2011 Communications Forum

Segmentation Session—Jana Simpler's outline for State Panelist presentation

I. Discuss importance of data analysis and problem identification (2 mins)

II. Present steps undertaken in DE to conduct problem id (3 mins)

   a. Identify data elements
   b. Identify data sources
   c. Identify data display options (maps, charts, graphs)
   d. Analyze and interpret data
   e. Identify priority areas
   f. Review and analyze data further if necessary

III. Detail how this information is shared with our media contractor (2 mins)

   a. Direction Sheet and Creative Proposal
   b. Social media, billboards, internet ads, radio

IV. Show pics of our aggressive driving campaign "Respect the Sign" billboards and review same