



## **SAFE Mobile Call Box Program Marketing Overview**



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# SAFE Mobile Call Box Program Marketing

- Goal
  - *Educate drivers in San Diego County and the general public about the SAFE Mobile Call Box Program and maintain awareness*
- Execution
  - Launch Press Conference
  - Public Relations
  - Paid Advertising
  - Community Support & Partnerships
  - In-Kind Contributions

# SAFE Mobile Call Box Program Launch

- **Press Conference**
  - Worked with SANDAG to coordinate the event, generate awareness for the Mobile Call Box Program and secure media attendance and attention for the entire 5-1-1 program
- **Media**
  - **Secured Print & TV Attendance**
  - **On-Air Interviews** –NBC, ABC, CBS, FOX, KUSI
  - **Print** - *San Diego Union Tribune, North County Times, San Diego Business Journal and Corridor News*
- **Shopping Mall Promotion**
  - Costumed Cell Phone Promoters
  - Air-freshener Handouts
- **Tow-Truck Signage for Roadside**



# SAFE Mobile Call Box Program Public Relations



**KLSD**  
AM 1360



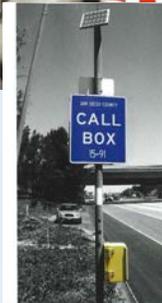
Front Lines

NEWS | VOICES | TIPS | TRENDS

### Roadside Assistance is as Easy as 5-1-1

Car problems on the freeway are certainly enough to drive you nuts. But don't panic. You have a mobile call box right in your pocket! Just press 5-1-1 on your cellphone and get a direct link to roadside assistance, courtesy of the San Diego Service Authority for Freeway Emergencies (SAFE). On top of that, the Mobile Box program also provides important traffic and public transit information. So the next time your car breaks down, take that instant route to convenience and safety.

Need community assistance, health and disaster info? Just dial 2-1-1. It's free!



**The 4-1-1 on 5-1-1**

BY LAUREN TAIT

Even though you just spent \$75 to fill your tank (halfway), you're out of gas and stranded on the 5. Now what?

When you need a tow truck, tire change, gasoline or any other type of non-emergency roadside assistance, fear not... 5-1-1 is here to bail you out. The San Diego Service Authority for Freeway Emergencies (SAFE) Mobile Call Box Program offers non-emergency assistance to drivers on County freeways and highways.

By dialing 5-1-1 toll-free from a cell phone, distressed drivers can connect to the same live-answering call center available through those yellow roadside phones without having to abandon their vehicles or trek down a treacherous highway in the dark. 511sd.com, sdcallbox.com

SERVICES AVAILABLE BY CALLING 5-1-1 OR VISITING 511SD.COM INCLUDE:

- » Roadside Assistance
- » Live Traffic Reports
- » Transit Information
- » Ride Sharing
- » Driving Directions
- » Public Transit Information: Bus, Trolley, Rail
- » Bicycle Routes

### 5-1-1 Anniversary



### GUEST COMMENTARY

## New laws, new safety measures to take hold

By Eddie Castoria, SAFE Mobile Call Box Program

# SAFE Mobile Call Box Program

## Paid Advertising

- **Radio: 5, 15, 30 commercial and traffic report tags on bilingual talk, news, sports, music channels**
  - Peak Drive Time Placement
  - Padre Games & Pre Game Traffic Sponsorships
  - Monday Night Football Sponsorship



- **Television: 30 second and 15 second commercial**



- **Billboards/ Jumbo Tron: Highway 94, San Ysidro Border Crossing**



# SAFE Mobile Call Box Program

## Community Support

- **Chamber of Commerce throughout San Diego County Large employers**
  - Callaway Golf
  - City of San Diego
  - Qualcomm
  - San Diego Convention & Visitors Bureau
  - San Diego Regional Airport Authority
  - San Diego State University
  - Sempra
  - Sharp Healthcare
- **On-site promotions**
  - Barona, Spice of Life
  - Qualcomm's Livin the Q Life Festival
  - Rotary Club 33
  - San Diego International Auto Show
  - San Diego Union-Tribune
  - Scripps Health - Memorial
- **Poster Campaign**
  - Avis Car Rental Agencies
  - Budget Car Rental Agency
  - City of SD Administration Offices
  - Hertz Car Rental Agencies
  - Qualcomm Staff Break Rooms
  - Ralphs Supermarkets
  - San Diego Driving Schools
  - UCSD Campus
  - National & Alamo
  - Fox Rent A Car
  - Enterprise
- **Speaker's Bureau**
  - Rotary Club 33
  - San Diego Car Club Council
  - Alpine Chamber of Commerce
  - Santee Chamber of Commerce
  - Navy Chuck Beal - Nitro Funny Car Event
  - Sharp Memorial - Challenged Women's Support Initiative

# SAFE Mobile Call Box Program In-Kind Contributions

- **San Diego International Auto Show Booth = \$10,000 value**
  - Shared with SANDAG
- **Television Advertisements**
  - COX Media gave 4.4 ads for every one ad purchased = \$17,226 value
  - KUSI gave 1.6 ads for every one ad purchased = \$2,250 value
- ***San Diego Business Journal*: 2 full-page color advertisement = \$13,500; with 5 additional in 2008**
- **42Media Digital Signage: 5-1-1 loop in dealer facilities**
- **AT&T Yellow Pages East County Edition: Color advertisement, distribution of 487,000**
- **Spice of Life Events: Reduce \$200 participation fee to \$50, total 9 events = \$1,350 value**
- **Qualcomm: Production of posters for 285 facilities**
- **SANDAG: Partnered on collateral materials, banners and radio ad buy**



# **SAFE Mobile Call Box Program Cooperation with SANDAG**

- **Launch and Press Conference**
- **Collateral Material**
- **Feature Articles**
  - Wrote feature articles for placement in Chamber of Commerce and large employer publications, e-blasts, intranet, newsletters
- **Traditional Media** Included information about all 5-1-1 in outreach to print, online, television and radio
  - Incorporated entire 5-1-1 program in radio and television interviews
- **Advertising**
  - TV Commercial