



National Highway Traffic Safety Administration
Texting Enforcement
Strategic Media Work Plan
April, 2016

Executive Summary

The Texting Enforcement paid media plan will use a multi-platform approach of television, radio and digital vehicles.

Television will run on those key networks with programming that enjoys a high composition of adults 18-34 years old. Some networks will be more male focused (Adult Swim & Comedy Central) while others will be more female focused (ABC Family & MTV). The national plan television effort will be very focused on cable networks due to their efficiency and fully distributed national coverage. State plans can consider using local broadcast affiliates to help extend reach off of the national cable base, as well as cable in those areas of high cable penetration and/or ADS add on.

The plan will rely on radio to increase reach off of the base of television, but to primarily increase frequency in order to affect behavioral change over the short flight. Radio networks with large national clearance, such as Westwood One and Premiere, will be used.

The digital effort will use high impact units (takeovers) and custom content to quickly raise awareness of the message on a publisher direct basis. Along with publisher direct DSP technology will be used to reach the individual young adult as he or she goes onto the Internet and will be served banner and video ads on the sites they are on.

Together the use of these media vehicles will deliver a robust plan over the 10 days of the flight.

This national plan should be shared with each State's media planning and buying agency in order to build their plans off of the national base effort.



Enforcement Period

Enforcement will be carried out from April 8th to 13th.

Advertising Period

The paid advertising period will run from Monday April 4th to Wednesday April 13th.

Working Media Budget

\$5,000,000

Target Audience

- Adults (men & women) 18-34 years old (Including Spanish language)
- Slight skew towards women 18-34 (For planning purposes 55:45)

Geography

The campaign will be national in scope with no regional emphasis.

Media Strategy

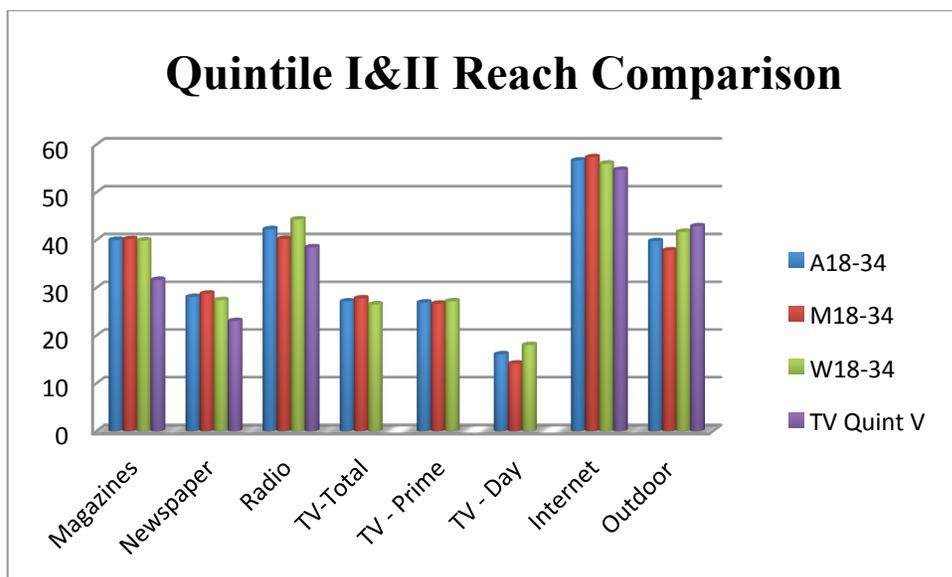
In order to convey the advertising message in a short period of time the primary media strategy will be to build frequency. A goal will be to maximize reach at the 8+ frequency level for measured traditional media.



Media Selection & Rationale

Due to the very short flight duration electronic mediums must be used so that they “can be turned off” at the end of the flight.

Electronic mediums will include television, radio and digital. When compared to the reach potential of all mediums TV, radio and digital perform well based on the heavy use quintiles I & II.



Source: 2015 GfK MRI Doublebase

As the chart above illustrates Internet enjoys the greatest reach potential among heavy users of the each medium. Radio comes in second with television in third among electronic mediums.

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.

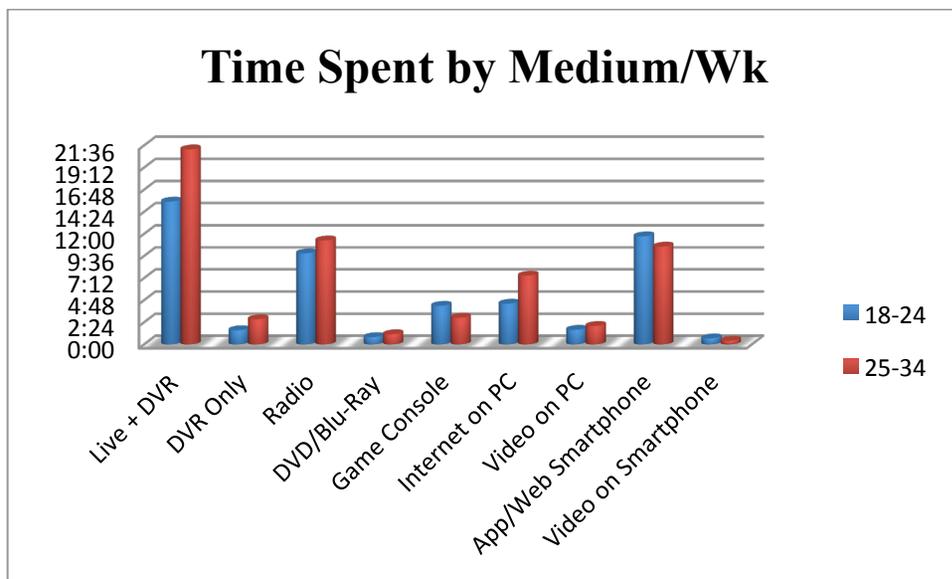


The Texting Enforcement campaign will consider the following mediums –

- Broadcast and Cable television
- Radio
- Online/Mobile

Television – Broadcast & Cable

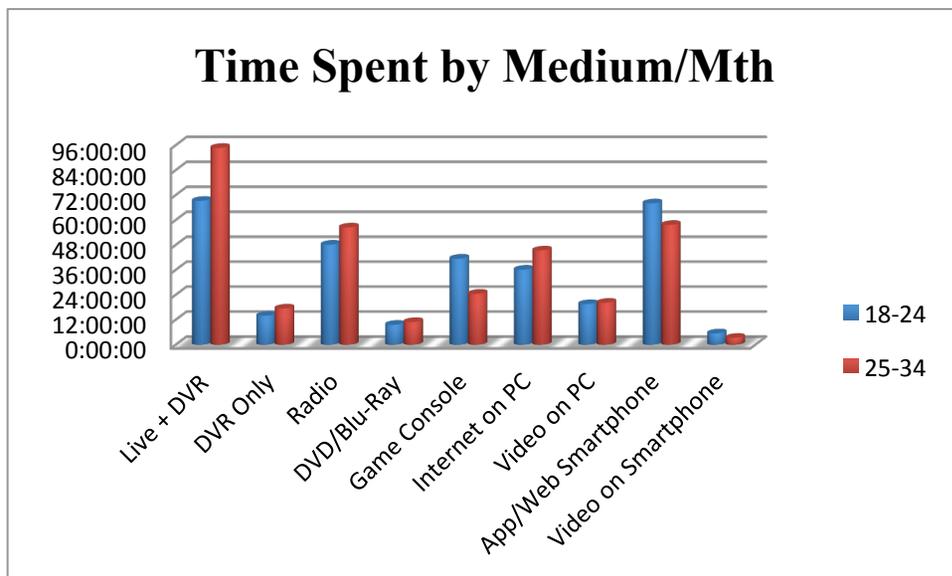
Television enjoys the greatest amount of time spent with any medium, which further indicates that Millennials still watch linear television. However, it is important to realize the time spent will be greater than other mediums due to the fact that television is used to consume long-form content. Based on the Q3 2015 Total Audience Report from Nielsen young people as a whole are watching less television, but the data also suggests that the declines may be slowing, and that traditional television remains the primary video viewing mechanism for adults across all age groups.



Source: Nielsen Cross-Platform Report Q3 2015



When we look at the Hispanic audience we see the same holding true on time spent per medium as with the general audience.

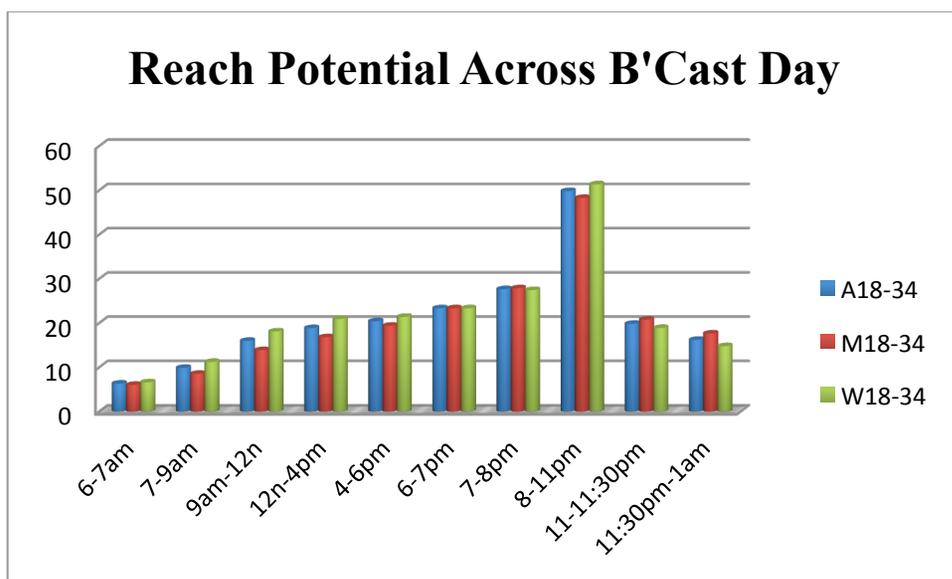


Source: Nielsen Cross-Platform Report Q3 2015



To effectively reach men & women 18-34 years old with television we'll concentrate on key, high performing dayparts and networks, and the programming they carry.

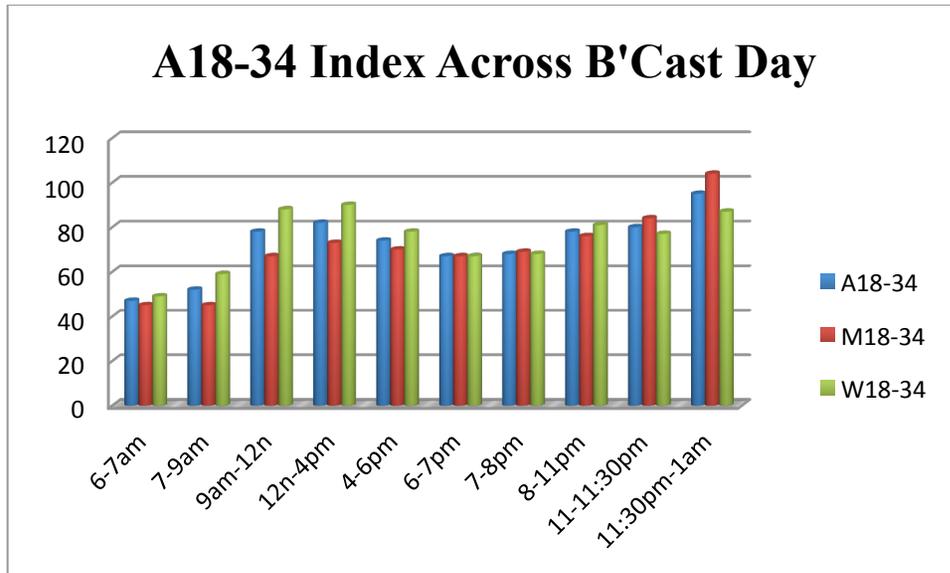
When we look at reach potential by daypart prime is by far the leading daypart.



Source: Gfk MRI 2015 Doublebase



On an index basis we see that late night still represents a good opportunity to find a high composition of men and women 18-34 years old. We also see that daytime indexes above many other dayparts for women 18-34 providing a source of non-prime time programming opportunities.



Source: Gfk MRI 2015 Doublebase



Though we have a number of dayparts to work with Primetime still represents the highest reach potential of all dayparts. We have seen that time spent with television has decreased for young adults but there are programs that still perform extremely well in reaching this audience.

Below are the indices of key programming at reaching men and women 18-34 years old. Also indicated are adults 18-34 years old who fall into the lightest viewing quintile. As the chart indicates these broadcast programs on CW and Fox have very good indices even for those light users of television.

<u>Program</u>	<u>Adults 18-34</u>	<u>Men 18-34</u>	<u>Women 18-34</u>	<u>Adults 18-34 TV Quintile V</u>
Arrow	100	118	83	72
Supernatural	134	120	148	97
Vampire Dairies	146	63	229	81
Next Top Model	147	40	254	126
Family Guy	193	233	154	98
The Simpsons	168	200	135	73
Bob's Burgers	181	222	141	64

Source: Gfk MRI 2015 Doublebase



The chart below looks at the reach potential of these programs. These programs offer a healthy reach among young adults, and the reach of light TV viewers is very good as well. By considering very specific programming we can still reach young adults using television.

<u>Program</u>	<u>Adults 18-34</u>	<u>Men 18-34</u>	<u>Women 18-34</u>	<u>Adults 18-34 TV Quintile V</u>
Arrow	1.75	2.05	1.45	1.25
Supernatural	3.31	2.96	3.66	2.40
Vampire Dairies	2.63	1.14	4.11	1.46
Next Top Model	1.88	0.51	3.25	1.61
Family Guy	14.54	17.52	11.56	7.35
The Simpsons	6.78	8.10	5.47	2.94
Bob's Burgers	3.12	3.81	2.43	1.09

Source: Gfk MRI 2015 Doublebase



The top 10 ranked cable networks (excluding sports) for adults 18-34, men 18-34 and women 18-34 are listed below. Those networks ranked in top 10 for all three demos are highlighted in red.

<u>Adults 18-34</u>		<u>Women 18-34</u>		<u>Men 18-34</u>	
Network	(000)	Network	(000)	Network	(000)
Adult Swim	426	Adult Swim	214	Adult Swim	212
TBS	329	ABC Family*	194	TBS	154
USA	300	TBS	175	Comedy Central	153
ABC Family*	274	USA	154	USA	146
FX	251	MTV	134	AMC	134
AMC	244	Nick @ Nite	133	FX	128
Comedy Central	230	VH1	131	Discovery	122
MTV	210	FX	124	Cartoon Network	96
Discovery	207	Lifetime	123	Spike	89
Nick @ Nite	203	Bravo	120	SyFy	87
Cartoon Network	195	E!	119	History	83
VH1	190	Food Network	116	ABC Family*	80
Food Network	184	AMC	110	MTV	76
Spike	164	TLC	108	TNT	74
Lifetime	160	HGTV	101	Nick @ Nite	70

Source: Nielsen Media Research via Turner



Cable TV will be used to build reach 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 young adults, men and women.

Below are detailed the indices for each network for 18-34 adults, men, women and adults 18-34 who are light users of TV. Highlighted networks are those that index high for Adults, Men and Women.

Network	Adults 18-34	Men 18-34	Women 18-34	Adults 18-34 TV Quintile V
ABC Family	119	80	158	53
Adult Swim	234	298	171	104
Comedy Central	169	211	126	67
CMT	101	89	113	50
Discovery Channel	92	115	69	40
ESPN	105	150	60	48
ESPN2	101	164	37	34
FOX Sports 1	80	127	32	27
Fuse	180	189	172	41
FX	145	170	120	51
MTV	205	188	222	85
MTV2	232	263	202	81
Nick At Nite	171	136	205	57
TBS	109	111	107	39
USA Network	103	103	102	34

Source: GfK MRI 2015 Doublebase



The chart below looks at the same cable networks above from a reach potential perspective. Some networks with a very high index for each target group may have a lower reach potential (Fuse), while others with a lower index offer high reach (USA). Those networks with similar reach to all targets are highlighted in blue.

The top 5 reach networks for each target have been highlighted in red.

Network	Adults 18-34	Men 18-34	Women 18-34	Adults 18-34 TV Quintile V
ABC Family	25.49	17.16	33.82	11.33
Adult Swim	15.98	20.30	11.66	7.09
Comedy Central	22.71	28.42	17.01	8.95
CMT	8.34	7.34	9.33	4.12
Discovery Channel	25.36	31.64	19.09	11.10
ESPN	30.56	43.74	17.40	14.00
ESPN2	17.05	27.77	6.35	5.74
Fox Sports 1	9.92	15.84	4.02	3.33
Fuse	4.46	4.68	4.24	1.02
FX	21.19	24.87	17.52	7.45
MTV	26.11	23.96	28.26	10.85
MTV2	13.32	15.06	11.58	4.63
Nick at Nite	9.15	7.30	11.00	3.04
TBS	27.81	28.36	27.27	9.82
USA	23.75	23.86	23.65	7.98

Source: GfK MRI 2015 Doublebase



Programmatic Television

To enhance the linear television plan Programmatic Television (PTV) will be considered.

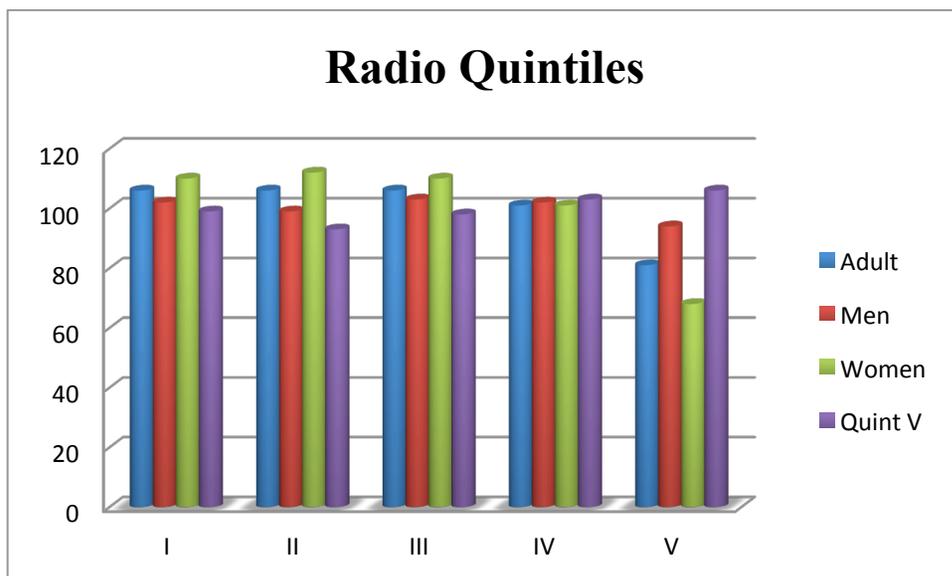
Benefits of PTV –

- Flexible Scatter Buying
 - Drive incremental reach beyond base linear buy
- Top linear and VOD inventory channels
 - Access inventory across top network affiliates and MVPDs (Comcast, Time Warner, DISH, etc)
- Extensive Strategic Targeting
 - Go beyond basic demographics and buy TV based on richer audience attributes (i.e. Text many times per day)
- Choose from 100+ cable networks
- National, local and VOD access
- Plan by daypart
- Plan against CPM goals



Radio will continue to be used to extend the reach created by television, but will primarily be used to build frequency.

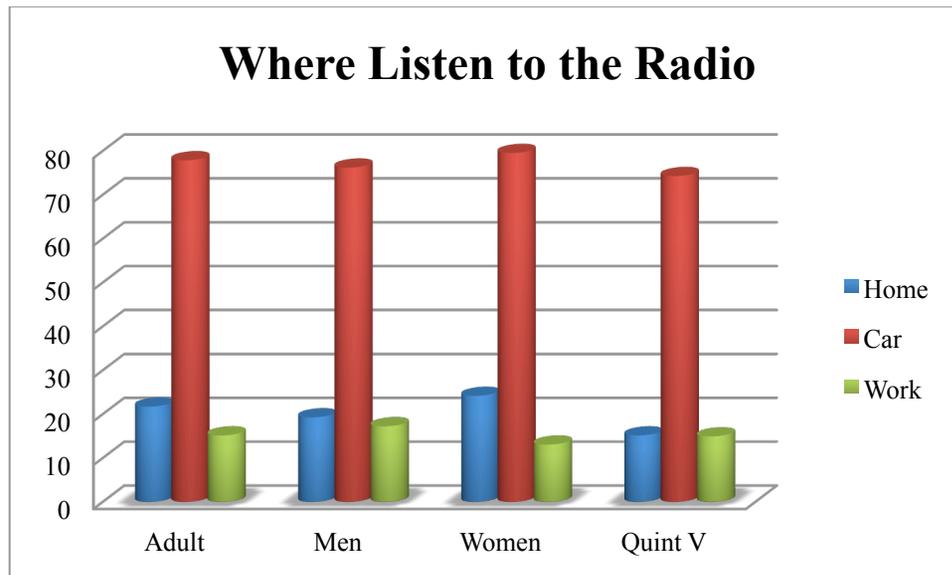
Based on a quintile analysis we see that radio indexes over 100 for the top three heavy user quintiles for Adults, Men and Women 18-34 years old. The lowest indices are for light users of radio indicating that adults 18-34 tend not to be light radio users. We also see that the lowest viewing quintile of television, quint V, is a pretty heavy user of radio, as well.



Source: Gfk MRI 2015 Doublebase



The majority of radio listening for 18-34 year olds occurs in a vehicle when compared to listening at home or at work. This is ideal for a message on not texting and driving. We want the message to be as close to the action, or non-action in this case, we want to take place.



Source: GfK MRI 2015 Doublebase



The highest indexing formats for our various audiences are detailed below. We also see that AM radio stations do not reach the young adult targets as well as FM stations.

Internet radio via a source such as iHeart and Pandora perform very well for the target groups, and also for lighter users of television.

Format	Adults <u>18-34</u>	Men <u>18-34</u>	Women <u>18-34</u>	Adults 18-34 <u>TV Quintile V</u>
Adult Contemporary	113	91	135	117
Alternative	152	169	134	159
CHR	183	157	209	155
Country	121	106	135	116
Hot AC	135	98	172	134
Rhythmic	205	204	206	173
Rock	148	180	116	128
Sports	81	130	32	42
Urban	165	158	172	118
Urban Contemporary	220	214	227	159
Any AM	48	61	35	40
Any FM	108	105	111	103
Internet Radio	172	174	171	187
Pandora	180	168	193	182

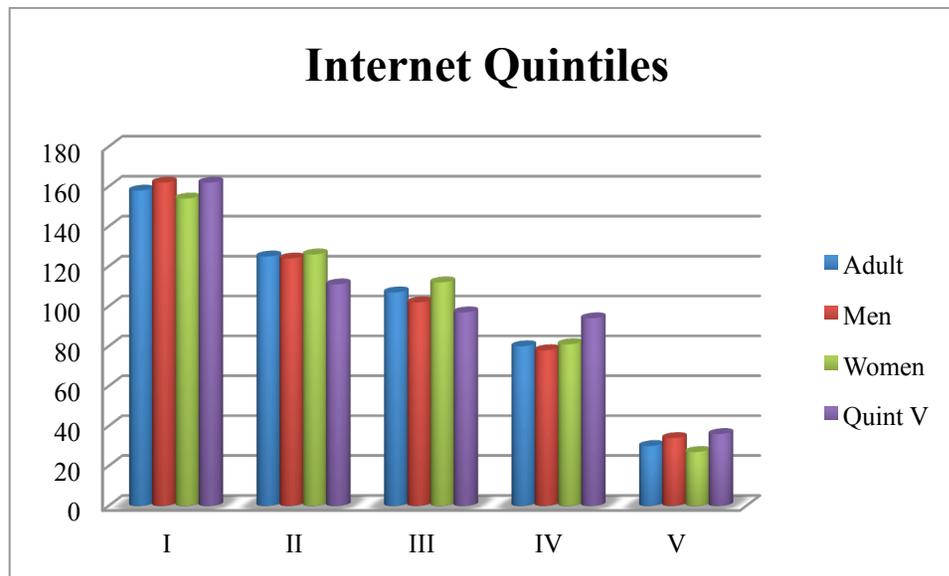
Source: Gfk MRI 2015 Doublebase

Radio also offers NHTSA talent tie-ins with live read copy and distribution of social messages through the talent’s social networks. State level radio buys can work with local radio personalities who can do live reads and deliver the “U drive. U text. U Pay” message through their social networks.



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

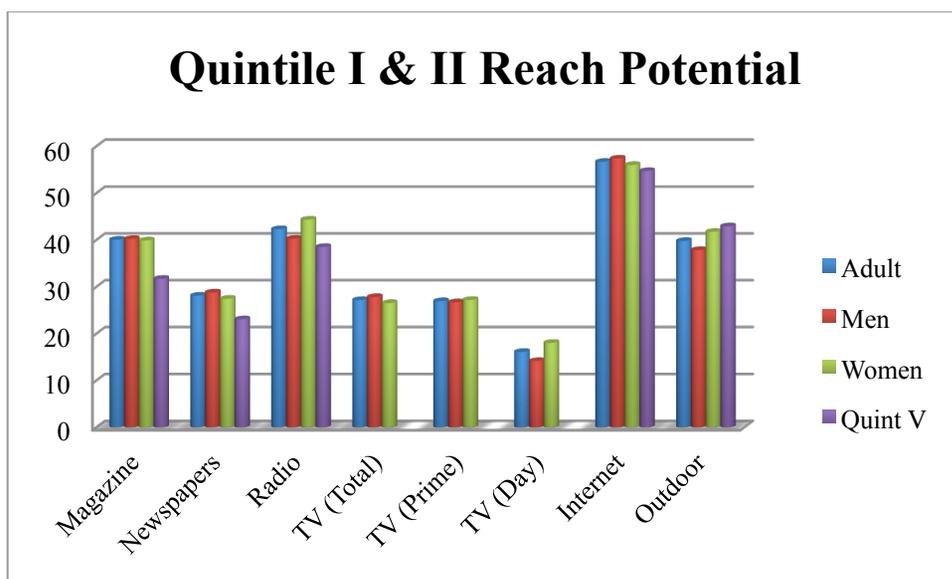
Adults, men, women 18-34, and adults 18-34 who are light users of TV, are heavy users of the Internet.



Source: Gfk MRI 2015 Doublebase



When we look at the reach potential of the top two quintiles for all media the Internet stands out as the leading source of reach.



Source: Gfk MRI 2015 Doublebase

The digital strategy will be to build awareness of the texting enforcement message and drive traffic to the NHTSA site and YouTube Channel.

This will be accomplished via the following executions –

1. Publisher Direct
2. Custom Content
3. DSP Technology



Publisher Direct allows NHTSA to run on select high composition adult 18-34 web sites such as Defy and Craveonline and run display, video and high impact units such as home page takeovers. For such a short flight these premium positions can establish NHTSA's presence.

Custom Content is having the NHTSA partners create an on-strategy message, often times using video, in their own voice to promote the texting enforcement message. In the past we have seen great success with custom content from Rhett & Link and Smosh.

In order to make as much noise as possible during the short flight we will also use DSP Technology to purchase banner and video impressions at a very efficient cost. DSPs will allow NHTSA to buy impressions across a range of publisher sites, but targeted to specific users based on information such as their previous browsing behavior. Publishers make their ad impressions available through market places called ad exchanges, and DSPs automatically decides which of those impressions it makes the most sense for NHTSA to buy based on very robust research.

State level digital plans should also begin to consider programmatic buys where targeting parameters can be more robust. The use of third party research allows for drilling down to the correct person to target.



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	38% (Not including Hispanic)
Radio	12%
Hispanic	8%
Digital	42%



Campaign Performance – Adults 18-34

<u>Vehicle</u>	<u>% Reach</u>	<u>Avg. Frequency</u>	<u>GRPs</u>	<u>% Effective Reach 8+</u>
Television	47	3.0	138	3
Radio	65	3.9	250	8
Total	81	4.8	388	16

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Planner: Guy Jacobssen