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1. **Introduction**

The Pedestrian Safety Board’s slogan reads, “Safe, Seen and Sure.” Located in the heart of West Virginia University’s Campus, the board is actively working on improving the everyday lives of Morgantown’s students, faculty and citizens by promoting driver and pedestrian safety. The ultimate goal the group strives for is having zero pedestrian deaths. Education among Morgantown’s residence is what’s most detrimental when encouraging safety. The board emphasizes the fact that pedestrians and drivers must work together and contribute their part to the safety of the community. The Pedestrian Safety Board also creates future plans for the university that includes upgraded technology, repainted crosswalk lines, and taking further measures for safety in congested intersections with raised crosswalks.

1. **Advertising Goals**
   1. **Gain the attention of college students**
   2. **Inform citizens of updated technology**
   3. **Acquire volunteers**

The goal of the Pedestrian Safety Board is to reach college students and other Morgantown inhabitants in an effective way that will leave them engaged with the importance of pedestrian safety. Not only do they concentrate on educating and reaching out to pedestrians, but the driver’s as well. It is crucial that both are educated on the topic and keep aware of surroundings when traveling throughout campus. Education and awareness play a crucial role in the board’s ultimate goal: zero pedestrian deaths.

* My feature story on Leah Berhanu and Brent Scott will also be beneficial here. The Pedestrian Safety Board can use this story, in physical and online publication, to show the community that they exist, they are here, and they are looking out for us in preventing another occurrence of a pedestrian fatality
  + This story has already proven to be a success to the board, as much conversation has resulted in its publication
  + Matthew will be able to utilize this in a way to remind students that this could happen to one of their family members or friends
* The infograph can also be put into use here, as it’s a colorful and easy-to-understand way that Matthew can use to grab students’ attention

With the hopes that more students are aware through the board’s advertisements, the occurrence of pedestrian-driver incidents should decrease. Education is integrated with safety because it is important for the community to be aware of aspects such as updated cross-walk technology and what to look out for when on the road.

* This will be achieved through my first press release
  + This specific piece solely explains the technology we use on campus in a manner that the public will be able to easily understand and hopefully be more cautious of
  + Matthew should use this press release sooner rather than later, just in case the possibility of changing the systems occurs and the release becomes outdated
* My second media release is also beneficial here
  + My second media release talks about a different technological change that has yet to happen – LED light up pedestrian signs
  + Since the date of occurrence regarding the installation of this new technology is unknown, Matthew will be able to store this media release until it is necessary to use
  + He will be able to make appropriate alterations regarding current dates and publish when he feels is necessary

The Pedestrian Safety Board is always open for volunteers, especially students that will help them appeal to the younger audience of the campus.

* Using my feature story once again as an example, there was a significant response as well as conversations arising after its publication
  + This is a success for the board, not only to bring justice to Leah but to get their name out there and compel students to want to get involved and prevent another Mountaineer tragedy
* My second direct mail piece could be crucial to Matthew when it comes to acquiring volunteers, as my piece uses emotional appeal in order to compel students and other community members to volunteer
  + My second direct mail piece centers around all of Morgantown’s citizens, but specifically students as Matthew has previously stated that student volunteers are necessary when it comes to successfully spreading the board’s message through the youth.

1. **Client: Key Facts**

The Pedestrian Safety Bard is solely composed of volunteers, including chairman Matthew Cross. The board selflessly devotes their time to the research and development of a safer campus. According to the board’s tab within morgantownwv.gov, their main focus on improving safety on the campus are regarding commonly used routes “such as schools, libraries, the courthouse, municipal centers, and public agencies”. It’s especially important to the board that these routes are “pedestrian-transit-bicycle friendly” not only from the standpoint of safety but attractiveness as well. Their web page points out their concern that these commonly used routes “need to be well connected from multiple directions and perceived safe”.

The board distinguishes itself from competitors by working directly with the target audience itself: the student body. The Pedestrian Safety Board often collaborates with the Student Government Association (SGA) in order to create effective strategies to reach the interests of students.

1. **Product: Key Features** 
   1. **What Is the Product?**

The product is essentially knowledge of pedestrian safety tips and bringing awareness to the Pedestrian Safety Board itself and their intentions. Due to the fact that there is no tangible item to be sold, the primary senses that would be applied to the product would be sight and hearing as those are important when practicing pedestrian safety.

* 1. **What Is the purpose of the product?**

The purpose of the product is to possibly prevent an injury or a loss of life due to a pedestrian-vehicle accident.

* 1. **What Is the Product Made of?**

The product is essentially knowledge of pedestrian safety tips and bringing awareness to the Board itself and their intentions. Their product is not a tangible item, although soon there will be reflective buttons that students will be encouraged to wear on backpacks when walking at night. The buttons will be of a tin material.

1. **Target Audience: Demographic and Psychographics**

The primary target audiences are the drivers and pedestrians in the city of Morgantown, specifically on WVU’s campus. Although it pertains to all drivers and pedestrians, teens and young adults may be more targeted due to cell phone usage while walking and driving. The board also advocates for the health of us and the environment by choosing to walk to class or work rather than driving, mostly targeting school children who often take the bus.

1. **Product Benefits**

Students need to understand that by practicing pedestrian safety, it could potentially save their lives. Although there is no immediate, tangible benefit, being aware of changes in crosswalk systems for example potentially keeps students out of danger as well as tips about where most accidents happen and why etc.

1. **Direct Competitor and Brand Images**

Direct competitors of the pedestrian safety board are companies that may deter the work of the board regarding their campaigns for the importance of walking and driving without distractions. For example, the Pokémon go app encourages users to walk around in order to collect Pokémon and advance in the game. Many people had injured themselves by tripping, falling or running into something while walking and playing the game. Users also played this game while driving, resulting in multiple accidents and fatalities to both drivers and pedestrians who were paying attention to their phones rather than their surroundings.

1. **Indirect Competitor and Brand Images**

Indirect competitors could be other groups on campus that are appealing to the same audience with their own message of pedestrian safety with no reference to the board itself. For example, the University police often post on social media regarding pedestrian safety tips without naming the Pedestrian Safety Board.

1. **Product brand image**

**Current brand image:** I believe with the current brand image, most of their target audience may not be aware of who they are nor do citizens in Morgantown take pedestrian safety seriously. From the perspective of the target audience, I would easily assume some basic aspects of the Pedestrian Safety Board solely from the name, but I would not know or understand what else they may contribute to the community. Especially since the board is off campus and run by adult volunteers, it is difficult to infiltrate on campus and have students being proactive toward the organization.

**Desired brand image**: The pedestrian safety board wants to be known as an organization that strives to protect the students and citizens of Morgantown. It should be known that they are responsible for changes we see around campus, such as repainting crosswalk lines and reporting damaged roads and light fixtures. Other changes are much larger and pricey, but still overlooked by the general public; the new, safer crosswalk systems for example. Students and citizens should be aware of the fact that there is a group devoted to protecting them during their day-to-day life. The Pedestrian Safety board is also lacking in their online appearance, specifically on social media. Their website is neat and aesthetically pleasing, but having an online presence on social media is desired

**The number one challenge** will be bringing awareness to the target audience itself, having the community know that there is a group that is fighting for their safety during their everyday lives as well as the board getting more credibility for accomplishments. For most of us during our daily routine, something as simple as crossing the street is barely thought twice about. We must condition the community to pay attention to their mistakes and the mistakes of others and attempt to improve on this. Although rarely thought about during daily life, pedestrian safety saves lives.

1. **The Promise**

The Pedestrian Safety Board actively works to pursue the safety and well-being of Morgantown citizens by providing education and improved technology to protect drivers and pedestrians from harm.

1. **The proof**

The proof of the effects of the Pedestrian Safety Board lies within everyday life. For example regarding the new crosswalk systems downtown, an individual with proper education of the changes is much less likely to find themselves in a collision than those who are unaware. From the standpoint of the group’s advocacy for help, it’s undeniable that walking an extra few minutes a day to work or class bring health as well as environmental benefits.