



National Highway Traffic Safety Administration
Drunk Driving Enforcement Campaign
“Drive Sober or Get Pulled Over”
December 2012 Media Work Plan

Executive Summary

The 4th quarter plan will continue to focus on electronic media using television, radio and online. We will be running 15 days of paid media during the enforcement period of December 14-January 1. In order to effectively blanket the U.S. with enforcement messaging we encourage those states that are participating in the campaign to focus their media on days that the national media is not running. Television will continue to use a number of cable networks, and will use Fox as the primary broadcast network. This plan will go heavier into sports via the NFL and NBA. For the NFL NHTSA will use additional broadcast networks that carry these games. In addition, we will be running paid media on December 25.

Additional sports programming is justified because while expensive, it is abundant at this time of year. In addition, no programming is more efficient than NFL games. We are buying media on December 25, as TV viewership is very high, especially for the NFL. We encourage states to not be afraid to buy television on December 25.

The Spanish language broadcast networks, Univision and Telefutera, will be used to reach the young, newly arrived, Latino.

For state level plans the use of broadcast affiliates should be considered since the national plan will focus heavily on cable networks.

The radio plan will focus on music, and will be primarily carried on FM stations. Due to the lower cost-per-point of radio this medium will be generating a greater number of GRPs than the television plan. Because of this states should look to allocate a heavier presence on television vs. radio with local dollars.



The online plan will use publisher direct, video networks and portals to deliver the young male audience. There are a large number of sites that reach young men, and local state plans can geo-target those sites to their markets. In addition, local media sites, such as rock format radio stations, can be a very good use of local dollars within this medium.

Television remains the number one medium in terms of dollar allocation, followed by online and radio.

Background

This campaign will be similar to the August “Drive Sober or Get Pulled Over.” crackdown. The major difference of this campaign is the dropping of the “Mid-Life Motorcyclist” as a target audience.

Advertising Period

This campaign will run over a 15 day period.

Flight dates are:

Wednesday 12/12/12 – Sunday 12/16/12 (5 days)

Thursday 12/20/12 – Tuesday 12/25/12 (6 days)

Friday 12/28/12 – Monday 12/31/12 (4 days)

Budget

Network/National budget allocation = \$7.25MM (net).

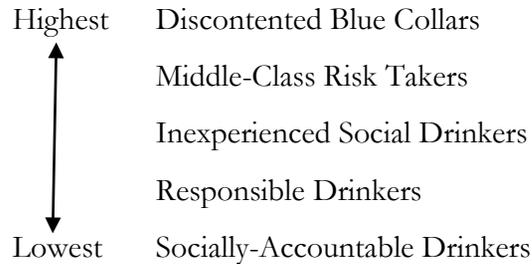
Target Profile

The target audience is broken out into 5 at-risk segments:

1. Socially Accountable Drinkers
2. Responsible Drinkers
3. Inexperienced Social Drinkers
4. Middle-Class Risk Takers
5. Discontented Blue-Collars



Relative degrees of “at risk”



In addition to the audiences described above, we will also target the following secondary audiences:

- Newly arrived Latino immigrants
- College Youth

Demographic Profile

1. Discontented Blue Collars: Men 21-34 years old
2. Middle-Class Risk Takers: Men 25-54 years old
3. Inexperienced Social Drinkers: Men 21-24 years old
4. Responsible Drinkers: Adults 25-44 years old
5. Socially-Accountable Drinkers: Adults 25-34 years old

Media Purchasing Demographic

The advertising effort will remain focused on young men 21-34 years old, but delivery will also be measured against the older men 25-54 year old target as they are the second highest risk audience.

We will also target young Hispanic men 21-34 years old, especially new Latino arrivals to the U.S.



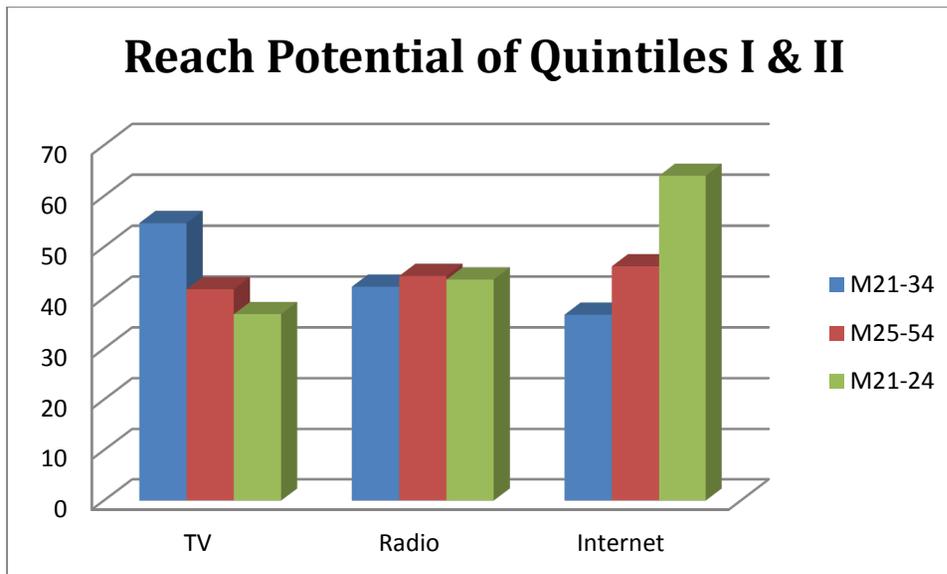
Geography

The \$7.25MM budget is to be allocated to national advertising only. There will be no state/local element to be budgeted for.

Media Strategy

Television

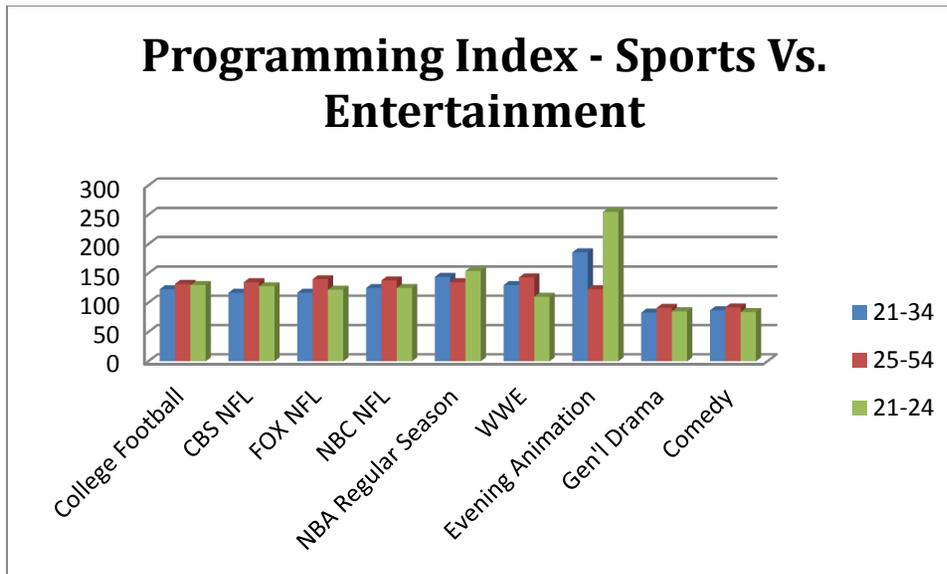
The target audiences NHTSA wants to talk to still watch television. When we look at the highest risk audience of 21-34 Discontented Blue Collar young men we see that for the heavy viewing quintiles TV offers greater reach potential than radio or the Internet.



Source: 2012 MRI Upfront



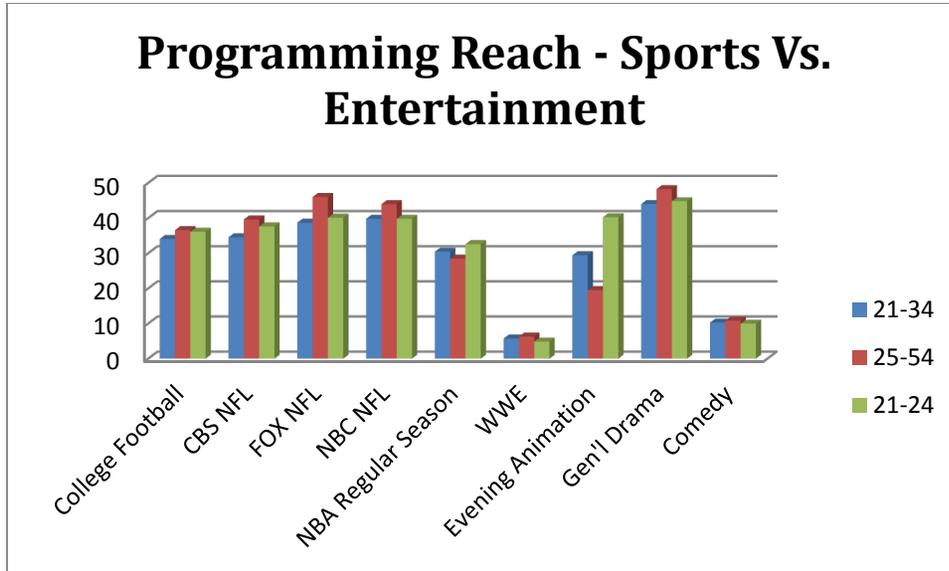
The network strategy used in the August Crackdown campaign will be continued, but will skew heavier to sports due to regular season games of the NFL, NBA, and College Bowl games. As the chart below details NFL, NBA, Wrestling and College Football perform very well against the age groups that represent the three highest at risk segments of the target audience. In addition to sports, animation performs very well, especially to the 21-24 age group.



Source: 2012 MRI Upfront



Not only do NFL, NBA and College Bowl games index high against the three target age groups, but they also represent very high reach potential as the chart below details. In addition we see that Evening Animation and General Drama provide high reach potential as well.



Source: 2012 MRI Upfront

Sports, and select entertainment programming on broadcast networks will provide NHTSA with the greatest source of individual program reach. In order to build frequency the plan will turn to cable. Cable will build frequency due to the lower unit cost found with these networks.



Below is a list of the highest indexing cable networks for men 21-34, 25-54 and 21-24. Also indicated is the reach potential for each network, as well.

<u>Network</u>	Men <u>21-34</u> Index	Men <u>21-34</u> % Reach	Men <u>25-54</u> Index	Men <u>25-54</u> % Reach	Men <u>21-24</u> Index	Men <u>21-24</u> % Reach
Adult Swim	275	21.8	136	10.7	417	32.0
Comedy Central	170	37.0	139	31.0	215	47.9
Discovery	127	42.1	121	40.0	140	46.4
ESPN	148	43.9	149	44.1	145	43.0
ESPN2	177	32.5	161	29.5	195	35.8
ESPNNews	176	20.9	171	20.4	137	16.4
Fuse	224	5.3	148	3.5	294	6.9
FX	168	31.5	132	24.7	202	37.8
G4	231	14.3	155	9.6	262	16.3
MTV2	227	13.4	124	7.3	300	9.9
NBA TV	159	3.8	166	4.0	288	6.9
NFL Network	155	15.4	167	16.6	142	14.1
Speed	138	10.6	189	14.5	174	13.3
Spike TV	187	33.9	168	30.4	171	31.0
SyFy	128	22.9	142	25.3	126	22.6
TBS	128	41.8	112	36.7	163	53.2
truTV	120	16.3	123	16.7	125	17.0
USA Network	121	34.5	110	31.5	134	38.3

Source: 2012 MRI Upfront



Radio

Radio will continue to be used to do the following –

1. Build reach
2. Increase frequency

Radio will build reach as the addition of another medium will generate more reach than more use of television will provide. Radio’s strength also lies in its ability to build frequency due to its lower absolute unit costs.

Some of the networks NHTSA works with have a very high index against men 21-34, 25-54 and 21-24.

<u>Network</u>	<u>Men 21-34</u>	<u>Men 25-54</u>	<u>Men 21-24</u>
	Index	Index	Index
ESPN	210	222	27
Dial Global	139	114	166
Premiere	167	110	204
FM Weekday	179	140	230
FM Weekend	186	133	237

Source: 2012 MRI Upfront

In addition to high indexing networks we also see that radio generates reach against the male targets.

The chart below measures reach in AM Drive, Mid-day and PM Drive for those whose listened to the radio for at ½ hour up to 3 hours per day.

<u>Daypart</u>	<u>Men 21-34</u>	<u>Men 25-54</u>	<u>Men 21-24</u>
	Reach %	Reach %	Reach %
6-10am	56.8	57.3	55.4
10am-3pm	42.4	39.9	46.5
3-7pm	52.0	53.0	50.6
7pm-12mn	17.1	15.8	26.2

Source: 2012 MRI Upfront



Online

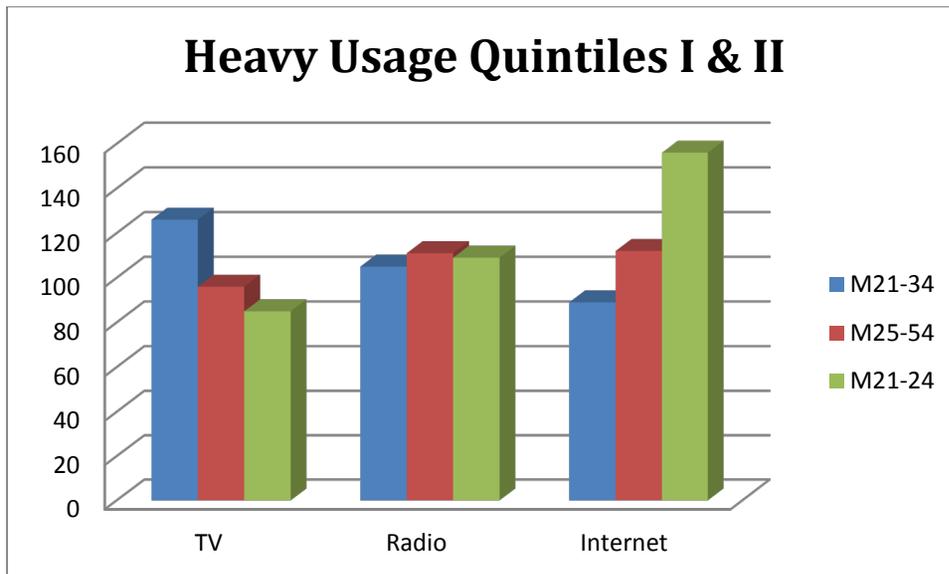
Online usage is high, but as we see in the chart below the index of usage for the 21-34 year old Discontented Blue Collar is less than adults in general. For the other male targets usage is well above that of adults in general.

One key factor in determining engagement with a medium is to analyze the time spent with that medium. The chart below indicates that men 25-54 and 21-24 spend more time online than do adults in general, with the Discontented Blue Collar spending less time than all adults.

	10 or more hours <u>Online/Day</u> Index	5 Hrs – less than 10 <u>Online/Day</u> Index	2 Hrs less than 5 <u>Online/Day</u> Index
Men 21-34	58	90	87
Men 25-54	139	122	104
Men 21-24	122	190	198

Source: 2012 MRI Upfront

In looking at the two heaviest usage quintiles for TV, Radio and the Internet we see good reach potential for all with TV # 1 for M21-34 (Discontented Blue Collar), and the Internet # 1 for men 21-24.





The goal of the online plan will be to generate impressions in order to build the “Drive Sober or Get Pulled Over” brand, as well as to drive traffic to NHTSA sites.

A number of strategies will be used to accomplish these goals. First, NHTSA will continue to use IAB standard ad units such as the rectangle (300x250), leaderboard (728x90) and skyscraper (160x600). Traditionally these units have a lower click-through-rate (CTR), but carry a lower cost. The lower cost allows NHTSA to buy a large number of impressions to help build the brand, and will generate clicks based on the large amount of impressions. Second, NHTSA will use video to deliver primarily the :15 message, and video will produce a much higher CTR than standard banners. Video costs more than standard banners so the number of impressions are tempered somewhat, but video tends to generate the largest number of clicks. Third, NHTSA will use custom units such as homepage takeovers, branded canvases and OPA pushdowns to drive engagement with the message, and to generate clicks.

Media Dollar Allocation

Working media dollars will be allocated as follows –

Television (Broadcast & Cable) –	62%
Hispanic (Broadcast, Cable & HCN) -	8%
Radio -	13%
Digital -	<u>17%</u>
	100%

This allocation should deliver the following reach & frequency by measured medium against men 18-34. We will see a higher television reach due the use of high rated sports programming, especially the NFL and NBA. Radio’s reach is a bit higher since we allocate more dollars to Dial Global, which merged with Westwood One, to form a very strong network to reach young men.

<u>Medium</u>	<u>% Reach</u>	<u>Average Frequency</u>	<u>Total GRPs</u>
Television	62	4.6	280
Radio	<u>60</u>	<u>6.6</u>	<u>396</u>
Total	80	8.5	676

Reach @ 8+ = 34%