



**National Highway Traffic Safety Administration**  
**“Click It or Ticket” May 2014**  
**Mobilization**  
**Strategic Media Work Plan**

**Executive Summary**

The plan will continue to reach the young male audience by using television, radio and online during the 2 weeks leading into Memorial Day.

Television programming on select cable networks such as ESPN, Comedy Central and MTV2 will reach the young male target. Fox will continue to be the sole broadcast partner using their young, male skewing programming represented so well by animated programming such as Family Guy. To reach the newly arrived Latino the broadcast networks Univision and Unimas will be used, as well as the cable network Galavision. Statewide plans can focus on broadcast affiliates as the majority of network television will be concentrated in cable.

Radio will focus primarily on music formats, but will also include sports. The majority of this activity will run on FM stations. The plan looks to radio to build up frequency to a higher level off of the base created by television. With a significant national radio presence, state level plans can reduce radio budgets, and focus on video channels.

While television remains the number one way to reach millennials, we are seeing a steady decrease in traditional TV viewing. Since television programming represents the most watched video genre online we have reduced our traditional TV programming in order to increase online sources of television programming. Hulu and Viacom sites such as TheDailyShow.com and ColbertNation.com will reach these online TV program consumers. In addition, the online plan will again focus on publisher direct, but will use portals, video networks and gaming consoles such as Xbox Live. There are a very large number of excellent sites to reach young men, and state level plans can geo-target sites not on the national plan, thereby extending the reach of the national/state level plans.

Video will command the majority of the budget via television, online and digital out-of-home outlets.



## Enforcement Period

May 19th – June 1st, 2014

## Advertising Period

- Paid advertising will run from May 12<sup>th</sup> to May 26<sup>th</sup> (15 days)
- Added value and bonus weight may run after the May 26<sup>th</sup> end date for paid media, and can run until Sunday June 1<sup>st</sup>

## Working Media Budget

\$8,000,000 net

## Audience Segment Profiles

- Primary Segment – *Influence segment to always use a seat belt*
  - **White males, 18 to 34 years of age**
  - Largest demographic that does not wear seat belts
  - Of those who drive pickup trucks, seat belt use remains lower than drivers of other vehicle types
  - **Male Teens, 15-17 years of age**
- Secondary Segment – *Raise awareness and influence segment to always wear a seat belt*
  - **Newly arrived immigrant Latino males, 18 to 34 years of age**
  - Hispanic drivers have lower seat belt use rates than non-Hispanic whites, and higher fatality rates
- Tertiary Segment – *Sustain general use increases while mainly influencing young males to always use a seat belt*
  - **African American males, 18 to 34 years of age**

## Geography

The campaign will be national in scope, however, seatbelt usage by pickup truck drivers lags behind that of other vehicles, as well as people living in more rural areas.

## Media Strategy

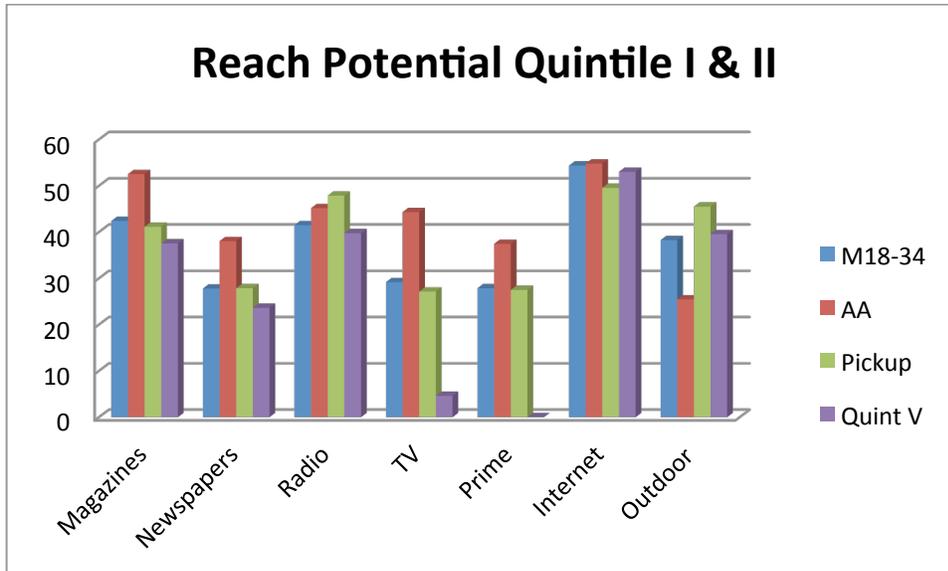
The primary media strategy will continue to be to build frequency. In order to affect behavioral change the message must be seen many times. Our goal will be to reach at least 33% of the m18-34 target audience at the 8+ effective frequency level over the 2-week flight period with measured media.

## Media Selection & Rationale

A multi-platform approach is imperative in this fragmented media environment. Various mediums will perform at varying levels in reaching our young male targets where some offer better opportunities to reach our audiences than others.



The chart below details the reach potential of the two heaviest usage quintiles for each medium for Men 18-34, African American Men 18-34, Men 18-34 who drive pickup trucks and Men 18-34 who are the lightest users of television (Quintile V).



Source: 2013 GfK MRI Doublebase

Due to the very short flight media selection must be restricted to those mediums that will quickly generate its total reach potential, and will not have exposure after the campaign end date.

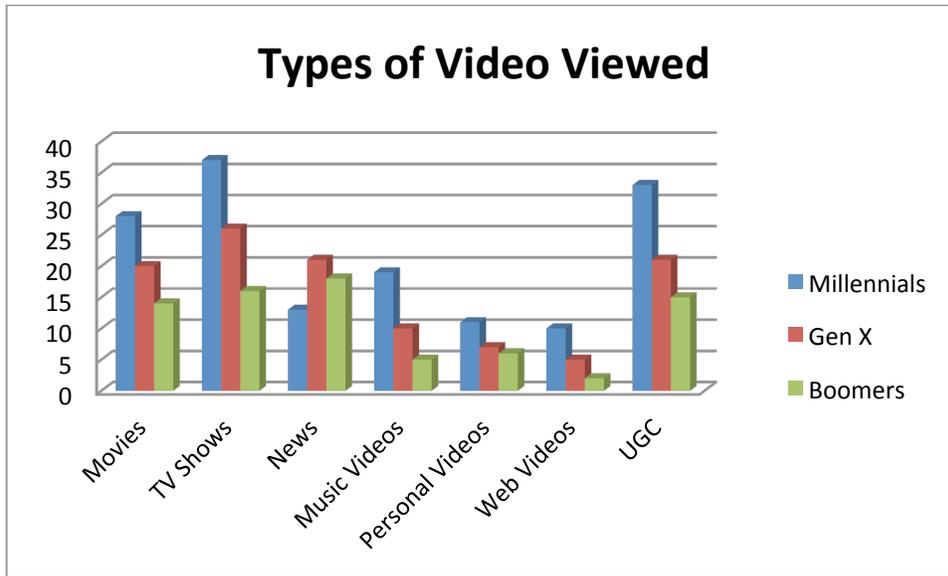
The 2014 “Click It or Ticket” campaign will consider the following mediums –

- Broadcast and Cable television
- Radio
- Online/Mobile
- Digital Out-of-Home

Television

Television will remain the primary advertising vehicle for the “Click It” campaign.

Research from IPG Media Lab indicates that TV shows represent the heaviest type of video viewed by millennials.



Source: 2013 IPG Media Lab

From another source, we see the dominance of time spent with television vs. other vehicles.

#### Weekly Time Spent in Hours: Minutes

	<u>12-17</u>	<u>18-24</u>	<u>25-34</u>	<u>35-49</u>	<u>50-64</u>
Traditional Television	21:44	21:45	26:06	30:53	40:19
Watching Video On Internet	0:21	1:21	1:22	1:02	0:43
Watching Video On Mobile	0:36	0:33	0:27	0:17	0:05

Source: Nielsen Cross-Platform Report Q3 2013

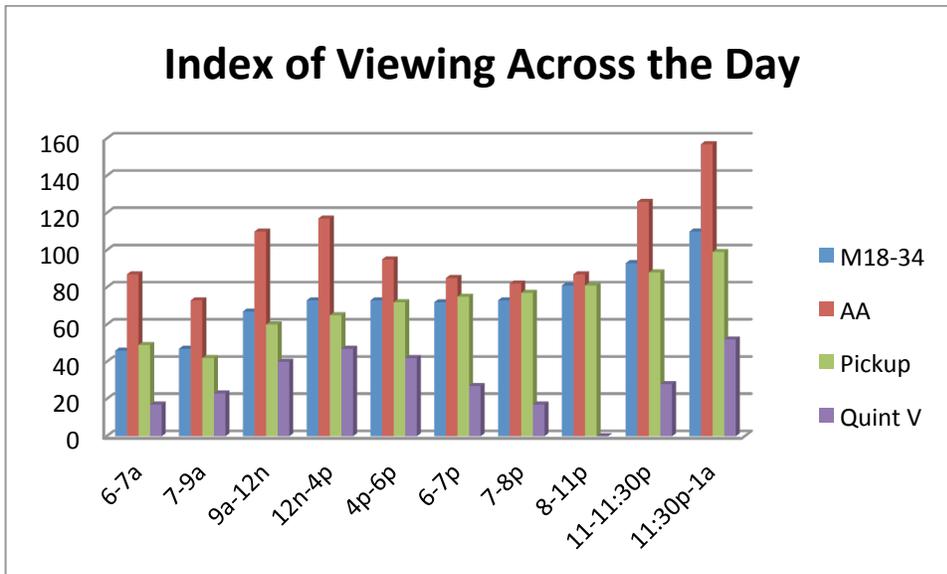
To effectively reach our young male targets with television we'll concentrate on key, high performing dayparts and cable networks, and the programming they carry.

The chart on the following page indicates the index of usage by daypart increases as the day proceeds, with late night representing the highest index performing daypart for:

- Men 18-34
- African American M18-34
- Men 18-34 who drive a pickup truck
- M 18-34 who are light users of TV (Quint V)

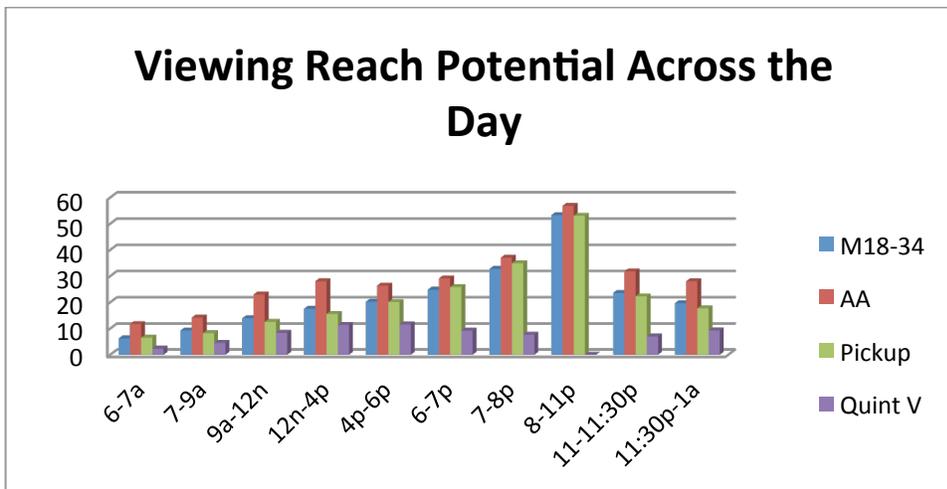


We see high indices for many dayparts for young African American men and higher indices for all during late night.



Source: 2013 GfK MRI Doublebase

When we look at reach potential by daypart prime is by far the leading generator of reach.



Source: 2013 GfK MRI Doublebase

Prime Time does not index over 100, however, it does represent the greatest reach potential vs. other dayparts. In addition, specific programs within the daypart perform very well against the men 18-34 audience. Listed below are some of the top performing Prime programs for reaching the young male target audience.



You will also see how well these programs perform against m18-34 who are light users of television (Quint V).

<u>Program</u>	<u>Men 18-34</u>	<u>Men 18-34 African Am.</u>	<u>Men 18-34 Pickup</u>	<u>Men 18-34 TV Quint V</u>
American Dad	233	295	224	149
Bob's Burgers	211	375	286	118
The Cleveland Show	214	366	232	140
Cops	119	173	128	63
Family Guy	230	262	222	164
The Simpsons	183	215	159	113

Source: 2013 GfK MRI Doublebase

The chart below looks at the reach potential of these programs.

<u>Program</u>	<u>Men 18-34 %</u>	<u>Men 18-34 African Am. %</u>	<u>Men 18-34 Pickup %</u>	<u>Men 18-34 TV Quint V %</u>
American Dad	9.60	12.17	9.23	6.14
Bob's Burgers	1.92	3.41	2.60	1.07
The Cleveland Show	3.99	6.82	4.32	2.61
Cops	6.02	8.74	6.45	3.20
Family Guy	21.75	24.79	20.95	15.51
The Simpsons	9.07	10.69	7.89	5.61

Source: 2013 GfK MRI Doublebase

During the "Click It or Ticket" campaign we are very fortunate that NBA playoffs are on, along with the NHL Stanley Cup playoffs. Post season play sees a larger audience than the regular season. Both of these sports skew to a younger audience. Pro wrestling does very well against the young male demo as well.

<u>Program</u>	<u>Men 18-34</u>	<u>Men 18-34 African Am.</u>	<u>Men 18-34 Pickup</u>	<u>Men 18-34 TV Quint V</u>
Little League WS	110	106	117	69
NBA Playoffs	156	295	138	94
NHL Playoffs	137	73	131	96
Pro Wrestling	168	242	165	122

Source: 2012 MRI

The reach potential of these sports programs are detailed below.

<u>Program</u>	<u>Men 18-34 %</u>	<u>Men 18-34 African Am. %</u>	<u>Men 18-34 Pickup %</u>	<u>Men 18-34 TV Quint V %</u>
Little League WS	9.00	8.63	9.59	5.61
NBA Playoffs	21.37	40.27	18.84	12.89
NHL Playoffs	10.53	5.63	10.03	7.35
Pro Wrestling	12.35	17.82	12.13	9.01

Source: 2013 GfK MRI Doublebase



Cable TV will be used to extend reach off of a base of broadcast, but will also be used to build frequency due to the lower absolute cost of cable. One of the strengths of cable is its large selection of networks and programming to reach a wide variety of audiences.

<u>Network</u>	<u>Men 18-34</u>	<u>Men 18-34 African Am.</u>	<u>Men 18-34 Pickup</u>	<u>Men 18-34 TV Quint V</u>
Adult Swim	290	405	189	312
Comedy Central	209	190	223	127
Discovery Channel	118	101	130	67
ESPN	146	194	150	78
ESPN2	162	252	159	70
ESPNews	168	280	167	74
FX	175	198	189	97
History Channel	120	103	135	68
MLB Network	140	132	119	76
MTV	189	314	180	113
MTV2	272	616	255	170
NBA TV	185	555	154	96
NBC Sports Network	146	161	164	50
TBS	123	160	129	67
truTV	144	200	165	71
USA	115	154	118	60

Source: 2013 GfK MRI Doublebase

The chart below looks at the same cable networks above, from a reach potential perspective. You will see that many of these networks provide high reach, even for those light users of television.

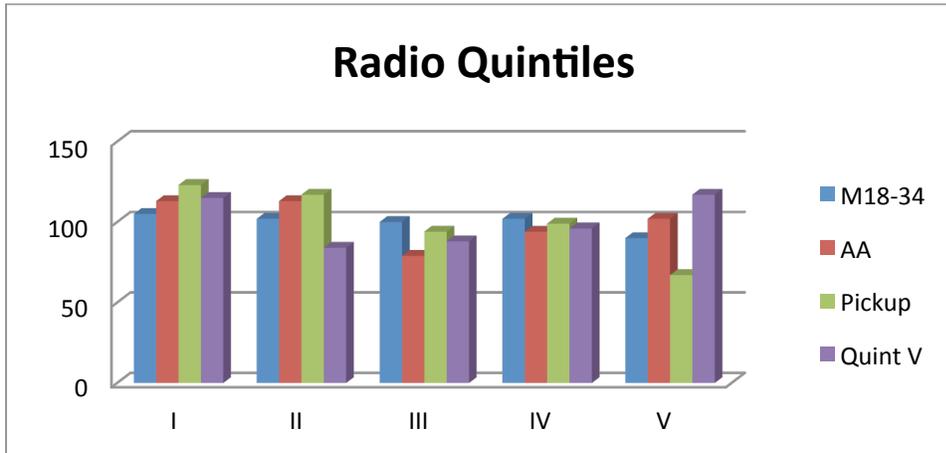
<u>Network</u>	<u>Men 18-34 %</u>	<u>Men 18-34 African Am. %</u>	<u>Men 18-34 Pickup %</u>	<u>Men 18-34 TV Quint V %</u>
Adult Swim	23.29	32.57	25.08	15.19
Comedy Central	32.33	29.31	34.48	29.31
Discovery Channel	35.51	30.38	39.24	20.16
ESPN	43.01	57.06	43.99	22.80
ESPN2	27.98	43.44	27.37	12.03
ESPNews	18.51	30.83	18.38	8.17
FX	31.86	36.01	34.33	17.59
History Channel	41.53	35.66	46.86	23.42
MLB Network	6.47	6.06	5.51	3.52
MTV	27.84	46.09	26.48	16.65
MTV2	15.90	35.96	14.88	9.95
NBA TV	10.17	30.51	8.46	4.17
NBC Sports Network	11.05	12.21	12.40	3.78
TBS	34.46	44.63	36.15	18.81
truTV	19.24	26.66	22.04	9.43
USA	28.89	38.66	29.73	15.01

Source: 2013 GfK MRI Doublebase



Radio will build reach off of the base of television, but will also be a catalyst to build frequency of message.

Based on a quintile analysis we see that radio indexes at 100 or over 100 for the two heaviest quintiles (Quintile I&II), especially for those who drive a pickup.



Source: 2013 GfK MRI Doublebase

The highest indexing formats for our various audiences cover Alternative, Rock, CHR and Urban.

Format	Men 18-34 Index	Men 18-34 African Am. Index	Men 18-34 Pickup Index	Men 18-34 TV Quint V Index
Adult Contemporary	93	46	93	88
Alternative	186	49	212	191
CHR	159	149	152	140
Classic Rock	138	30	171	117
Country	102	25	142	87
News/Talk	60	22	64	71
Rock	198	48	239	186
Sports	134	77	115	74
Urban	160	532	126	137

Source: 2013 GfK MRI Doublebase

As the previous chart details some formats have a very high % composition of our audiences vs. adults in general. The following indicates the reach potential of each format. CHR, Urban and Country generate high levels of reach.

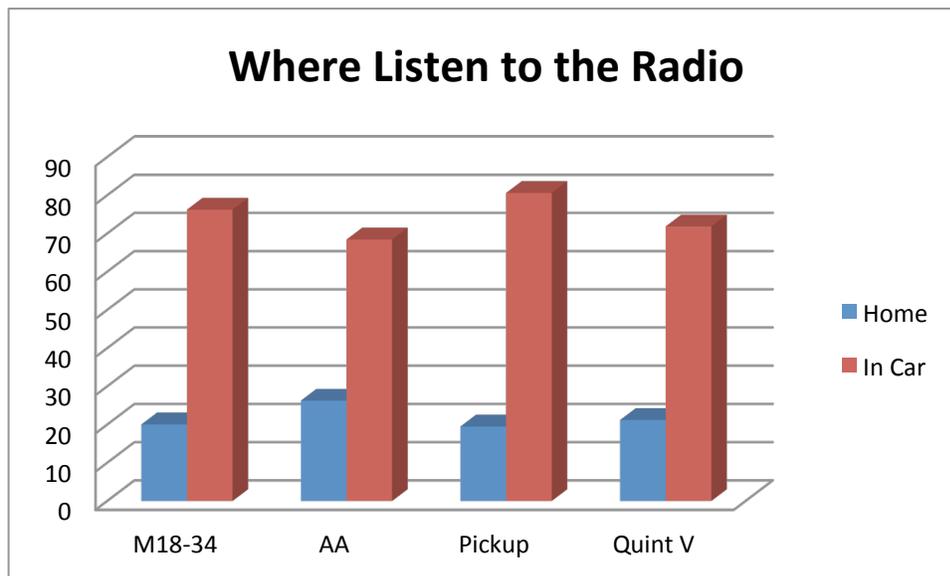


<u>Format</u>	<u>Men 18-34</u> %	<u>Men 18-34 African Am.</u> %	<u>Men 18-34 Pickup</u> %	<u>Men 18-34 TV Quint V</u> %
Adult Contemporary	15.46	7.61	15.44	14.63
Alternative	11.77	3.11	13.44	12.13
CHR	31.07	29.29	29.70	27.52
Classic Rock	11.90	2.56	14.75	10.07
Country	20.66	5.15	28.71	17.55
News/Talk	6.54	2.35	6.92	7.78
Rock	18.72	4.52	22.57	17.58
Sports	7.46	4.28	6.40	4.16
Urban	18.95	62.86	14.89	16.24

Source: 2013 GfK MRI Doublebase

Radio also offers NHTSA that critical variable of reaching our target audience when they are in their car. The majority of radio listening occurs while driving.

A majority of radio networks will deliver social components through their on-air talent's Twitter and Facebook feeds.

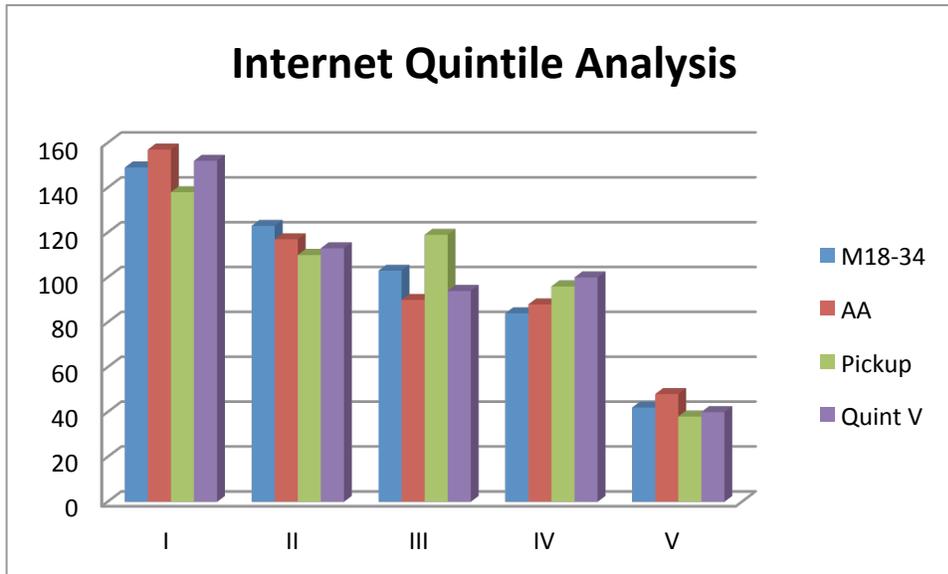


Source: 2013 GfK MRI Doublebase



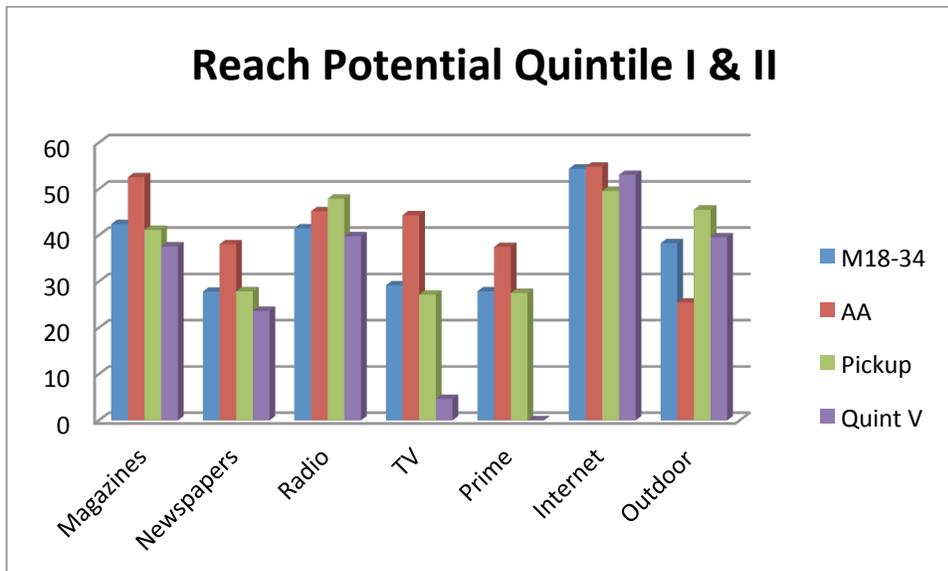
Digital Media continues to enjoy the benefits of migration from more traditional media, especially among young men.

When we look at a quintile analysis we see that the Internet represents heavy usage among men 18-34, African American men 18-34, men 18-34 who drive pickup trucks, 34 and men 18-34 who are light users (quintile V) of primetime television.



Source: 2013 GfK MRI Doublebase

When we look at the reach potential of the top two quintiles we see that the Internet represents the highest reach potential of all mediums.



Source: 2013 GfK MRI Doublebase



While on the Internet the various target audiences perform a number of activities. The chart below highlights some of those activities that help to dictate where the NHTSA advertising message should be placed.

<u>Activity</u>	<u>Men 18-34 Index</u>	<u>Men 18-34 African Am. Index</u>	<u>Men 18-34 Pickup Index</u>	<u>Men 18-34 TV Quint V Index</u>
Played Games Online	161	168	156	161
Listen to Radio	158	125	167	164
Sports Info	168	159	169	136
Visited TV Net Site	140	126	122	138
Downloaded Music	196	248	186	193
Watched TV Program	183	131	152	207

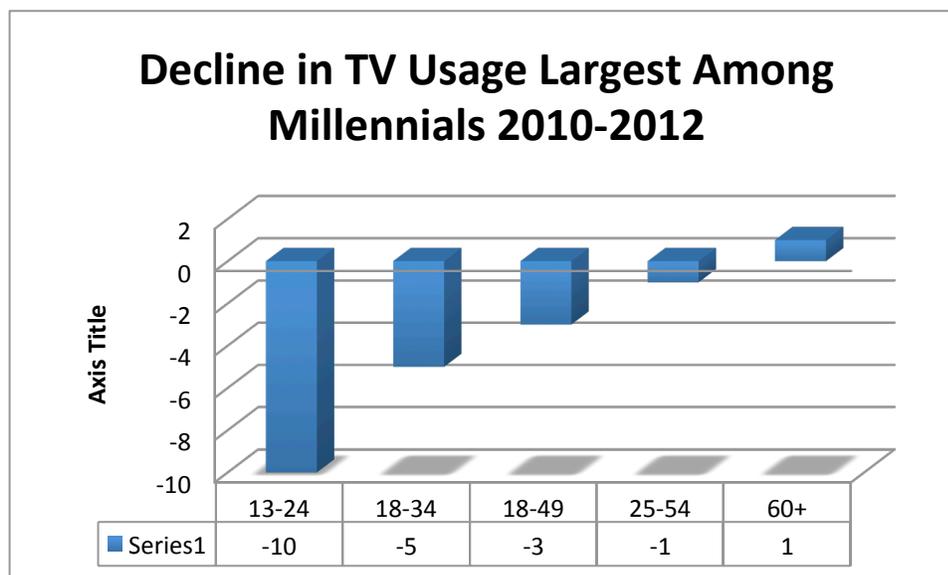
Source: 2013 GfK MRI Doublebase

Though all of the online activities detailed above show a high index some activities represent a higher reach potential than others as detailed below.

<u>Activity</u>	<u>Men 18-34 % Reach</u>	<u>Men 18-34 African Am. % Reach</u>	<u>Men 18-34 Pickup % Reach</u>	<u>Men 18-34 TV Quint V % Reach</u>
Played Games Online	42.40	44.42	41.22	42.65
Listen to Radio	34.14	27.05	36.10	35.39
Sports Info	47.79	45.31	48.18	38.80
Visited TV Net Site	26.82	24.16	23.30	26.34
Downloaded Music	42.52	53.72	40.28	41.83
Watched TV Program	23.65	16.99	19.73	26.83

Source: 2013 GfK MRI Doublebase

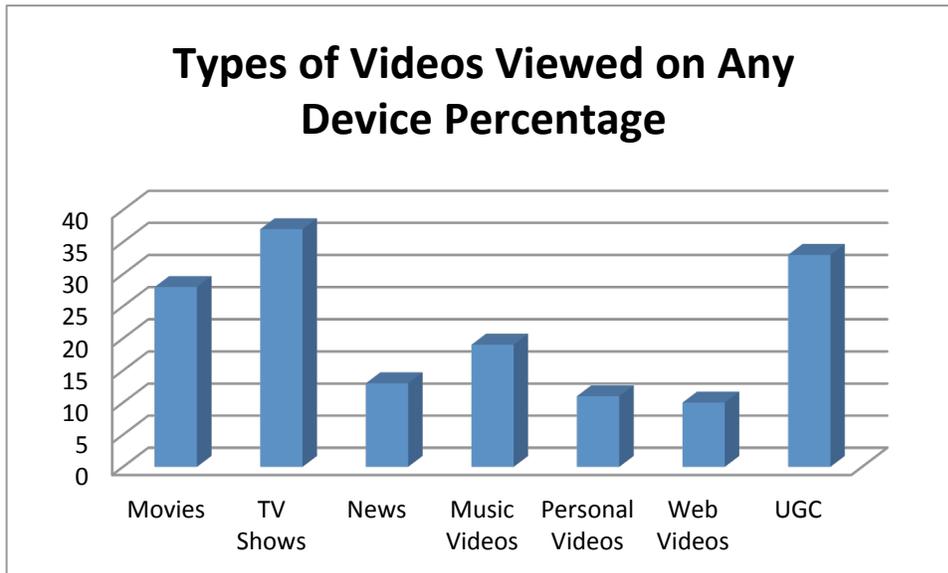
Though television still commands the greatest number of hours of usage per week among millennials we are seeing a steady decline in traditional television usage.



Source: YuMe & IPG Media Lab 2013

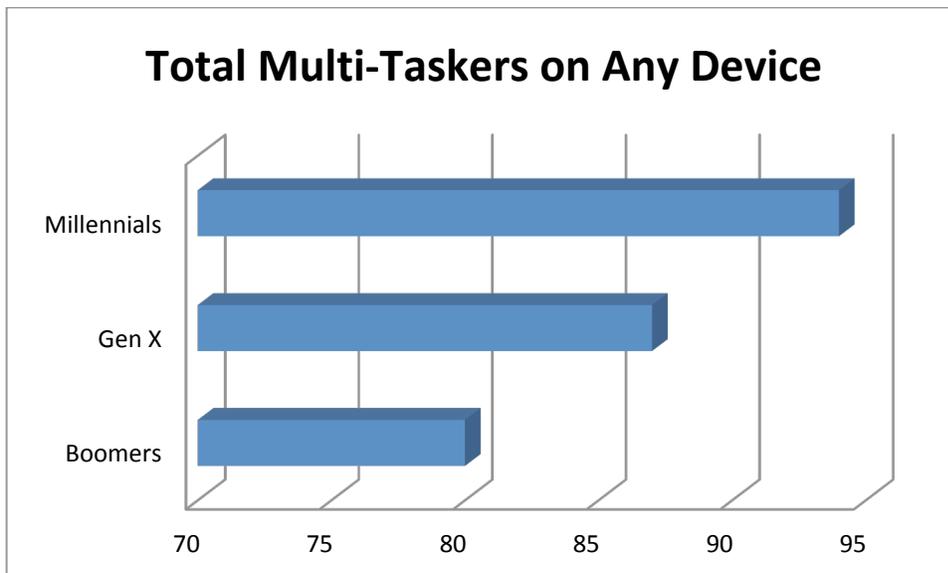


Even as traditional television usage declines TV shows make up the most watched category of videos for millennials. Based on this information the plan will use the digital side of key television networks so that NHTSA will appear on TV programs on linear television, and online. Examples of this are Hulu, for FOX, and the .com side of the Viacom networks with sites such as TheDailyShow.com, and ColbertNation.com.



Source: YuMe & IPG Media Lab 2013

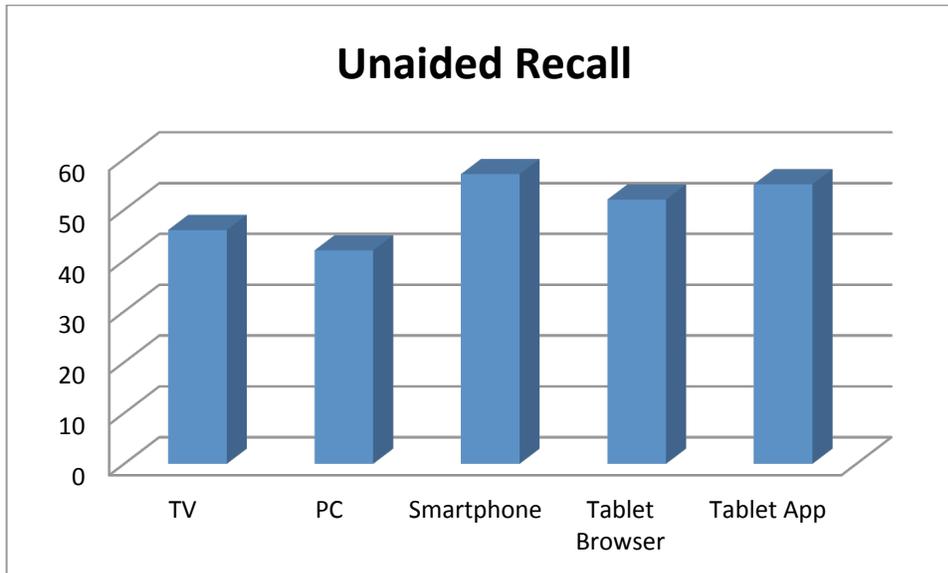
Millennials also tend to be heavy multi-taskers when using any device (TV, PC, Smartphone or Tablet).



Source: YuMe & IPG Media Lab 2013



Higher levels of multi-tasking leads to lower ad recall. However, among devices, smartphone ads are most effective. Due to the higher recall on mobile devices online publisher plans will incorporate mobile devices into the mix along with display and video on desktop computers.



Source: YuME & IPG Media Lab 2013

Online networks will incorporate social media such as added value YouTube videos, and Twitter and Facebook posts.

### **Anticipated Budget Allocation**

Advertising dollars will be allocated to broadcast and cable television, radio, digital media and Hispanic approximately as detailed below.

Final dollar allocations will be affected by inventory conditions at the time of the buy.

<u>Medium</u>	<u>% Allocation</u>
TV	50%
Radio	12%
Hispanic	10%
Digital (Incl. OOH)	28%

### **Campaign Performance**

<u>Vehicle</u>	<u>% Reach</u>	<u>Avg. Frequency</u>	<u>GRPs</u>	<u>% Effective Reach 8+</u>
Television	68	4.8	330	13.5
Radio	60	5.9	350	15.2
Total	81	8.6	694	34.8