Address the 'culture of speed' issue and underline the consequences of speeding through placement of ads in highly relevant publications geared towards this audience. | (see above) Markets: Distribution at Rexall Edmonton Indy event | Niche program ads (Rexall Edmonton Indy program) | <ul style="list-style-type: none"> July 24 – 26 (3 days) | |
| Educate road users about the impact speeding and gas consumption have on the environment. | (see above) | Specialty publications | TBD | |
| <ul style="list-style-type: none"> Provide support to advertising efforts. Generate media coverage around the issue of speed. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues. | <ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities | Public relations <ul style="list-style-type: none"> Appoint a famous spokesperson to champion the issue Media/community relations Stakeholder and industry partner relations/support Detailed tactics/tools TBD Consider additional PR action plan | During the month of April | |

Legend
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| IMPAIRED DRIVING | | | | |
|---|---|---|---|--|
| (Page 23 in Communications Plan) | | | | |
| Strategy/Approach | Target | Tactics | Timing | Evaluation |
| Remind drivers and passengers of the consequences of impaired driving before and during the long weekends (when related collisions are highest). | <ul style="list-style-type: none"> Primary: 18-29, heavy male skew Secondary: 30-55, male skew Markets: A/B/C | <ul style="list-style-type: none"> Long Weekend radio General Impaired New long weekend including Checkstop | Traffic Safety Plan Calendar Months: August & December Long weekends: <ul style="list-style-type: none"> July 1 Aug 4 Sept 1 Oct 13 Feb 16 | Campaign Activity: <ul style="list-style-type: none"> Recall/awareness tracking Creative assessments Media Relations Activity: <ul style="list-style-type: none"> Media tracking/monitoring Note: Evaluation criteria/parameters/priority/budget TBD by campaign. |
| Remind drivers of the consequences of impaired driving and that it is Checkstop season. | (see above) Markets: A & B | Outdoor billboards <i>(Note: 10 Handcuffs boards in Pattison inventory)</i> | TBD | |
| Create awareness of the very serious implications of driving while impaired and the consequences that could result from non-compliance with tips and information. | <ul style="list-style-type: none"> Primary: 25-55 adult drivers Secondary: 20-24 young drivers & vulnerable road users Markets: A/B/C | TV News Feature | TBD | |
| Create awareness of the very serious implications of driving while impaired and the consequences that could result from non-compliance. | (see above) | Television | TBD | |
| Expose messaging in environments or at events where entertainment is tied with alcohol. | (see above) | Place-Based Communications: <ul style="list-style-type: none"> Washroom advertising in bars/restaurants Advertising in arena/stadium venues during key events | TBD | |
| Engage the audience and encourage their active involvement in the message through online mediums. | (see above) | E-marketing <ul style="list-style-type: none"> Website Viral/youtube.com web postings Social groups (Facebook & MySpace) Online games SMS/text messaging Web 2.0 presence – piggyback on existing partnerships | TBD | |
| Raise awareness/reinforce the penalties/consequences associated with impaired driving. <ul style="list-style-type: none"> Provide support to advertising efforts. Generate media coverage around impaired driving. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues. | see above <ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities | Collateral (designated driver message for high schools and bars) Public Relations <ul style="list-style-type: none"> Identify a spokesperson to share real-human interest stories Media/community relations Stakeholder and industry partner relations/support Detailed tactics/tools TBD. Consider additional PR action plan | Throughout the school year – focus on grad times August Impaired Outdoor: <ul style="list-style-type: none"> Aug 4 – 31 (4 weeks) December Impaired Outdoor: <ul style="list-style-type: none"> Dec 1 – 28 (4 weeks) | |

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OCCUPANT RESTRAINTS – SEAT BELTS/BOOSTER SEATS
 (Page 27 in Communications Plan)

| Strategy/Approach | Target | Tactics | Timing | Evaluation |
|---|---|---|--|---|
| Talk to the target audience while they are in their vehicles and remind them of the benefits of using seat belts. | Seat Belts <ul style="list-style-type: none"> Primary: Alberta road users, 18+, consistent and inconsistent seat belt users Secondary: Young drivers 16+ and non-compliant seat belt users Markets: A/B/C | Radio Outdoor <ul style="list-style-type: none"> Billboard Advertising Transit Shelter Advertising Bus kings/backs advertising | Traffic Safety Plan Calendar Months: March & October Oct 13 – 26 (2 weeks) March (timing TBC) March (timing TBC) | Campaign Activity: <ul style="list-style-type: none"> Recall/awareness tracking Creative assessments Media Relations Activity: <ul style="list-style-type: none"> Media tracking/monitoring <i>Note: Evaluation criteria/parameters/priority/budget TBD by campaign.</i> |
| Create awareness of the very serious implications of non-compliance. | (see above) | Washroom Posters | Oct 13 – Nov 9 (4 weeks) | |
| Generate interest through newsworthy messaging that educates Albertans on the subject of driver attitude around seat belt usage. | (see above) | TV News Feature | TBD | |
| Educate/re-educate target audience on the proper use of seat belts and inform them of the dangers/consequences resulting from non-usage/compliance. | (see above) | Collateral <ul style="list-style-type: none"> Posters Brochures Tear pads for enforcement distribution w/ ticketing | | |
| Encourage website traffic for detailed information and resources. | (see above) | E-Marketing <ul style="list-style-type: none"> Viral/youtube.com web postings Link placement on designated 'youth/tween' culture sites Link placement on trades unions' websites on the topic of work site safety Promote website resources for supplemental education/info | TBD | |
| Create awareness through placement of messaging in places we know segments of Albertans are captive. | (see above) | Place-Based Communications <ul style="list-style-type: none"> Cinema movie preview advertising Washroom advertising | TBD | |
| <ul style="list-style-type: none"> Provide support to advertising efforts. Generate media coverage around seat belt use. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues. | <ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities | Public Relations <ul style="list-style-type: none"> Educational videos for safety training Media/community relations Stakeholder and industry partner relations/support Detailed tactics/tools TBD. Consider additional PR action plan Human interest stories Wreck display of High Schools Feature stories | During the months of March and October | |

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| | | | |
|--|---|-----|--|
| Raise awareness around booster seat use and regulations by talking to the target audience while they are in their vehicles. | Booster Seats <ul style="list-style-type: none"> Primary: Albertan parents 25-49 w/ children aged 3 to 8 years old. Female skew. Secondary: Grandparents 55+ of children aged 3 to 8 years old Markets: A/B/C | TBD | TBD |
| Generate interest through newsworthy messaging that educates Albertans on the subject of child safety seat use and the parameters/regulations around booster seat use. | (see above) | TBD | TBD |
| Educate target audience on the proper use of booster seats and inform them of the dangers/consequences resulting from non-usage/compliance. | (see above) | TBD | TBD |
| Encourage website traffic for detailed information and resources. | | TBD | TBD |
| Promote the benefits of booster seat use in locations frequented by the target audience. | | TBD | TBD |
| Create awareness/distinction between child safety seat and booster seats through placement of ads in most relevant publications. | | TBD | TBD |
| <ul style="list-style-type: none"> Provide support to advertising efforts. Generate media coverage around booster seat use and legislation. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues. | <ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities | TBD | During the months of March and October |

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| INTERSECTIONS | | | | |
|--|--|---|---|--|
| <i>(Page 32 in Communications Plan)</i> | | | | |
| Strategy/Approach | Target | Tactics | Timing | Evaluation |
| <p>Talk to drivers about the dangers associated with intersections while they are in their vehicle.</p> <p>Remind drivers, while in-vehicle to slow down and always be on the lookout for pedestrians, particularly when approaching intersections and crosswalks.</p> | <ul style="list-style-type: none"> Primary: Urban Alberta drivers, aged 18-44, gender neutral Secondary: Rural Alberta drivers, aged 18-44, gender neutral Markets: A/B/C | Radio (also consider Collision Prime Time radio) | <p>Traffic Safety Plan Calendar Month: January (Intersections)</p> <p>Consider November in tandem with Pedestrian safety</p> <p>Jan 12 – 25, 2009 (2 weeks)</p> | <p>Campaign Activity:</p> <ul style="list-style-type: none"> Recall/awareness tracking Creative assessments <p>Media Relations Activity:</p> <ul style="list-style-type: none"> Media tracking/monitoring <p><i>Note: Evaluation criteria/parameters/priority/budget TBD by campaign.</i></p> |
| Educate Albertans on the dangers associated with intersections, tips and new information. | (see above) | <ul style="list-style-type: none"> TV News Feature | TBD | |
| Educate drivers through an engaging and interactive medium that teaches them about the risks associated with driving through intersections. | (see above) | <p>E-Marketing</p> <ul style="list-style-type: none"> Online games Contests Website Link Placement | TBD | |
| Ensure that links between the educational system and road safety agencies are maintained. | (see above) | WTT Youth Education Program and GDL integration | Ongoing | |
| <ul style="list-style-type: none"> Provide support to advertising efforts. Generate media coverage around intersection dangers and safety measures. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues. | <ul style="list-style-type: none"> Media General public Key stakeholders and industry partners Communities and municipalities | <p>Public Relations</p> <ul style="list-style-type: none"> Media/community relations Stakeholder and industry partner relations/support Detailed tactics/tools TBD Consider additional PR action plan | <p>During the month of January and November</p> | |

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| VULNERABLE ROAD USERS – MOTORCYCLES | | | | |
|---|---|--|--|---|
| <small>(Page 35 in Communications Plan)</small> | | | | |
| Strategy/Approach | Target | Tactics | Timing | Evaluation |
| Talk to the target audience while they are driving and raise awareness of best practices when sharing the roads. | <ul style="list-style-type: none"> Primary: Albertan drivers 18+ Secondary: Motorcyclists 16+, skew male w/ varying levels of education on safety and compliance requirements Markets: A/B/C | Radio | Traffic Safety Plan Calendar Month: July July 7 – 20 (2 weeks) Spring timing to be considered in future | Campaign Activity: <ul style="list-style-type: none"> Recall/awareness tracking Creative assessments Media Relations Activity: <ul style="list-style-type: none"> Media tracking/monitoring <i>Note: Evaluation criteria/parameters/priority/budget TBD by campaign.</i> |
| Educate the audience on sharing the roads safely with motorcycles, tips and new information. | <ul style="list-style-type: none"> Primary and secondary | TV News Feature | TBD | |
| Educate drivers and motorcyclists on what it means to effectively 'share the road' and implications of unsafe conduct. | <ul style="list-style-type: none"> Secondary only Primary and secondary | Collateral <ul style="list-style-type: none"> Distributed at specific venues they frequent Direct mail Information slips included in insurance or vehicle registration mailings | TBD | |
| Encourage interaction/communication among younger drivers/riders on the topic of motorcycle safety. | <ul style="list-style-type: none"> Primary and secondary | E-Marketing <ul style="list-style-type: none"> Viral/youtube.com web postings Link placement on appropriate websites | TBD | |
| Reach audience through place-based communications – messaging in places where target segments are captive or venues they frequent. | <ul style="list-style-type: none"> Secondary only Primary and secondary | Place-Based Communications <ul style="list-style-type: none"> Motorcycle shops Guerilla | TBD | |
| <ul style="list-style-type: none"> Provide support to advertising efforts. Generate media coverage around motorcycle safety. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues. | <ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities | Public Relations <ul style="list-style-type: none"> Media/community relations Stakeholder and industry partner relations/support Detailed tactics/tools TBD Consider additional PR action plan | During the month of July | |

Legend
 A/B/C Markets
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| VULNERABLE ROAD USERS – BICYCLES | | | | |
|--|---|--|--|--|
| <i>(Page 38 in Communications Plan)</i> | | | | |
| Strategy/Approach | Target | Tactics | Timing | Evaluation |
| | | | Traffic Safety Plan Calendar Month: N/A | |
| Raise awareness of compliant conduct and tackle non-compliant behaviour where bicycle safety is concerned. | <ul style="list-style-type: none"> Primary: Albertan drivers 18+ Secondary: Bicyclists 16+ with varying levels of education on safety and compliance requirements Markets: A/B/C | Collateral <ul style="list-style-type: none"> Booklets Checklists Brochures Posters Radio (such as Collision Prime Time) | TBD | Campaign Activity: <ul style="list-style-type: none"> Recall/awareness tracking Creative assessments Media Relations Activity: <ul style="list-style-type: none"> Media tracking/monitoring Note: Evaluation criteria/parameters/priority/budget TBD by campaign. |
| Educate on the subject of bicycle safety by placing messaging in a newsworthy and relevant context with tips/hints. | | TV News Feature | TBD | |
| Reach audience through place-based messaging where target segments are captive or venues they frequent. | (see above) | Guerilla | TBD | |
| <ul style="list-style-type: none"> Provide support to advertising efforts. Generate media coverage around bicycle safety. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues. | <ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities | Public Relations <ul style="list-style-type: none"> Media/community relations Stakeholder and industry partner relations/support Detailed tactics/tools TBD Consider additional PR action plan | TBD | |

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| VULNERABLE ROAD USERS – PEDESTRIANS | | | | |
|---|---|---|--|---|
| <i>(Page 40 in Communications Plan)</i> | | | | |
| Strategy/Approach | Target | Tactics | Timing | Evaluation |
| Remind drivers, while in-vehicle to slow down and always be on the lookout for pedestrians, particularly when approaching intersections and crosswalks. | <ul style="list-style-type: none"> Primary: Albertan drivers, 18+ Secondary: Pedestrians, skew 20-24 years of age as well as the elderly 65+ and young children Markets: A/B/C | Radio | Traffic Safety Plan Calendar Month: November Oct 31 – Nov 14 (15 days) | Campaign Activity: <ul style="list-style-type: none"> Recall/awareness tracking Creative assessments Media Relations Activity: <ul style="list-style-type: none"> Media tracking/monitoring <i>Note: Evaluation criteria/parameters/priority/budget TBD by campaign.</i> |
| Educate on the subject of pedestrian safety by placing messaging in a newsworthy and relevant context with tips/hints. | (see above) | TV News Feature | TBD | |
| Impact social attitudes toward the issue of pedestrian safety through targeted, unconventional techniques. | (see above) | Guerilla | TBD | |
| <ul style="list-style-type: none"> Provide support to tactical efforts. Generate media coverage around OHV safety. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues. | <ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities | Public Relations <ul style="list-style-type: none"> Media/community relations Stakeholder and industry partner relations/support Detailed tactics/tools TBD Consider additional PR action plan | During the month of November (and other months) | |

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| VULNERABLE ROAD USERS – OFF-HIGHWAY VEHICLES/ALL-TERRAIN VEHICLES | | | | |
|---|---|--|---------------|--|
| <small>(Page 42 in Communications Plan)</small> | | | | |
| Strategy/Approach | Target | Tactics | Timing | Evaluation |
| Promote best practices and raise awareness of OHV safety in order to maintain compliant conduct and address non-compliant behaviour. | <ul style="list-style-type: none"> Primary: Adult Albertans 18+ Secondary: Young riders 12-17+, skew male. They are on- and off-road riders with varying levels of education on safety and compliance requirements Primary Market: C Secondary Markets: A/B | Collateral <ul style="list-style-type: none"> 'Live to Ride' brochure Snowmobile handouts Safety checklists | TBD | Campaign Activity: <ul style="list-style-type: none"> Recall/awareness tracking Creative assessments Media Relations Activity: <ul style="list-style-type: none"> Media tracking/monitoring Note: Evaluation criteria/parameters/priority/budget TBD by campaign. |
| Provide valuable or new information on appropriate sites to engage target segments. | (see above) | E-Marketing <ul style="list-style-type: none"> Web link and placement General information on link Reports and news to support PR effects | TBD | |
| <ul style="list-style-type: none"> Provide support to tactical efforts. Generate media coverage around OHV safety. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues. | <ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities | Public Relations <ul style="list-style-type: none"> Media/community relations Stakeholder and industry partner relations/support Detailed tactics/tools TBD Consider additional PR action plan | TBD | |

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| COMMERCIAL VEHICLES (Page 44 in Communications Plan) | | | | |
|---|---|--|--|--|
| Strategy/Approach | Target | Tactics | Timing Traffic Safety Plan Calendar Month: June | Evaluation |
| <ul style="list-style-type: none"> Generate interest around the safety issues regarding commercial vehicles and how to drive comfortably around commercial vehicles. Talk to drivers while they are in situation. Target road users with messaging when they are most likely to be faced with the challenges of sharing the road with commercial vehicles. | <ul style="list-style-type: none"> Primary: Alberta drivers of passenger vehicles/road users, 18+ Markets: A/B/C | <ul style="list-style-type: none"> Radio Outdoor highway billboards Posters in highway gas stations | June 2 – 15 (2 weeks) | Campaign Activity: <ul style="list-style-type: none"> Recall/awareness tracking Creative assessments Media Relations Activity: <ul style="list-style-type: none"> Media tracking/monitoring Note: Evaluation criteria/parameters/priority/budget TBD by campaign. |
| Generate interest around the safety issues regarding commercial vehicles and how to drive comfortably around commercial vehicles. | (see above) | TV News Feature | TBD | |
| Encourage website traffic for detailed information and resources. | (see above) | E-Marketing <ul style="list-style-type: none"> Website Link placement on partner/industry websites | TBD | |
| Consider working with industry partners to remind commercial vehicle drivers about safe driver basics and how to avoid potential risks. | <ul style="list-style-type: none"> Secondary: Commercial vehicle drivers and industry partners Markets: A/B/C | <ul style="list-style-type: none"> Partner up for safety training videos | TBD | |
| Reinforce commercial vehicle driver safety. | (see above) | Trinkets/takeaways w/ safety messaging | TBD | |
| Generate awareness in locations frequented by commercial vehicle drivers. | (see above) | Signage at truck stops/gathering places | TBD | |
| <ul style="list-style-type: none"> Provide support to advertising efforts. Generate media coverage around sharing the roads with commercial vehicles. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues. | <ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities | Public Relations <ul style="list-style-type: none"> Media/community relations Stakeholder and industry partner relations/support tools Detailed tactics/tools TBD Consider additional PR action plan | During the month of June | |

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| YOUNG DRIVERS/RIDERS (Page 47 in Communications Plan) | | | | |
|---|--|--|---|--|
| Strategy/Approach | Target | Tactics | Timing | Evaluation |
| <ul style="list-style-type: none"> Target young drivers while they are in their vehicles, to remind them of the dangers/consequences of impaired driving. | <ul style="list-style-type: none"> Primary: Teen drivers aged 16-19, male skew and teen GDL drivers/learners aged 14+ Secondary: Young riders aged 16-24 years old Influencers: Parents between 35-60 years old, teachers and educators Markets: A/B/C | Radio | Traffic Safety Plan Calendar Month: May May 7 – 9 (3 days) May 14 – 16 (3 days) Rationale: Expose young drivers to the message prior to the weekend, when they are beginning to think about their weekend plans | Campaign Activity: <ul style="list-style-type: none"> Recall/awareness tracking Creative assessments Media Relations Activity: <ul style="list-style-type: none"> Media tracking/monitoring Note: Evaluation criteria/parameters/priority/budget TBD by campaign. |
| <ul style="list-style-type: none"> Engage/encourage interaction and communication among young drivers, about the dangers/consequences of impaired driving and other driving behaviours through social network sites. | (see above) | E-Marketing <ul style="list-style-type: none"> Website Link placement Chat rooms/forums Online games Social groups/clubs such as Facebook and MySpace Podcasts (discussion groups) | TBD | |
| Educate/re-educate young drivers on the definition of impaired driving, indicates the dangers of poor judgment/impairment. | | Place-Based Marketing <ul style="list-style-type: none"> Washroom advertising in schools Guerilla | | |
| (see above) | (see above) | Collateral <ul style="list-style-type: none"> Locker and school posters School daytimer ads/yearbooks | 09/10 school year | |
| Educate/reinforce young drivers of safe road use basics and rules of the road. | <ul style="list-style-type: none"> Influencers: Parents between 35-60 years old, teachers and educators | Collateral <ul style="list-style-type: none"> “Getting into Gear” booklet “Geared to Go” manual | Ongoing/year-round | |
| <ul style="list-style-type: none"> Provide support to advertising efforts. Generate media coverage around young driver/rider issues. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues. | <ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities | <ul style="list-style-type: none"> Media/community relations Stakeholder and industry partner relations/support tools Detailed tactics/tools TBD Consider additional PR action plan | During the month of May | |

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| RURAL ROADS (Page 50 in Communications Plan) | | | | |
|---|--|--|---|--|
| Strategy/Approach | Target | Tactics | Timing Traffic Safety Plan Calendar Month: N/A | Evaluation |
| Incorporate rural issues into core campaigns such as speed, impaired driving and occupant restraint campaigns on rural stations with rural spill. | <ul style="list-style-type: none"> Primary: Young adult drivers 18+, skew male and experienced drivers who are perhaps complacent Secondary: Passengers who may act as influencers Markets: A/B/C | Radio E-Marketing <ul style="list-style-type: none"> Website (informational source) | TBD | Campaign Activity: <ul style="list-style-type: none"> Recall/awareness tracking Creative assessments Media Relations Activity: <ul style="list-style-type: none"> Media tracking/monitoring Note: Evaluation criteria/parameters/priority/budget TBD by campaign. |
| Raise awareness of risk factors and road safety in rural regions. Reinforce implications of irresponsible driving practices on topics like speed, impaired driving and occupant restraints. | (see above) | TV News Feature | TBD | |
| <ul style="list-style-type: none"> Provide support to advertising efforts. Generate media coverage around rural road safety. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues. | <ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities | Public Relations <ul style="list-style-type: none"> Media/community relations Stakeholder and industry partner relations/support Detailed tactics/tools TBD Consider additional PR action plan | TBD | |

Legend
 A/B/C Markets
 A – Urban City (e.g. Edmonton and Calgary)
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 C – Rural (e.g. Fort MacLeod, Brooks, Lac La Biche)

| AGING DRIVERS (Page 52 in Communications Plan) | | | | |
|--|---|--|---|--|
| Strategy/Approach | Target | Tactics | Timing Traffic Safety Plan Calendar Month: N/A | Evaluation |
| <p>Raise awareness of medical issues and conditions that can affect aging driver safety. <i>(Note: As they become developed, promote programs and services to support the aging driver population.)</i></p> | <ul style="list-style-type: none"> Primary: Influencers of aging drivers in Alberta, mostly 35+ including family members, doctors, pharmacists, optometrists and other medical professionals Secondary: Aging drivers 65+ in Alberta Markets: A/B/C (with consideration to C/rural given fewer transportation options for the elderly) | <p>Brochures</p> | TBD | <p>Campaign Activity:</p> <ul style="list-style-type: none"> Recall/awareness tracking Creative assessments <p>Media Relations Activity:</p> <ul style="list-style-type: none"> Media tracking/monitoring <p><i>Note: Evaluation criteria/parameters/priority/budget TBD by campaign.</i></p> |
| <ul style="list-style-type: none"> Provide support to tactical efforts. Generate media coverage around aging driver safety. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues. | <ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities | <p>E-Marketing</p> <ul style="list-style-type: none"> Website (as a information resource) <p>Public Relations</p> <ul style="list-style-type: none"> Media/community relations Stakeholder and industry partner relations/support Detailed tactics/tools TBD Consider additional PR action plan | TBD | |

Legend
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| HIGH-RISK AND MEDICALLY UNFIT (Page 54 in Communications Plan) | | | | |
|---|--|--|---|--|
| Strategy/Approach | Target | Tactics | Timing Traffic Safety Plan Calendar Month: N/A | Evaluation |
| <ul style="list-style-type: none"> Consider High-Risk audience in approaching topics of impaired driving, speed and occupant restraints (due to correlating behaviours amongst High-Risk group). Convey emotion through audible consequences while drivers are in their vehicles. | <p><u>High Risk</u></p> <ul style="list-style-type: none"> Primary: Adult drivers, 16-25 years old, skew male, who have a tendency to drive heavily impaired or otherwise at risk to themselves or others, and this behaviour is exemplified on a repeat basis Secondary: Influencers of high-risk drivers; friends 16-25 years of age who may have a more effective impact in given scenarios as well as parents of young drivers 35+ who can educate their teens/tweens on safe driving basics Markets: A/B/C | Radio | Ongoing with spill from core campaign | <p>Campaign Activity:</p> <ul style="list-style-type: none"> Recall/awareness tracking Creative assessments <p>Media Relations Activity:</p> <ul style="list-style-type: none"> Media tracking/monitoring <p><i>Note: Evaluation criteria/parameters/priority/budget TBD by campaign.</i></p> |
| Raise awareness of potential consequences for high-risk drivers at locations frequented by the target audience. | (see above) | Washroom Poster Advertising (bars and restaurants) | TBD | |
| Engage/raise awareness on appropriate/relevant sites. | | E-Marketing <ul style="list-style-type: none"> Website (for informational resources) Viral/youtube.com web postings Link placement customized for medically unfit | | |
| <ul style="list-style-type: none"> Provide resources at specific venues where drivers are likely to learn they may be at risk for being medically unfit. Consider integration with Aging Driver initiatives. <p><i>(Note: Promote program and services as they become developed.)</i></p> | <p><u>Medically Unfit</u></p> <ul style="list-style-type: none"> Primary: Medically unfit drivers 18-65 years old, who understand the impact of their condition on driving but they are not emotionally prepared to take preventative action or are not aware/knowledgeable of a possible medical challenge that may come in their way of safe driving Secondary: Influencers of medically unfit drivers 18-65 years of age, including family members, physicians and other health professionals Markets: A/B/C | Collateral <ul style="list-style-type: none"> Brochures Checklists (personal health/safety and driver self-assessments) | TBD | |

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| | | | | |
|---|---|--|-----|--|
| Communicate messaging on appropriate and highly relevant sites. | Medically Unfit (see above) | E-Marketing <ul style="list-style-type: none"> • Website (for information resources) • Link placements (for learning and information) | TBD | |
| <ul style="list-style-type: none"> • Provide support to advertising efforts. • Generate media coverage around the topics of high-risk/medically unfit driver issues independently. • Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues. | <ul style="list-style-type: none"> • Media, general public • Key stakeholders and industry partners • Communities and municipalities | Public Relations <ul style="list-style-type: none"> • Media/community relations • Stakeholder and industry partner relations/support • Detailed tactics/tools TBD • Consider additional PR action plan | TBD | |

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 A/B/C Markets
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| OTHER KEY TOPICS – DISTRACTIONS (Page 58 in Communications Plan) | | | | |
|---|---|--|--|---|
| Strategy/Approach | Target | Tactics | Timing Traffic Safety Plan Calendar Month: February | Evaluation |
| Encourage all road users to take driving seriously and remain focused on the road. | <ul style="list-style-type: none"> Primary: Adult Albertans, 18-44 Secondary: Adult Albertans, 45-64 Tertiary: New drivers 16+ | Radio | Feb (timing TBC) | Campaign Activity: <ul style="list-style-type: none"> Recall/awareness tracking Creative assessments Media Relations Activity: <ul style="list-style-type: none"> Media tracking/monitoring <i>Note: Evaluation criteria/parameters/priority/budget TBD by campaign.</i> |
| Educate the audience on distracted driving. Remind them of the facts, challenge their thinking and be clear on the potential consequences for their actions. | (see above) | TV News Feature | TBD | |
| Engage key audiences, encouraging denormalization of distracted driving. | (see above) | E-Marketing <ul style="list-style-type: none"> Website (informational resources) Viral/youtube.com web postings Link placement | TBD | |
| <ul style="list-style-type: none"> Provide support to advertising efforts. Generate media coverage around driver distraction issues. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues. | <ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities | Public Relations <ul style="list-style-type: none"> Media/community relations Stakeholder and industry partner relations/support Detailed tactics/tools TBD Consider additional PR action plan | During the month of February | |

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 A/B/C Markets
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| OTHER KEY TOPICS – BACK-TO-SCHOOL SAFETY (Page 61 in Communications Plan) | | | | |
|--|---|---|---|---|
| Strategy/Approach | Target | Tactics | Timing | Evaluation |
| <ul style="list-style-type: none"> Promote awareness of school bus safety/rules. Expose drivers to this message while they are in their vehicles during peak hours of the day - morning and afternoon drive time. | <ul style="list-style-type: none"> Primary: Alberta drivers of passenger vehicles, 16-65 years old. Markets: A/B/C | <ul style="list-style-type: none"> Radio Outdoor Billboard Advertising (<i>Note: 6 billboards in Pattison inventory</i>) | Traffic Safety Plan Calendar Month: September September 8 – 19 (2 weeks) September 8 – October 5 (4 weeks) | Campaign Activity: <ul style="list-style-type: none"> Recall/awareness tracking Creative assessments Media Relations Activity: <ul style="list-style-type: none"> Media tracking/monitoring <i>Note: Evaluation criteria/parameters/priority/budget TBD by campaign.</i> |
| Promote awareness of safe driving conduct around school buses in a newsworthy and relevant context. | (see above) | TV News Feature | TBD | |
| Promote safety measures when sharing the road with school buses in locations frequented by the target audience. | (see above) | Poster (“Flashing Red Means Stop”) | TBD | |
| <ul style="list-style-type: none"> Provide support to advertising efforts. School bus and pedestrian. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues. | <ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities | Public Relations <ul style="list-style-type: none"> Media/community relations Stakeholder and industry partner relations/support Detailed tactics/tools TBD. Consider additional PR action plan. | During the month of September | |

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| OTHER KEY TOPICS - WALK THE TALK YOUTH EDUCATION PROGRAM | | | | |
|---|--|--|---|---|
| <small>(Page 62 in Communications Plan)</small> | | | | |
| Strategy/Approach | Target | Tactics | Timing | Evaluation |
| <ul style="list-style-type: none"> Engage children and educators on the topic of traffic safety. Inspire new interest in WTT from both children and educators. | <ul style="list-style-type: none"> Primary: Alberta students from Kindergarten to Grade Six Secondary: Alberta teachers/educators (parents should also be engaged) Markets: A/B/C | Students: <ul style="list-style-type: none"> Brochures Fact sheets Activity books Educators: <ul style="list-style-type: none"> ATA magazine display ad Direct mail promo piece – WTT ordering August resource guide | Traffic Safety Plan Calendar Month: N/A Sept 2008 – June 2009 | Campaign Activity: <ul style="list-style-type: none"> Recall/awareness tracking Creative assessments Media Relations Activity: <ul style="list-style-type: none"> Media tracking/monitoring <i>Note: Evaluation criteria/parameters/priority/budget TBD by campaign.</i> |
| (see above) | (see above) | E-Marketing Students: <ul style="list-style-type: none"> Interactive games Educators and Parents: <ul style="list-style-type: none"> Website (tips, hints and links to useful resources) Link placement promoting WTT program | TBD | |
| <ul style="list-style-type: none"> Provide support to advertising efforts. Generate media interest around the WTT program (particularly around events). Support key stakeholders/industry partners/communities and municipalities in their efforts to inspire interest in the WTT program. | <ul style="list-style-type: none"> Media, teachers Key stakeholders and industry partners Communities and municipalities | Public Relations <ul style="list-style-type: none"> Media/community relations Stakeholder and industry partner relations/support Detailed tactics/tools TBD Consider additional PR action plan | During the month of September | |

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| MULTI-TOPIC TACTICS – TV NEWS FEATURE, RUSH HOUR RADIO AND DISPLAYS/DEMOS/INTERACTIVE | | | | |
|---|--|--|--|--|
| NOTE: To be completed once TV News/RHR radio topics are confirmed. | | | | |
| Strategy/Approach | Target | Tactics | Timing | Evaluation |
| <p>To create general interest through newsworthy messaging that educates Albertans on the subjects of:</p> <ul style="list-style-type: none"> • Speed • Impaired Driving • Seat Belts • Child Safety Seats • Intersections (left-hand turns) • Intersections (follow to close) • Intersections (pedestrians) • Road Share: Commercial Vehicles • Road Share: Motorcycles/Bicycles • Driver Attitude • Back to School • Distractions • Passengers | <p><u>TV News Feature</u></p> <ul style="list-style-type: none"> • Primary: Alberta road users, 18+ • Markets: A/B/C | <p>Television</p> <ul style="list-style-type: none"> • Airdates • Live TV interviews <p>Online</p> | <p>Traffic Safety Plan Calendar Month: N/A</p> <p>Nov 20, 2008 – Oct 2009</p> <p>Dates TBC</p> <p>Dates TBC</p> <p>Dates TBC</p> | <p>Campaign Activity:</p> <ul style="list-style-type: none"> • Recall/awareness tracking • Creative assessments <p>Media Relations Activity:</p> <ul style="list-style-type: none"> • Media tracking/monitoring <p><i>Note: Evaluation criteria/parameters/priority/budget TBD by campaign.</i></p> |
| <p>To raise awareness of increased safety risk during rush hour, and motivate drivers to re-consider their behaviour as road users.</p> <ul style="list-style-type: none"> • Distractions • Pedestrian Safety • Intersections • Passenger • Additional TBD | <p><u>Rush Hour Radio</u></p> <ul style="list-style-type: none"> • Primary: Alberta road users, 18+ • Markets: A/B/C | <p>Radio</p> | <p>TBD</p> | |

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