

# SAFER MARYLAND CAMPAIGN

## CASE STUDY : SAFER MARYLAND CAMPAIGN

### CLIENT OVERVIEW

The Safer Maryland Campaign, in collaboration with the Global Peace Foundation (GPF), aims to create safer communities by addressing key safety concerns such as home, road, cyber, and personal safety across the Maryland and DMV areas. The campaign's goal is to educate and raise awareness through impactful video content shared across YouTube and social media.

### CHALLENGES/GOALS

GPF wanted to

- Increase public awareness about community safety.
- Engage a wide audience through educational content on various safety topics.
- Drive action through tips and strategies for creating safer communities.

### SOLUTION IMPLEMENTED

Avenue180 delivered a comprehensive content strategy that included



#### Video Production for YouTube & Social Media

Created 10 educational videos (30–60 seconds each), covering topics like home safety, road safety, cyber safety, and personal safety.



#### AI-Enhanced Social Media Management

Avenue180 handled the scheduling and management of video releases, ensuring optimized timing and promotion strategies tailored to Maryland's target audiences.



#### Post-Production & Promotion

Edited the videos with relevant graphics, music, and text to enhance their messaging.



#### Engagement Strategies

Focused on active community engagement, including responding to comments, building conversations, and promoting further interaction through consistent posting and influencer collaboration.

### RESULTS/IMPACT

Avenue180's strategic approach led to



#### Content Reach

- Over 500,000 impressions on social media across platforms like Facebook, Instagram, and TikTok.
- Video viewership across YouTube and Instagram exceeded 300,000 views, significantly boosting public awareness.

#### Community Engagement

- The campaign successfully engaged local communities, driving a 45% increase in audience interactions across platforms.
- User-generated content and comments helped foster a stronger community, increasing discussion and support for safety initiatives.

#### Conversion and Sign-Up

- Social media campaigns saw a 25% increase in conversions, with more people signing up for community safety programs and initiatives.

#### Video Performance

- On TikTok, certain videos gained viral traction, receiving high engagement even at non-peak hours, showcasing the campaign's organic reach.

### Testimonial

"Avenue180 played a pivotal role in shaping the Safer Maryland Campaign's success. Their attention to detail, from video production to social media engagement, made a significant impact in spreading our message across Maryland communities."

— [Client Representative], Safer Maryland Campaign