

National Highway Traffic Safety Administration
“Click It or Ticket” May 2014
Media Buy Summary

MEDIA EXECUTION

The “Click It or Ticket” paid advertising campaign will run from May 12 – May 26. Added value and bonus weight may run after May 26 until June 1.

The primary target for the campaign continues to be young men 18 to 34 years old.

Below is a summary of all paid media.

TV

The television portion of the buy will use English and Spanish language networks that reach young men. The English language portion of the buy will represent just about 48% of the total budget with the Spanish language networks accounting for another 7.4%.

The majority of the television campaign will be carried on cable networks, with FOX, Univision and Unimas representing the broadcast networks.

Adult Swim

Adult Swim Prime
Adult Swim Late Night

This is a 17% decrease from last year. It will include 25% bonus weight.

Comedy Central

Amy Schumer Latenight
Amy Schumer Prime
At Midnight
Early Fringe
Late Late Night
Late Night
Morning
Prime
Trip Tank
Weekend Fringe

Discovery Channel

Exploration Discovery
High Octane
Core Discovery
Discovery Mornings
Discovery Afternoon
Exploration Discovery
Discovery Saturday
Discovery Sunday

Programming will run across several dayparts to increase reach, and to also employ more efficient dayparts to increase frequency.

ESPN

MLB

NBA: Conference Semifinals

NBA: Pre-Game Show Post Season

SportsCenter

SportsCenter Live

ESPN2

MLB: BB Tonight

College Football Live

SportsNation

ESPN First Take

Mike & Mike

Numbers Never Lie

SportsCenter

ESPNews will not be used for this plan so that the larger HH distribution networks can be used slightly more. For added-value ESPN will offer NHTSA a 10x sponsorship of "What 2 Watch 4" which promotes the most intriguing sports match-ups of the day. The sponsorship runs live within SportsCenter AM.

FOX

24

Rake

Bob's Burgers

American Dad

Animation Domination

FOX Sports Net

MLB In-game

MLB Post-game

ROS Sports Programming

FOX Sports Net, also referred to as Home Team Sports, is a conglomeration of many cable systems throughout the country. The beauty of using this group for live sports is that the home market team is always represented. This results in higher viewership and interest.

Galavision

Prime ROS

Late Night ROS

Weekend Day ROS

Sports ROS

MTV 2

Afternoon
Evening
Extended Day Fixed
Latenight
Mid-Day
MLB Off the Bat
Morning
Nitro Circus Premiere
Overnight

NBC Sports & NHL Network

NHL Live Pre-Game Conf Finals
NHL Conference Finals

NHL Network

NHL Live
NHL On the Fly Playoffs
NHL Tonight Playoffs

TBS

Daytime
Comedy Block
Early Morning
Latenight
Moonlight Theater
Weekend
Memorial Day Movies
Family Guy
Tower Heist
Pete Holmes Show

TruTV

Tru Prime
Tru Evenings
Weekend
Wipeout

Turner Sports

TNT
NBA Playoffs 2nd Round
Inside the NBA
NBA Pre-Conference Finals
Inside the NBA Playoffs

NBA TV

Morning

Daytime

Fringe

Prime

Late Night

Overnight

NBA Playoffs Playback Rnd 2

NBA Playoffs Playback Conf. Finals

Unimas

7PM Series

Prime Cineplex

Late Night Cineplex

Cine de las Estrellas

Weekend Daytime Cineplex

Cine En Familia

LA C.Q

Sports

Contacto Deportivo

Univision

Noticiero Univision

Ultima Hora

Primetime Novela

Primetime Novela

Casate Conmigo

Novela

Estrellados

Desmadrugados

Tras La Verdad

Al Punto

Univision Deportes

Early Morning ROS

Daytime ROS

Early Fringe ROS

Prime ROS

Late Night ROS

Weekend Day ROS

Futbol Club

LMF Playoffs: Live

LMF Playoffs: Live Game

Tribuna Interactiva

MLS: Live

USA

Overnight
WWE Raw
USA Movie

RADIO

The network radio portion of the plan represents 12% of the total paid media budget. Radio runs in support of the television campaign to extend reach to lighter users of television, and to build frequency to those exposed to the "Click It" message on TV.

Cumulus Hispanic

Citadel Media Hispanic is a division of Cumulus Media and reaches 52% of the country with 47 affiliates located in the largest populated Hispanic areas throughout the country.

The following are the program formats that are utilized for the NHTSA campaigns:

- Hispanic Music
- Hispanic Talk

ESPN Radio

The plan on ESPN radio will take advantage of major on-air sports personalities including Mike & Mike, Colin Cowherd and Dan LeBatard.

NHTSA will receive live and recorded :15 reads from all of these on-air personalities. The Mike & Mike show also airs on the ESPN2 television network affording NHTSA additional coverage.

Included with the radio is a digital plan on ESPN.com Radio. This plan includes audio streaming as well as standard and mobile app display.

Premiere Radio Network

NHTSA will utilize network programming that have a high composition of young male listeners. Formats will include rock, country and sports.

Personality based networks will include Dan Patrick, Bobby Bones, Ryan Seacrest, John Bo & Billy and others.

Networks composed of stations reaching a young male audience include The Compass Network, Rock Network, Weekend Party Network and Young Influencers.

Along with the terrestrial radio portion of the buy a digital element is included which will run on the Nikki Sixx, Elvis Duran and Bobby Bones sites using :30 streaming audio. Included will be social posts from these personalities using their Facebook and Twitter networks.

PRN

NHTSA will run within NASCAR Sprint Cup and Nationwide Series races with the :30 spot, :10 live read and :05 billboard. NASCAR shoulder programming including Racing Country, Garage Pass, Fast Talk and Pit Reporters will also include the :30 spot along with the :10 read and :05 billboard.

Sun Latino

This Spanish language network will feature the NHTSA message within music and sports programming. Non-sports programming runs on the Latino Advantage and MusiMundo networks. Sports programming runs on CNN Deportes and FOX Deportes.

TargetSpot

TargetSpot is a digital audio network carrying terrestrial radio programming. The plan includes :30 audio streaming to be delivered via PCs, as well as :30 streaming delivered via mobile devices and tablets.

This plan includes 430,000 :30 instream audio impressions as well as 300x250 companion banners as added-value.

Westwood One

The Westwood One plan includes several elements –

1. RADAR Networks
 - NHTSA will run on stations throughout the country with formats that have a high young male listenership
2. Country, NASCAR, Sports, NFL, MMA & Rock networks
3. Personality Network
 - Dennis Miller (A long time supporter of NHTSA messaging)
4. Custom integrations & Live Reads
 - Memorial Day concert series – Expect larger # of affiliates due to Cumulus takeover of Westwood One
5. Cumulus Spanish Network
 - Spanish language programming with high young male composition

ONLINE

The following sites are among the ones we recommend using to deliver the “Click It or Ticket” message online to men 18-34 years old. The online portion of the 2014 budget represents just under 30% of the total paid media budget.

Blip.TV (Now called Maker Studios)

In past campaigns we have found that the pre-roll portion of the plan performed by far the best. For this 2014 plan we recommend using pre-roll only.

In the previous “Click It” campaign the CTR was close to 5%, and the video completion rate was 79%.

The plan with Maker Studios will generate 3,125,000 impressions.

Break.com (Now called Defy Media)

Break (Defy) is a long time, and very good partner with NHTSA.

We will continue to use the Homepage Takeovers (2x), pre-roll, video-stitial (video plays while new page loads), mobile through the Break app, as well as standard display.

The plan from Defy will generate over 21,300,000 impressions.

Complex

Complex represents a number of sites covering style & art, sneakers, music, entertainment, gaming and sports.

Complex will create custom native PSA focused branded content surrounding the importance of wearing a set belt. The article will include a “Presented by NHTSA” tag with 100% share-of-voice.

Complex will also use their social networks to get the message out. The plan will also include a video full with billboard that performed very well in the last campaign. NHTSA will also have pre-roll, mobile and a 24-hour takeover.

This plan will generate over 8,500,000 impressions.

CraveOnline

The plan on Crave will include a custom branded canvas, billboards, pre-roll, and standard display banners directed to sites visited primarily by young men.

This plan will deliver 15,900,000 impressions.

EA

NHTSA will again reward game players for engaging with the NHTSA video online, on console and mobile. NHTSA will also have its “Click It” message appear in video games with dynamic in-game banners.

This plan will generate over 2,100,000 impressions.

ESPN.com

The ESPN.com plan will include the following –

Co-presenting Today Sponsorship: This will consist of pre-roll and a billboard

NBA Homepage Sponsorship (Display & Mobile): Includes a 300x250 in display and a 300x50 in mobile

NBA Headliner Sponsorship: This targets all story and recap pages with 728x90 and 300x250 units

MLB Homepage Sponsorship (Display & Mobile): This will include a 300x250 for display and a mobile 300x50 on the wireless MLB Front page on a handset

Homepage Huddle: 300x250 In Content rotational ad unit targeted to the Frontpage and Sport Homepages

Rotational: This is a rotational 728x90 and 300x250 banner targeted to ESPN All Sports

Mobile: This includes a handset web banner for All Sports and banner on the SportsCenter app

A 728x90 and 300x250 will rotate across All Sports as added-value

This plan will generate 13,685,000 impressions.

GameSpot

GameSpot is a video gaming website that provides news, reviews, downloads and other information on video games.

NHTSA will run takeovers with GameSpot that will takeover the editorial sections of News, Reviews, Games and videos.

NHTSA will also run pre-roll video and use display units. On a sister site, Last.fm, NHTSA will have a first impression takeover. With this an ad is served the first time a user enters the site during the NGTSA flight. Click thru is always higher on users' first visit.

This plan will generate just about 5,400,000 impressions.

Goodway Group

The real-time-bidding plan will target those young men who are light users of television with video pre-roll. The plan will be based on a cost-per-completed-view of the video. If the video is not watched to completion NHTSA will not be charged.

This plan will generate over 3,035,000 completed video views.

Google/YouTube

YouTube standard skippable pre-roll will be targeted to Entertainment, Sports, Gaming and Auto genres. Along with viewing the video NHTSA will grow a remarketing list to users who have viewed the "Click It" video.

The Google Display Network will be used to retarget the True View users. The Google Display Network will also be used to reach those unexposed to the True View video. Non-viewers will be targeted within the Games, Auto, Music, and Sports sites. Interests will include Sports, Gamers and Music Fans.

This plan will generate over 45,390,000 impressions and 2,900,000 completed video views.

Heavy.com

NHTSA will utilize a number of homepage takeovers using desktop, mobile and tablet.

On the desktop the takeover includes:

- Billboard
- Large Rectangle
- Custom Skin
- Medium Rectangle

The mobile/tablet takeover will include:

- Medium Rectangle
- Leaderboard

Desktop and mobile/tablet takeovers will run on 5/13, 5/15, 5/21, 5/22, and 5/26.

Takeovers on 5/26 are at no-cost. Along with the takeovers NHTSA will run pre-roll video and standard display units.

This plan will generate over 12,400,000 impressions.

IGN.com

The IGN plan will use a homepage roadblock with a video billboard and skin on the PlayStation Channel homepage on 5/15, 5/19 and 5/23. A homepage roadblock with video billboard and skin will run on the Xbox Channel homepage on 5/17, 5/18 and 5/23.

IGN will create a 600x400 welcome mat and interstitial (large format ad) along with a 300x600 page.

On mobile NHTSA will run with banner ads on the IGN iPhone app, and the Android app.

NHTSA will also receive pre-roll video along with standard display.

This plan will generate over 11,970,000 impressions.

Kongregate

The Kongregate plan will again use pre-roll video and display. Kongregate will also use its Facebook and Twitter networks to convey the "Click It or Ticket" message.

Most importantly Kongregate will again promote the "Click It or Ticket" video by giving game players rewards for watching it. Users will earn virtual currency that will allow them to continue to play video games on Kongregate. This incentive package is all added-value and has been very successful in past campaigns.

This plan will generate over 15,752,000 impressions.

Pandora

The audio and video spots on Pandora performed extremely well for the last “Click It” campaign with the audio seeing a .72% CTR and the video a very impressive 3.44% CTR.

Based on this performance we recommend continuing with the audio and video plan. This plan will generate 9,350,000 impressions.

Revision3

With Revision3’s made-for-the-web hosted television programs NHTSA will again use the hosts to deliver the “Click It or Ticket” message.

Programs will include:

DIY Tryin

GeekBeat

Phil DeFranco’s Vloggity

Richard Ryan: Tech Assassin

Soldier Knows Best

SourceFed

Tekzilla Bites

Ty’s iHelp

The hosts are encouraged, and have done so in the past, to talk to their viewers peer to peer. This plan will generate over 3,500,000 impressions.

SessionM

With SessionM NHTSA will drive awareness through video distribution. With SessionM NHTSA’s video ads will be reward-based, as opposed to interruptive.

Using mobile apps used by young men 18-34 the following sequence will take place:

1. User reaches engagement milestone on the app
2. “Click It or Ticket” sponsors the achievement, giving the user bonus points
3. User chooses to engage with the NHTSA video
4. After watching the video bonus points are awarded and user can choose to visit NHTSA YouTube channel to view additional videos

Video will be based on a cost-per-engagement basis, and display on a cost-per-click basis. This plan will generate 128,000 video engagements and 42,000 display clicks.

Tremor Video

The plan on this video network will include the following –

- Pre-roll cost-per-complete & 100% viewable
- Pre-roll with social affinity targeting to reach young men based on passion points and the NHTSA TV buy
- Mobile video with social affinity targeting - same as above on mobile devices

This plan will deliver 2,500,000 video completes and over 9,215,000 impressions.

Twitter

The Twitter campaign will drive awareness and engagement by:

- Creating evergreen content to reach the target audience during their everyday conversations
- Leveraging cultural events to engage users in real-time
- Aligning with the TV buy

The products NHTSA will use will be:

- Promoted Accounts
- Promoted Tweets
- Promoted Trends

Targeting will be by:

- Interest/@Username
 - @NBA, @NHL
- Keyword
- TV Conversation
 - Key programs watched by young men
- TV Targeting
 - WWE
 - SportsCenter
 - Family Guy

This plan is estimated to create about 700,000 engagements.

Viacom Digital

The number 1 genre of online video watched by Millennials is TV shows. Because of this the plan recommends using a television partner's digital space. We recommend working with Viacom as their networks perform very well against the NHTSA young male target.

The sites to be used will be MTV, MTV2, Comedy Central and Spike.

The advertising units will include video, and standard display. This plan will generate over 8,330,000 impressions.

Videology

This video network allows NHTSA to run on a large number of sites that reach young men. The plan will continue to use the interactive unit that increases engagement with the ad.

In the campaign from last May all of the targeting, behavioral, demo and TV Amplifier delivered CTRs over 1.0% with TV Amplifier performing the best. TV Amplifier builds off of the "Click It" television buy, and targets viewers of the program on the buy, as well as other high rated programs for men 18-34.

The plan on Videology will deliver over 12,500,000 impressions.

WWE.com

The plan on WWE.com will include a number of takeovers, video, display and social outreach.

NHTSA will have a homepage takeover 2x during the flight. The takeover includes a leaderboard, medium rectangle and custom skin. This will also run as a mobile homepage takeover.

NHTSA will also receive takeovers of the RAW (1x) and Smackdown (2x) sections. These include the custom skin and display units, but also include video pre-roll. These takeovers will also run with mobile video and display.

Pre-roll and mobile pre-roll and display will run across the WWE site outside of the takeovers.

The WWE will use its Facebook (17MM fans) and Twitter (4MM followers) networks to push out approved NHTSA social messages.

This plan will deliver over 15,000,000 impressions.

Xbox Live

NHTSA will run video on this gaming console as in the past. On previous campaigns NHTSA has enjoyed click-through as high as 1.3%, and an overall as high as 1.09%. Videos will run across entertainment and games channels.

By using a click to video vs. a click to a landing page the plan will be far more efficient and generate over 4,480,000 impressions.

SPANISH LANGUAGE MEDIA CAMPAIGN

We partnered with a Hispanic agency to design and execute a Spanish language communications strategy to reach US Hispanic men ages 18-34. This represents 2.6% of the buy.

Radio vignettes and segments on a national radio network are the core of the campaign.

Web is composed of placement of a 30 second video and a companion ad. The rest will go to a Hispanic mobile radio app.

Calling cards will maintain in-call media placements in the Los Angeles, Miami, Chicago, Dallas/Ft Worth, Phoenix, Philadelphia and El Paso/Las Cruces markets. All of these markets have a large driving (vs public transportation) base.