



BottomLine

(((STORY)))



**AGENCY COLLABORATION BRINGS
BIG RESULTS FOR THE COALITION
FOR SAFER ALBERTA ROADS**

THE PROBLEM

The Coalition for Safer Alberta Roads and their members have one big goal: saving lives on Alberta's highways. To help them reach this goal they needed a team that could develop an overall strategy and bring that strategic focus to all of their communications channels from social media, to marketing materials, to media and community relations. They needed a hands on approach and a one-stop shop to help them manage it all.

To bring this broad spectrum of communications activities together - a partnership was born between BottomLine that could focus on the online strategy, creative elements and advertising and Story Communications could focus on the community, media and government relations strategy and implementation. These diverse skills when combined provides a one-stop shop experience for the Coalition. Frequent and ongoing communications between BottomLine, Story Communications and The Coalition ensure that the strategy and tactics are aligned and speak with one voice. This has driven better results and better engagement with the Coalition's members, communities and government.

This collaboration was needed as the Coalition, had some serious **BHAGs** (Big Hairy Audacious Goals):



Prevent highway fatalities through education and advocacy



Increase the visibility, brand recognition and awareness of the Coalition



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



Build and sustain quality relationships with their members, government and community



THE SOLUTION

To meet this challenge the first step was to have the Coalition and their Board to go through BottomLine's Impact Assessment process. This allowed BottomLine and Story to better understand the opportunities and challenges around road safety, and local highway activity.

What came out the Impact Assessment was an:

- 🚚 Impact Scorecard (a tool that helped us to highlight what worked, and what didn't)
- 🚚 Physiological profiles of our key community advocates
- 🚚 Strategic Positioning
- 🚚 Tactical Plan

The Impact Assessment helped us develop the right tone and messages that would resonate with our community advocates. We knew we needed strong, catchy messages that were easy to digest and connected on an emotional level.

With a good strategy in place, rubber could now hit the road (*pun intended*). This is where marketing and public relations can make great partners. Strong collaboration can take client work to the next level. BottomLine and Story, worked as a team to finalize the strategy and tactics - each team led on certain aspects of our client deliverables. Here's a few highlights of our work.



Team: BottomLine

Developed a social media strategy, editorial calendar and deployed social media posts

GOOD RUBBER PREVENTS ACCIDENTS



SAVE LIVES. PREVENT COLLISIONS. USE WINTER TIRES.



Team: BottomLine

Developed a fun and creative advertising and marketing campaign



Team: BottomLine provide creative elements

Created compelling infographics. In fact, so good that it was picked up by local media (we didn't even pitch the story!) and was used by the local RCMP and our members at their worksites.



Team: Story provided media relations. BottomLine provided creative elements

So, you think you can drive? media challenge event. We invited the media, local elected officials, and the local RCMP detachment, along with industry partners to put their driving skills to the test in the 'RoadBot', an AMA driving simulator. We garnered front page coverage in the Grande Prairie Daily Herald Tribune.



Team: Story provided community and media relations support. BottomLine creative elements

Holiday Hero Campaign

The Coalition partnered with RCMP on a positive ticketing campaign over the holiday season. During check stops the RCMP gave out Tim Hortons \$5 gift cards to designated drivers.



Team: Story provided government relations support

Government relations support.

The Coalition now has a working relationship with the Minister of Finance, the Minister of Transportation, local MLAs and municipal governments. The Coalition is called on by the government to not only help launch and promote safety initiatives (including the twinning of a highway near Grande Prairie), but also to collaborate and provide input on highway infrastructure, becoming a true stakeholder in making Alberta's highways safer.

Coalition for Safer Alberta Roads
October 23, 2019 · 🌐

Time to **GET A GRIP ON WINTER!**

We're teaming up with Q99- Grande Prairie and Kal Tire to give our friends in Grande Prairie and area a new set of winter tires!

All you have to do is snap a picture of your current balding, rotting or less-than-safe tires, tell us why you need a new set, and upload them to <https://tinyurl.com/q99-tires> or email tires@q99live.com. Winners will be selected November 1st live on air!

GET A GRIP ON WINTER

KALTIRE

COALITION FOR SAFER ALBERTA ROADS

Q99
Grande Prairie's greatest asset

Team: Story provided community and media relations support. BottomLine creative support

Get a Grip on Winter campaign. This radio contest asked listeners to send in pictures of their bad rubber with a winner drawn from the entrants to win a new set of winter tires, courtesy of Kal Tire.

By combining forces BottomLine and Story Communications were able to add additional value and results for the Coalition for Safer Alberta Roads and helped the Coalition emerge as a strong voice on the issue of road safety.



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

Telephone: (403) 231 - 8891

Website: www.wearebottomline.com