



## Marketing Safety: How to Tell Your Story and Move People to Action

### Teaser Examples Handout

April 25, 2019

#### Types of Teasers

- Startling Statistics
- Purposely non-specific phrases
- Long-term benefits

#### Teaser Examples

- Kevin Elliott, Senior Marketing Specialist at ARA, Inc. and Trainer for this Webinar
  - I use communication to help you get home safely at the end of the day.”
  - “I’m a transportation translator.”
  - “About 80 people will die on the roads today. My job is to help it be fewer tomorrow.”
- Examples from participants in the NACE and Safety Summit #2 Training
  - “I am the Franklin County ‘Ninja-neer.’ I battle for safe and efficient movement of people and goods from place to place within Franklin County.” - Cornell Robertson
  - “I am like a defensive back for our highway system. My job is to prevent crashes from getting through.”
- Examples recorded in the chat pod during this webinar
  - “8,000 people die at conventional intersections every year. FHWA says modern roundabouts reduce intersection fatalities by more than 90%.” ~ Ken Sides
  - “Let’s not forget that a key component of our job is safety for everyone.” ~ Brian Keierleber
  - “You tell your children they are our future, teach them to use a seatbelt.” ~ LaJuanda Stands and Looks Back, Rosebud Sioux Tribe
  - “Since Nov 7, 2000, at least one person has died on Texas roads every day. I crunch the numbers to see where we should work to #endthestreak.” ~ Jaimie A – TXDoT
  - “6 people die each week in a national park. I help people have a fun and SAFE adventure in our parks so they can go home to their families and continue to explore America's best idea.” ~ Ina Hysi
  - “We keep around 100,000 vehicles moving every day through a space that's constantly under construction.” ~ Jeffrey Le Cates (WSDOT Olympic Region TMC)
  - “We have 60,000 miles of gravel roads in ND and every four days a person dies on these roads.” ~ Curtis Glasoe
  - “I help people celebrate their birthdays.” ~ Kerry Wilcoxon - Arizona DOT Traffic Safety
  - “I help small towns, cities and counties do what they want to do but don't have the staff to do. (I work for a regional commission.)” ~ Dawn Landholm
  - “Did you know that the United States spends over \$60 billion a year to treat people injured in car crashes?” ~ John Shaw 2

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*Your trusted "safety sidekick" to make rural road travel safer!*



- Examples recorded in the chat pod during this webinar (continued)
  - “I help save lives on our roadways so your family can make it home safely!” ~ Dan
  - “FDOT says a fatal traffic crash costs society 10.1 million dollars. I'm trying to prevent those fatal crashes.” ~ Ken Sides
  - “We have 500 center lane miles of roadway in our County and had 7 fatalities last year. Our job at RDOT is to make that 7 a ZERO!” ~ Blair Barnhardt
  - “There are hundreds of street department employees in NC, responsible for thousands of miles of roadway. Let's invest in these men and women today for safer roads tomorrow.” ~ Kate NC LTAP
  - “There are over 25 driveway crashes every day in our state.” ~ Phil Demosthenes
  - “I am a decision coach. I help save lives on Oregon highways.” ~ Vanessa Robinson

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