

National Highway Traffic Safety Administration
April 2016 Texting Enforcement Campaign
Program Summary

The Texting Enforcement campaign will run for a 10-day period from April 4th to April 13th. The target audience is adults 18-34 years old with a slight skew to women 18-34.

The plan will use a multi-platform media approach using linear television, connected television, radio and digital. Digital will include publisher direct, custom content, high impact units (takeovers) and programmatic technology.

The following details each element in the plan –

Television

The television portion of the plan, including Spanish language networks, represents about 48% of the total paid media budget.

Networks making up this buy are detailed below –

Adult Swim

The powerhouse network for reaching young adults with its irreverent animated programming will deliver 12,880 (000) impressions against adults 18-34 years old. The split between men and women 18-34 is just about 50/50.

Comedy Central/MTV/Nick @ Nite

These three networks from Viacom will reach both men and women with Comedy Central skewing more male and MTV and Nick @ Nite skewing more female. These three networks will deliver a guaranteed 26,890 (000) adult 18-34 impressions.

Comedy is the premium network of the three, but we have negotiated a CPM that is actually slightly lower than last year. MTV and Nick @ Nite are both female skewing, highly efficient and deliver a large number of targeted impressions.

Free Form (Formerly ABC Family)

This network will deliver the highest percentage of women as part of the overall delivery than any other network. Dayparts will run across the broadcast day in order to build reach and will include prime, late night and weekend programming.

This plan will generate 8,047 (000) adult 18-34 impressions with a CPM in this very tight scatter market of just 5% over last April.

FX/FXX

These two networks from Fox Cable Properties perform very well against 18-34 years olds, and especially to men 18-34. These are among the more efficient networks on the plan. Though NHTSA is in a very tight scatter market the CPM on FXX has decreased from last April.

Together they will deliver over 9.8 million adult 18-34 impressions.

Programming on FX will include movies and the original program Fully Baked while FXX programming will include animation such as The Simpsons and the late night program Animation Domination that includes all animated programming.

Fuse

Fuse is a network dedicated largely to music and features original series and specials, exclusive interviews, live concerts and blocks of music videos.

Fuse is available in just about 71,500,000 homes. The plan on Fuse will deliver just over 2.4 million adult 18-34 impressions.

As added-value NHTSA will be the category exclusive sponsor of Fuse's Thursday night movie called "Movies with a Short Fuse." The movie sponsored by NHTSA will be in the suspense/thriller/action genre. NHTSA will receive:

- 1x :10/:05 tagged tune-in to run 10x up to one week prior to the movie
- 1x :05 bumper to air 3x transitioning in/out of commercial break

Programmatic Television

Via programmatic television buying we are able to identify the viewing behavior of the Texting Enforcement audience on television. We are able to use those insights to place the NHTSA message at scale across national cable networks.

NHTSA will be able to reach 110 million households; over 80 multi-video-program distribution services (cable TV systems) and 122 cable networks.

The programmatic television plan will be targeted to women 18-34 so that the overall skew of the entire television buy will be 55% women.

The programmatic television plan will deliver 10,220 (000) women 18-34 impressions and run on targeted programming on the networks such as -

AETV	Bravo	Cooking	FM	Fusion	Hallmark
APL	Centric	Food	FXX	Lifetime	BBCA
Chiller	DIY	FOX Movie	FYI	HGTV	NatGeo
CLOO	GAC	LOGO	Ovation	TVLand	WE
E!	GSN	IFC	OWN	TLC	TVOne

Revolt

Revolt is a music oriented digital cable network that was created, and is owned by, Sean “Diddy” Combs. Revolt can be seen in 50 million households across the country.

Along with a linear television schedule that will deliver over 4.5 million targeted impressions Revolt will create an interstitial to be run on-air. This plan makes Revolt one of the most efficient television plans on the buy.

The interstitial will be a platform designed specifically for authentic Millennial interaction, REVOLT will leverage it’s respected voice to shoot a short form segment (accompanied by a social conversation #JustDrive) capturing consumers’ visceral reactions to a number of distracted driving statistics. Prompted by a REVOLT host and follow up questions, fans on the streets of NYC will share their thoughts on the shocking statistics as well as their cautionary tales of either having been personally involved in or affected by unsafe driving.

Accompanying the linear television buy with the custom interstitial will be a robust social plan.

This plan will use Revolt’s talent’s social networks on Facebook, Twitter and Instagram. Included will be a Twitter post from Sean Combs to his 11 million followers.

The social plan will generate an additional 17,529,500 impressions to the television plan.

TBS

TBS will generate over 11.2 million impressions to the target audience with programming that will include Moonlight Theater, Family Guy and Separation Anxiety. Separation Anxiety is a comedic, relationship based game show featuring a unique twist that is not revealed to the contestants until after they have played the game. Red-hot comedian Iliza Shlesinger will host this original program.

TruTV

The plan on TruTV will generate over 6.2 million adult 18-34 impressions with a CPM that is actually lower than last April’s plan even during this tight scatter market.

Added-value on these Turner networks will include -

SEPARATION ANXIETY ON-AIR SPONSORSHIP ELEMENTS:

- o 1x :10 NHTSA sponsored billboard with commercial adjacency per week
- o 10x :20 NHTSA sponsored tune-ins per week *tune-in’s run ROS and may air up to 6 days prior to episode premier date (SA airs on Fridays, so tune-ins could start as early as Friday, 4/2)
- o Airing the weeks of 4/4

· **THOSE WHO CANT: ON-AIR SPONSORSHIP ELEMENTS:**

- o 8x :10 NHTSA sponsored tune-ins per week *tune-in's run ROS and may air up to 6 days prior to episode premier date (TWC airs on Thursdays, so tune-ins could start as early as Friday, 4/1)
- o Airing the week of 4/4

The Spanish language effort will be carried by Univision, Unimas, Telemundo and Universo networks.

Univision & Unimas

These Univision networks will generate over 5.8 million Hispanic adults 18-34 impressions and will include their top news, primetime and late night programming.

As added-value NHTSA will use Univision's Brand Spotlight to start a conversation about the dangers of texting and driving.

Univision's Brand Spotlight is a live show segment designed to showcase NHTSA's talking points before a commercial break, delivered by Univision on-air talent.

On-Air Details –

- :30 scripted integrated pitch delivered by commercial talent on-air
- Logo visible on screen
- :30 Brand Spotlight bumps to NHTSA commercial

Telemundo & Universo

The plans on these two NBC networks will deliver over 4.3 million impressions during the 10-day flight.

Programming will include primetime novelas, new and sports on Telemundo and The Walking Dead and WWE Raw on Universo.

Telemundo will create a custom segment on their sports program Titulares y Mas.

Here's how it works –

- The show hosts will be sitting in a parked car with the one in the driver's seat texting
- The other will complain that they are late for the soccer match and need to go, but the texter refuses to leave until he is finished, they are getting all their texting out of the way before starting to drive
- The skit will serve as a bumper into commercial time with a custom closing featuring NHTSA branding and messaging

The radio portion of the 2016 Texting Enforcement plan represents approximately 12% of the total working media budget. The radio plan has several objectives –

1. Reach light users of television
2. Extend overall reach of the plan
3. Increase frequency of exposure of the NHTSA message
4. Message delivery by on-air talent
5. Interviews with NHTSA personnel

Westwood One

The plan on Westwood One networks will deliver 107.8 A18-34 GRPs over the 10 day flight at a very efficient cost-per-thousand (CPM).

A number of formats will be represented in the plan including –

- Adult Contemporary
- Country
- Rock
- Sports
- Urban

In addition to the paid activity NHTSA will receive the following as added-value –

- One (1) :10 sponsor message by announcers within NCAA Men's Basketball National Championship Tournament on April 4th
- Extended distribution of NCAA :30s and :10s on Sirius/XM, TuneIn and WestwoodOneSports.com
- Twenty (20) :10 messages at NCAA Radio Row with local DJs
- Two (2) :10 sponsor integrations within Free Beer & Hot Wings show
- Two (2) :10 sponsor integrations within the Bob & Sheri show
- One (1) :10 sponsor message in Bob Kingsley Country Top 40
- One (1) :10 sponsor message in Big Time with Whitney Allen
- One (1) :10 sponsor message in Country Countdown USA with Lon Helton
- One (1) :10 sponsor message in Lia Radio
- Two (2) :10 sponsor messages in Nash Nights Live
- Two (2) :10 sponsor integrations in Zach Sang and the Gang
- Minimum of three (3) :60 interview vignettes with the Administrator – Westwood One to handle all production, editing and distribution of the vignettes at no charge

Premiere

The plan with Premiere will deliver 44.1 A18-34 GRPs with a \$5.12 CPM.

This plan has upgraded the amount and variety of personalities from the 2015 plan. The 2016 plan will include 11 voiced properties up from 8 in 2015. We have also included programs that have a better reach of young women by including Bobby Bones and Mario Lopez, and dropping Nikki Sixx and John Boy and Billy. Following is a list of voiced shows with the asterisk indicating brand new voiced properties.

Cody Alan
Bobby Bones*
Breakfast Club
Elvis Duran
Pete Tong*
Fox Sports Daybreak
Jason Smith
Ryan Seacrest
Mario Lopez*
Steve Gorman*

For added-value NHTSA will receive minimum 10% bonus across the entire schedule.

Performance Racing Network

The plan on PRN will deliver 41 A18-34 GRPs with a CPM of just \$0.62.

This plan also has some new creative features. During cautions in the race PRN will mention the safety concerns regarding texting while driving, and these will include :10 live read mentions.

Wendy Venturini will be in the broadcast booth and will update listeners as to what is trending out in the NASCAR social media world during the race. During two of these updates she will warn fans of the dangers surrounding texting while driving.

Entravision

Entravision is the largest Hispanic radio network in the US with a 96% coverage of the US Hispanic DMAs.

Entravision is made up of 327 radio station in over 100 markets throughout the country. An Entravision affiliate is in all 25 of the top 25 Hispanic markets.

The plan on Entravision will run 57 :30 units and deliver 50 HA18-34 GRPs.

Along with the linear portion of the plan NHTSA will be on Erazno's new mobile app.

The NHTSA sponsorship will include the following –

Sponsored Splash Screen

Users see a splash screen for 3 seconds before they are redirected to the station feed. The splash screen will appear any time the app is opened and/or reopened.

Show Segment Sponsorship

NHTSA's ad will appear in the "Now Playong" section of the station feed the entire time "El Show de Erazno y La Chokolata is on air.

Beyond the :30 NHTSA commercials the NHTSA campaign will be associated with two programs –

1. Erazno y La Chokolata
2. Las Super 20

Erazno y La Chokolata is an afternoon variety show targeting young Hispanic adults. Erazno's y La Chokolata's comedic genius shines through in skits and impersonations delivering hours of hilarious and fast-paced fun. The show includes artist interviews, Latin pop culture and special coverage of award shows/concerts. The best of Regional Mexican music is played throughout the show.

Every element of the show is designed to elicit audience participation. El Chokolatazo, Las 15 del Doggie, La Doctora, Elvia Contreras are all segments that directly answer the questions that the shows' listeners have. The show incorporates social media to interact with the fans.

Las Super 20 is a weekly two hour Regional Mexican Top 20 Countdown show hosted by Paco Galvez. Each week he is joined by a top Latin artist who serves as co-host. Paco interviews guest artists and together they introduce the Top 20 Regional Mexican hits of the week.

Digital

The digital portion of the Texting Enforcement media plan will represent just about 40% of the total paid media budget.

The plan will use custom content created just for this campaign; publisher direct on large sites that cater to young adults, paid social and a programmatic buy that will target the individual target audience member and deliver video and display ads very efficiently.

BuzzFeed

NHTSA will work with BuzzFeed to create an animated video in the same vane as the video BuzzFeed/NHTSA did for the "Drive Sober" campaign in 2015. That video had over 3.1 million views, 30,289 likes, 7,786 shares and 2,938 comments.

The plan for the Texting Enforcement campaign will include the creation of an animated video (three ideas have been presented) that will run on BuzzFeed's Facebook page with 750,000 guaranteed views.

In addition to the guaranteed views from the custom video NHTSA will also enjoy distributed extensions via the animated video cut down to be GIFs, micro videos (:05 – 0:15) and still Images with an additional 1 million Facebook views.

The Chive/The Berry

These two sites, The Chive male focused and The Berry female focused, have a combined 18.8 million monthly unique visitors and 3.3 million social followers.

The Chive

No one is bigger or funnier than theChive. Their fully engaged fan base comes daily for the most hysterical galleries, best original videos and an overall focus on charity and positivity that breaks away rom negative norms elsewhere online.

The Berry

Adorable, sweet, random or unexpected-fans of theBerry consume, submit and share the best female-centric humor content you'll find anywhere. From hysterical photo galleries to awesome originals, theBerry is where women online go to get away from it all and share laughs with a community that gets them.

This plan will use high impact page takeovers, desktop and mobile web and app display units. Pre-roll will run across the sites.

This robust plan will deliver over 43 million impressions within the 10-day flight.

Defy

The plan on Defy Media will use the male focused site, Break.com; the young adult site, Smosh and the young woman focused site, Clevver.

Clevver operates six entertainment and celebrity-focused YouTube channels, including ClevverTV, ClevverMovies, ClevverMusic, ClevverNews, ClevverStyle and ClevverTeVe. Clevver Media ranks in the top 10 [YouTube](#) networks, according to [ComScore](#). Clevver is led by Michael Palmer and Jorge Maldonado. The Clevver brand is the second-biggest YouTube channel for sponsor content in the Defy Media group of brands.

On Clevver NHTSA will receive :05 bumper with sponsored by messaging on 30 videos, branded end card annotation and social promotion.

On Break.com and Smosh.com will receive three (3) native sponsored articles with article page skin and roadblock.

High impact takeovers will run on Break.com (2x), Smosh.com (3x) and Defy Women's properties (3x). NHTSA will also run on the Break App with the Mobiblock unit (mobile takeover) 3x.

In addition to the native and high impact units NHTSA will run pre-roll video and display units.

Total impressions will total over 23.4 million over the 10-day flight.

Evolve

The male oriented CraveOnline and the female oriented TotallyHer sites will make up the majority of this plan and many of the elements will run cross-device.

Takeovers will run on CraveOnline and TotallyHer (4/4 & 4/11 respectively) along with video pre-roll and display units.

This plan will generate over 23.8 million impressions.

Revision3

Revision3 is a multi-channel Internet television network that creates, produces and distributes made-for-the-web television programs on niche topics including technology based shows as well as gaming, comedic, political, DIY and movie related content.

The advertising message is delivered by the program host(s) using NHTSA talking points provided to them.

Programs NHTSA will be on are:

Philip De Franco
SourecFed Nerd News
#People Be Like
Android Authority
Variet
ScamSchool Remix

This plan will deliver 2.9 million impressions via the host-delivered messages.

Twitter

The NHTSA plans on Twitter have seen great success in all of the past campaigns, and, therefore, we recommend continuing to use this social outlet.

The plan will use the successful tactics of Promoted Tweets and Promoted Video along with the Twitter Publisher Network (TPN) that will help NHTSA connect with audiences beyond Twitter in thousands of mobile apps.

Another new product from Twitter is Amplify Open. Amplify Open is a scalable video solution that aligns the NHTSA message with professionally produced videos on Twitter.

The tweets, video and Amplify Open will be targeted by gender, interests, handles and talk of television shows.

Some targeting will include –

Behaviors

Millennials
Young adult in HH

Keywords

#TextingAndDriving
#DistractedDriving
#RoadTrip
#NewCar
#TestDrive
#driverseat
#joyride
#sittingintraffic

TV

Network: Bravo
Network: E!
The Daily Show
Tosh.O
Family Guy
Key & Peele

Handles

@Buzzfeed
@jtimberlake
@Katyperry
@taylorswift13
@Comedy Central
@azizansari

This plan on Twitter will produce approximately 933,000 engagements over the 10-day flight.

Programmatic/Streaming

This portion of the overall digital plan is to deliver impressions very efficiently to offset the premium site direct plans with their custom and native content as well high impact units.

Radio streaming, or online radio, will be delivered by Pandora Radio and iheart Radio services.

Pandora is a music streaming and automated music recommendation service with over 1 million pieces of music in its library.

iHeart Radio functions as a music recommendation system and as a radio network that aggregates audio content from over 800 local iHeartMedia radio stations across the country, as well as from hundreds of other stations outside of iHeart.

The steaming portion of the plan will represent just shy of 18 % of total plan impression delivery.

The video portion of the programmatic plan will deliver over 33 million highly targeted impressions that will represent just over 25.5 % of total impressions.

Included with this plan will be Hulu. Hulu is an ad-supported streaming service offering a selection of TV shows, clips, movies and other streaming media. Hulu is owned by the ABC, CW, Fox and NBC networks.

One of the top genres of online videos young adults consume is television programming. Hulu provides the leading source of these videos.

The final portion of the programmatic digital plan will be dedicated to display.

Display offers the most efficient delivery of impressions and delivers a large number of clicks due to the high volume of impressions. This plan will deliver over 69 million targeted impressions for just a \$2.17 CPM.

Overall this robust, highly targeted plan will deliver over 124 million impressions.