



National Highway Traffic Safety Administration
Texting Enforcement
Strategic Media Work Plan
April, 2014

Enforcement Period

Enforcement will be carried out from April 10th to 15th.

Advertising Period

Paid advertising will run during the month of April. This plan recommends running for a 9 day period beginning on Monday April 7th and ending on Tuesday April 15th.

Working Media Budget

\$8,500,000

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.



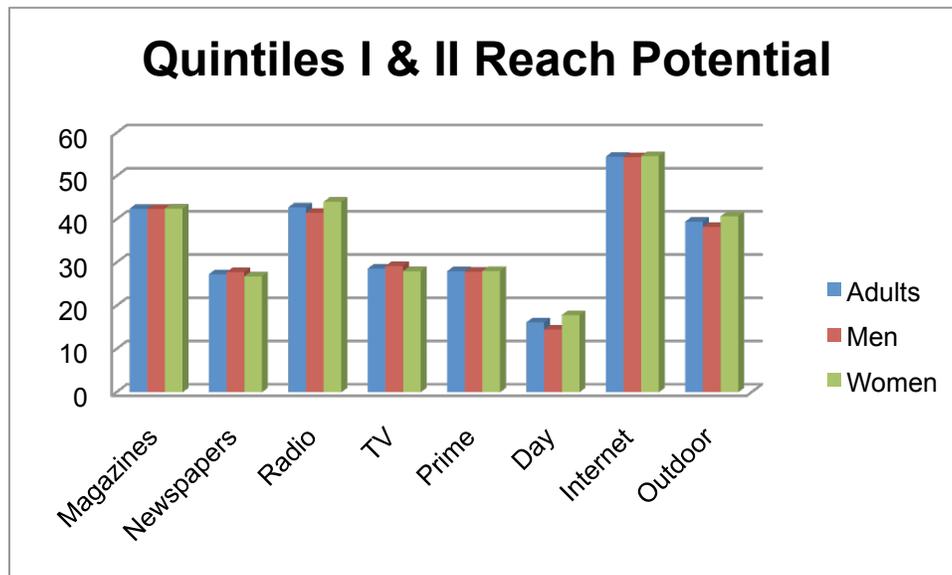
Media Strategy

Being an enforcement campaign with a short advertising period the media strategy will be to build frequency. A goal will be to reach at least 33% of the audience at the 8+ frequency level for measured traditional media.

Media Selection & Rationale

A multi-platform approach is imperative in this fragmented media environment. Various mediums will perform at varying levels in reaching the young adult target where some offer greater reach than others.

The chart below details the reach potential of the two heaviest usage quintiles for each medium.



Source: 2013 Gfk MRI Doublebase

The greatest reach potential is via the Internet. This is followed by radio. The lowest reach potential is seen with newspapers and daytime television. Magazines and outdoor offer high reach, but the mediums do not fit into the flight requirements. Magazine readership is far longer than the frequency of the publication (weekly magazine takes 12 weeks to accumulate its audience), and non-digital outdoor is made for a longer run than 10 days.

Television does not have the reach potential of the Internet, but select programming offers very high reach, making television a viable medium in terms of reach.

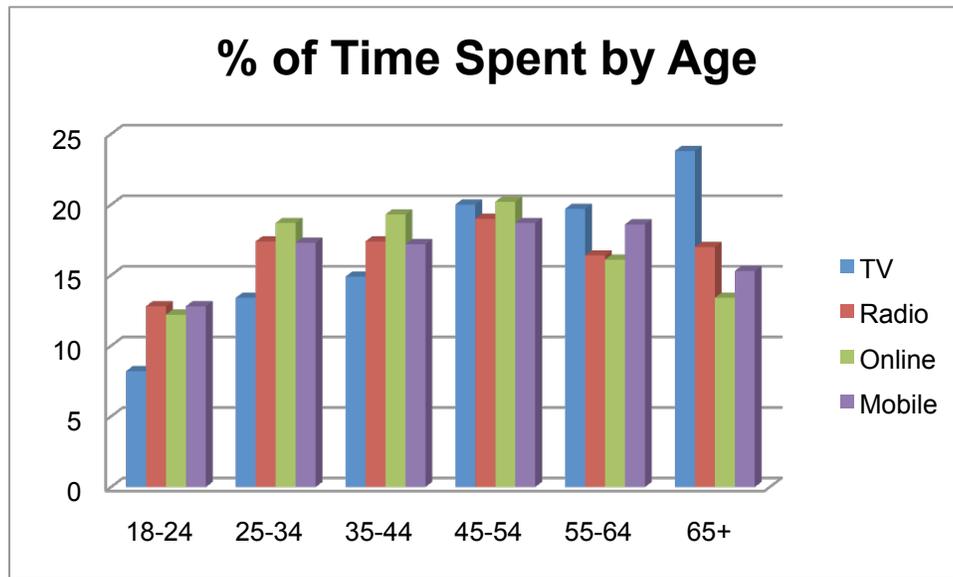


Due to the very short flight media selection must be restricted to those mediums that will quickly generate its total reach potential, and will not have exposure after the campaign end date.

The Texting Enforcement campaign will consider the following mediums –

- Broadcast and Cable television
- Radio
- Online/Mobile

A report from Nielsen on Cross-Platform media usage indicates media usage by 18-34 year olds is viable for all media platforms.

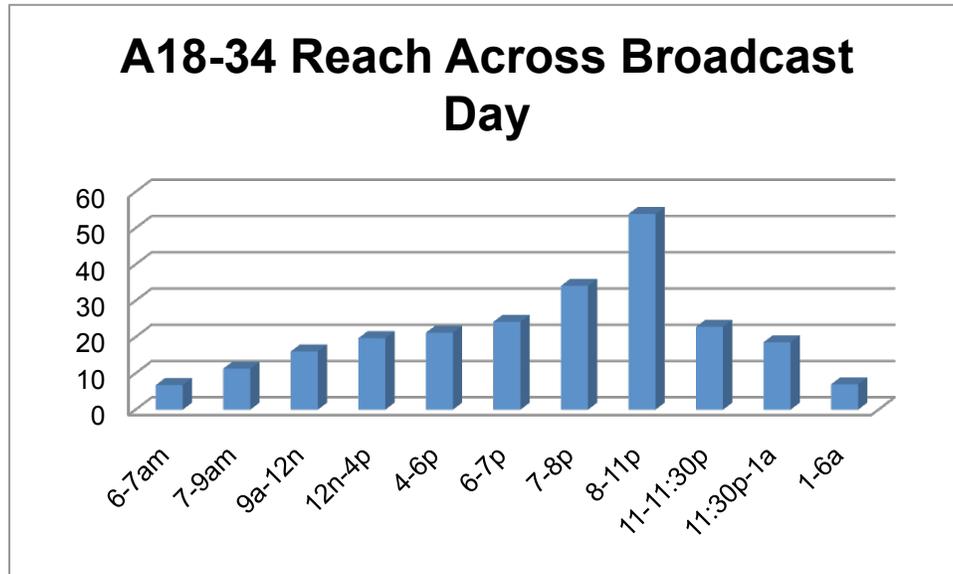


Television

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

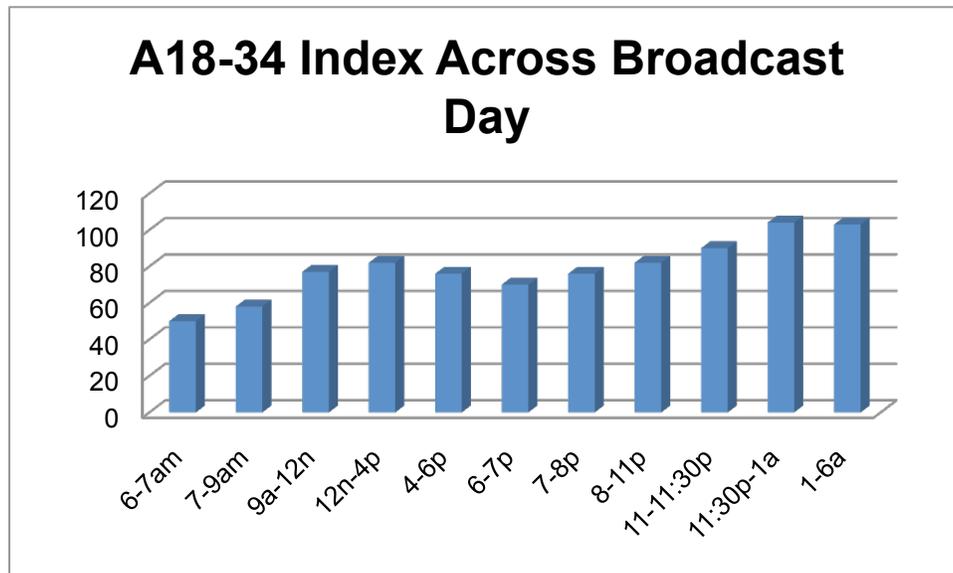


When we look at reach potential by daypart prime is by far the leading daypart.



Source: Gfk MRI 2013 Doublebase

On an index basis late night provides the highest index of viewership, and therefore efficient delivery.



Source: Gfk MRI 2013 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 adult 18-34 audience. Listed below are some of the top performing Prime programs for reaching the young adult target audience.

Note that these programs enjoy a high index, and significant reach against adults 18-34 who are light users of television (Quintile V).

<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>
American Dad	197	233	160	154
Next Top Model	121	43	199	95
Bob's Burgers	158	211	103	113
Cleveland Show	167	214	119	135
Family Guy	192	230	154	166
Glee	109	68	151	100
Vampire Diaries	129	86	173	123
Supernatural	132	146	117	105
Simpsons	164	183	145	132

Source: Gfk MRI 2013 Doublebase

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

<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>
American Dad	8.12	9.6	6.62	6.37
Next Top Model	2.20	0.78	3.64	1.73
Bob's Burgers	1.43	1.92	0.94	1.03
Cleveland Show	3.11	3.99	2.21	2.51
Family Guy	18.17	21.75	14.55	15.69
Glee	3.58	2.23	4.94	3.27
Vampire Diaries	2.13	1.42	2.84	2.03
Supernatural	2.96	3.29	2.62	2.35
Simpsons	8.14	9.07	7.20	6.55

Source: Gfk MRI 2013 Doublebase

The programming detailed above air on the FOX and CW networks. FOX tends to have a male skew, while the CW enjoys a female skew.



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.

Adults 18-34

<u>Network</u>	<u>(000)</u>	<u>Comp %</u>
Adult Swim	559	65.2
Nick at Nite	328	48.9
TBS	225	35.0
USA	223	20.0
MTV	209	66.4
Comedy Central	206	52.3
FX	204	35.4
A&E	174	23.7
ABC Family	166	42.3
TNT	154	16.5

Source: Nielsen Media Research vis Turner

Men 18-34

<u>Network</u>	<u>(000)</u>	<u>Comp %</u>
Adult Swim	329	38.4
Comedy Central	145	36.8
TBS	115	17.9
FX	114	19.9
Nick at Nite	104	15.4
History	96	11.2
USA	88	7.9
A&E	81	11.0
Discovery	79	15.1
Spike	77	19.3

Source: Nielsen Media Research via Turner

Women 18-34

<u>Network</u>	<u>(000)</u>	<u>Comp %</u>
Adult Swim	230	26.8
Nick at Nite	225	33.4
MTV	136	43.2
USA	135	12.1
ABC Family	118	30.1
TBS	110	17.1
A&E	94	12.7
TLC	93	22.5
EN	90	32.3
FX	90	15.5

Source: Nielsen Media Research via Turner



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 young adults, men and women.

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

<u>Network</u>	<u>Adults 18-34</u>	<u>Men 18-34</u>	<u>Women 18-34</u>	<u>Adults 18-34 TV Quintile V</u>
ABC Family	124	86	163	101
Adult Swim	224	290	158	190
A&E	91	92	90	67
Comedy Central	166	209	123	138
Discovery Channel	95	118	73	75
E!	137	87	187	109
ESPN	102	146	58	83
FX	147	175	119	112
MTV	208	189	227	172
MTV2	239	272	206	190
Nick at Nite	172	140	204	131
Style	147	33	262	112
TBS	117	123	110	89
truTV	128	144	112	92
USA	109	115	103	79

Source: Gfk MRI Doublebase

The chart below looks at the same cable networks above from a reach potential perspective.

<u>Network</u>	<u>Adults 18-34</u>	<u>Men 18-34</u>	<u>Women 18-34</u>	<u>Adults 18-34 TV Quintile V</u>
ABC Family	27.2	18.8	35.6	22.0
Adult Swim	18.0	23.2	12.6	15.2
A&E	21.7	22.0	21.4	15.9
Comedy Central	25.6	32.3	18.9	21.5
Discovery Channel	28.7	35.5	21.9	22.5
E!	18.3	11.6	25.0	14.6
ESPN	30.0	43.0	16.9	24.2
FX	26.8	31.8	21.7	20.3
MTV	30.6	27.8	33.4	27.6
MTV2	13.9	15.9	12.0	11.11
Nick at Nite	11.5	9.3	13.6	8.7



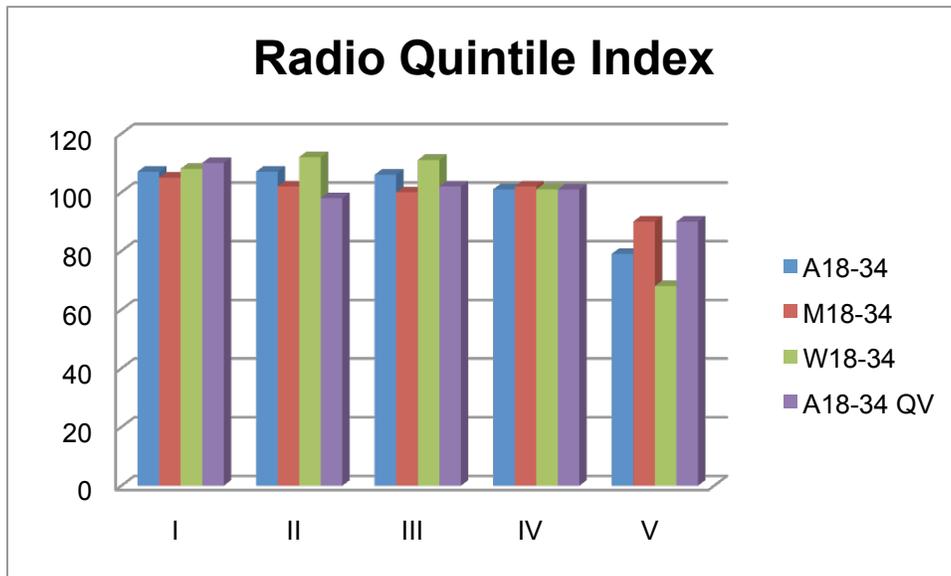
<u>Network</u>	<u>Adults 18-34</u>	<u>Men 18-34</u>	<u>Women 18-34</u>	<u>Adults 18-34 TV Quintile V</u>
Style	6.2	1.4	11.1	4.7
TBS	32.6	34.4	30.8	24.8
TruTV	17.0	19.2	14.8	12.2
USA	27.4	28.8	26.0	19.9

Source: Gfk MRI 2013 Doublebase

Note how well the reach potential stays high for those adults 18-34 who are light users of television.

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

Based on a quintile analysis we see that radio indexes over 100, or close to 100, for the top three heavy user quintiles for Adults, Men and Women 18-34 years old.



Source: Gfk MRI 2013 Doublebase



The highest indexing formats for our various audiences are detailed below.

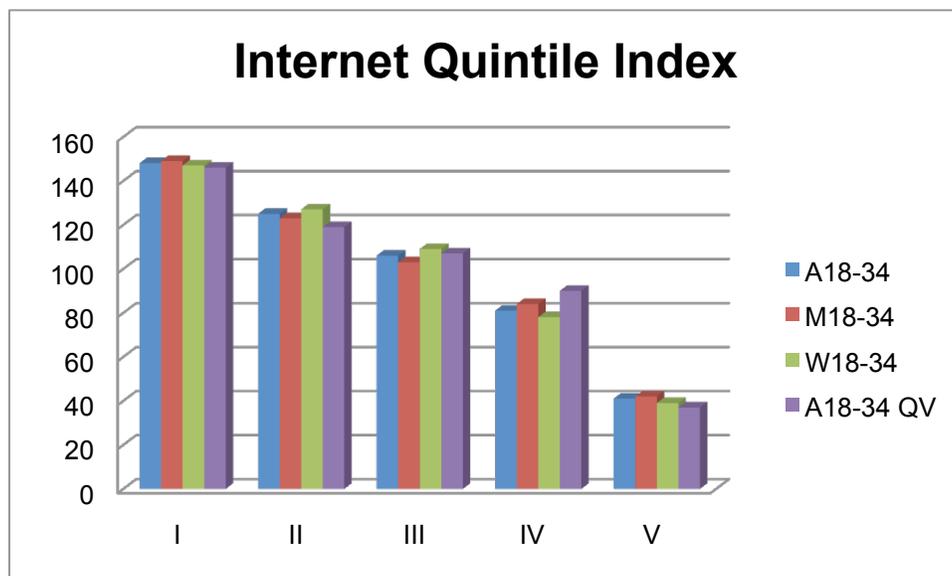
<u>Format</u>	<u>Adults 18-34</u>	<u>Men 18-34</u>	<u>Women 18-34</u>	<u>Adults 18-34 TV Quintile V</u>
Adult Contemporary	117	93	141	118
Alternative	166	186	147	174
CHR	191	159	223	184
Classic Rock	101	138	64	101
Country	117	102	132	112
Rhythmic	212	197	227	201
Rock	158	198	117	158
Urban	172	160	184	157
Satellite/Internet	115	115	114	116

Source: Gfk MRI 2013 Doublebase

Radio also offers NHTSA that critical variable of reaching the target audience when they are in their vehicle when hearing the texting enforcement message. The closer we can put the message to the action, or non-action, we want them to take can drive excellent results.

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

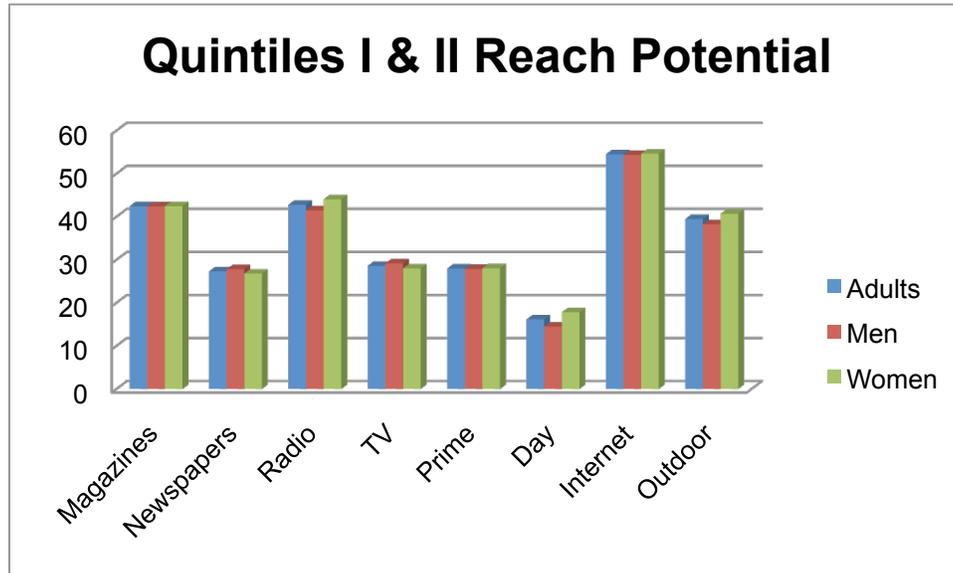
Adults, men, women 18-34, and adults 18-34 who are light users of TV, are heavy users of the Internet.



Source: Gfk MRI 2013 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 2013 Doublebase

In order to reach both men and women a publisher direct plan will not be affordable. In order to reach scale for men and women with a publisher direct strategy the large number of sites needed will not be possible within the budget.

We recommend using real-time-bidding (RTB) to execute the online buy. RTB is a method of selling and buying online display and video in real time one ad impression at a time. RTB uses online exchanges, and computer algorithms to automatically buy and sell ads in real time. RTB targets the ads to specific cookies, primarily based on demographic and behavioral data.

We'll have access to all online video and display inventory and exchanges, but we recommend excluding the Google Display Network. By doing this NHTSA can use Google's display network and YouTube inventory by working with Google directly.

We will target the campaign as follows –

- M18-34 with female exclusion, M18-34 clickstream data indexing of sites and select male behavioral targeting (Sports, Gaming, Music)
- W18-34 with male exclusion, W18-34 clickstream data indexing of sites and select female behavioral targeting (Fashion affinity for example)

In addition to the targeting above we will also match up/model the online video with the national television buy. Using information provided by Datalogix we'll take the



television schedule and target those 18-34 year old viewers of the programming being used by NHTSA with the digital plan.

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	28%

Campaign Performance – Adults 18-34

<u>Vehicle</u>	<u>% Reach</u>	<u>Avg. Frequency</u>	<u>GRPs</u>	<u>% Effective Reach 8+</u>
Television	60	5.3	314	13
Radio	54	3.1	166	4
Total	81	5.9	480	21

Date: 1/15/14
Revision # 4
Planner: Guy Jacobssen

