



BottomLine



## **The Coalition for Safer Alberta Roads Launches New Branding and Meets with the Minister of Transportation**

# THE PROBLEM



The Coalition for Safer Alberta Roads is a non-profit organization dedicated to reducing collisions and fatalities on Highways 68, 881, 40 and 43. The members range from industry groups and regional municipalities to safety organizations and the media. They come from different backgrounds, but all share one important goal:

to make Alberta roads safer for families, friends, employees and everyone else who travels them daily.

The Coalition was looking to update their marketing when they sat down with the BottomLine team. They came to us with a specific set of problems:

1

Prevent highway fatalities through education and advocacy

2

Engage drivers, identify potentially dangerous driving habits and foster long-term behavioural changes

3

Increase their visibility, brand recognition and awareness

4

Build and sustain quality relationships with key stakeholders (sponsors and partners)

# THE SOLUTION



The first step was to put the Coalition for Safer Alberta Roads through our Impact Assessment process. This allowed BottomLine to understand the nuances of road safety and the not-for profit sector and uncover why they were struggling to increase their awareness about their initiatives and brand.

Through the Impact Assessment, we found that the Coalition had a good handle on the things that made them remarkable as an organization. They have great ambitions to make their communities safer, and it's an easy goal for the average citizen to get behind. As a voice in the community, the diversity of their board allowed them to reach across many local facets. However, what was lacking was a strong, resonant and catchy message that was easy to digest and leave a lasting impression. It did not connect on an emotional level and convey the real value they offered to their community.

## THE SOLUTION

In order to reach the outlined business goals, the positioning of the coalition needed to change and focus on what made them unique which is they are an organization “for the community, by the community.” The Coalition is a diverse and dedicated group united in a very simple, yet important goal: saving lives. By reducing collisions on local highways, you not only improve the lives of everyone who lives in your community, but you help your towns to grow safer and stronger.



After our team built out psychological profiles of their community advocates, we focused on changing the messaging by “speaking their language” and attempting to have a voice that was less regulatory and governmental, and more casual. The coalition’s marketing collateral lacked this unified voice and message and the focus for BottomLine was to build out marketing collateral that reflected this new strategy. BottomLine developed assets and deployed strategies to improve awareness, provide better information for the Coalition’s advocates in the consideration and comparison stages of the buying cycle, and produce collateral to support and improve relationships with clients after the purchase.

## THE WORK



The BottomLine team went to work to help the Coalition solidify their new brand positioning and brand voice to deliver their strong targeted message. The first step: new brand launch. This involved revitalizing the website with imagery and content that reflected the new brand voice and message. A very conscious shift in tone was needed to reach and engage with their audience. The website became a resource of information for their community and advocates with consistent blogs, safety information, and highway information provided on the site.

The second step was updating their social media presence by deploying a social media strategy and an editorial calendar to drive it. The editorial content focused on educational and informative content, such as blogs, presented in a light manner which brought more awareness to road safety. Facebook ad campaigns were also utilized to increase awareness and solidify their strong message of getting people home safely.

# THE WORK

The third step was deploying new marketing collateral that reflected the new brand positioning and voice which connected emotionally with their audience within the community.

The last step was developing and implementing traditional ad campaigns to engage with the people in the local community.

This successful approach involved the following:



1

Regular content posted on their Facebook page and shared on Twitter focusing on important Coalition events and news, road and vehicle safety tips, highway updates and news, and resharing content from other partners and advocates

2

Facebook ad campaigns were utilized to increase awareness and informational ads were used to link back to blogs

3

Washroom stall ads in conjunction with radio partners were utilized within the targeted communities. More controversial approaches were deployed for winter tire ready and anti-impairment campaigns to emotionally connect with audience

4

Large digital signs were utilized for back to school and winter ready campaigns

5

New collateral was developed to engage with people at community events including business cards, roll-up banners, table banners, and postcards

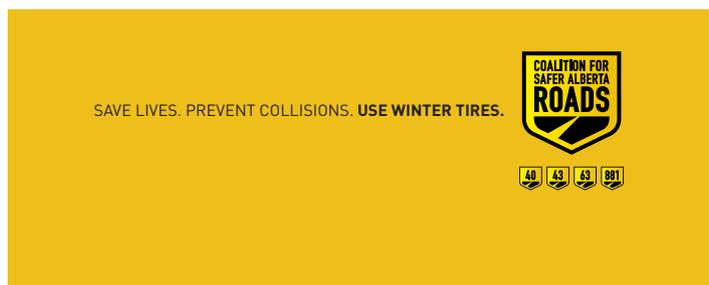
The Coalition for Safer Alberta Roads has emerged with a strong message of advocating to save lives and reducing collisions by changing mindsets and helping to develop good driving habits. The language and voice they use is casual and connects with their diverse community on an emotional level which is reflected on their website, social media and their thought leadership in the form of blogs and safety campaigns. Their visibility and public relations has also improved substantially. The Coalition now has a working relationship with the Minister of Finance, the Minister of Transportation and a member of the legislative assembly of Alberta. Having these partnerships within the province are vital to helping them reduce fatalities and collisions and pushing their message of “Driving to Zero Every Day”.

## WINTER IS COMING

Are your tires ready?



## GOOD RUBBER PREVENTS ACCIDENTS



## Website Statistics



Sessions  
**3,036**



New Users  
**2448**



Page Views  
**6341**

## Social Media - Facebook



Likes went up by  
**1054%**  
(Total of 3,807)

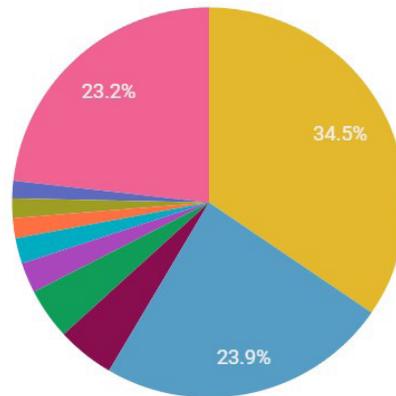


Reach increased by  
**21%**  
(Total of 6,450)



Impressions increased by  
**674%**  
(Total of 334,126)

### Facebook Followers by Region



- Edmonton, AB, Canada
- Fort McMurray, AB, Canada
- Calgary, AB, Canada
- Lac La Biche, AB, Canada
- Grande Prairie, AB, Canada
- Cold Lake, AB, Canada
- Spruce Grove, AB, Canada
- Bonnyville, AB, Canada
- Athabasca, AB, Canada
- others

## Social Media - Twitter



Retweets increased by  
**143%**



Likes increased by  
**1,462.5%**



**48,636**  
Impressions



# BottomLine

Are you looking to recharge your organization's message? BottomLine can help you create a roadmap to drive your brand. Contact us now to see how we can help you.

**Email:** [info@wearebottomline.com](mailto:info@wearebottomline.com)

**Telephone:** (403) 231 - 8891

**Website:** [www.wearebottomline.com](http://www.wearebottomline.com)