



National Highway Traffic Safety Administration
“Click It or Ticket” May 2015 Mobilization
Strategic Media Work Plan

Executive Summary

The media plan will use electronic media in order to stay within the 15- day flight period. Those mediums will include television, radio and digital.

Television still remains an important vehicle to reach the young male audience, though audience numbers continue to decline, and, therefore, the dollars allocated to this medium will be reduced. Networks and programming used will be selected for their ability to reach men 18-34, especially those where we see a smaller loss of audience. Some examples of this can be seen in animated programming and cable networks such as Adult Swim.

Sports continue to be a good vehicle to reach young men and where time-shifted viewing is low. The plan will take advantage of the NBA and NHL playoffs, where viewership is higher than during regular season games.

State level plans can focus television weight on broadcast affiliates due to the concentration of weight on cable networks on the national plan.

Radio will help with delivering reach off of a reduced television buy, as well as, building frequency. Radio buys will use a number of formats focusing on music and sports. In addition to the :30 spots, radio personalities will lend their voices to read live liners and will push out the “Click It or Ticket” message through their social networks.

With the majority of radio listening occurring in a vehicle this medium puts the “Click It or Ticket It” message very close to the action NHTSA wants the listener to do – reach over and put the seat belt on.

The budget for online will be increased over the 2014 plan by moving television dollars into the medium to reflect the migration to digital media by young men. Time spent with television continues to decrease while time spent with mobile, for example, has increased by 53% for 18-24 years olds and 42% for 25-34 year olds. Television, with its impact from distractions, needs an additional 48% increase in impressions over what online video requires. This is very typical of the “lean-in” interactive nature of online video over the “lean-back” traditional nature of television. The plan will continue to use publisher direct buys with premium placements, and the plan will also explore efficient deliver of display and video programmatically using demand side platforms. This will result in a greater overall number of targeted impressions.

State plans can begin to use, or increase the use of digital, by geo-targeting young male oriented sites within gaming, sports, and music and/or utilizing digital networks to focus on young men. When making these buys a mobile element should be included in the plan, as well. In this way all digital bases will be covered.

Enforcement Period

May 18th – May 31st, 2015

Advertising Period

- Paid advertising will run from May 11th to May 25th (15 days)
- Added value and bonus weight may run after the May 26th end date for paid media, and can run until Sunday May 31st

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*
 - ❑ **Hispanic males, 18 to 34 years of age**
 - ❑ Hispanic drivers have lower seat belt use rates than non-Hispanic whites, and higher fatality rates
 - ❑ **African American males, 18 to 34 years of age**
- Tertiary Segment – *Sustain general seat belt use increases while mainly influencing young males to always use a seat belt*

Geography

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

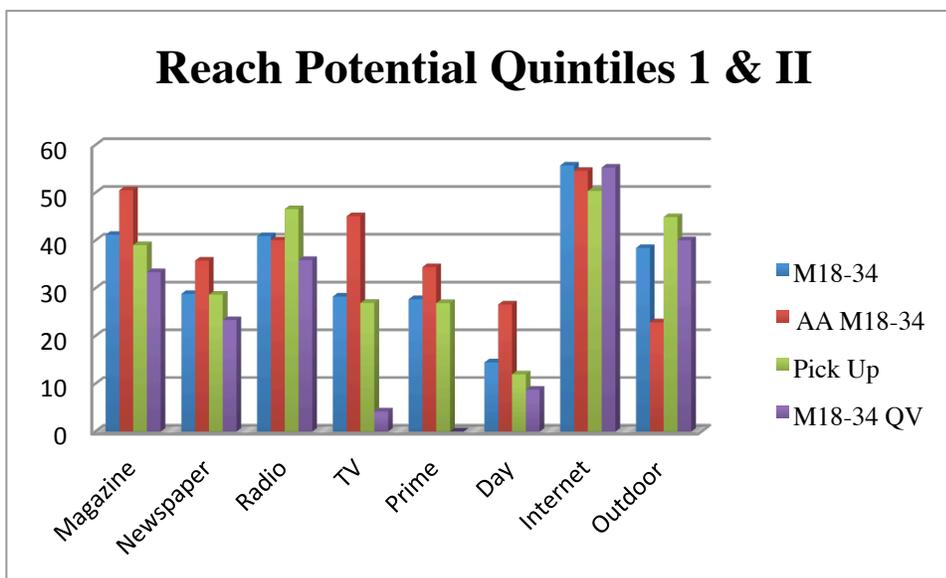
Media Strategy

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 25% of the men 18-34 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: 2014 GfK MRI Doublebase

The chart details very clearly the reach advantage of the Internet over other 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.

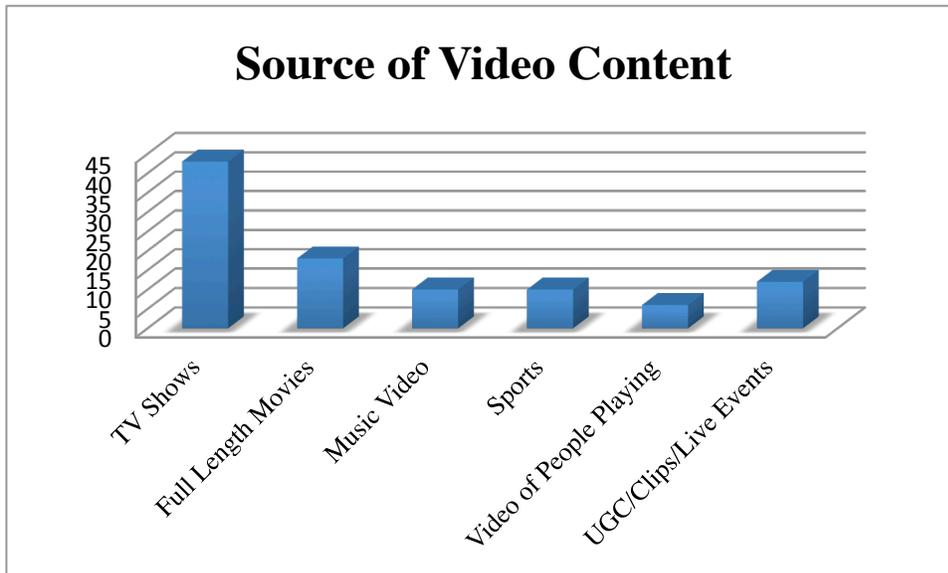
The 2013 “Click It or Ticket” campaign will consider the following mediums –

- Broadcast and Cable television
- Radio
- Online/Mobile
- Social

Television

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

Research from TiVo’s 2014 Millennial Study indicates that TV shows represent the heaviest type of video viewed by millennials.



Source: 2014 TiVo Millennial Study

From another source, we see the dominance of time spent with television vs. other vehicles. Though time spent with a medium is not a true apples to apples comparison this chart does indicate that millennials still watch television.

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	18:58	19:01	24:24	30:17	40:22
Watching Time-Shifted TV	1:50	1:43	3:11	3:45	3:55
Watching Video On Internet	0:26	1:58	2:02	1:49	1:06
Watching Video On Mobile	n/a	9:21	9:40	8:29	5:11

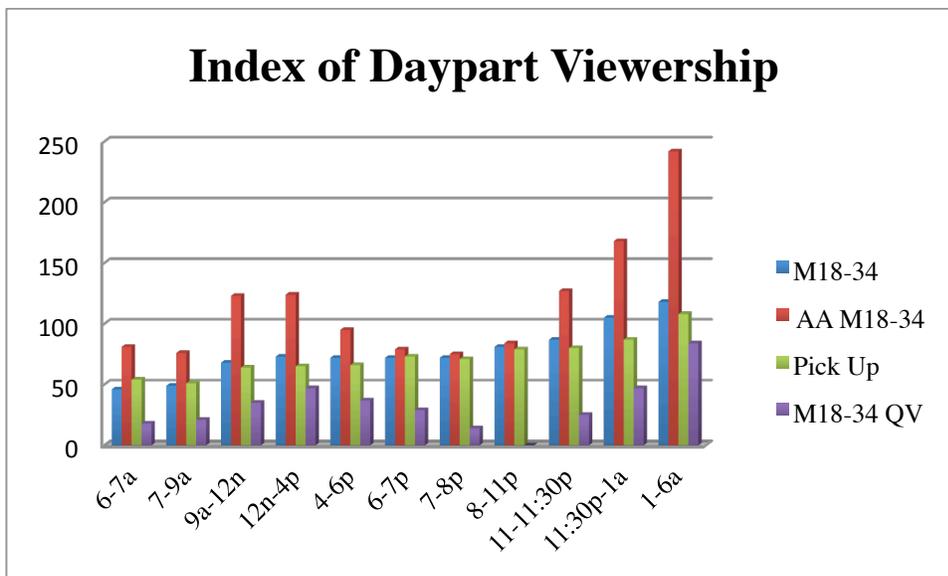
Source: Nielsen Cross-Platform Report September 2014

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 below indicates the index of usage by daypart increases as the day proceeds, with late night representing the highest index performing daypart for:

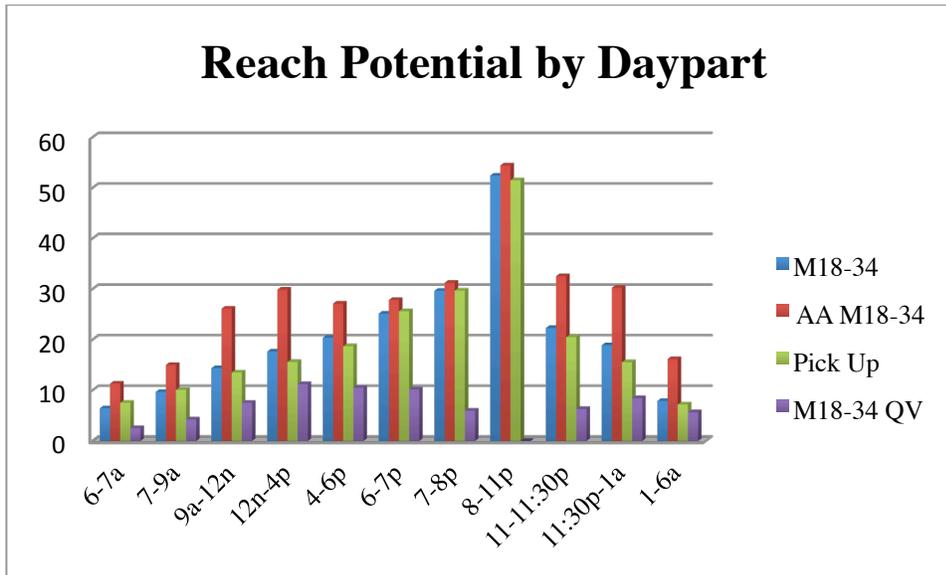
- Men 18-34
- African American Men 18-34
- Men 18-34 who drive a pickup truck
- Men 18-34 who are light users of TV (Quint V)

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



Source: 2014 GfK MRI Doublebase

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



Source: 2014 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) based on an index against adults in general.

<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	258	216	151
Bob's Burgers	208	161	236	92
Family Guy	230	257	222	148
The Simpsons	193	183	161	98

Source: 2014 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	9.64	10.71	8.95	6.26
Bob's Burgers	2.81	2.18	3.20	1.25
Family Guy	18.00	20.12	17.32	11.60
The Simpsons	7.79	7.41	6.50	3.98

Source: 2014 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>
WWE Wrestling	162	224	159	112
ESPN MLB	126	88	132	89
NBA Playoffs	179	307	167	97
NHL Playoffs	152	66	161	119

Source: 2014 Gfk MRI Doublebase 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> %
WWE Wrestling	9.96	13.77	9.74	6.85
ESPN MLB	20.05	14.02	21.00	14.17
NBA Playoffs	16.59	28.55	15.55	9.05
NHL Playoffs	10.28	4.45	10.89	8.04

Source: 2014 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	295	434	308	194
Comedy Central	213	178	221	120
Discovery Channel	120	100	137	67
ESPN	147	196	152	78
ESPN2	160	237	156	66
ESPNNews	172	280	171	62
FOX Sports 1	142	173	169	68
FOX Sports 2	177	194	192	96
FX	173	184	184	84
History Channel	121	101	137	62
MTV	186	308	184	90
MTV2	267	605	241	128
NBA TV	180	548	154	68
NBC Sports Network	104	133	118	25
TBS	117	138	121	55
USA	112	146	115	50

Source: 2014 GfK MRI Doublebase



The chart below looks at the same cable networks as 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	22.33	32.85	23.31	14.67
Comedy Central	29.95	25.12	31.06	16.94
Discovery Channel	35.08	29.30	40.08	19.60
ESPON	43.94	58.42	45.22	23.13
ESPN2	28.04	41.66	27.34	11.52
ESPNNews	17.35	28.24	17.23	6.23
Fox Sports 1	14.03	17.12	16.73	6.78
Fox Sports 2	5.05	5.51	5.46	2.74
FX	31.03	32.89	32.92	15.08
History Channel	40.54	33.89	46.03	20.86
MTV	25.36	41.97	25.06	12.25
MTV2	16.39	37.09	14.81	7.88
NBA TV	10.26	31.20	8.76	3.89
NBC Sports Network	10.53	13.45	11.87	2.51
TBS	32.40	38.28	22.55	15.10
USA	27.85	36.38	28.73	12.35

Source: 2014 GfK MRI Doublebase

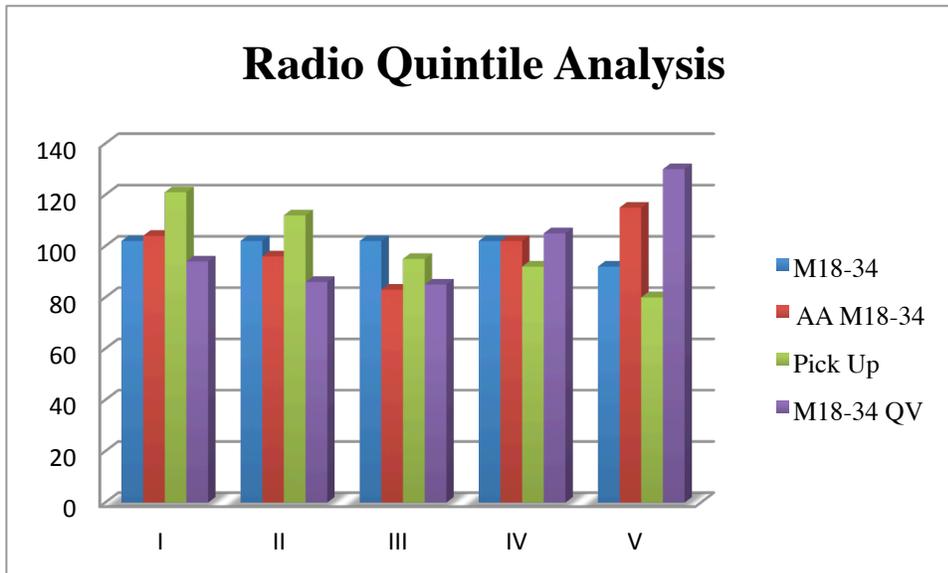
The top 10 cable networks for men 18-34 based on Nielsen ratings in primetime are detailed below. They are very consistent with the qualitative rankings above.

<u>Men 18-34</u> <u>Network</u>	<u>(000)</u>
Adult Swim	251
TBS	209
Comedy Central	209
USA	188
FX	177
AMC	157
History	125
Discovery	124
Spike	116
Toon	104

Nieslen 2014 Prime via Turner

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 heaviest quintile, especially for those who drive a pickup.



Source: 2014 GfK MRI Doublebase

The chart below details that a number of formats can deliver a high composition of men 18-34, however for African American young men CHR and urban should be used.

Format	Men 18-34 Index	Men 18-34 African Am. Index	Men 18-34 Pickup Index	Men 18-34 TV Quint V Index
Alternative	174	53	175	179
CHR	156	151	158	126
Classic Rock	137	37	164	111
Country	106	32	142	89
Rock	198	48	238	184
Sports	133	81	121	63
Urban	160	515	112	107
Internet Radio	170	127	155	179
Satellite	67	58	88	55

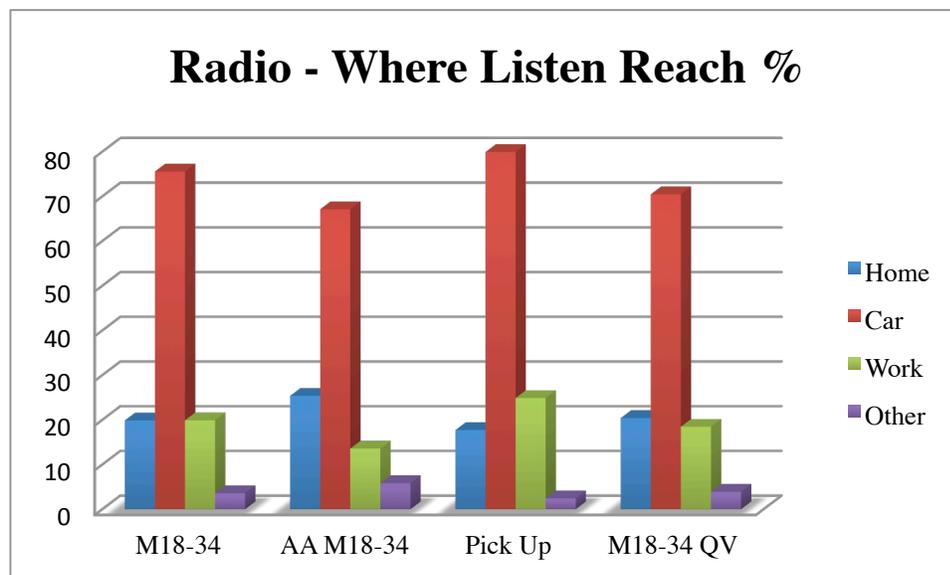
Source: 2014 GfK MRI Doublebase

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 enjoys high reach potential for all target segments. Country has high reach for the pick up driver, and Urban does extremely well with the African American audience.

<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>
Alternative	11.25	3.43	11.26	11.52
CHR	30.67	29.71	31.07	24.79
Classic Rock	10.80	2.92	12.95	8.76
Country	21.11	6.26	28.13	17.77
Rock	17.75	4.28	21.30	16.51
Sports	7.33	4.45	6.64	3.47
Urban	18.36	58.99	12.81	12.25
Internet Radio	16.67	12.45	15.20	17.54
Satellite	7.39	6.41	9.72	6.05

Source: 2014 GfK MRI Doublebase

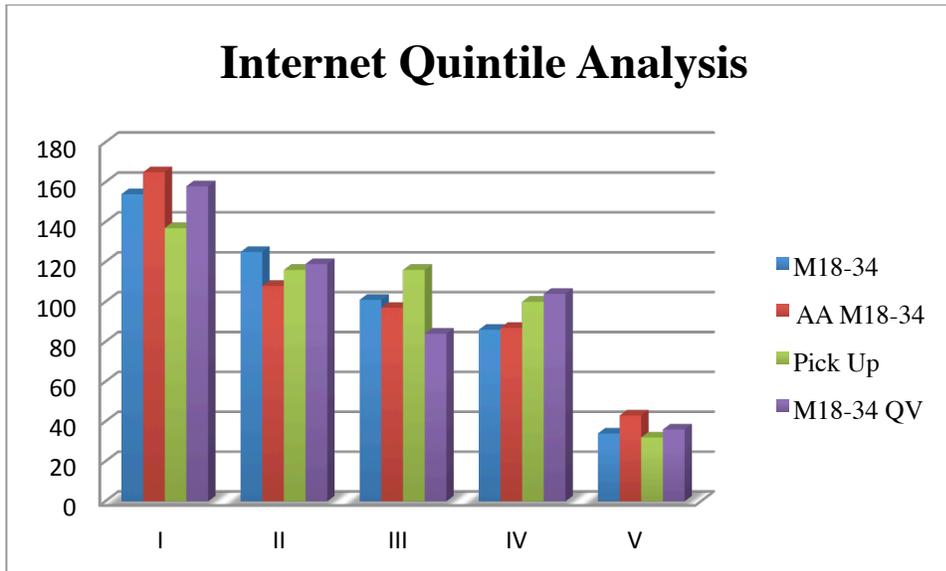
Radio also offers NHTSA that critical variable of reaching our target audience when they are in their car. The majority of radio listening occurs while driving.



Source: 2014 GfK MRI Doublebase

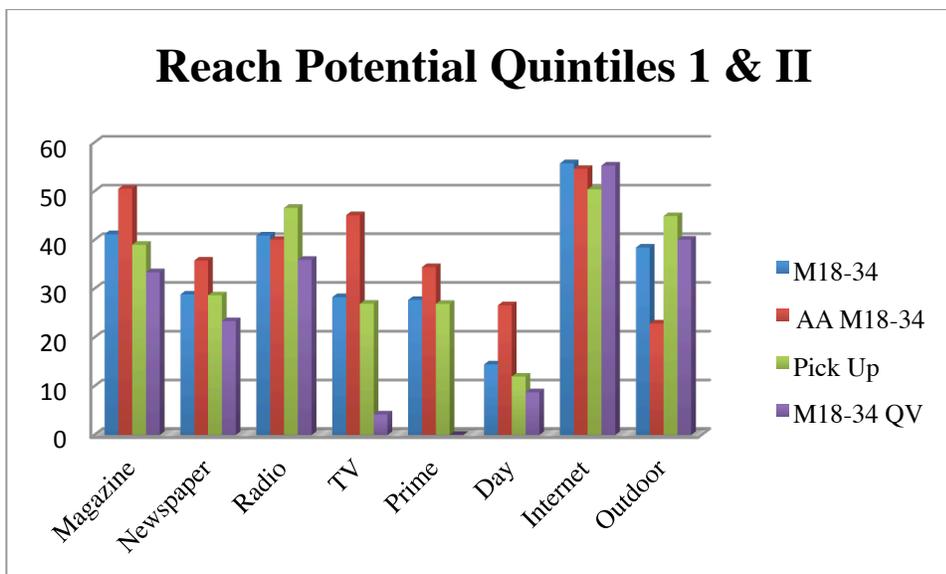
Digital Media continues to enjoy the benefits of migration from more traditional media, especially among young men.

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, and men 18-34 who are light users (quintile V) of primetime television.



Source: 2014 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: 2014 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. For example, Played Games Online (gaming sites), Listen to the radio (Pandora), Sports Info (ESPN, Bleacher Report), Visited TV Network Site (Hulu).

<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	157	154	160	152
Listen to Radio	166	118	165	174
Sports Info	162	158	156	128
Visited TV Net Site	138	127	126	138
Downloaded Music	192	239	190	191
Watched TV Program	176	129	148	202

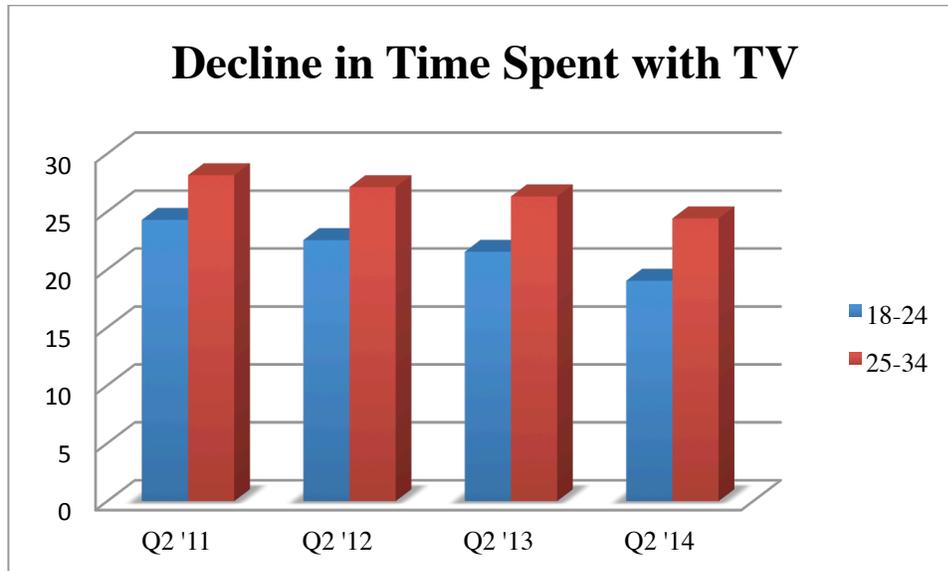
Source: 2014 GfK MRI Doublebase

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	45.57	44.91	46.40	44.20
Listen to Radio	33.99	24.22	33.74	35.54
Sports Info	48.39	47.11	46.74	38.21
Visited TV Net Site	27.86	25.69	25.47	27.85
Downloaded Music	43.30	53.83	42.92	42.95
Watched TV Program	25.36	18.59	21.27	29.07

Source: 2014 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. For the 18-24 year old group, time spent watching television from Q2 2011 to Q2 2014 is down 22%. For the 25-34 group television watching is down 14%.



Source: MarketingCharts.com December 2014

As a comparison we see time spent with mobile video increasing over the same 4-year period. Time spent with mobile video for the 18-24 year old group is up 53%, while mobile video time spent for 25-34 year olds is up 42%.

AOL commissioned research from Nielsen to create an Attention Index. This is a new metric that measures the shift in consumers' attention and accounts for its impact on ad effectiveness. According to the research "when consumers are distracted, advertising pays the price. Distracted video viewing dramatically impacts advertising effectiveness from ad recall to persuasion (e.g. likeability, intent). On average, when people are distracted by a device, their ad recall decreases by 43% points. When a viewer is distracted by another person, their recall sinks even further, decreasing by 52% points".

Ads on TV are the most impacted by distractions, with a lower recall and decreased ability to persuade consumers. Multi-tasking and distracted viewing is most prevalent while people are watching TV, and therefore, more impressions, and investment, are needed to have a similar impact on brand metrics in TV environments vs. that of online video.

If we look at unique impressions delivered in short form video content we see it takes an additional 17% of television impressions to match the online amount for a general audience.

100 = 117

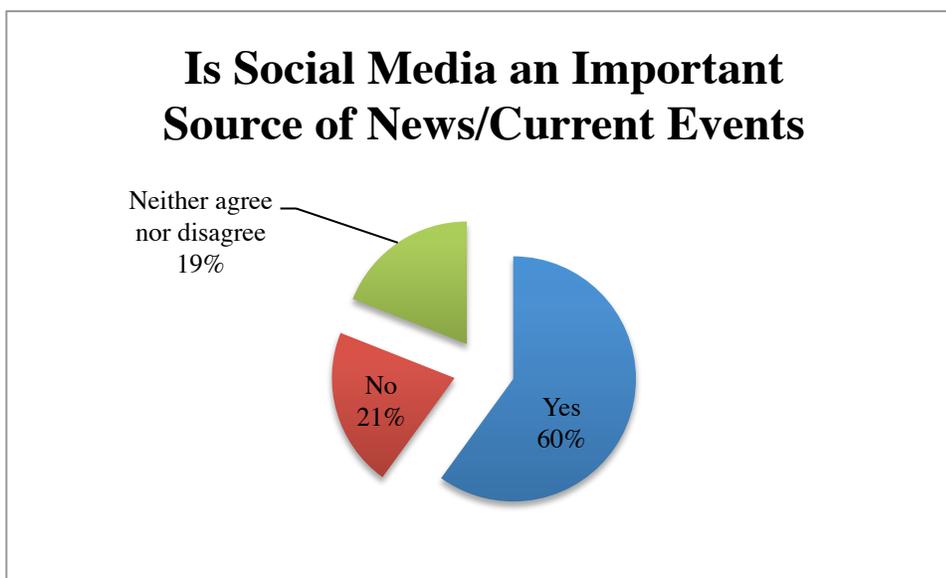
This becomes even more dramatic when looking at millennials.

100 = 148

Due to the benefits of digital in reaching the young male audience a higher allocation of the budget will be given to digital, and taken from the television budget.

Social media will continue to play an important role in the communications process.

According to the 2014 Cassandra Report the majority of millennials say social media is an important source of news and current events.



Source: Cassandra Report

In order to reach young men via social outreach the plan will consider a number of sources –

1. Social networks such as Twitter which NHTSA has seen great results from other campaigns
2. BuzzFeed with its growing reputation among millennials as a social platform
3. Radio network talent – Tapping into the social networks of major network radio talent via partnerships with networks like Westwood One
4. Using digital talent such as the WWE Super Star wrestlers' social networks

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 may be affected by inventory conditions at the time of the buy.

<u>Medium</u>	<u>% Allocation</u>
TV	40%
Radio	12%
Hispanic	10%
Digital	38%

Campaign Performance

<u>Vehicle</u>	<u>% Reach</u>	<u>Avg. Frequency</u>	<u>GRPs</u>	<u>% Effective Reach 8+</u>
Television	53	4.6	244	9.6
Radio	<u>62</u>	<u>5.8</u>	<u>360</u>	<u>15.7</u>
Total	82	7.3	604	28.8