



CustomerMining

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CASE Study: Impact Marketing



Challenge:

San José has a world-renowned quality of life, offering a wide variety of exciting cultural, recreational, educational and entertainment opportunities. In addition, the City of San José has the nation's best public safety record of any metropolitan area, a marvelous ethnic diversity and a beautiful climate. To keep and maintain this safety record, they wanted to pro-actively address aggressive driving within their city.

Strategy:

Target demographic groups that have the highest rate of car accidents and infractions and influence city drivers with a print, on-line and out-of-home campaign.

Program Tactics:

- Deliver a campaign that reaches aggressive drivers while they are driving with transit media placements and radio ads
- Build community support with print and online placements

Target:

Aggressive drivers in the San Jose, CA area.

Solution:

Create a traffic calming campaign that reaches drivers within San Jose.

Results:

Campaign saturated the City of San Jose with a reduction of traffic incidents and campaign became a model for other cities to leverage.

Budget:

\$50k

ROI:

Lower auto accidents and road rage incidents.