



# GOBIERNO DE PUERTO RICO

## COMISIÓN PARA LA SEGURIDAD EN EL TRÁNSITO

April 14, 2023

Qualifying Agencies, Entities and Companies:

### REQUEST FOR PROPOSAL FOR ADVERTISING SERVICES

It is necessary to hire services in strategic communications of an entity with the capacity to conceptualize, coordinate, produce execution and production of public dissemination strategies, as well as campaigns to comply with the Puerto Rico Traffic Safety Commission (PRTSC) vicarious responsibility to implement strategic plans to prevent and reduce traffic deaths in the Commonwealth of Puerto Rico... and reduce traffic injuries, as establish on PR Act 33-1972, for federal fiscal year 2022-2023 (for period extending from May to September 30, 2023).

Therefore, the PRTSC is extending an invitation for proposal submission for campaign productions. The following requirements are solicited:

- ♦ Proposal must contain:
  - ✓ Creative, Conceptualization and Production of a new campaign that must include all pieces:
    - 30s Video, 30s Audio
    - Digital art for social media, mobile apps *webanners*, and any other digital platform applicable
    - Art for Press and other Print Media applicable
    - Movie Theater and Out of Home Media
    - Educational Postcard 5"x7" with minimum 15,000 prints
  - ✓ Cost breakdown for services with minimum cost and maximum cost, and Timeframe/estimated due date for individual services
- ♦ Submit a Professional Profile
- ♦ Comply with the Government of Puerto Rico requirements for contract
- ♦ Budget \$585,000.00
- ♦ The campaigns that will be created are the following:
  - ✓ Non-Motorized Vehicle Safety (Bicycle Safety)
  - ✓ Occupant Protection (Seat Belt Safety)
  - ✓ Aggressive Driving
  - ✓ Alcohol Impaired Pedestrian
  - ✓ Motorcycle Share the Road
  - ✓ Child Restraint (Car Seat Safety Ages 0-8)

Please use the PRTSC Communications Guidelines provided in this RFP. Proposal must be sent via email to [comunicaciones@cst.pr.gov](mailto:comunicaciones@cst.pr.gov). Deadline is Sunday, April 23, 2023, at 11:59pm.





## **Guidelines for Communication's Advertising Campaign Production for Federal Fiscal Year 2022-2023 According to Approved Proposals**

### **General Description**

Will conceptualize the new campaign and therefore produce, reproduce and/or edit TV, Radio, Digital, Out of Home and other Trending Educational Pieces for a better objective assurance. Creative Concept and Editing will be based on Proposal's Statement of Problem, target audience, goal and objective. The functions and pieces designed will be for educational campaign periods that will be published through media platforms for Media Buy (Paid Media).

### **Non-motorized Vehicle Safety**

#### **Bicyclist Safety Awareness, Prevention & Educational Effort**

- Target Audience
  - primary- men 50+ (729,720 according to 2019 PR State Data Center)
  - secondary- men 21+
- Message- will employ program slogan "Comparte la Carretera" (Share the Road). Also, emphasize the message of maintaining the distance to keeps all of us safe.
- Talking Points
  - Sharing responsibility is saving lives.
  - Drive as close as possible to the right bank of the public road and always in favor of the traffic.
  - Ride your bike in a straight line.
  - You can use the width of the lane if you are running on a public road through an urban area at the same speed as a motor vehicle.
  - Two cyclists can use a lane two by two, if they maintain a minimum speed allowed for a motor vehicle.
  - Do not run on the sidewalks they are for pedestrian use.
- Publication Period – May 18 to 21, 2023
- Maximum Budget - \$110,000



## **Occupant Protection**

### **Seat Belt Click It Or Ticket\* Awareness, Prevention & Educational Campaign**

- Target Audience
  - primary- men 25-36 (233,118 according to 2019 PR State Data Center)
  - secondary- men 21+
- Message- “De Día o de Noche, Si no te Amarras, Pagas” (Day and Night Click It or Ticket)
- Talking Points
  - Day and night, click-it or ticket.
  - Fastening the seat belt prevents your body from bouncing inside the vehicle or being thrown out of the vehicle.
  - Most fatal crashes occur within a few miles of home. Wear your seatbelt and make sure all passengers do so.
  - If you don’t buckle-up, you pay
  - The seatbelt protects you, reduces the risk of severe trauma, and can help you maintain control of your vehicle in the event of a crash.
  - Not using the seatbelt and speeding is lethal.
  - Not using the seatbelt and distracted driving can kill you.
- Publication Period – May 24 to June 4, 2023
- Maximum Budget - \$110,000

\*CIOT- Click It Or Ticket acronym in English

## **Speed & Aggressive Media Campaign**

### **Aggressive Awareness, Prevention & Educational Effort**

- Target Audience
  - primary- men 25-36 (233,118 based on 2019 PR State Data Center)
  - secondary- men 21+
- Message- educational message will be developed based on the overall PRTSC program’s goal and objective; also, a logo must be created for this campaign.
- Talking Points
  - Any unsafe driving behavior, performed deliberately and with ill intention or disregard for safety, is aggressive driving
  - Tailgating is aggressive driving
  - Cutting in front of another driver and then slowing down is aggressive driving
  - Running red lights is aggressive driving



- Weaving or zigzagging in and out of traffic is aggressive driving
  - Blocking cars attempting to pass or change lanes is aggressive driving
  - Using headlights or brakes to “punish” other drivers is aggressive driving
  - Using the car horn unnecessary or to “call out” the other driver is aggressive driving
- Publication Period – June 6 to 12, 2023
  - Maximum Budget - \$110,000

### **Non-motorized Vehicle Safety**

#### **Pedestrian-Alcohol Awareness, Prevention & Educational Campaign**

- Target Audience
  - primary- men 50+ (729,720 according to 2019 PR State Data Center)
  - secondary- men 21+
- Message- educational message will be developed based on the overall PRTSC program’s goal and objective; also, a logo must be created for this campaign.
- Talking Point- walking drunk increases chances of getting run over
- Publication Period – June 15 to 20, 2023
- Maximum Budget - \$110,000

### **Motorcycle Awareness Media**

#### **Share The Road Awareness, Prevention & Educational Effort**

- Target Audience
  - primary- men 25-36 (233,118 based on 2019 PR State Data Center)
  - secondary- men 21+
- Message- the educational message can include - “Comparte la Carretera” (Share The Road). Because it is proposed to create a new campaign with all its components and strategic pieces aimed for this project’s target audience, the educational message will be evaluated and may vary. Will be developed based on the goal and objective take in consideration problem identification issues.



- Talking Points
  - Driver, take motorcyclists into consideration as they are part of the traffic on the road.
  - Vehicle drivers should include motorcycles in their traffic search pattern.
  - Both vehicles and motorcycles have blind spots, that is why we must take motorcyclists into consideration.
  - It is recommended that the motorcyclist stay out of the blind spot area.
  - Motorcyclists have the right to use a full lane.
- Publication Period – August 17 to 20, 2023
- Maximum Budget - \$35,000

## **Occupant Protection**

### **Child Restraint Awareness, Prevention & Educational Effort**

- Target Audience
  - primary- women 25-36 (189,872 based on the 2019 PR State Data Center)
  - secondary- public 21+
- Message- the educational message will be developed based on the goal and objective. “Asiento Protector, Úsalo Correctamente” (use the car seat the right way).
- Talking Points
  - Do you know if your child travels safely?
  - Proper use of the car seat can prevent injuries and deaths in a crash.
  - If your child weighs less than 100 pounds and is between the ages of 0 to 8 years must a protective seat.
  - Car Seat use it correctly.
  - It is incorrectly installed if it is not appropriate for its weight.
- Publication Period – September 17 to 23, 2023
- Maximum Budget - \$110,000

