



## 3 to Get Ready Campaign Summary

For the past two years, the King County Public Education Subcommittee has conducted a preparedness campaign during the month of April. This year, the campaign was specifically designed to direct people to take actions to prepare.

### Goals:

1. Create a campaign that teaches preparedness, directs people to take an action to become better prepared and encourages people to share the message with others.
2. Provide messages and actions that are simple and economical so that anyone can participate.
3. Use a variety of methods to advertise the campaign.
4. Include social media as part of the campaign.

The program was called “3 to Get Ready,” with the subtitle of “Take the Preparedness Challenge; Take These Three Steps - Teach Three Others.” The three basic steps were:

1. Practice drop, cover and hold
2. Create an out-of-area contact for you and your family
3. Store emergency drinking water

Participants were encouraged to take these three steps for themselves then teach three others the steps as well. Participants who took the preparedness challenge registered on-line saying they completed the challenge and received a t-shirt, keychain whistle and flashlight in the mail.

### Partnership:

This campaign was a partnership between King County Public Education Subcommittee and Seattle Office of Emergency Management. King County Public Education Subcommittee provided SHSP funding for radio advertising and postage and handling of the fulfillment part of the campaign. City of Seattle provided staff time for planning and management of the campaign, funding for a graphic artist, advertising on local blogs and flashlights and whistles for the fulfillment part of the program. Both King County and City of Seattle paid for the t-shirts.

### Media:

#### On-Air Campaign

King County Public Education Subcommittee contracted with Bonneville Media Company and Mariners Radio to broadcast the educational messages and encourage participation in the challenge. The campaign was a combination of on-air and digital media. The on-air campaign included live messages (:60 seconds) during the “drive at 5” time slot with the Ron & Don Show. Both on-air celebrities are survivors of Hurricane Katrina and have been back several times to help with the recovery efforts. They understand the importance of preparedness and provided personal stories to emphasize the importance of storing water and having a communications plan. In addition to the on-air ads, there were:



- Recorded spots (:30) voiced by radio host Brock Huard airing on 710 ESPN
- Recorded spots (:30) airing on 97.3 KIRO FM
- PSAs of matching value airing on 97.3 KIRO FM, 710 ESPN, and 770 KTTH AM

### **On-line Campaign**

3 to Get Ready was predominately an on-line campaign, meaning the bulk of the contact with the community was through the internet. All radio advertisements directed people to [www.mynorthwest.com](http://www.mynorthwest.com) for more information and to register for the promotional give-aways.

**MyNorthwest.com** created a customized web page for “3 to Get Ready.” Various social networking sites were also linked to the web page, including Facebook and Twitter. Registration included contact information, t-shirt size, questions on where people heard about the campaign, who they helped get ready (family, friends, etc.) and if they had a story to tell. Additional online web venues within MyNorthwest.com included:

- Homepage takeovers
- Display ads rotating throughout MyNorthwest.com
- Home page tile (3 to Get Ready logo)
- Streaming spots with logo and link on media player
- Preparedness video banner on KIRO FM's Ron & Don web page
- Fixed display ad in Neighborhood sections (Queen Anne, Bellevue, West Seattle & Issaquah)
- Fixed display ad in the Community and Contests/Events sections

**Seattle.Gov/emergency** had the campaign on the front page of the Emergency Management web site with a link to more information about the campaign and to informational handouts for each step of the challenge.

**Seattle Libraries** also ran a story on their blog: <http://shelftalk.spl.org>

**E-Newspaper and Neighborhood Blog Ads** were placed in five blogs in Seattle and the Seattle PI. The goal was to choose blogs that were geographically spread out around the city. Blog ads were on the respective web sites from April 5 to May 7. Electronic ads were placed as follows:

- Seattle Post Intelligencer
- West Seattle Blog
- Beacon Hill Blog
- Capitol Hill Seattle Blog
- My Ballard
- Rainier Valley Post



**Costs:**

King County SHSP funds:	\$45,000.00
City of Seattle OEM, Public Education UASI Grant	\$ 9,102.00
King County OEM, Public Education UASI Grant	\$ 1,458.00
<b>Total:</b>	<b>\$55,560.00</b>

**Results:**

There are two ways to evaluate the effectiveness of this campaign. One way is to base it on the number of opportunities people were able to hear or see the information. This includes metrics on how often people saw the information on the web and what percentage continued to find out more information, or “click through” to additional information. The other way is to analyze the information from the registrations that participants completed in order to receive the t-shirt. While the number of participants was small, the information provided was more specific as to how people learned about the campaign, what they did to prepare and who they taught as part of the challenge. Participants also shared some interesting stories regarding what they did to get prepared or what motivated them to start preparing.

**Results from web site statistics:**

**MyNorthwest.com**

Participants were directed to MyNorthwest.com for more information and to take the challenge. A summary of the traffic to their web site is as follows:

- Customized Challenge Web Page – 3,635 page views\* | 3,016 visits | 517 executed challenge
- Home Page Takeovers\* (5 days) – 1,238,588 impressions\*
- Display Ads – 449,434 impressions
- Home Page Tile – 2,373,529 impressions
- Streaming spots – 102,789 impressions
- Ron & Don “Teach You” Page – 747 page views | 519 visits | 603 video views on You Tube
- Neighborhood sections – 460 impressions

\* see **Website Statistics Glossary of Terms** at the end of the document

While a total of 517 people registered for the prize giveaways, indicating they completed the preparedness challenge, that number multiplied by four (the individual plus three others) amounts to approximately 2,068 people who fully participated in the campaign.

Web impressions, comparing 2010 vs. 2009, were up nearly 40%, and on-air reach nearly doubled as compared to last year.



**Comparison to 2009 statistics:**

SUMMARY	2010	2009
Page views	5,759,667	3,357,262
Impressions	4,164,800	1,602,382
Clicks	1581	974
Participants	517**	722**
On-Air Net Reach (Persons 12+)	1,104,600	548,000

\*\*Different challenge and giveaway items in 2010 vs. 2009:

- Participants executed “3 to Get Ready” challenge and registered for free t-shirt, whistle, and flashlight (2010)
- Participants completed quiz and entered name for drawing of emergency kits (2009)

**City of Seattle:**

The Emergency Management web site received 46,108 “page views” (or “hits”), which includes views of both web pages and all documents on the website (such as PDFs, MP3s, etc.). Of the page views, 24,761 specifically viewed the PDF’s on preparedness. The separate “3 to Get Ready” web page received 3,452 page views during April. Compared to the month before, web views were up by about 40%.

**Seattle PI:**

The Seattle PI reported 152,532 impressions were delivered during the time the advertisement was on their website. This resulted in 209 people who “clicked through” to the campaign information. This is a click-through rate of 0.14%, nearly double the PI’s average click-through rate of 0.08%.

**Other Blogs:**

The smaller blogs in the area were not able to capture the impressions or click through rate for our campaign. However, as part of the registration for the t-shirt, survey questions were asked and about 13% said they heard or saw the information on a blog.

**Social Networks:**

This is the first time social networking sites were included in the campaign and evaluated in on on-line evaluation tool. Approximately 35% of the participants who registered for the Challenge said they heard about the program through a form of social networking. This includes Facebook, Twitter and E-mail.



## Summary:

The combination of radio advertisement and internet advertisement is a cost-effective method of outreach. While this method may not reach the same number of people that television would, it is still a reasonably priced media to reach a large audience. There are some very positive outcomes from this campaign. The number of web views more than doubled from the previous year. It shows that a campaign that asks people to take action can effectively motivate people to work on their level of preparedness. The internet and social networks can be good platforms for imparting preparedness information.

3 to Get Ready was an experiment into social networking and blogging. That more than a third (44% combined) of participants learned about the campaign via blogging and social networking confirms this as a good avenue to pursue in future campaigns. It also confirms that people will seek information through their own sources. There's room for expanding on this media, especially as more of the population continues to engage with technology.

The campaign was also an experiment in dual-jurisdiction collaboration on a short-duration project. The collaboration allowed for efficiency in development of messages, branding of the campaign and expanding the campaign without over extending either jurisdiction's budget allotment.

## Improvements:

- Start even earlier with the campaign development.
- Possibly use a marketing firm to help expand the radio into other radio and web media in the area.
- Expand the electronic advertising into more local e-newspapers, blogs, etc.
- Encourage local jurisdictions to participate by hosting the link and campaign information on their web sites.
- Consider expanding into ethnic media.

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## Website Statistics Glossary of Terms:

**Homepage takeovers:** three graphic images are displayed on the home page for 24 hours

- 950 x 50 banner – displayed across the top of the home page
- Two 300 x 250 display ads – located at top right column and bottom right column of home page

**Views:** When a page is successfully displayed on the user's computer screen; page views is a calculation of how many times a page is viewed

**Clicks:** A metric which measures the reaction of a user to an internet advertisement. Example: The user "clicks" the ad graphic to find out more information or register for a contest.

**Impressions:** How many times an element (image, text, video) appears on a web page. Example: An impression is when a page opens and the viewer sees your message or advertisement.