

National Highway Traffic Safety Administration
Labor Day Campaign, 2011
“Drive Sober or Get Pulled Over”
Programming/Buy Summary

Media Execution

The “Drive Sober or Get Pulled Over” campaign will launch on Wednesday August 17th and run through to Monday September 5th (Labor Day).

The majority of weight will be scheduled to run on a Wednesday to Sunday flight pattern in order to lead into the higher alcohol related fatalities that occur at week’s end.

The primary audience remains men 21-34 years old. In addition to this a secondary target of mid-life motorcyclists reaching men 45-64 is included in the execution.

Television, cable and broadcast, still commands the majority of the budget followed by online and radio.

Television

Broadcast television, via prime, sports and late night, will be delivering the highest reach programming with the following networks –

ABC

FOX

NBC

Telefutura

Univision

Cable networks, that enjoy a high composition of young male viewers will build reach off of the broadcast base, but will also delivery a significant amount of frequency.

Some cable networks will reach NHTSA younger and older targets, such as ABC, ESPN, NBC and USA. CNN, The Discovery Channel and The History Channel will also be used to target the older demo directly.

Programming by network is detailed below.

Adult Swim

Adult Swim animation

Adult Swim animation – prime

CMT

CMT Movies Late

CMT Movies Prime

Dukes of Hazzard Late

Dukes of Hazzard Prime

Fringe

Late Night

Prime Time

Weekend

CNN

World One

American Morning

CNN Newsroom

The Situation Room

John King, USA

In the Arena

Piers Morgan Tonight

Anderson Cooper 360

CNN Saturday Morning

CNN Sunday Morning

State of the Union

Fareed Zakaria GPS

Reliable Sources

Comedy Central

Daily Show

Early Fringe

Late Late Night

Late Night

Prime

South Park

Ugly Americans

Weekend Fringe

Discovery Channel

Reign of the Dinosaurs
Labor Day Marathon
Dirty Jobs
Man Women Wild
Sons of Guns
Power Pack
Discovery Sunday
Signature Series
Discovery Saturday
Man Vs Wild
Discovery Classics

ABC Sports/ESPN

ABC Sports

Little League World Series
Oregon Vs LSU College Football
College Football Pre-game

ESPN

MLB:Weeknight
College Football Live
College Game Day
ECD: Year of the Quarterback
Around the Horn
NASCAR: Sprint Atlanta
NFL Live
NFL: Pre-Season Prime
Outside the Lines
SportsCenter

ESPN2

Little League World Series
MLB: BB Tonight
MLB
MLB: Weekend Baseball
College Football
SportsNation
1st & 10
Best of Mike & Mike
First Take
Mike & Mike

Scott Van Pelt Radio Show
NASCAR Now
NFL Films
Sports Variety
ESPNews
Sports News
ESPNU
College Football Afternoon
College Football Prime
College Football Studio
Saturday Prime College Football
ROS Total Day

ESPN Deportes

Boxing: Studio Show
Jorge Ramos y su Banda Radio Show
Otros Deportes
SportsCenter

FOX

Cops
American Dad
Bob's Burgers
Simpsons
Cleveland
Family Guy
Encores

FOX Soccer

EPL Premiere
EPL Weekend
UEFA Champions League
CONCACAF Champions League
Major League Soccer
EPL Review Show
FOX Soccer Report
Match Day
Super Sunday
Day ROS
Fringe ROS

Late Night ROS
Prime ROS
Weekend ROS

FOX Sports Net

MLB Pre-game
MLB Post-game
ROS Sports Programming

Fuel

Action Sports

American Misfits Day
Bondi Rescue Weekend
Built to Shred - Fringe
Built to Shred – Prime
Built to Shred – Late
First Hand - Prime
Thrill Billies Prime

The Daily Habit

Primetime Premiers
Latenight Premiere
Overnight

Moto

AMA Highlights Weekend
The Moto Prime

Live Events

Malooof Money Cup Premiere

ROS

Day
Fringe
Weekend
Late
Prime

Fuse

Morning
Daytime
Early Fringe
Prime
Late Fringe

Overnight
Weekend

FX

Day ROS
DVD on TV
2 and ½ Men
Wilfred
Rescue Me
Fully Baked
FX Movie Weekend

GAC

Early Fringe Rotation
Prime Access Rotation
Prime Rotation
Weekend Rotation

Galavision

Noticiero Con J. Doriga
El Chavo
Vida Salvaje
Tiempo Final
Tribunal Final
Boxeo en esta Esquina
Mas Deporte
Accion

G4

Early Fringe
Prime
Late Night
Weekend
Attack of the Show
Ninja Warrior
X-Play

The History Channel

Hardcore History
Time Machine
Pawn Stars
History 360
Ice Road Truckers
Every Day History
Tech It to the Max
History Zone
Non-Stop History

MLB Network

Quick Pitch Weekday
Weekday PM
Intentional Talk
The Rundown
Saturday Prime Games
MLB Tonight
Thursday Prime Games
Weeknight Prime Games
Weekday Afternoon Games
Closer

MTV

Afternoon
Evening
Late Night
Mid-day
Morning
Overnight

MTV2

Afternoon
Evening
Extended Day
Latenight
Mid-day
Morning
Overnight

NBC Sports/Late Night

Late Night

Leno

Fallon

Poker After Dark

Tonight Show All Night

In Wine Country

Saturday Night Live

Date Line All Night

Sports

Notre Dame Football

NFL Network

Weekday Total Access

Weekend Day Pre-Season Game

Fringe Pre-Season Game

Prime Total Access

Prime Pre-Season Game

Late Night Total Access

Late Night Pre-Season Game

Overnight Total Access

Overnight Pre-Season Game

Spike

Bar Rescue

Daytime

Early Fringe

Late Night

Prime

Sat/Sun Entertainment

UFC Greatest Moments

UFC Unleashed Prime

Speed

American Trucker Prime

American Trucker Day

Car Science Prime

Car Science Day

Car Show Prime

Car Show Day

Speed Center Friday Prime
Speed Center Saturday Prime
Speed Center Weekend Racing
Speed Center Sunday
Come Drive Prime
Whipped Prime
Weekday ROS
Prime ROS
Weekend Speed Engine Block

Turner Entertainment

truTV

Tru Action
Saturday Night Solution
World's Dumbest
Action Evenings
Weekend
Wipeout
South Beach Tow

TBS

Daytime
Comedy Block 1
Comedy Block 2
Late
Moonlight Theater
Early Morning
Family Guy Prime
Lopez Tonight
Conan

The Country Network

Full rotation; 12 spots per; Every other hour

USA

USA Movie Block
Late Night
WWE Raw

Velocity by Discovery

Turbo Marquee
HD Passport
Full Throttle
Design & Engineering
Monster Garage
Turbo Specials
Channel Surfer
Sunday Matinee
One Way Ticket
Sunrise Earth

VS

ROS Prime
ROS Late Night
ROS Weekend
MMA Weekly Show Prime
MMA Weekly Show Late
UFC Encore Prime
UFC Encore Late
WEC Encore Prime
WEC Encore Late
WEC WrekCage Late
PBR Saturday Prime
PBR Saturday Late Night
PBR Sunday Prime
PBR Sunday Late Night

Telefutura

Dramatic Series
Novela
Cine de las Estrellas
Cinescape
Cineplex
Contacto Deportivo

Univision

Noticiero Univision
Ultima Hora
Primetime Novela

Novela
El Pantera
SOS: Sexo Y Otros Secretos
Al Punto
Republica Deportiva

NHTSA NETWORK RADIO

Network radio is used to increase the reach of the “Impaired Driving” campaign, while also generating higher levels of frequency. The network radio portion of the plan will account for \$1.57MM, or 12% of the total budget.

PREMIERE RADIO NETWORK

Premiere Radio Network syndicates over 90 shows to more than 5,000 radio affiliates throughout the country. Each week, Premiere Radio Network programming reaches over 190 million listeners.

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

- Sports Talk
- Country
- Rock
- Urban
- Premiere Satellite Radio (Coverage on Sirius/XM)
- Online Radio Streaming
- Music Talk Shows

WESTWOOD ONE RADIO

Westwood One supplies over 150 radio programs to their 5,000 affiliates throughout the country. Over 190 million listeners are reached each week with Westwood One programming.

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

- Sports Talk
- Country
- Rock
- Urban
- NFL Network
- MTV Radio
- Talk (Lovelines, Dennis Miller and Robert Wuhl)

Dial Global

Dial Global provides over 100 different radio programs across multiple platforms to radio affiliates throughout the country. Dial Global's affiliates cover over 98% of the country on a multitude of formats.

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

- NASCAR
- Country
- Rock
- Hispanic
- Online Radio

CITADEL MEDIA

Citadel Media reaches over 90% of the country with their 4,400 radio affiliates. Each week, syndicated program from Citadel Media is heard by 104 million listeners.

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

- Rock
- Hot AC
- ESPN Sports Programming
- NBA Basketball

CITADEL MEDIA HISPANIC

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

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

- Hispanic Music
- Hispanic Talk
- Sports: ESPN Deportes, MLS Soccer

UNIVISION RADIO

Univision Radio is a Hispanic radio network with coverage in 16 of the top 25 Hispanic markets in the country, including New York, Los Angeles, San Jose, San Francisco, Miami and Miami. Univision provides programming to over 70 affiliates.

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

- Hispanic Music
- Hispanic Talk
- Hispanic Sports Talk

PERFORMANCE RACING NETWORK

Performance Racing Network (PRN) is a NASCAR radio network that airs NASCAR races and provides original NASCAR related programming to over 700 station affiliates throughout the country.

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

- NASCAR Sprint Cup and Nationwide races
- NASCAR Talk Show (Fast Talk, The Pit Reporters, Garage Pass, Racing Country USA)

TARGETSPOT ONLINE RADIO

TargetSpot is an online radio network that distributes advertising messages on online radio platforms, including AOL Music, Yahoo Music, Live365.com, Slackers and MySpace radio. Additionally, they stream these commercials on local radio stations throughout the country. Every month, over 70 million people listen to online radio.

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

- Country
- Rock
- Hot AC
- Sports Talk
- CHR

SUN RADIO

Sun Radio reaches 97% of the country on 3,000+ radio stations. With station channels targeted specifically to the young male demographic, it is a strong fit for all NHTSA campaigns.

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

- Country
- Rock
- Sports
- Gaming

Online

The online plan will use young male skewing publisher direct sites, as well as, online networks focusing on their young male skewing sites.

Online will represent about 18% of the total budget, and will use a mixture of standard banners, video and custom units such as push downs and branded canvases.

NHTSA will continue to use its YouTube Channel, and will also place a video game related to being pulled over for driving impaired on the channel as well.

Blip.TV

Blip.TV is a provider of original, episodic, television content made for the web.

Blip.TV reaches 14.5MM unique visitors, and skews to a young male target.

Blip.tv will run two different ad units for NHTSA. The first is an expandable overlay that appears on the bottom of the video. Historically this unit has garnered NHTSA a very high click-through-rate (CTR).

In addition to the expandable overlay unit NHTSA will also utilize pre-roll video.

Total impressions generated will be 3,642,785.

Break.com

Break is our long time partner, and via Break.com, and the Break Media Network NHTSA will be using one of the largest sites for reaching men 18-34 years old.

We will create with Break.com a special Animated Homepage Takeover with video.

In the Animated Homepage Takeover users are prompted to see the “invisible cop” who is hidden on the homepage. Upon clicking the cop will appear in front of a video player where the NHTSA “Invisible Cops” spot will be playing.

Other elements of the buy include a –
300x250 Homepage roadblock (all 300x250 ads will be NHTSA's) - bonus
Run of Site 300x250 – bonus
Video of the Day pre-roll – bonus

On the Break Media Network NHTSA will have pre-roll and a video interstitial. In addition NHTSA will have a “Page Engage” unit. This unit is an expandable unit that

distributes video, and other rich content, throughout the Break Media Network of 141 million users

Total impressions will be 34,948,956.

CBSSports.com

This plan will have NHTSA running on the following areas –

CBSSports.com – We will run ROS (Run of Site) as this has produced the highest CTR and generated the most impressions in past campaigns. Units will include the

- :15 video
- 300x250 rectangle
- 160x600 skyscraper

CBSSports.com College Network – CBS works with the official athletics sites of most of the major colleges and universities in the country. This audience skews a bit younger than CBSSports.com. Units will include the

- 160x600 skyscraper
- 300x250 rectangle
- 728x90 leader board

MaxPreps.com - Covers high school sports. Ad units will include the

- 300x600 Super Skyscraper
- 728x90 leader board

CBSiEngage – NHTSA will run across several CBS owned sites. They include the sites described above, as well as, CBS.com, CNET and TV.com.

The total CBS plan will generate 9,215,097 impressions.

Crave Online

Crave Online reaches over 16 million unique visitors to via a group of sites owned and operated by Crave. The categories their sites fall into are –

Gaming

Sports

Lifestyle

Entertainment

Video

The Crave Online plan will utilize a number of banner units including a 300x250, 728x90 and a 160x600.

The plan also includes video pre-roll and a custom canvas that will back up the video player. We will also create with Crave Online a custom High Impact Homepage Takeover. Below is a detailed description of the custom unit.

High Impact Homepage Takeover

We will create a custom high-impact overlay that will drive home the core themes of the NHTSA “Invisible Cops” concept – serving to engage users while at the same time educating them on the dangers of impaired driving. Once users arrive at the site it will be fully NHTSA branded and road-blocked with reskin, 300x250 and 728x90 ad units. The reskin of the site will feature the brick wall imagery with the “invisible cop” standing, camouflaged against the wall in both gutters(rails). Users will be prompted to roll over (either the 300x250 or 728x90) the ad unit with the call to action reading “Roll Over and Drive Sober!”. Upon roll over, a video player will appear in the center of the screen which will play the NHTSA “Invisible Cops” commercial clip. The video clip will “come to life” as users are watching it and carefully synched animations will play out that match the actions taking place in the video clip. For example, when the young couple walks out of the bar and “staggers”, the video player will shake/”stagger” slightly at that time. When the couple get in the car and begin to swerve, crossing the center line, the video player will again shake and “swerve”. When the cop cruiser appears and hits the lights, the lights will appear as though they are shining out of the video player onto the page. Once the clip’s end card/logo appears on screen with the “Drive Sober or Get Pulled Over” message, two jail cell doors with bars will appear on the user’s screen and will close over the video player to symbolize what will happen to drivers if they drive impaired, driving home the message and severity of this action.

Total impressions generated by the entire plan will be 17,715,556.

EA (Entertainment Arts)

NHTSA will again have its message incorporated into online video games with dynamic in-game ads. The games NHTSA will use will be Madden ’11, NHL ’11, NBA Jam, Fight Night 5, Need for Speed: Shift 2 and Tiger ’12.

Total impressions generated will be 11,531,250.

ESPN.com

The ESPN plan will use more video than in the past to highlight the new “Invisible Cops” message.

Plan will include –

ESPN3 Tennis (during US Open) and College Football E3 (opening weekend) (:30 sec spots)

MLB Gamecast (:30 sec spots)

One College Football Index/Homepage and one NFL Index/Homepage

Trendsetter Display Media (Trendsetter target is young adults 18-34 with 2-3x more page views across many sports such as the NFL, MLB, and CFB)

AM News Nows/Sportscenter Video Collections (:15 sec spots)

Added Value Display impressions

Total impressions generated will be 8,850,000.

MSN

The plan for MSN will focus on Xbox Live television. Users will see the NHTSA ad in the Xbox Live dashboard, and can click on it to view the spot. The NHTSA spot will run in the Game Marketplace slot, as well as, the Xbox Channel slot.

In addition to Xbox Live NHTSA will also use behavioral targeting of cocktail and adult beverage researchers.

Total impressions generated will be 8,406,732.

FOXSports.com

NHTSA will sponsor the FOX Sports Flash Daily Video Update and Weekend Preview. This live video bulletin runs at the top of every hour from 9am to 5pm, Monday – Friday. Program includes the following –

- Brand integration on set
- Presented by intro (3 – 5 seconds long)
- Ownership of all video pre-roll and banners during the flight for 36 segments

FOXSports will produce custom “Weekend Previews” for the Friday segments. These custom segments will provide a weekend snapshot of what is to come, and will advise sports fans to “Drive Sober or Get Pulled Over”. NHTSA will have 100% of the pre-roll in-flight.

Banners (300x250 & 728x90) will run on the NFL and MLB pages, as well as run-of-site.

This plan will generate 24,100,000 impressions.

GameSpot

GameSpot is a video gaming website that provides news, reviews, previews, downloads and other information of interest to gamers.

The plan for NHTSA will include several page takeovers (all units are for NHTSA) on three key pages – Xbox 360, PC and Game FAQs. These takeovers will run on 10 separate days.

Along with the page takeovers NHTSA will have :15 pre-roll as well as standard banner placements.

Total impressions generated will be 8,214,286.

Google/YouTube

The “Click It or Ticket” campaign performed well generating over 26 million impressions, and delivering a .4% CTR with non-video messaging.

The “Drive Sober” campaign will use the same elements as “Click It”, but with the addition of :15 video pre-roll. Pre-roll produces a higher CTR than standard banners and overlay.

The one area where CTR was low was for the search results. Though search adds an additional element to the plan it will be included on this plan at no cost.

This plan will also include the interactive game that will live on the NHTSA YouTube channel. The player’s job is to drive the police car, identify the drunk driver, and pull him over. If subsequent level becomes more difficult by added more traffic, high speeds, night time driving, etc.

The Partner Watch :15 pre-roll, in-video overlay and standard 300x250 banners will run on safe sites within the Sports, Entertainment and Music genres.

This plan will generate nearly 29.2 million impressions.

Heavy.com

We will use the “First Impression Package” from Heavy.com, which serves a custom skin ad and a 300x250 banner to everyone on the first visit to Heavy during the flight.

In addition NHTSA will run on the Heavy Media Network (30 million UVs) using an overlay (like on Google and Blip.TV), 728x90 and 300x250 banners, and :15 pre-roll.

Heavy covers the MMA (Mixed Martial Arts) with a program called Fight Day. Heavy will produce two PSA messages on “Drive Sober or Get Pulled Over” to appear during webcasts of “Fight Day”. The 3Q PSA will run during the August 27th fight that will be taped live from Rio de Janiro.

The plan from Heavy will generate 12,400,000 impressions.

Hulu

Hulu, purchased via FOX, will include the actual video :15, a branded slate and a companion banner. Select programming on FOX to include Cops, American Dad, Bob’s Burgers, The Simpsons, Cleveland Show, Family Guy, Fringe and Chicago Code.

Total impressions generated will be 1,548,506.

IGN.com

NHTSA will sponsor the Daily Fix, a an IGN created video series is the show to watch to get the latest news in games, entertainment, gear and tech.

In addition NHTSA will run :15 pre-roll with companion banners, as well as pre-roll on IGN’s YouTube channel that has produced incredibly high click-through rates.

The IGN plan will generate 11,654,744 impressions.

InterClick

InterClick is an online network of several thousand sites. NHTSA will run on those sites with a high audience index of men 18-34 years old. Advertising units will include pre-roll with a 300x250 companion banner, as well as a large banner ad, 300x600.

In addition to the pre-roll and large banner NHTSA will rotate 300x250, 160x600 and 728x90 standard banner ads throughout the network targeting men 18-34.

This plan will generate close to 20 million impressions.

Kongregate

In order to get users to view the new NHTSA “Invisible Cops” video Kongregate will auto-play the NHTSA spot when each, and every, US unique visitor visits his first game page during the campaign. The NHTSA video will have a very short bumper explaining the promotion/reward, and (if the player accepts the bonus) will roll right into the NHTSA spot. The reward for watching will be 20 Kongregate points, which can be used to play other games on the site. Kongregate will provide millions of “chat nags” to remind their users of the points offer.

Along with this promotion NHTSA will receive :15 pre-roll inventory as well as standard banner placements.

This plan will generate 11,670,000.

MLB.com

NHTSA will run on the MLB.com site, as well as the 30 individual ball club sites. In addition to these sites NHTSA will also run on the MLB.com Gameday. Gameday covers a game from pre-game stats all the way through to post-game wrap up and highlights.

Ad units will include 300x250 and 728x90 banners and :15 video.

The MLB.com plan will generate 5,187,500 impressions.

NBC.com/NBCSports.com

NHTSA will run it's :15 or :30 video on the NBC.com full episode player on those prime programs with a younger male skew. The :15 or :30 video will also run on Hulu within NBC prime programming. Along with the video inventory NHTSA will run 728x90 and 300x250 banners as well. Once again NBC will create the custom canvar, which fills the background of the video player with the NHTSA visual. These are the units that have enjoyed 3% to 5% CTR.

Total impressions generated by NBC.com will be 10,065,444.

On NBCSports.com NHTSA will run 728x90 and 300x250 banners along with :15 video pre-roll/mid-roll. Inventory the video and banners will appear will be sports content including Notre Dame Football, Pro Football Talk and Rotoworld (Fantasy sports).

NHTSA will also have a roadblock (all ad units will be NHTSA) one day on Rotoworld.

Total impressions generated by NBCSports.com will be 1,552,500.

Pandora

Pandora is the site where users can create their own radio station based on music they like using the “Music Genome Project”.

This plan will use standard 160x600 and 300x250 banners and the :15 videos. Pandora will create in-tuner tiles and a custom skin that will back up the player when the NHTSA spot plays. This skin is like the skins NHTSA has used on sites like NBC.com and Heavy.com that produce a very high CTR.

The Pandora plan will generate over 11 million impressions.

Revision 3

NHTSA will continue to have program hosts give the NHTSA impaired driving message live during their shows.

The shows on the buy will be –

DiggNation

Totally Rad Show

Tekzilla

AppJudgement

Film Riot

Film State

Destuctoid

Death Battle

GeekBeatTV

Scam School

Lifehacker

The Revision 3 plan will generate 2,160,000 impressions.

SpotXchange & TidalTV

SpotXchange and TidalTV are video networks. NHTSA videos will run on network sites targeted to young men. Genres will include Sports, Gaming and Entertainment sites.

TidalTV will again include a BrandScore Lite Study.

These two networks together will deliver over 25 million video impressions.

Turner.com

NHTSA will run on a number of Turner online properties including AdultSwim.com, NBA.com and TeamCoco.com (Conan O'Brien).

Turner.com will create for NHTSA using assets they will be provided a video enabled pushdown unit. This is basically a unit that expands downward, and once expanded plays the video.

In addition to the pushdown unit NHTSA will use a video enabled 300x250 unit to run across all Turner properties targeting young men. These sites include those mentioned above as well as TheSmokingGun.com, Yahoo! Sports, SI.com and NCAA.com.

Total impressions generated by this plan will be 8,137,500.

SayMedia/Tremor

The NHTSA plan with these two networks will be based on a cost-per-engagement basis. Engagement occurs when the user rolls over the banner ad (SayMedia), or the video overlay unit (Tremor) and the video launches after a 3..2..1 countdown. Any impressions garnered from the banner ad or the overlay are earned by NHTSA at no additional cost.

Total engagements for SayMedia will be 102,041 and from Tremor will be 83,333. Estimated impressions from each network, earned by NHTSA at no-charge, is just over 9 million.

Yahoo!

Yahoo!, the major online portal, is one of the largest sites in the world, and the US.

NHTSA will run in Games, Mail, Messenger, Sports and the Homepage. All units will be banners since video inventory to men 18-34 is sold out. We asked, and Yahoo! Agreed, to create, at their expense, in-video banner for the 300x250. This way NHTSA will have it's video at lower cost than pre-roll video costs.

Total impressions generated by the Yahoo! plan will be 17,705,277.

Revision 3

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