

National Highway Traffic Safety Administration
“Click It or Ticket” May 2016
Mobilization
Strategic Media Work Plan

Executive Summary

The male millennial 18-34 year old can prove to be a difficult target to reach, but with careful media selection he can be reached, and reached efficiently. The “Click It or Ticket” plan will use a multi-platform approach using video (TV & digital), radio and display.

The television plan will focus on key networks with high compositions of young men. Cable networks will make up the majority of the networks used if not 100% of the networks used. Appropriate cable networks offer higher compositions of young men and are far more efficient in their delivery than broadcast networks. Due to the heavy use of cable networks in the national plan, the state plans can utilize the broadcast affiliates in their markets to build reach off of the national plans.

We will also consider buying television on an automated or programmatic basis. One of the advantages of this is to find a key program or two on a large number of networks. To purchase a small number of appropriate programs on a network with a linear buy would prove to be very inefficient, but when bundled with an overall programmatic buy these programs can be purchased efficiently. Buying television programmatically also allows for the consideration to purchase television weight in those states where seat belt use is below the national average and that have seen seat belt use decrease over the last 5 years.

For the states, we do not presume or suggest specific programmatic buying transaction types, as it is important for all states to freely choose to engage in the types of buying that best suits their needs.

Spanish language networks will be used to reach those young men 18-34 who are Spanish language reliant. These networks are mostly broadcast networks such as Univision, but can include cable networks such as Galavision. Those states with heavier Hispanic populations will have Univision and Telemundo affiliates in appropriate markets. These affiliates along with Spanish language cable opportunities (Galavision, Universo) can be used to reach the Spanish reliant target.

Radio will be used to compliment the television buy by increasing reach, but also to greatly increase frequency while generating a large number of GRPs. Radio personalities will also deliver the “Click It or Ticket” message with live reads and through their social



networks. Radio is very efficient at reaching the NHTSA target audiences and also provides a heavy amount of added-value. State level radio plans can also consider using local radio personalities to extend their radio plans.

The online portion of the plan will use programmatic technology to deliver a large number of video and display impressions very efficiently thereby husbanding dollars for premium site direct buys with content marketing and high impact executions. Buying programmatically is using automation to make the buys. State level digital plans should also begin to consider programmatic buys where targeting parameters can be more robust.

On a CPM basis non site direct buys should not exceed \$5 for display and should run in the range of \$12 to \$15 for video.

Streaming will also be a part of the digital plan with partners such as iHeart and Pandora.



Enforcement Period

- May 23rd to June 5th

Advertising Period

- Paid advertising will run from May 16th to June 5th (21 days)
- Added value and bonus weight in TV and radio must run within flight and not go beyond June 5th
- Digital non-enforcement non-paid advertising can run beyond the June 5th flight ending

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, 24 states show seat belt use falling below the national average of 87%. Of these 24 states 12 states have seen their seat belt use go down over the last 5 years. Those states, and their seat belt use level are detailed below.

<u>State</u>	<u>2014 Level</u>	<u>2010-2014 % Change</u>
Arkansas	74.4	- 3.9
Colorado	82.4	- 0.5
Connecticut	85.1	- 3.1
Mississippi	78.3	- 2.7
Montana	74.0	- 4.9
Nebraska	79.0	- 5.1
New Hampshire	70.4	- 1.8
Pennsylvania	83.6	- 2.4
South Dakota	68.9	- 5.6
Utah	83.4	- 5.6
Vermont	84.1	- 1.1
Virginia	77.3	- 3.2

Source: NHTSA Traffic Safety Facts Seat Belt Use in 2014 – Use Rates in the States and Territories

During planning we will consider allocating additional weight to these states via a programmatic television and digital effort. Purchasing spot inventory to heavy-up delivery in these states will be cost prohibitive. Programmatic television can now be purchased at scale in all markets which makes this heavy-up a possibility. Most likely this heavy-up will be carried out via the digital plan where advertising can be geo-targeted to the key states very efficiently.

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 3-week flight period with measured media.

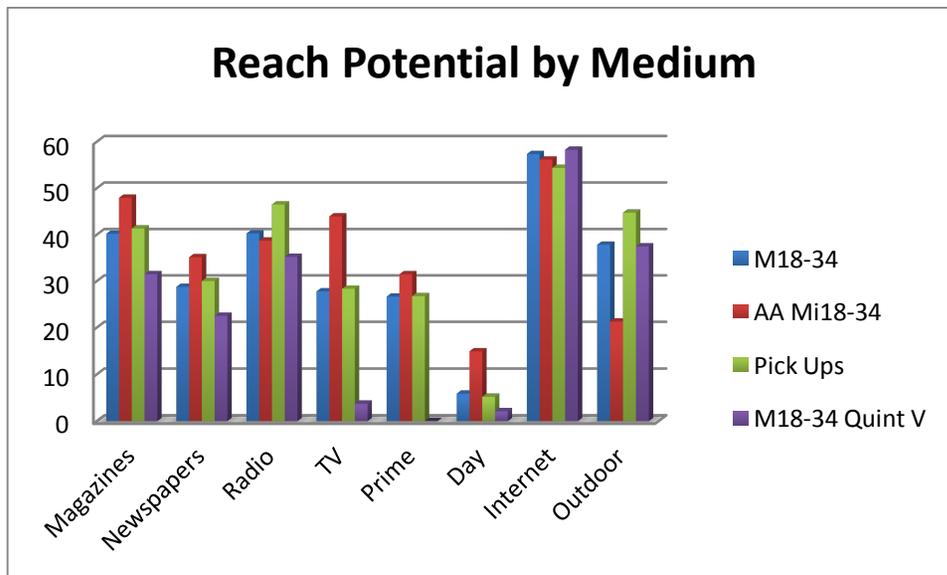
The flight period for paid media has been extended on this plan to coincide with the end of the enforcement period, June 5th.



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: 2015 GfK MRI Doublebase

The chart details very clearly the reach advantage of the Internet, however, we see other vehicles offering reach potential as well, such as Radio and Television.

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. Based on the reach potential and the ability to generate its reach potential in a short time period, the 2016 “Click It or Ticket” campaign will consider the following mediums -

- Television
- Radio
- Online/Mobile

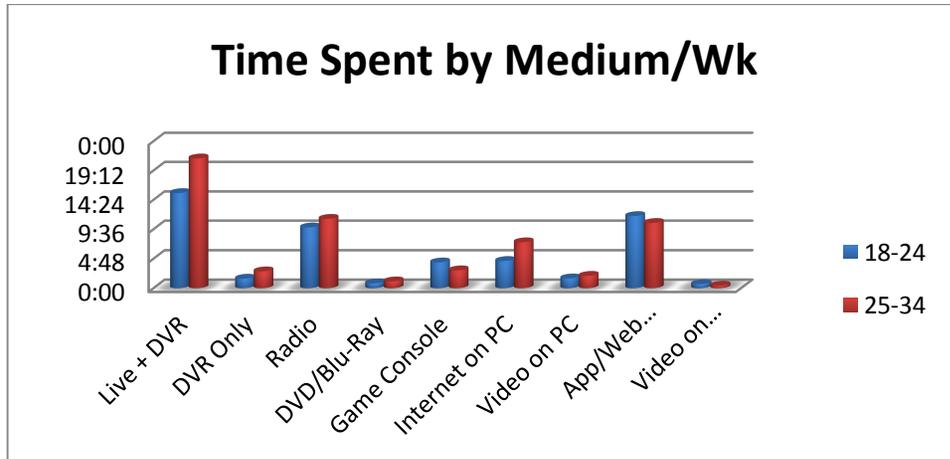


Television

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

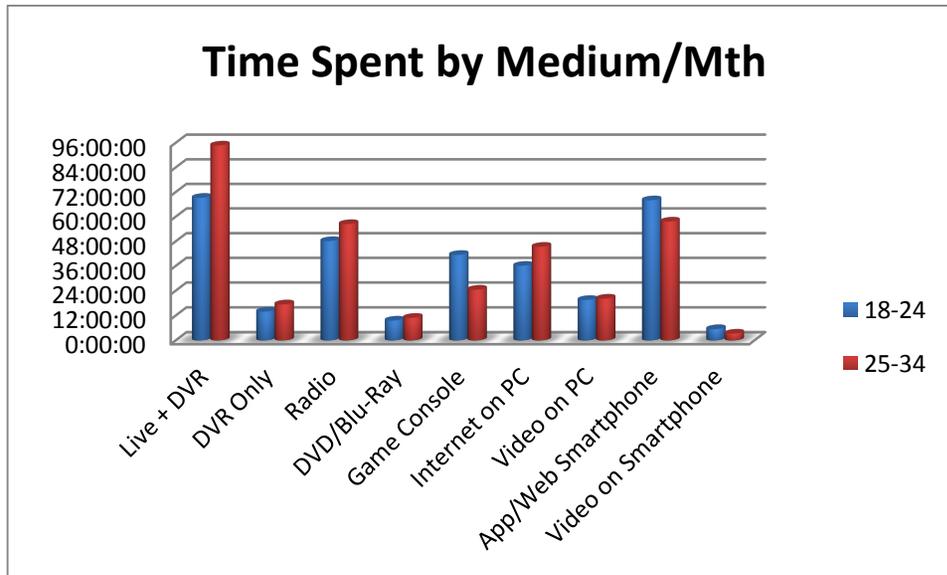
Research from TiVo’s 2015 Millennial Study Entertainment Survey, reveals that millennials still consume TV shows more than any other type of video content, even if they're not watching the content from a traditional paid TV provider. Seventy-three percent of millennials report they watch network and cable TV shows regularly. Older generations showed virtually the same numbers: 75 percent of GenX, Baby Boomers, and the Silent Generation respondents reported watching TV shows regularly. Of millennials, 40 percent reported regularly using a paid TV provider (cable, satellite, telecom) to watch TV. This is down only slightly (3 percent) from 2014.

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.



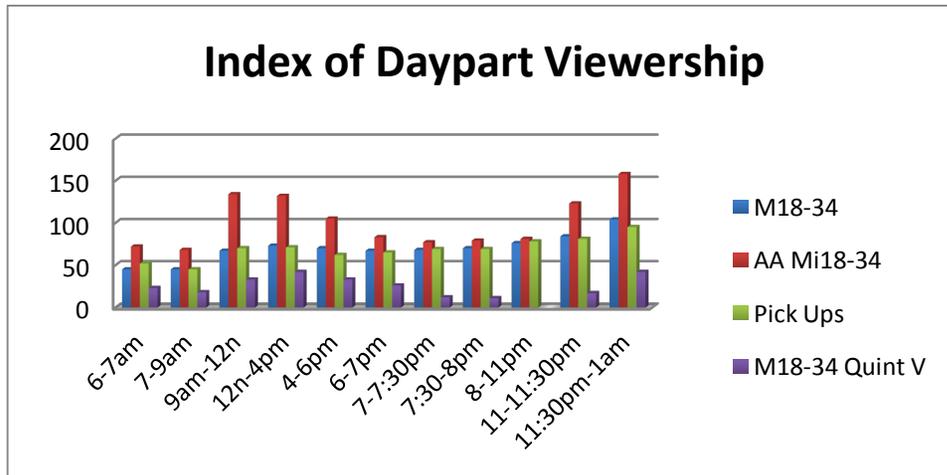
Source: Nielsen Cross-Platform Report Q3 2015

To effectively reach our young male targets with television we'll concentrate on key, high performing dayparts and 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:

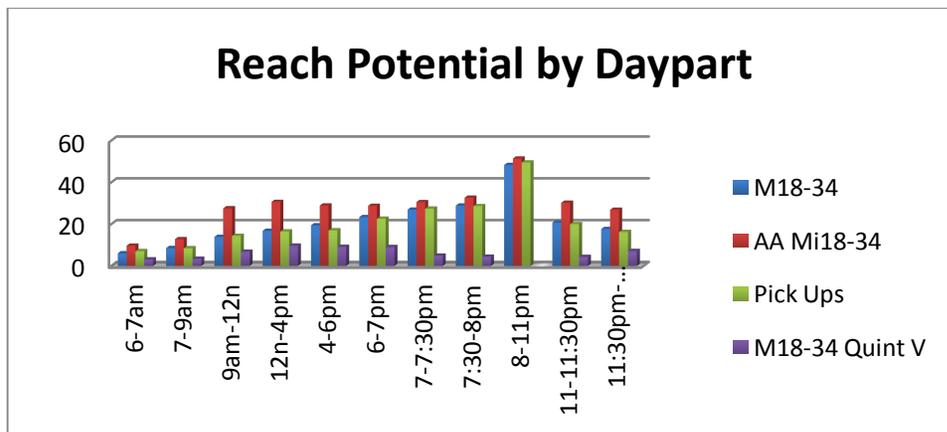
- Men 18-34
- African American Men 18-34
- Men 18-34 who drive a pickup truck
- Men 18-34 who are light users of TV (Quint V)

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



Source: 2015 GfK MRI Doublebase

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



Source: 2015 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 men 18-34 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>
Bob's Burgers	222	287	233	123
Family Guy	233	255	238	153
The Simpsons	200	216	163	109

Source: 2015 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>
Bob's Burgers	3.81	4.94	4.01	2.12
Family Guy	17.52	19.15	17.88	11.50
The Simpsons	8.10	8.75	6.58	4.39

Source: 2015 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, as indicated in the charts below.

Index -

<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>
ESPN MLB RS	126	94	144	77
NBA Playoffs	176	373	160	128
MMA	252	265	258	166
NHL Playoffs	142	50	146	107
WWE Wrestling	169	303	118	99

Source: 2014 GfK MRI Doublebase MRI



Reach -

<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> %
ESPN MLB RS	19.09	14.22	21.67	11.66
NBA Playoffs	16.48	34.90	14.92	11.97
MMA	4.48	4.71	4.59	2.94
NHL Playoffs	7.09	2.50	7.26	5.34
WWE Wrestling	4.47	8.01	3.12	2.62

Source: 2015 GfK MRI Doublebase

Cable TV will be the primary source of this NHTSA television effort due to cable's significant efficiency advantage over broadcast. Listed below are the cable networks for reaching men 18-34 years old, African American men 18-34 years old, men 18-34 who drive pickup trucks and men 18-34 years old who are light users (quintile V) 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	290	418	291	215
Comedy Central	203	160	229	112
Discovery Channel	111	88	133	59
ESPN	144	186	159	77
ESPN2	156	221	169	68
Fox Sports 1	122	150	152	50
Fuse	192	383	210	74
FX	161	161	178	79
MLB Network	129	116	159	51
MTV	183	290	181	100
MTV2	258	526	263	128
NBA TV	181	524	170	93
Spike TV	189	215	209	92
TBS	112	124	121	50
TruTV	146	191	159	65
USA Network	101	129	109	45

Source: 2015 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. Highlighted are the two largest reach potential networks for each target group. You'll see that ESPN and Discovery show up a lot.

<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	22.95	33.06	23.03	16.99
Comedy Central	31.72	24.95	35.66	17.46
Discovery Channel	35.80	28.43	42.72	19.07
<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> %
ESPN	45.91	59.46	50.65	24.47
ESPN2	30.15	42.59	32.60	13.10
Fox Sports 1	17.99	22.16	22.46	7.44
Fuse	6.28	12.56	6.87	2.41
FX	28.45	28.47	31.43	13.88
MLB Network	7.90	7.13	9.76	3.13
MTV	27.95	44.26	27.61	15.24
MTV2	18.21	37.16	18.57	9.03
NBA TV	11.96	34.58	11.24	6.17
Spike TV	33.04	37.67	36.57	16.14
TBS	35.15	38.86	37.89	15.77
TruTV	21.94	28.78	23.99	9.82
USA Network	27.99	35.56	30.16	12.39

Source: 2015 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.

Men 18-34

<u>Network</u>	<u>(000)</u>
Adult Swim	212
TBS	154
Comedy Central	153
USA	146
AMC	134
FX	128
Discovery	122
Cartoon Network	96
Spike	89
SyFy	87
History	83
ABC Family*	80
MTV	76
TNT	74
Nick @ Nite	70

Source: Nielsen Media Research via Turner

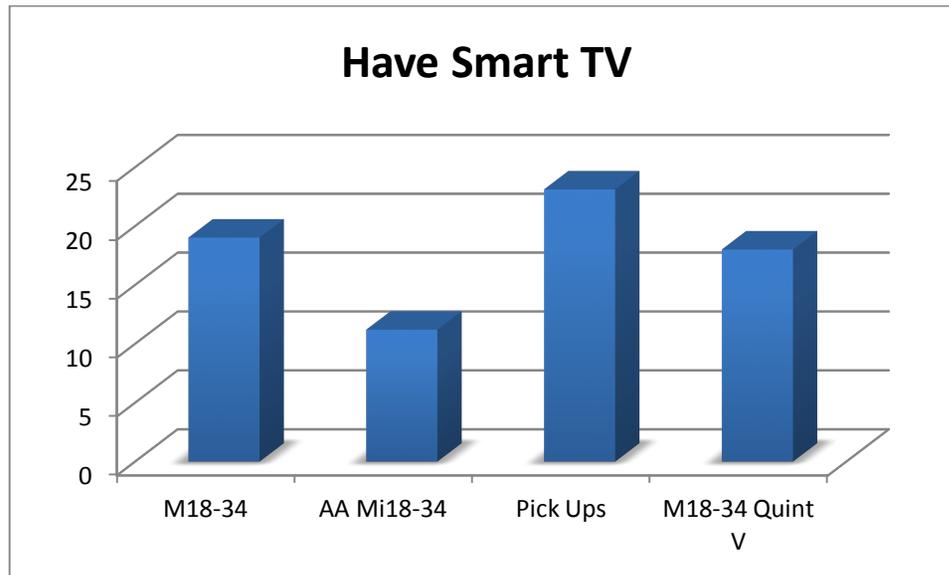
Connected Television

Connected TVs, or Smart TVs, are those that are Internet connected to provide features that old TV sets cannot. The typical ad unit is a :05 to :30 video that appears before the desired video or application the user has chosen. According to a study by YuMe 60% of connected TV consumers prefer ad-supported content to paid, ad-free content.

Premium publisher content is becoming more prevalent across CTV devices and consumers want to view this video content on a big screen.



When we look at the NHTSA “Click It or Ticket” target audiences we see that Connected TVs have fairly deep reach of each group as detailed in the chart below.



Source: 2015 GfK MRI Doublebase

Due to the factors discussed above Connected TV will be considered as a source of television delivery.

Programmatic Television

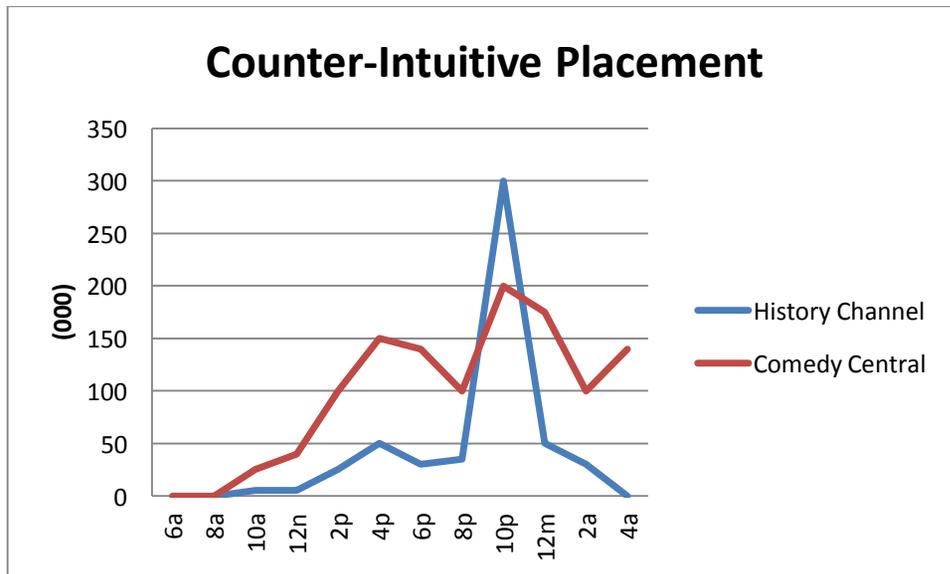
Let’s quickly review what programmatic television is -

From Media Post “Programmatic TV advertising is the data-driven automation of audience-based advertising transactions. It inverts the industry standard, in which marketers rely on show ratings to determine desirable audiences for their ads. Instead, with programmatic tech, marketers use audience data to pipe advertising to optimal places.”

We will look at programmatic television in two ways –

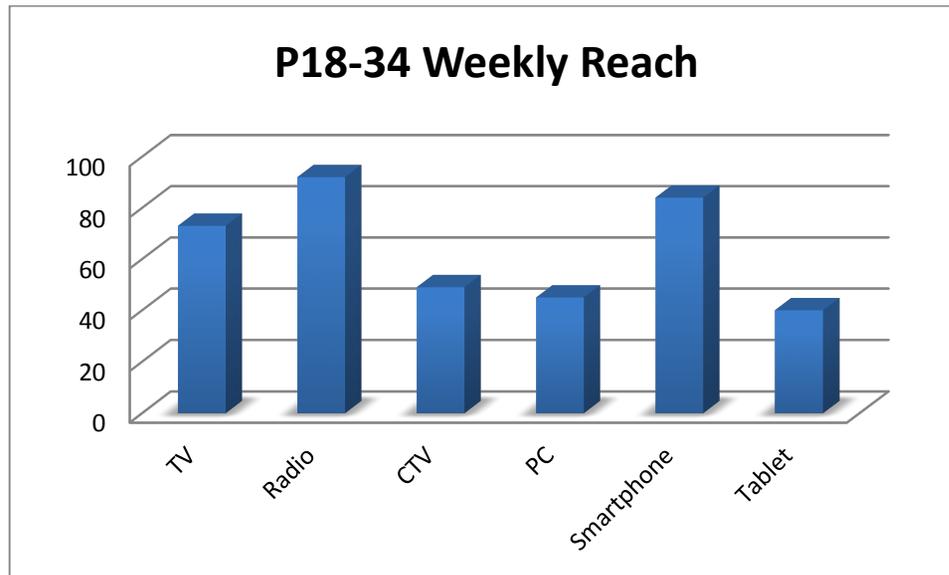
1. Using local inventory, at scale, in all 210 DMAs
 - a. Allows for heavy-up in states with seat belt use below the national average and which have seen a decrease in seat belt use
2. Using network level inventory to find a high performing program(s) over a large number of networks possibilities.
 - a. Viewing Data
 - i. Set-Top Box
 - ii. Nielsen National Panel Data
 - iii. Targeting from sources such as MRI Syndicated Research
 - b. Counter-Intuitive Placements
 - i. Example below shows how one key program on the History Channel should be purchased

Comedy Central makes great sense in reaching young men and should be part of the television buy. We can purchase the one program on the History Channel that reaches young men programmatically and combine that with other programmatic buying to get a far more efficient rate.



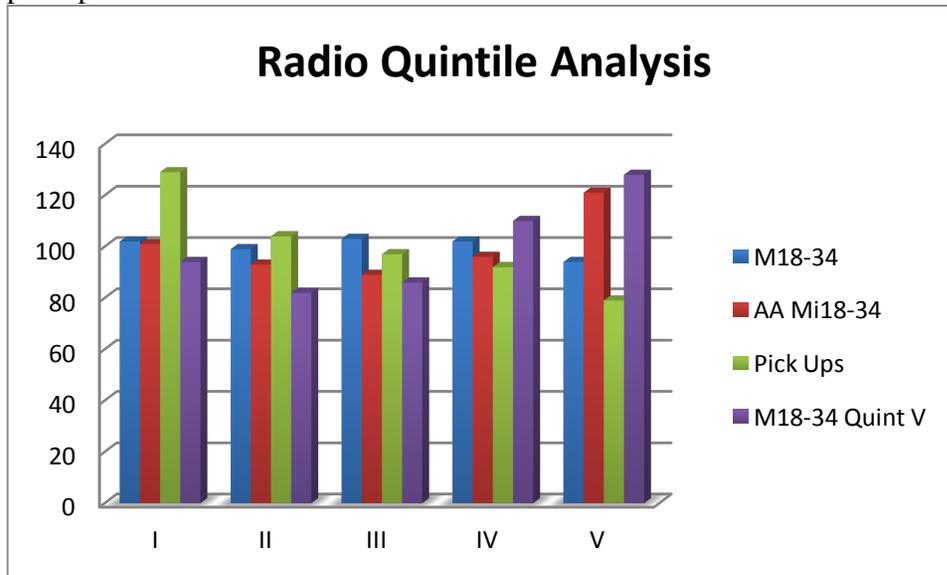
Radio will build reach off of the base of television, but will also be a catalyst to build frequency of message.

According to the Nielsen Comparable Metrics Report Q3 2015 radio enjoys the largest weekly reach for persons 18-34 years old.



Millennials spend 11 hours/9minutes with radio each week with the top daypart being 3-7p and the top format being Country.

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: 2015 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	169	38	189	181
CHR	157	142	174	128
Classic Rock	123	36	152	93
Country	106	32	148	89
Rock	180	34	228	154
Sports	130	72	121	52
Urban	214	601	135	156

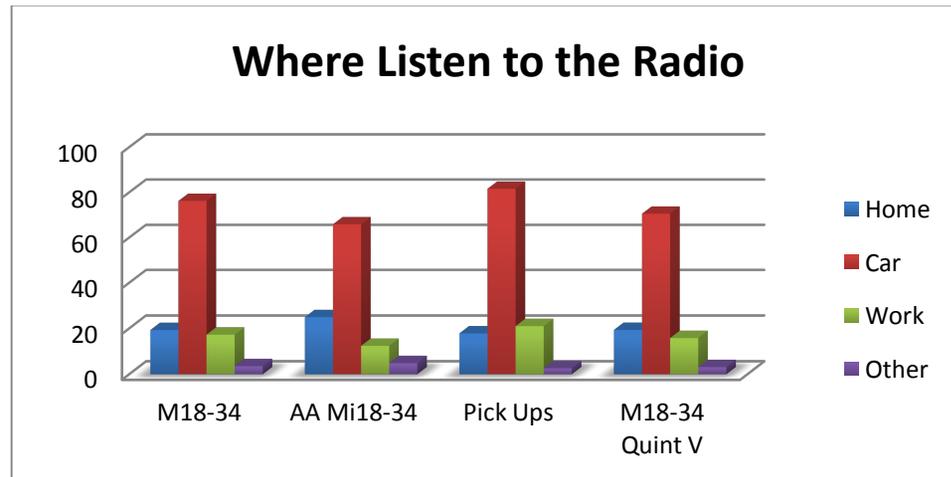
Source: 2015 GfK MRI Doublebase

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 pickup 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	11.44	2.56	12.80	12.28
CHR	30.85	27.73	34.15	25.06
Classic Rock	9.31	2.70	11.54	7.07
Country	20.93	6.33	29.02	17.52
Rock	15.30	2.91	19.30	13.05
Sports	6.93	3.85	6.43	2.79
Urban	18.07	53.83	11.96	13.55

Source: 2015 GfK MRI Doublebase

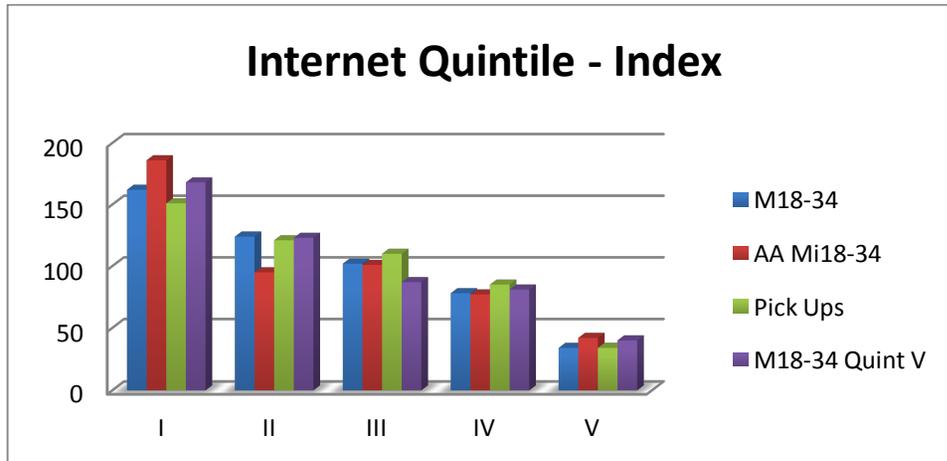
Radio also offers NHTSA that critical variable of reaching our target audience when they are in their car where the activity we want them to do - wear a seat belt, takes place. The majority of radio listening occurs while driving.



Source: 2015 GfK MRI Doublebase

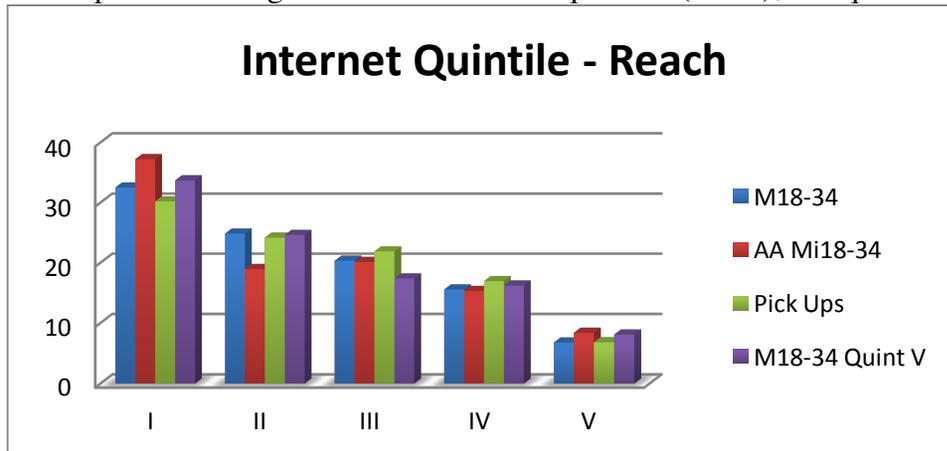
Digital Media continues to enjoy the benefits of migration from more traditional media, especially among young men.

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: 2015 GfK MRI Doublebase

Reach potential is high for the heaviest use quintiles (I & II), and quite low for light users of the medium.

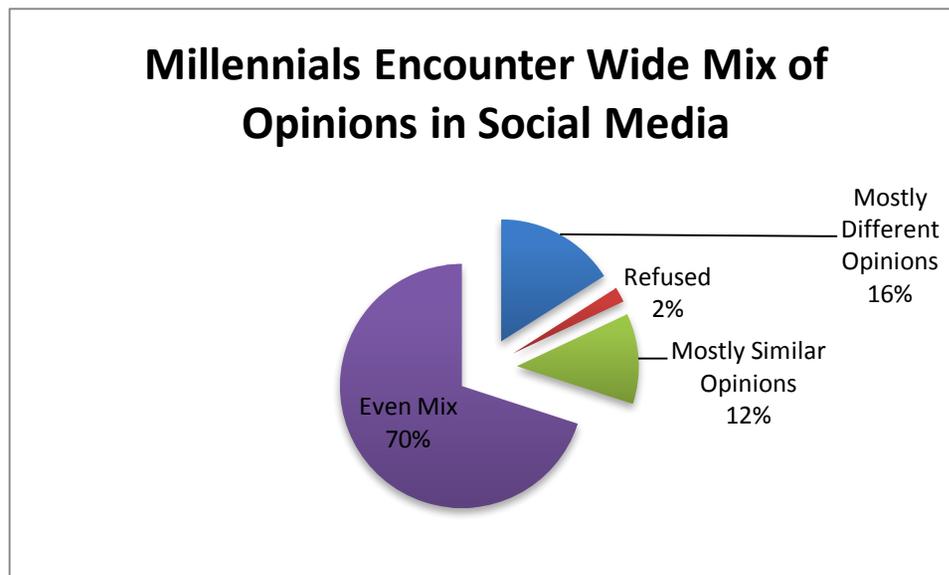


Source: 2015 GfK MRI Doublebase

The Internet portion of the plan will use publisher direct sites with high impact ad units (Page Takeovers) as well as custom video content. In addition to this premium content, the plan will use programmatic technology via demand-side platforms and private market places to reach the individual members of the target audience. This becomes the very efficient counterpart to the premium publisher direct buys.

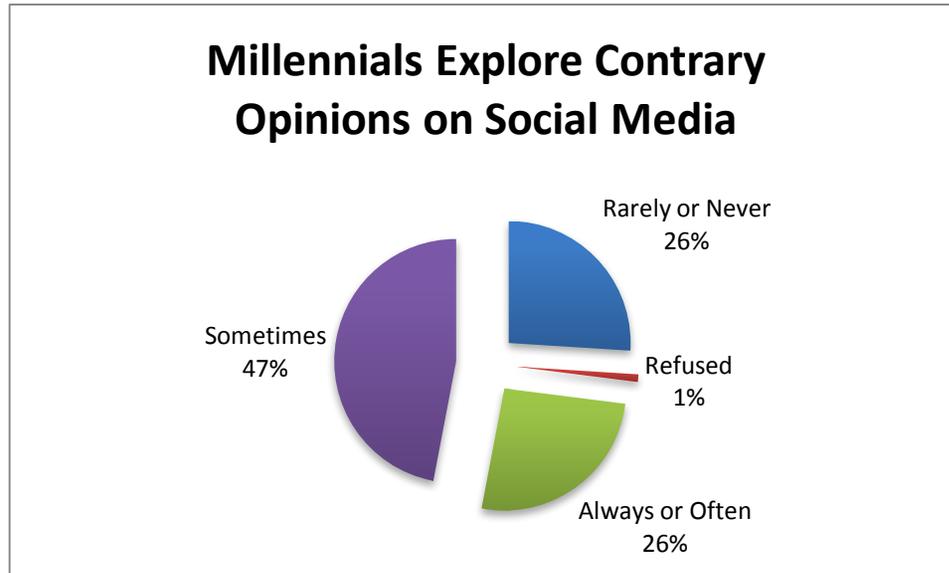
Social media will continue to play an important role in the communications process. This will be done via a paid social campaign as well as by tapping into the social networks of personalities that millennials engage with.

With social media millennials say their social media feeds are composed of a relatively even mix of similar and different opinions. This is important for social norming messages they might not agree with.



Source: Media Insight Project 2015

Millennials also explore contrary opinions found through social media.



Source: Media Insight Project 2015

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

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

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	59	3.6	214	7
Radio	70	5.4	378	16
Total	87	6.8	592	29

