



U.S. Department
of Transportation
**National Highway
Traffic Safety
Administration**

1200 New Jersey Avenue SE
Washington, D.C. 20590

March 2009

Dear NHTSA Partners:

We are very pleased to share with you NHTSA's 2009 Integrated National Communications Plan.

While this document remains dynamic and will continue to change as new challenges and opportunities arise, we are sharing this with you and our many other partners so you will know our plans, and so we may coordinate our work more closely. This is important, because clearly what we can do collectively is so much more powerful and effective than what any of us can do on our own.

NHTSA's national plan is, of course, anchored by our major national *Click It or Ticket* enforcement mobilization and the *Drunk Driving. Over the Limit. Under Arrest.* national enforcement crackdowns. It also includes a year-round messaging strategy that again focuses heavily on leveraging the special media attention and public focus already surrounding key holidays and national events throughout the year where we see the numbers of fatalities on our roadways spike. Between the major enforcement efforts, our goal is to use these preexisting events on the calendar to help keep our core social norming messages in front of our target audiences as often as possible, even during relatively low enforcement periods.

We also are very proud to showcase in this year's plan new impaired driving data that updates our impaired driving target audiences, shares better methods for reaching Hispanic audiences and highlights new media that is emerging in the form of digital, computerized, networked information and communication technologies.

In addition to the support materials offered for occupant protection and impaired driving prevention, NHTSA is again offering some new tools for your toolbox to help address rising crash, fatality and injury rates due to teen drivers, motorcycle crashes, pickup truck rollovers and more.

All of these promotional tools and ideas are offered to help support and assist you in developing your own promotional programs and activities. It is our hope that you will review the themes and activities provided in this plan, and tailor these ideas and resources to fit your own unique marketing situations, objectives and needs.

In addition to sharing this plan with you, we also will be offering you regular updates, support materials and helpful tips on-line for your timely retrieval and use in advance of each calendar event through www.TrafficSafetyMarketing.gov and our other campaign websites.

We hope you will join us in adopting and promoting these important highway messages year-round because clearly when we work together, we can have a much greater impact and save many more lives on our highways.

Once you review this plan, please feel free to contact our team should you have any questions or need any additional information. Thank you in advance for your continued help and support.

Sincerely,

Susan Gorcowski
Associate Administrator
Office of Communications and Consumer Information
National Highway Traffic Safety Administration



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Defining the Challenge

Despite tremendous life-saving gains since the enactment of federal motor vehicle and highway safety legislation in the mid-1960s, the annual human, financial and emotional toll of traffic crashes in America remains tragically high.

Nearly 2.5 million people were injured and 41,059 people died in highway crashes across America during 2007. That's an average body count of more than 112 Americans each and every day – who did not have to die – or nearly one victim every 13 minutes.

In the U.S. today, traffic crashes remain the leading cause of injury deaths – and the ninth leading cause of death overall. And sadly, motor vehicle crashes remain the number one cause of death for Americans between the ages of 3-6 and 8-34 in 2005.

Recent research also confirms that minorities are overrepresented in motor vehicle crashes. Motor vehicle crashes are among the leading cause of death for African-Americans through the age of 29.

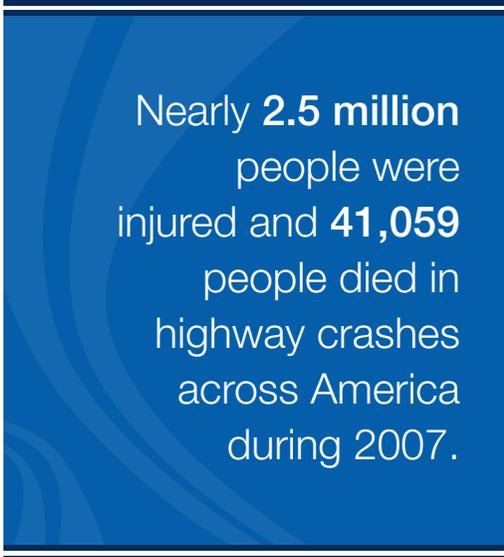
In 2007, more than half (54 percent) of passenger vehicle occupants killed in highway crashes were not buckled up at the time of the crash.

Just as alarming, one person every 40 minutes, or approximately 36 people every day, die in traffic crashes involving a drunk driver or motorcycle operator with a blood alcohol concentration (BAC) of .08 or higher.

But progress has been made. Seat belt use in America rose to 83 percent in 2008. Since 2000, seat belt use in America has increased by 12 percentage points. NHTSA estimates that over 15,000 lives were saved just in 2007 by the use of seat belts. If ALL passenger vehicle occupants over age four were buckled in, more than 5,000 additional lives could have been saved.

But after steady gains for years, nationally observed belt use numbers are not moving up as fast as needed. Clearly, much more needs to be done to reach the 17 percent who are still not buckling up.

Pickup truck drivers and passengers, especially young males, are notorious for not buckling up. Observed belt use among pickup truck occupants was 72 percent in 2007 and then dropped to 74 percent in 2008. The gap in belt use among all rural motorists has widened and now trails the national average by four percentage points. A recent study by the Federal Motor Carrier Safety Administration showed that only 54 percent of large truck and bus drivers buckle up. Belt use among teenagers and young adults (age 16-24), both males and females, also falls behind the national average.



Nearly **2.5 million** people were injured and **41,059** people died in highway crashes across America during 2007.

Another alarming fact is that an average of five children age 14 and younger were killed every day in motor vehicle crashes in the U.S. during 2007. And traffic crashes remain the number-one cause of death for children of every age from 3-6 and 8-14 in 2005.

Yet, research shows child safety seats reduce fatal injury for infants in passenger cars by 71 percent – and for toddlers (1-4 years old) by 54 percent. In 2007, an estimated 382 children under the age of 5 were saved as a result of effective child restraint use.

When it comes to child passenger safety, the biggest challenge is now sustaining gains already made and increasing booster seat use. Children who have outgrown their child safety seats, but who are still under 4'9", are safer sitting in booster seats. Yet, only 37 percent of all children in the United States who should be restrained in a booster seat are in them.

Also of concern, minimal progress to reduce alcohol-impaired driving fatalities has been made over the past several years. Between 2006 and 2007, the number of alcohol-impaired fatalities on our roadways remained essentially flat, at 32 percent of total motor vehicle traffic crashes. That means we must get even more aggressive if we are to make any significant progress in this area.

That is one of the biggest reasons why a strong new national enforcement brand, *Drunk Driving. Over the Limit. Under Arrest.* was created and introduced during August 2006 — and why NHTSA has introduced a second national enforcement crackdown supported by paid advertising during each December holiday season.

A greater focus on teen drinking and driving also is needed. Sadly, nearly one-third (31 percent) of our youngest drivers (ages 15-20) killed in motor vehicle crashes had been drinking and driving at the time of the fatal crash. And in 2007, 26 percent of those young drivers who were killed had a BAC of .08 or higher.

To make matters worse, of those young drivers (ages 15-20) who had been drinking and were killed in crashes, 75 percent were not wearing seat belts at the time of the crash.

In 2007 alone, more than **5,000** motorcyclists lost their lives in crashes. An additional **103,000** riders were injured.

For almost a decade, motorcycle fatalities have been going up steadily. In fact, they have more than doubled since 1997 — increasing by 144 percent. In 2007 alone, more than 5,000 motorcyclists lost their lives in crashes. An additional 103,000 riders were injured.

In fatal crashes in 2007, a higher percentage of motorcycle riders had BAC of .08 or higher than any other type of motor vehicle driver. The percentages for vehicle operators involved in fatal crashes were 27 percent for motorcycles, 23 percent for passenger cars, 23 percent for light trucks, and 1 percent for large trucks. Crash data since 1995 shows a continuous increase in the number of deaths and injuries attributed to speed. Despite advancements in vehicle safety and passenger protection, thousands of Americans die each year in speed-related crashes. In fact, during 2007, more than 13,000 lives were lost across America in speeding-related traffic crashes, and speeding was a contributing factor in 31 percent of all fatal crashes nationally.

Among all drivers involved in fatal crashes, young males are the most likely to have been found speeding at the time of the crash. In 2007, 39 percent of the males age 15-20 involved in fatal crashes were speeding at the time of the crash.

Speeding motorcyclists also are overrepresented in crashes. In 2007, 36 percent of all motorcyclists involved in fatal crashes were speeding, compared with 24 percent for passenger car drivers, 19 percent for light-truck drivers and 8 percent for large-truck drivers.

Strong laws and enforcement are keys to saving lives, but so are our shared national, state and local communications efforts that support these efforts. Thousands of these crashes, and the fatal, financial and emotional impacts that result from them, could be prevented through an increase in the regular use of motor vehicle seat belts and a significant reduction in the number of impaired drivers on America's highways.

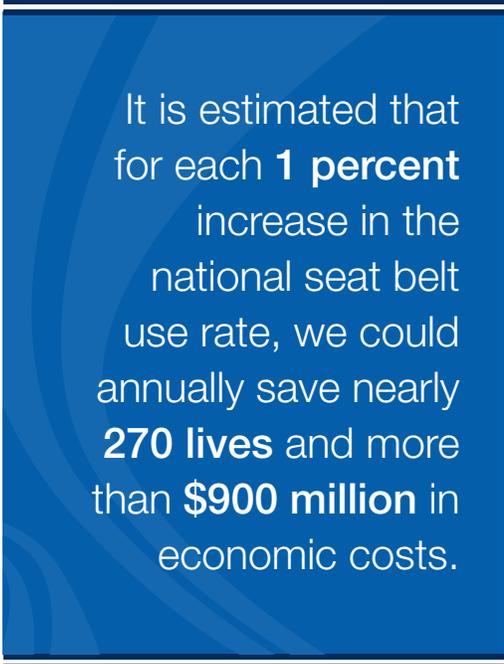
The Goal is Clear – Saving Lives

Our overriding goal is clear: to reduce death and injury from crashes on our nation's highways.

To do that, we must increase the number of people regularly using seat belts and decrease the number of impaired drivers on our nation's highways.

In fact, if we are able to increase national seat belt use to 90 percent, an estimated additional 2,200 lives could be saved each year. It is estimated that for each 1 percent increase in the national seat belt use rate, we could annually save nearly 270 lives and more than \$900 million in economic costs.

Moreover, if we can continue to reduce the impaired driving rate by even a small percentage each year, we can save thousands more lives.



It is estimated that for each **1 percent** increase in the national seat belt use rate, we could annually save nearly **270 lives** and more than **\$900 million** in economic costs.

Therefore, our communication priorities are clear: to set in motion a series of public communication strategies, tactics and activities needed to significantly increase national seat belt use and to significantly reduce impaired driving in America.

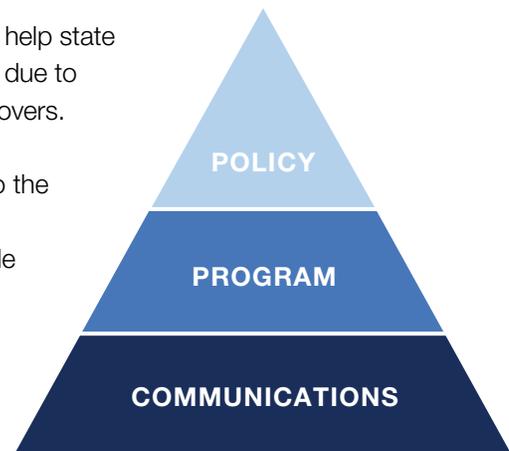
The National Communications Plan

The following represents an integrated national communications plan in support of increased seat belt use, including child passenger safety, and the reduction of impaired driving for the calendar year 2009.

In addition, new tools are being added to the toolbox this year to help state and local partners address rising crashes, injury and fatality rates due to teen drivers, increased motorcycle crashes, and pickup truck rollovers.

This plan's aim is not merely to communicate broad messages to the public, but to proactively support strong policies and sound programmatic efforts that encourage, create and achieve measurable behavioral change.

Effective highway safety communications come from good data and smart and savvy program strategies. And, of course, smart programs start with reasoned, sound policy.



Successful marketing activities must first begin with solid data that defines and supports focused programs that are designed to change behavior. Only after these first two steps are clear, should you try to identify effective marketing activities, because promotional activities without a solid program to back them up will not create the behavioral change you want to achieve.

After many years of trying numerous approaches to reach and persuade the public to change negative behaviors on the highways, we clearly know what works.

The combination of high-visibility enforcement with an intense flurry of paid advertising and publicity about that enforcement creates the heightened awareness and actual behavioral change we need to save lives. The intent of this plan, therefore, is to deploy a series of year-round integrated marketing communications activities that build upon, leverage and maximize the impact of our major enforcement and advertising campaigns (the national *Click It or Ticket* mobilization and *Drunk Driving. Over the Limit. Under Arrest.* enforcement crackdowns).

In addition, a series of suggested bridging events and activities centered around key national holidays and events already in the public and media consciousness are included to help boost the year-round awareness and the impact of our core social norming messages.

The plan that follows is built upon two separate programmatic tracks — impaired driving and occupant protection — with the addition of some optional materials to help address speeding, teen drivers, motorcycle safety, etc.

But all are included in ONE integrated, year-round calendar of synergistic tactics and activities. We believe these tactics and activities not only will help expand our efforts, but hopefully will help unite our broad network of advocates, alliances and partnering organizations to amplify the collective national message.

Targeting the Right Audiences

This plan has been developed after a thorough review and analysis of the extensive existing research to help segment and target the key audiences.

By carefully segmenting the target audiences psychographically, as well as demographically, and then using multiple media, paid and unpaid, to deliver simple and direct messages over and over again, we can best gain the target audience's attention and hopefully create and sustain new behavioral change.

Our messages must convince the target audiences that there are sufficient benefits, or consequences, to outweigh their existing beliefs, habits and barriers that prevent behavioral change. That's why our messages also must track with and support good program and enforcement activities.

Our aim is to understand and respond to the targets' preexisting knowledge, beliefs, values, motivations, perceived constraint and willingness to hear, accept and process our campaign messages. We also must understand the preferred dissemination channels to best and most cost-effectively reach those targets.

To help guide our planning, numerous sources and reports have been used, including these:

Yankelovich Research: Nationwide survey by the Yankelovich research organization among drivers at risk of driving while drunk (conducted May 2007). The findings of this study have guided NHTSA to a practical understanding of the drinking behavior, rationalizations and demographics of five, new, at-risk segments that now are addressed in communications strategies for impaired driving.



Our messages **must** convince the target audiences that there are sufficient benefits, or consequences, to **outweigh** their existing beliefs, habits and barriers that prevent behavioral change.

Buzzed Driving Hispanic Attitude Study by the Ad Council (with assistance from GEOVISION and SocialQuest) to explore the attitudinal and behavioral dynamics Hispanic males experience when making decisions regarding issues around alcohol consumption, safe driving, and driving under the influence. Six qualitative focus groups in Los Angeles, Calif. and Boston, Mass. were conducted between July 30 and August 6, 2008, among members of the target demographic.

Traffic Safety Facts reports and fact sheets published annually by NHTSA's National Center for Statistics and Analysis (NCSA). NCSA compiles, analyzes and reports comprehensive data regarding highway safety based on two primary sources: the Fatality Analysis Reporting System (FARS) and the National Automotive Sampling System – General Estimates System (NASS-GES). NCSA reports cover all aspects of highway safety, including impaired driving occupant protection, and motorcycles.

National Occupant Protection Use Survey (NOPUS), an annual observation study to measure seat belt use rates. Selected demographic variables are included in the analyses and reports. NOPUS is NHTSA's only probability-based survey that observes belt use on the road in the U.S. NOPUS is conducted by the NCSA. **Motor Vehicle Occupant Safety Survey (MVOSS)**, a biennial national telephone survey on occupant protection issues. MVOSS data are analyzed and reported according to a variety of demographic, behavior-based and attitude-based variables.

Prevention of Impaired Driving: Research and Recommendations, a report regarding impaired driving target audiences prepared in 2002 by Porter Novelli. This report covers the culmination of a multiphase research project that encompassed (1) a secondary research review of literature identifying high-risk impaired driving populations, (2) focus groups with professionals in the hospitality and related industries where alcohol is served/sold, (3) target audience profiling using data from Simmons National Consumer Survey of American Consumers and (4) analysis of FARS data.

PRIZM geo-demographic lifestyle segmentation system (from Nielsen Claritas, Inc.). The proprietary PRIZM model segments the U.S. population into 66 distinct clusters based on combinations of geography (such as zip codes or census tracts), demographic variables, lifestyle preferences, lifestage, media use, leisure time and product preferences. From a database that we provide (for example, home address zip codes of pickup truck drivers involved in a fatal crash), the PRIZM system segments the database into the 66 different geo-demographic lifestyle clusters. In addition to identifying the highest priority clusters for the overall database, each cluster's profile provides useful, actionable information about the lifestyle, media and product preferences of the people falling within it.

Mediamark Research, Inc (MRI) is used by NHTSA in conjunction with PRIZM to determine target group preferences such as television and cable viewing, time slots and days, radio programs, magazine and print media, leisure time activities, automotive vehicles, automotive products, alcohol use, food preferences, store, restaurant, travel, clothing, appliances, home products, and other items. Knowing these preferences enables NHTSA to combine information and present it to target groups in other contexts.

Polk Automotive databases combined with PRIZM enable NHTSA to reach owners of particular vehicles based on PRIZM lifestyle model and MRI information.

Hitwise databases allow NHTSA to determine best online locations (websites) for placing information related to specific target audiences.

PRIZM, Mediamark Research, Inc, Polk Automotive databases, and Hitwise are used in-house by NHTSA for national programs and also are used to help states and regions with more localized communication projects. Numerous other NHTSA-sponsored research studies and reports also have been consulted and referenced.

Building Strong Brands

If we are to learn from professional big-brand corporate marketers, sticking with and continuously building strong, well-known, national, state and local highway safety brands like, *Click It or Ticket* and *Drunk Driving. Over the Limit. Under Arrest.*, is critically important to our effectiveness in actually changing public behavior, for several reasons.

Marketing experts tell us that achieving and maintaining national brand status and instant brand recognition requires consistency in presentation and broad geographical coverage.

Our consistency on *Click It or Ticket*, for instance, has paid off by convincing more people to buckle up. That consistency also has helped build and sustain the new social norm of always buckling up, reinforcing and complimenting that appropriate behavior.

Broad geographical coverage makes that brand pervasive. In our highly mobile nation of movers and travelers, the more people see, hear and recognize the *Click It or Ticket* and *Drunk Driving. Over the Limit. Under Arrest.* brands — wherever they may be in America — the more powerful and meaningful the brands' status becomes.

Unfortunately, “message discipline” is sometimes wrongly interpreted as saying the same line, every day, everywhere. But knowing when NOT to use a brand is just as important as using it consistently.



Marketing experts tell us that achieving and maintaining **national brand status** and instant **brand recognition** requires consistency in presentation and broad geographical coverage.

Obviously, we cannot promote a high-visibility enforcement crackdown every day, everywhere and be credible. Our law enforcement partners cannot be expected to sustain it. It also is too expensive to buy paid media year-round, and the news media typically will not cover the same story over and over again in consecutive media cycles.

Moreover, we also know that promoting an enforcement campaign without real enforcement is like Burger King not really letting their customers have their burgers “their way.” Eventually, the public will just stop buying it. Without real enforcement, the word will quickly get out that we are “crying wolf.”

Using an Enforcement and Social Norming Mix

A good approach to bridging the media gaps between national mobilizations and crackdowns is to launch an approximate mix of enforcement and social norming initiatives to extend our core highway safety messages. The goal is to create peaks and valleys in our communications program and to hit our highest peaks during our primary enforcement mobilizations and crackdowns, when we are deploying what we know works best in changing behavior: the combination of high-visibility enforcement with strong paid media and publicity about that enforcement.

Between these times, using other nationally recognized non-enforcement brands like *Buckle Up America. Every Trip. Every Time.*, *Buzzed Driving is Drunk Driving* and *Friends Don't Let Friends Drive Drunk* provides an opportunity to extend our core safety messages while not over-saturating the use of our high-visibility enforcement messages.

Embracing social norming messages also allows us to look for marketing alliances with sports organizations and other corporations that already carry powerful brands important to our target audiences. Such organizations might not always be comfortable spending their resources to aggressively promote a strong enforcement message to our targets and their customers. A year-round mix of enforcement and social norming messages helps us avoid these conflicts by offering partnering organizations other options when teaming with us.

Overcoming Inherent Social Norming Challenges

Social norms are the accepted ways of thinking, feeling and behaving within a certain group. They serve as guides for peer behavior and help express group identity. Impacting or altering these social norms is not always easy and can be a slow process. That's why social norming marketing programs traditionally have faced some serious hurdles:

1. Lack of funding for the marketing effort often results in a reliance on free PSAs (public service announcements) and media relations rather than targeted paid advertising. The success of these campaigns is left totally in the hands of the media. The result is campaigns in which the PSAs will more likely run in time periods with low audience ratings. The reach and frequency achieved against the target audience are not sufficient, and the desirable awareness levels are therefore not obtained.

2. There often are multiple organizations and coalitions sharing a common goal of changing target audience behavior in a certain way. Typically, the marketing communication portions of these programs are underfunded and uncoordinated. As a result, these organizations must rely on each other to help create awareness. Yet their communications programs are uncoordinated with one another and the overall marketing effort is non-cohesive.
3. Social norming campaigns typically are sponsored by government or nonprofit organizations that may have little marketing experience. The communications programs are intended to increase awareness among the public, and although some of these programs do succeed in achieving that goal, many fail to actually change behavior. Behavioral changes are achieved more readily when the emphasis is placed on marketing rather than communications. Marketing programs must be fully integrated. But due to lack of marketing expertise, many social norming communications programs fail to achieve the desired results.
4. Underfunding of marketing communications programs is common among most organizations that have social norming goals. Therefore, the communications programs are usually of short duration, as are the awareness levels achieved among the public. Quite often momentum is lost as soon as the campaign is over due to inability to deliver a year-round message. The target audience then reverts back to the behavior the communications effort was intended to change.

We want to take an even more comprehensive, integrated and aggressive marketing approach to **increasing seat belt and child passenger safety seat use and reducing impaired driving fatalities.**

We want to overcome the aforementioned hurdles by taking an even more comprehensive, integrated and aggressive marketing approach to increasing seat belt and child passenger safety seat use and reducing impaired driving fatalities. The strategies we've developed are based on a thorough study of the target audiences and how they think and act in their decisions relative to impaired driving and the use of seat belts and child passenger safety seats. These strategies, when fully implemented, will result in a year-round, fully integrated marketing program—one that is, hopefully, fully supported and embraced by our many national, state and local marketing partners.

Creating Real Behavioral Change

This plan recognizes the lessons we've learned from past experiences: integrated marketing communication campaigns that combine strong mass media paid advertising with strong enforcement and significant publicity about that enforcement work best in creating real behavioral change.

As noted above, sustained behavioral change is very difficult to achieve through earned media, PSAs or advertising alone, because the motoring public are being asked for just a short period of time to alter their behaviors — which may run counter to their habit or their perceptions of the threat level for not doing so. Research has shown clearly that publicity without enforcement may run the risk of not being credible, but enforcement without publicity has too little reach or impact to truly alter behavior or create real social change.

New Tools for the Toolbox

To assist state and local partners with year-round planning and outreach, new tools and planner materials have and will continue to be created, introduced and posted on NHTSA's various campaign websites throughout the year to help support such communications efforts as speeding, teen driving, motorcycle safety, belt use in pickup trucks, etc.

In some cases, specific dates on the National Communications Calendar have been identified for the suggested use or rollout of these materials, but in most cases, these new materials are being created to help state and local partners select and deploy them as needed for their own specific marketing plans and calendars.

Through www.TrafficSafetyMarketing.gov, more helpful marketing tips, as well as materials and information centered around the calendar events selected for special emphasis in this plan can be found. Some specifics related to these earned media and marketing planners are identified and outlined in the Impaired Driving, Occupant Protection, and Motorcycle Riding sections that follow.

NHTSA also will offer our partners culturally appropriate resources and materials to help reach out to newly arrived Latinos who may not be reached with sufficient frequency through the general media to counter their relatively high impaired driving and low seat belt usage rates. It should be noted, all materials designed to reach out to newly arrived Latinos are reviewed to assess the appropriate style and language for the targeted audience. Additionally, content is reviewed to ensure the document looks and feels as though it was created in the target language.

In addition to the marketing materials centered around the major mobilizations, crackdowns and bridging events, NHTSA also has added new optional advertising, collateral and earned media materials in support of issues such as speeding, teen drivers, and motorcycles, to assist state and local partners with their communications planning and marketing activities.

And when needed, NHTSA also is prepared to offer technical advice and support to our partners on these many important outreach efforts.

National Outreach with Local Support

The intent of this national communications plan is to provide partners with the materials needed to generate a steady stream of earned media and promotional activities. This will result in news coverage and public exposure across the nation to influence as many Americans as possible to always wear their seat belts, and never drive or operate a motorcycle while impaired.

By advancing this year-round communications program, we hope to assist and create added momentum and coverage for the earned media programs and activities being deployed by state and local partners seeking these same programmatic objectives.

We always have collaborated through key alliances, coalitions and partnerships to amplify our national messages, expand our reach and boost the critically important face-to-face educational and interpersonal communication of our messages to create the kind of tangible social and peer pressure needed for real behavioral change. Through the proactive release of this national plan, the planners and tool kits, many more of our national, state and local partners may participate in this recommended year-round calendar of activities.

Strategic Summary

In summary, we have utilized the following guiding principles and strategic objectives in forming this national plan:

1. Always begin highway safety communications with strong, clear policies and programs.
2. Through aggressive enforcement activities, paid media advertising and earned media publicity, continue to push for high levels of public awareness and real behavioral change during the *Click It or Ticket* national enforcement mobilization and the *Drunk Driving. Over the Limit. Under Arrest.* national enforcement impaired-driving-prevention crackdowns.
3. Use research to further define the target audience and their perceptions on impaired driving, seat belt use and motorcycle riding.
4. Build awareness between national mobilizations and throughout the year with a series of calendar-specific marketing events supported by earned media relations and aggressive grassroots marketing programs to reach these target audiences.
5. Provide state and coalition partners with this national plan, additional research information, more calendar-driven planners and new year-round campaign activities and marketing tools to help them develop more communications activities coordinated with our national marketing program.
6. Continue to introduce new optional communications support materials on speeding, teen driving, motorcycles, etc., to assist state and local partners with their communications planning and marketing activities on these and other important issues.

7. Continue the use of **www.TrafficSafetyMarketing.gov** and the other communications campaign websites to increase the timeliness, helpfulness and utilization of our recommended messages and materials by our many national, regional and local partners.
8. Explore guerrilla marketing opportunities with corporate partners to provide significant new promotional support for seat belt and impaired driving initiatives and to better reach the often-tough-to-reach male, ages 16-34, target audiences.

Staying Focused and Coordinated

After significant review, discussion and refinement, this national communications plan is intended to guide and keep us focused on our activities in support of our existing major mobilizations and crackdowns, on major coalition and partnership initiatives, and on a new year-round calendar of national communication tactics and bridging activities.

We also hope this plan will help our many highway safety partners simultaneously and synergistically focus with us around these events and around the ongoing series of simple, direct and consistent national messages that will help us best reach and motivate our target audiences.

If successful in mobilizing such a well-planned, coordinated national communications approach, we are confident we can achieve even greater success in creating real measurable change across America in reducing impaired driving and motorcycle riding, and increasing the regular use of seat belts and child passenger safety seats.

Impaired Driving Overview

Despite the tireless efforts of thousands of safety advocates and law enforcement officials, almost 13,000 people lost their lives in 2007 in crashes involving a driver or motorcycle rider with an illegal blood alcohol concentration (BAC) of .08 or higher. After hitting a high of 48 percent in 1982, the number of alcohol impaired driving fatalities steadily declined to a low of 30 percent in 1997. Since that time, alcohol impaired driving fatalities has remained essentially the same, with a slight increase from 31 percent in 2001 to 2005 to 32 percent in 2006 and 2007.

Clearly much more work must be done:

- Impaired driving is still one of America's most often-committed and deadliest crimes. According to the FBI's Uniform Crime Report, more than 1.46 million people nationwide were arrested in 2006 for driving under the influence;
- In 2007, the highest percentage of drivers in fatal crashes with BAC levels of .08 or higher was among drivers 21-34 years old;
- NHTSA data also shows in 2007, 27 percent of motorcycle riders involved in a fatal crash had a BAC of .08 or higher, more than any other type of motor vehicle driver. This compares to 23 percent for passenger cars, 23 percent for light trucks and 1 percent for large trucks.
- The rate of alcohol involvement in fatal crashes is four times higher at night than during the day (36 percent vs. 9 percent).
- Weekends are particularly dangerous. In 2007, 15 percent of all drivers involved in fatal crashes during the week were alcohol impaired, compared to 31 percent on the weekend.

Alcohol-impaired fatalities as a percentage of all traffic fatalities jump dramatically during national holidays and times when large numbers of Americans are celebrating. In fact the 10 deadliest days of the year in order are: July 4, July 3, December 23, December 24, December 22, August 3, January 1, September 1, September 2 and August 4.

That is why this plan, in addition to promoting the two strong national *Drunk Driving. Over the Limit. Under Arrest.* enforcement crackdowns, features several other important social norming opportunities around strategically important dates on the calendar.

This plan is intended to provide strong strategic communications support for a multipronged strategic approach being deployed to combat impaired driving. An aggressive communications program is but one leg of a four-legged stool that also includes highly visible enforcement; screening, intervention and treatment; and prosecution and adjudication.

Strategic Summary

During 2006, the National Highway Traffic Safety Administration developed, tested and introduced a strong national enforcement campaign brand: *Drunk Driving. Over the Limit. Under Arrest.* to combat impaired driving.

National paid advertising featuring *Drunk Driving. Over the Limit. Under Arrest.* will again be featured twice during 2009 to support the national enforcement crackdowns during August/September 2009 and during December 2009.

Throughout 2009, we also will implement an impaired-driving-prevention marketing program with a series of year-round calendar-driven marketing opportunities to help support our social norming messages.

Understanding the Target Audiences

Primary Audience During the Enforcement Crackdown

During the high-visibility national enforcement crackdowns, the primary target audience will continue to be men ages 21-34. Assessments of past crackdown efforts have shown that targeting this high-risk demographic group for paid-media buys during enforcement campaigns resulted in favorable outcomes. However, NHTSA is monitoring data that shows an increase in impaired driving fatalities in women, ages 21-25, and male motorcycle riders, ages 39-64.

Target Audiences During Non-Crackdown Periods

While the national enforcement crackdown serves as the cornerstone for our communications efforts, most of the year there is no national enforcement blitz or national advertising effort underway. During these periods, we will address other target segments. These segments are based on extensive research by Yankelovich and the Ad Council's Hispanic attitudes study. A brief descriptive profile of each of these target groups is outlined on the following page to help us better understand who they are, how to reach them and some preferred ways to help motivate them.

SEGMENT	DEMOGRAPHICS	LIFESTYLE AND SOCIAL CHARACTERISTICS THAT LEAD TO PROBLEM BEHAVIOR	SELECTED MEDIA AND LIFESTYLE PREFERENCES	WHAT WE SHOULD SAY OR SHOW ABOUT IMPAIRED DRIVING THAT WOULD CHANGE BEHAVIOR
AT-RISK SEGMENT #1 SOCIALLY ACCOUNTABLE DRINKERS	Men and women, ages 25-34, married, college or graduate degree, high socio-economics, professional/managerial/white-collar occupation	<ul style="list-style-type: none"> Typically drink 3 to 4 servings of alcohol per drinking occasion Alcohol consumption is an integrated part of lifestyle and activities of daily living Frequently drink alcohol when having a night out, at social and family gatherings, at restaurants and bars, and at other places away from home Alcohol is a regular complement to most meals Commonly drink to unwind or relax At risk of driving after drinking because they think they are “OK to drive” and have driven before and gotten home just fine 	<ul style="list-style-type: none"> More likely to read newspapers and magazines than to watch TV High focus on matters around the home: décor, furnishings, exteriors and landscaping, food/cooking/dining Like to travel Examples of preferred magazines: Bon Appetit, Food & Wine, Better Homes & Gardens, Coastal Living, Cosmopolitan, Smithsonian and Travel & Leisure Examples of preferred radio formats: news/talk, NPR and adult contemporary Examples of preferred cable networks: news (CNN, CNBC and Fox), Discovery, HGTV, Food Network and Weather Channel Regular (albeit not heavy) users of Internet at both home and work 	<ul style="list-style-type: none"> This segment has the strongest focus of all five segments on the potential consequences of driving under the influence – in terms of hurting others, as well as the potential of losing their license, getting arrested, facing legal consequences, etc. Therefore, powerful communications levers should emphasize these consequences. Encourage appropriate behavior, i.e., find alternative transportation or use a designated driver Remind them that when it comes to Driving While Impaired (DWI) consequences, “It only has to happen once.”
AT-RISK SEGMENT #2 RESPONSIBLE DRINKERS	Men and women, ages 25-44, married, parents, college degree, high socio-economics, professional/managerial/white-collar occupation	<ul style="list-style-type: none"> Typically drink at least 3 servings of alcohol per drinking occasion Carefree in their attitudes about the personal risks and consequences of drinking and driving Alcohol consumption is an integrated part of lifestyle and activities of daily living Frequently drink alcohol when having a night out, at social and family gatherings, at restaurants and bars, and at other places away from home Alcohol, especially wine or wine coolers, is a regular complement to most meals Commonly drink to unwind or relax At risk of driving after drinking because they generally deny the potential consequences of an accident or arrest; they think they are “OK to drive” and have driven before and gotten home just fine 	<ul style="list-style-type: none"> Low to moderate viewership of TV; yet when watching, they enjoy an eclectic range of programming types and cable networks: movies, sports broadcasts, sitcoms, police dramas, A&E, cable news networks (e.g., CNN, CNBC), Comedy Central, DIY, Food Network, Golf Channel, Oxygen, TBS and Weather Channel Not frequent newspaper readers Very high use of Internet, especially for news and entertainment Avid National Public Radio listeners Interested in staying current with popular culture and trends. As likely to read magazines like People and Entertainment Weekly as they are Time and Newsweek Home life (décor, furnishings, cooking, entertaining, etc.) is important 	<ul style="list-style-type: none"> Remind them that when it comes to DWI consequences, “It only has to happen once.” Show/demonstrate the irony of an individual talking about how bad and dangerous drunk drivers are and how important enforcement should be, then show him justifying his own drinking/driving behavior because “he’s had only a few...” People in this segment tend to have conservative beliefs and believe that individuals should be accountable to all others around them. So emphasize/ remind them that part of “being a good citizen” means not driving after drinking. Encourage appropriate behavior, i.e., find alternative transportation or use a designated driver

SEGMENT	DEMOGRAPHICS	LIFESTYLE AND SOCIAL CHARACTERISTICS THAT LEAD TO PROBLEM BEHAVIOR	SELECTED MEDIA AND LIFESTYLE PREFERENCES	WHAT WE SHOULD SAY OR SHOW ABOUT IMPAIRED DRIVING THAT WOULD CHANGE BEHAVIOR
<p>AT-RISK SEGMENT #3</p> <p>LET'S PARTY!</p>	<p>Young men, ages 21-24 (also, some under-age), single, students in college or trade/technical school, renters</p>	<ul style="list-style-type: none"> • Inexperienced at managing their drinking and has low levels of good judgment about drinking and driving • Most likely of all segments to drink for purpose of getting drunk or getting a buzz • Typically drink at least 5 servings of alcohol per drinking occasion; average more than one serving per hour • Prefer to drink with friends • Strongly influenced by friends' drinking behavior • More likely to drink more when happy and feeling positive; and less likely to drink more due to negative emotions • Have carefree attitudes about the personal risks and consequences of drinking and driving (note: because of their young age, people in this segment are least likely to have ever been stopped/arrested) • Drink in a wide variety of settings and occasions (apartment, friend's house/apartment, bars, clubs, restaurants, sports events, etc.) • Generally unwilling to be a designated driver (yet more willing to use one if someone volunteers) 	<ul style="list-style-type: none"> • Rely on Internet for news, information and entertainment. • Low readership of newspapers. • Although only moderate viewership of TV, several cable networks and programming types are more popular than others: Adult Swim, Comedy Central, MTV, VH1, Spike, ESPN, Bravo. • Highly engaged in sports and music entertainment. • Gamers – video, computer, Internet • Heavy users of mobile phones for voice and texting; also using mobile devices for email and Internet, which will continue to grow as technological improvements occur • Socially oriented; prefer to do things with groups of friends approximately their own age 	<ul style="list-style-type: none"> • Threaten that if they continue to drive after drinking, “the party will stop”: getting arrested, going to jail, losing their license, increased insurance rates, dropping out of school, hurting or killing themselves or other people, etc. • Conversely, stress that “the party is more fun” when precautions and planning ahead make it safe • Enlist role models who (1) make it “cool” to seek help from friends, use designated drivers, plan ahead, etc.; and/or (2) make it “stupid” to take bad risks for no purpose • Enlist bartenders and servers to help keep these intoxicated young drivers off the road • People in this segment place high value on their future careers and social lives; emphasize the adverse impact of a DWI arrest or serious crash on their future
<p>AT-RISK SEGMENT #4</p> <p>MIDDLE-CLASS RISK TAKERS</p>	<p>Men, ages 25-54, married, parents, middle-class or lower-middle-class socio-economic levels</p>	<ul style="list-style-type: none"> • Remarkable in their carefree outlook on drinking and driving. Among all five segments, the most lax in attitudes about the personal risks and consequences of drinking and driving; about planning ahead to avoid driving after drinking; and about DWI avoidance behaviors such as limiting consumption, arranging for a designated driver, etc. • Least fearful of most penalties for DWI; and most likely to believe that they would “get off lightly” if arrested or pulled over • Most likely to believe that “as long as no one gets hurt, driving after a few drinks is OK.” • Typically drink at 4 or 5 servings of alcohol per drinking occasion • Usually drink alone or with just a small group of friends or family members • Relative to other segments, more likely to resist being a designated driver • Feel less accountable to others; more concerned than other segments about personal effects of a DWI arrest, and less fear than others about injuring or killing others in a crash 	<ul style="list-style-type: none"> • Heavy viewership of TV and a wide variety of programming types and cable networks • Average readership of newspapers and most magazines. • More popular types of magazines include Sports Illustrated, ESPN Magazine, Playboy, Maxim, Outside, and Traveler. • Moderate Internet use. • Enjoy sports and music (attending live events as well as watching on TV) • Frequently attend and/or rent movies • Enjoy outdoor activities such as fishing, hunting, hiking, camping and boating 	<ul style="list-style-type: none"> • NOTE: This segment's general states of ambivalence and apathy make persuasion difficult • Stress heightened enforcement • Emphasize adverse personal consequences of arrest, particularly those that will “hurt” them economically: jail time/missed time at work, loss of license, high fines, legal costs, increased insurance rates, etc.

SEGMENT	DEMOGRAPHICS	LIFESTYLE AND SOCIAL CHARACTERISTICS THAT LEAD TO PROBLEM BEHAVIOR	SELECTED MEDIA AND LIFESTYLE PREFERENCES	WHAT WE SHOULD SAY OR SHOW ABOUT IMPAIRED DRIVING THAT WOULD CHANGE BEHAVIOR
<p>AT-RISK SEGMENT #5</p> <p>DISCONTENTED BLUE-COLLARS</p>	<p>Men, ages 21-34, single, lower-middle-class socio-economic level, less likely to have a college degree, blue-collar and hourly wage workers</p>	<ul style="list-style-type: none"> • Consume heavily and frequently: typically 6 or more servings of alcohol per drinking occasion • Drink more when stressed, unhappy, unwinding after a tough day, nervous and dealing with other negative, depressive emotions • Enjoy drinking to get drunk or to get a buzz • Consumption often at bars, clubs, restaurants or friends' houses • Relative to other segments, more likely to believe that they can get away with driving while drunk; and that driving under the influence "is not so bad." • Comparatively, more willing to "be a little reckless once in a while" and to have a devil-may-care attitude about life. 	<ul style="list-style-type: none"> • Heavy to moderate TV viewership. Program types and cable networks include sports (such as football, car racing, hockey, baseball, golf, ultimate fighting), MTV, VH1, Spike, Bravo, Comedy Central, Adult Swim and Versus. • Enjoy outdoor recreation: boating, fishing, hunting, camping, etc. • Fans of motor sports, including cars, trucks and motorcycles • Average readership of newspapers • Moderate use of Internet • Preferred radio formats are alternative, rock, classic rock and news/talk 	<ul style="list-style-type: none"> • NOTE: People in this segment may have alcohol dependency and other psychological problems, making behavior change difficult • Emphasize the economic costs of a DWI arrest; their jobs/incomes are extremely important to people in this segment • Enforcement threats are more likely to be noticed than any other message • Enlist bartenders and servers to help keep these intoxicated drivers off the road • Make it socially acceptable to seek help with alternative transportation; stress "planning ahead"

SEGMENT	DEMOGRAPHICS	LIFESTYLE AND SOCIAL CHARACTERISTICS THAT LEAD TO PROBLEM BEHAVIOR	SELECTED MEDIA AND LIFESTYLE PREFERENCES	WHAT WE SHOULD SAY OR SHOW ABOUT IMPAIRED DRIVING THAT WOULD CHANGE BEHAVIOR
<p>AT-RISK SEGMENT #6</p> <p>HISPANIC DRINKERS</p>	<p>1st and 2nd generation Hispanic men, ages 21-34, Spanish-dominant language (especially with family and friends), variety of Hispanic nationalities. 80 percent of Hispanics in the U.S. live in or near these 25 cities (listed in alphabetical order):</p> <p>Albuquerque Atlanta Austin Boston Chicago Dallas/Fort Worth Denver El Paso Fresno/Visalia Houston Las Vegas Los Angeles McAllen (TX) Miami New York City Orlando Philadelphia Phoenix Sacramento San Antonio San Diego San Francisco Tampa Tucson Washington (DC)</p>	<ul style="list-style-type: none"> • Typically drink at least once a week while out (away from home) with friends and family. Virtually every social gathering of these types involves alcohol. Consumption is even common among the adults at children's parties. • Alcohol consumption viewed as essential to having fun, to help them relax, and to help them loosen their inhibitions about interacting with women. • Consumption of certain alcohols (for example, Mexican beers, tequila) is viewed as a way of continuing cultural traditions. • Perceive major differences between driving buzzed and driving drunk. Driving while buzzed is considered acceptable. They even think being buzzed helps heighten alertness while driving and helps sustain their pride and machismo. • At risk of driving after drinking because they think they are "OK to drive;" have driven before and gotten home just fine; and consider alternative transportation too costly and/or too inconvenient. Not driving also is considered a sign of weakness and lack of "manliness." 	<ul style="list-style-type: none"> • Enjoy watching TV, especially for entertainment; watch both Hispanic and English-language networks and programs • Top Hispanic TV networks: Univision and Telemundo. Highly-rated programs: Fuego en la Sangre, Al Diablo con Guapos, Aqui y Ahora, and soccer/futbol events • Highly rated English-language programs include American Idol, Dancing with the Stars, Friday Night Smackdown, Family Guy and CSI: Miami; also NBA basketball and MLB baseball • Radio listening includes Spanish-formatted stations and adult contemporary music • Relatively low readership of newspapers and magazines • Internet use comparable to that of the U.S. population at large; tend to use Internet for entertainment purposes more so than the general population • Of those with wireless mobile devices, more likely to use a wider range of features than the population at large and to use these features more regularly • Lifestyle activities often involve family and/or friends • Work, productivity and earning money are highly valued 	<ul style="list-style-type: none"> • In general, direct, serious and emotional commercials appeal to this target group • Portray the impact of an accident or drunk driving arrest/conviction on the offender's family • Portray the impact of an accident in which someone else is injured • Use facts to underscore the dangers and risks of buzzed driving • Remind people that in the U.S., "Buzzed driving is drunk driving" • Emphasize "All it takes is one mistake" and/or "Even one drink carries risks" • Emphasize legal and financial consequences of a DWI arrest

SEGMENT	DEMOGRAPHICS	LIFESTYLE AND SOCIAL CHARACTERISTICS THAT LEAD TO PROBLEM BEHAVIOR	SELECTED MEDIA AND LIFESTYLE PREFERENCES	WHAT WE SHOULD SAY OR SHOW ABOUT IMPAIRED DRIVING THAT WOULD CHANGE BEHAVIOR
<p>AT-RISK SEGMENT #7</p> <p>MIDLIFE MOTORCYCLISTS</p>	<p>Men, ages 35-50, wide range of socio-economic strata (including higher income/higher education levels), empty-nesters, high degree of self-confidence in their motorcycle handling skills</p>	<ul style="list-style-type: none"> • Relatively inexperienced or “under experienced” in operating motorcycles. Some are riding bikes again after a 20 or 25-year hiatus – others are riding bikes for the first time – now at an older age to relive experiences of their youth and/or to experience the feeling of “freedom” associated with riding. • Alcohol is perceived to be a part of the riding culture and lifestyle. • Participating in activities like “poker runs,” “beer runs,” bikers’ nights at bars, bike weeks and rallies. Typically, alcohol is an inherent part of these events. • Riding is a social activity, often done with buddies for fun and leisure. Drinking is an acceptable part – if not encouraged aspect – of these social gatherings. • Consider themselves to be skilled enough and competent enough to operate a bike, even when impaired. • Generally deny the potential consequences of a crash or arrest; they think they are “Good to go” and have ridden in such inebriated states before and arrived home just fine. • Unwilling to leave their bikes somewhere or to let someone else operate their bikes (in order to find alternative transportation); therefore willing to ride the bike, even when impaired. 	<ul style="list-style-type: none"> • Avid viewers of sports programming on TV (all major sports, as well as auto racing) • Similarly, attend sports events with family, friends and/or work associates • Savvy and frequent users of the Internet for information and entertainment • As noted above, riding is a social activity, often done with riding buddies for fun and leisure. They’re participating in activities like “poker runs,” “beer runs,” bikers’ nights at bars, bike weeks and rallies. • Being identified and known as a bike rider is important. Therefore, they are entrenched in all aspects of the biking culture and lifestyle. • The higher-income end of the segment likely pursues additional lifestyle interests such as travel, participation in sports (e.g., golf, tennis, skiing, boating) and attending entertainment events 	<ul style="list-style-type: none"> • Present fatality and injury facts/statistics (especially among the higher socio-economic end of the segment) • Emphasize the greatly diminished level of control of a bike caused by alcohol • Position alcohol as a highly likely cause of major embarrassment amid peers (should the rider lose control of his bike, lay it down, and/or get arrested) • Threaten that just one crash could put an end to their biker lifestyle

***Please note: Because the primary riding season generally occurs throughout the spring to fall months, this message only will be included during that time, not during the winter holiday season. Please see New Tools for Youth, Motorcycles and Other Campaigns on page 45 for the complete motorcycle plan.

The National Enforcement Crackdown

The cornerstones of our national communications program are the *Drunk Driving. Over the Limit. Under Arrest.* national enforcement crackdowns that include paid national advertising and national earned media activities to support these events.

Drunk Driving. Over the Limit. Under Arrest.

August/Labor Day

Earned Media: August 12 – September 6, 2009

Paid Media: August 19 – 23, 2009/August 26 – 30, 2009/ September 2 – 6, 2009

Enforcement: August 21 – September 7, 2009

Holiday Season

Advertising Paid Media: December 13 – 31, 2009

Earned Media Period: December 10 – 31, 2009

Enforcement Period: NA

A summary of the 2008 Impaired Driving National Paid Advertising Plan used to support the August/Labor Day crackdown is included in the Appendix of this plan under Exhibit 1, page 72. The primary target audience for the 2008 campaign was men ages 21-34. Assessments of past crackdowns have shown that targeting this high-risk demographic has resulted in favorable outcomes.

Although a subsegment of this group, Hispanic men, has been identified as a tertiary group for non-crackdown periods, newly arrived immigrant Latino men (also in the 21-34 age group) rise to an important secondary target audience during the high-visibility enforcement crackdowns, particularly in the advertising used in the national media buy. The message still includes a strong enforcement component, but is tailored to show the impact drinking and driving has on the family, which research has shown resonates more with members of the Hispanic community.

Additionally, through a partnership with the Ad Council in 2008, hundreds of local television stations nationwide participated in a Television Bureau of Advertising (TVB) roadblock during the last week of the year, where stations committed to airing “Buzzed Driving” ads during primetime television free of charge. Again in 2009, this will be a great opportunity to prominently run both donated and paid ads supporting impaired driving prevention campaigns.

Bridging the Crackdowns

Interspersed around the crackdown will be a series of calendar-driven marketing events that will promote our core messages year-round.

These marketing events, which are outlined in more detail beginning on page 22, are paired with one of NHTSA's three distinct message platforms. Listed below are those messages, along with a brief rationale behind their use.

Core Campaign Messages

PLATFORM	RATIONALE	AUDIENCE	TAG LINE
Enforcement/Criminal Justice	Anchored in enforcement efforts and should only be used during crackdowns. Supports creative elements that communicate “the real costs” of driving impaired and all you stand to lose: your license, your freedom, even your life. If used without a strong law enforcement push, the message could become diluted.	Males, ages 21-34, and older Caucasian male motorcyclists ages 39-64	<i>Drunk Driving. Over the Limit. Under Arrest.</i>
Youth	Used to communicate anti-DWI messages to younger audiences. Primary intent is to communicate that underage drinking is illegal and getting a DWI is something that affects the rest of your life.	High school and college students, ages 16-20	<i>Underage Drinking. Adult Consequences.</i>
Social Norming	An intervention message, asking friends to be aware of each other's actions and be a true friend and get designated drivers for each other. This campaign is supported by a variety of partners that don't support enforcement messaging.	Males, ages 21-34 and high school and college students, ages 16-22	<i>Friends Don't Let Friends Drive Drunk. Designate a Sober Driver. Buzzed Driving is Drunk Driving. Designate a Sober Driver.</i>

Buzzed Driving is Drunk Driving.

In late 2005, NHTSA teamed with The Advertising Council to launch a national PSA series called *Buzzed Driving is Drunk Driving*.

This campaign primarily targets men, ages 21-34, who drink and drive yet do not think of themselves as “drunk drivers” or consider themselves to be true hazards on the roadways.

Recognizing that “buzzed” is the drinking-level descriptor of choice among this target, rather than “drunk,” which is often viewed as being clearly “out of control” or “obviously impaired,” NHTSA and the Ad Council hope to get more young men and others talking about and recognizing the real dangers of “buzzed” driving — with the ultimate goal of getting more people to stop driving while “buzzed.”

A Schedule of Year-Round Marketing Activities to Counter Impaired Driving

To reach out to and remain in regular, recurring contact with targeted high-risk populations for impaired driving, a variety of specific, year-round event initiatives with potential activities, alliances and planner materials is outlined on the following pages.

These promotional ideas are offered only to assist state and local partners in developing their own unique promotional programs and activities. We hope that our many marketing partners will review the themes and activities provided in this plan, as well as the ongoing series of planner resources made available throughout the year in both English and Spanish versions on www.TrafficSafetyMarketing.gov, and then tailor these ideas and resources to fit their own unique marketing objectives, situations and needs.

For instance, there may be some cases where a “non-enforcement” theme line is suggested around a particular holiday or event opportunity in this plan, but if a local community plans to conduct a high-visibility law enforcement blitz as part of the event, then clearly *Drunk Driving. Over the Limit. Under Arrest.* should be incorporated instead.

January 2009

Calendar Event

Super Bowl Sunday

Primary Purpose

To remind all Super Bowl partygoers and football fans during the season of the dangers of impaired driving and to promote the use of designated drivers and safe/sober ride options.

Window of Opportunity

January 26 – February 2, 2009

Message of Emphasis

Fans Don't Let Fans Drive Drunk. Designate a Sober Driver.

Primary Audiences

- Men, ages 21-34 (with emphasis on Let's Party, Middle-Class Risk Takers and Discontented Blue Collar)
- College students (male and female with male skew, ages 18-22)

Secondary Audiences

- Men, ages 35-59, higher income, professional/managerial

Potential Theme

Fans Don't Let Fans Drive Drunk.

Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for sports bars and restaurants

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- PSA script template
- Sample print PSA

March 2009

Calendar Event

St. Patrick's Day

Primary Purpose

To remind all St. Patrick's Day revelers of the dangers of impaired driving, and to promote the use of designated drivers and safe/sober ride options.

Window of Opportunity

March 9-17, 2009

Message of Emphasis

Buzzed Driving is Drunk Driving.

Primary Audience

Men, ages 21-34 (with emphasis on Let's Party, Middle-Class Risk Takers and Discontented Blue Collar)

Secondary Audience

Young women, ages 21-25, just finishing college or starting first jobs

Potential Theme

Buzzed Driving is Drunk Driving. Designate Your Sober Driver Before the Parties Begin.

Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays
- Web banners and landing pages

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Radio PSA script template
- Sample print PSA

June/July 2009

Calendar Event

Fourth of July/Independence Day

Primary Purpose

To support enforcement activities around July 4th and to promote the use of designated drivers.

Window of Opportunity

June 21 – July 5, 2009

Messages of Emphasis

Drunk Driving. Over the Limit. Under Arrest.

Buzzed Driving is Drunk Driving.

Primary Audiences

- Men, ages 21-34 (with emphasis on Let's Party, Middle-Class Risk Takers and Discontented Blue Collar)
- Motorcycle operators

Secondary Audience

- Newly arrived immigrant Latino men, ages 21-34

Potential Theme

Drunk Driving. Over the Limit. Under Arrest.

Buzzed Driving is Drunk Driving. Designate a Sober Driver.

Potential Planner Components

Unique collateral templates for:

- Art for guerrilla marketing, e.g., indoor restroom boards
- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays
- Movie screen art
- Web banners and landing pages

Customizable press materials for:

- Suggested talking points and basic fact sheet
- Basic news release
- Radio PSA script template
- Sample print PSA

August/September 2009

Calendar Event

Impaired Driving National Enforcement Crackdown

Primary Purpose

To deter impaired driving by generating maximum exposure for national enforcement crackdown.

Window of Opportunity

August 21 – September 7, 2009

Message of Emphasis

Drunk Driving. Over the Limit. Under Arrest.

Primary Audiences

- Men, ages 21-34 (with emphasis on Let's Party, Middle-Class Risk Takers and Discontented Blue Collar)
- Male motorcyclists, ages 35-59, higher income, professional/managerial

Secondary Audiences

- Men, ages 35-59, higher income, professional/managerial
- Newly arrived immigrant Latino men, ages 21-34

Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays
- Web banners and landing pages
- Outdoor

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Proclamation template endorsing crackdown
- Radio PSA script template
- Sample print PSA

October 2009

Calendar Event

Halloween

Primary Purpose

To leverage the burst of holiday hype surrounding Halloween to offer a real reminder of the risk of death, disfigurement or disability that can come from impaired driving.

Window of Opportunity

October 25-31, 2009

Messages of Emphasis

*Buzzed Driving is Drunk Driving. Designate a Sober Driver.
Drunk Driving. Over the Limit. Under Arrest*

Primary Audiences

- Men, ages 21-34 (with emphasis on Let's Party, Middle-Class Risk Takers and Discontented Blue Collar)
- College students (male and female with male skew, ages 18-22)

Secondary Audience

- Newly arrived immigrant Latino men, ages 21-34

Potential Themes

*Buzzed Driving is Drunk Driving.
Drunk Driving. Over the Limit. Under Arrest.*

Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays
- Web banners and landing pages

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Radio PSA script template
- Sample print PSA

November/December 2009

Calendar Event

Holiday Season/New Year's Eve

Primary Purpose

To support enforcement activities and to remind all holiday partygoers of the dangers of driving impaired.

Window of Opportunity

November 29, 2009 - January 3, 2010

Message of Emphasis

Drunk Driving. Over the Limit. Under Arrest.

Buzzed Driving is Drunk Driving.

Primary Audiences

- Men, ages 21-34 (with emphasis on Let's Party, Middle-Class Risk Takers and Discontented Blue Collar)
- College students (male and female with male skew, ages 18-22)

Secondary Audiences

- Young women, ages 21-25, just finishing college or starting first jobs

Potential Theme

Drunk Driving. Over the Limit. Under Arrest.

Buzzed Driving is Drunk Driving – Designate a Sober Driver.

Potential Planner Components

Unique collateral templates for:

- TV :30 and :15
- Radio
- Outdoor
- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for sports arenas
- Web banners and landing pages

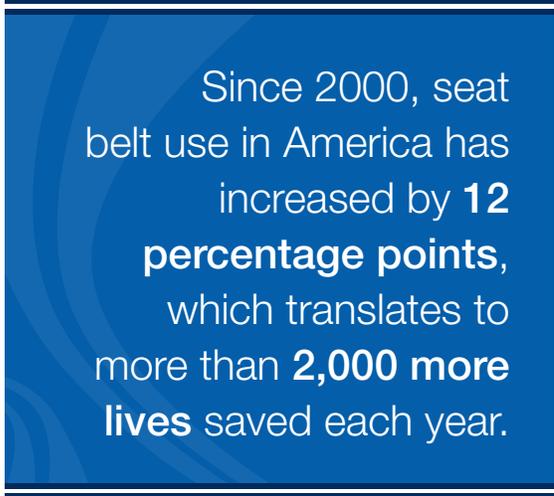
Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Radio PSA script template
- Sample print PSA
- 3D Month Proclamation template

Overview

Seat belt use clearly saves lives and prevents injuries. The good news is seat belt use in America has reached 83 percent. In fact, since 2000, seat belt use in America has increased by 12 percentage points, which translates to more than 2,000 more lives saved each year. The bad news is after several years of steady gains, seat belt use over the past few years has essentially remained flat.

Observational research (NOPUS, 2007) clearly indicates that nearly one in five U.S. motorists still choose not to wear their belts, so much more must clearly be done to reach them if we are going to make any further progress.



Since 2000, seat belt use in America has increased by **12 percentage points**, which translates to more than **2,000 more lives** saved each year.

Pickup truck drivers, especially young pickup truck drivers, are notorious for not buckling up. Only 72 percent of pickup truck drivers are buckling up. A recent study by the Federal Motor Carrier Safety Administration also showed that only 48 percent of large truck and bus drivers buckle up. Belt use among teenagers and young people (ages 16-24) falls behind the national average by six percentage points for 2007. More alarming, teen belt use in the South lags behind the national average by an astonishing 22 percent.

The fatality numbers bear this out. In 2007, 54 percent of passenger vehicle occupants killed in highway crashes each year are not wearing their seat belts. The percentages are even higher for teens, ages 15-20, (61 percent) and young adults, ages 21-34, (65 percent). In 2007, 67 and 71 percent of pickup truck passengers in fatal crashes were unrestrained (compared to 46 percent of drivers in passenger cars).

Nighttime (6 p.m. to 5:59 a.m.) seat belt use also is a huge problem. In 2007, almost two thirds (63 percent) of all passenger vehicle occupants killed at night were unrestrained — compared to 45 percent during the day. This is why our work is so important. If we are able to increase national seat belt use to 90 percent, an estimated 2,000 additional lives could be saved each year.

Strategic Summary

During 2009, we will implement a marketing program to deliver a year-round series of important occupant protection messages.

The cornerstone of the program is the national *Click It or Ticket* enforcement mobilization during the May/Memorial Day period, supported by paid national media advertising and national earned media activities. Interspersed around the mobilization will be other calendar-driven marketing events that will promote our core occupant protection messages year-round.

Understanding the Target Audiences

Primary Audience During the Enforcement Mobilization

During the *Click It or Ticket* enforcement mobilization, the primary target audience for paid-media buys will continue to be men ages 18-34, which includes those who typically do not wear seat belts, as well as part-time users. Assessment of past mobilization efforts has shown that targeting this demographic group for paid media buys resulted in favorable outcomes.

Target Audiences During Non-Mobilization Periods

Several additional audiences have been identified and will be targeted with specific outreach activities during the rest of the year. These include:

- Segment #1: 18-34-year-old rural males who drive pickup trucks
- Segment #2: Teens
- Segment #3: Hispanics
- Segment #4: African-Americans

A brief profile follows on each of these to help us better understand who they are, how to reach them and preferred approaches in motivating them.

SEGMENT	DEMOGRAPHICS	LIFESTYLE AND SOCIAL CHARACTERISTICS THAT LEAD TO PROBLEM BEHAVIOR	SELECTED MEDIA AND LIFESTYLE PREFERENCES	WHAT WE SHOULD SAY OR SHOW ABOUT PART TIME BELT USAGE THAT RESONATES WITH THEM
SEGMENT #1 18- 34-YEAR-OLD MALES WHO DRIVE PICKUP TRUCKS	Men, ages 18-34; live in rural areas; drive pickup trucks; generally mid-scale or lower household incomes and affluence; married with children; work in agricultural, industrial, mining, construction and other types of generally blue-collar occupations	<ul style="list-style-type: none"> • Compared to non-pickup-truck drivers, more likely to not wear belts because they “don’t like being told what to do.” • May consider belts as an abridgement of their sense of freedom • Compared to non-pickup-truck drivers, they cite more reasons (i.e., excuses) for not wearing belts • Generally engage in riskier behaviors, compared to most other adults • Other factors that likely lead to non-use or only occasional use of belts: <ul style="list-style-type: none"> - Sense of invincibility - Less chance of being ticketed (especially in rural areas) - Physical size of truck leads to belief that it’s safe - Not in habit of wearing belt 	<ul style="list-style-type: none"> • Television is the primary medium for entertainment, news and other information • Frequent use of the Internet (also for entertainment and information), particularly among wealthier and/or more highly educated sub-segments • Enjoy watching major sports and NASCAR • Enjoy participating in outdoor sports and recreational activities, such as hunting and fishing • Computer game and video game enthusiasts 	<ul style="list-style-type: none"> • Expense of paying a fine • Hassles and costs related to being injured in a crash • Possibility of job loss (and therefore, his and family’s primary source of income) due to injury in an accident; “wear it for your family” • Facts (especially those reflecting high numbers of fatalities and injuries among this demographic group) • Connote belt use as a smart thing to do, rather than something that’s required
SEGMENT #2 TEENS	Teenage drivers, ages 16-20	<ul style="list-style-type: none"> • The “most important reason” for nonuse of belts is “I forgot to put it on”; the second and third ranked reasons (respectively) are “I’m driving only a short distance” and “The belt is uncomfortable.” • Compared to older drivers, they cite more reasons (i.e., excuses) for not wearing belts • Males, in particular, generally engage in riskier behaviors, compared to most other adults • Significantly more likely than older drivers to agree with these statements: <ul style="list-style-type: none"> - “Seat belts are just as likely to harm you as help you.” - “Putting on a seat belt makes me worry more about being in a crash.” - “A crash close to home is usually not as serious as a crash farther away.” - “I would feel self-conscious around my friends if I wore my seat belt and they did not.” 	<ul style="list-style-type: none"> • Television is the primary medium for entertainment, news and other information • Frequent use of the Internet (also for entertainment and information) • View themselves as part of the MTV generation; not likely to be offended by messages that are offbeat, daring or politically incorrect • Computer game and video game enthusiasts • Comfortable with and skilled at using advanced telecommunications technology 	<ul style="list-style-type: none"> • Threat of having to pay a fine • Threat of crash/injury caused by “the other driver” • Reward or incentive program for wearing belts • Peer pressure and promotion, including promotion of belt use by admired celebrities (but only if they have relevant stories to tell) and/or real victims • Possibility of loss of job skills or educational advancement, due to injury in a crash • Among males, particularly: graphic messages and images that stimulate higher perceived risk and anxiety

SEGMENT	DEMOGRAPHICS	LIFESTYLE AND SOCIAL CHARACTERISTICS THAT LEAD TO PROBLEM BEHAVIOR	SELECTED MEDIA AND LIFESTYLE PREFERENCES	WHAT WE SHOULD SAY OR SHOW ABOUT PART TIME BELT USAGE THAT RESONATES WITH THEM
SEGMENT #3 HISPANICS	First-generation Hispanics; especially males; live primarily in urban areas; states with the predominant share of the Hispanic population: California, Florida, New York, Texas	<ul style="list-style-type: none"> • Unfamiliar with safety belt laws • More likely than non-Hispanics to not use belts because of belief that “probability of being in a crash is too low” • Significantly more likely than non-Hispanic drivers to agree with these statements: <ul style="list-style-type: none"> - “Seat belts are just as likely to harm you as help you.” - “Putting on a seat belt makes me worry more about being in a crash.” - “A crash close to home is usually not as serious as a crash farther away.” - “I would feel self-conscious around my friends if I wore my seat belt and they did not.” - “If it’s your time to die, you’ll die, so it doesn’t matter whether you wear your seat belt.” (Comment: These mirror the attitude statements of the African-American segment) • Some indication that Hispanic men perceive belts as “not macho” and that wearing belts make them look paranoid • For some, the seat belts in their vehicles are damaged and inoperable 	<ul style="list-style-type: none"> • TV networks with highest ratings of Hispanic viewers: Univision and Telemundo • Televised sports of high interest: Major League baseball, NBA basketball, college football, and professional soccer, especially the World Cup • Frequent radio listeners; top formats are news/talk, adult contemporary and contemporary hit radio 	<ul style="list-style-type: none"> • Threat of being stopped by police and getting a ticket • Threat of sustaining life-altering or job-ending injuries • Threat of financial, mental and physical burden on family • Educational/informational based programs implemented via faith-based organizations • Use Spanish in all communication vehicles; include relevant Spanish images • Present real stories of how seat belts saved Hispanic drivers/passengers from injuries • “Be a safe driver for your family and friends” • “Set an example for your family and friends”
SEGMENT #4 AFRICAN-AMERICANS	African-American adults, with emphasis on men ages 18-34	<ul style="list-style-type: none"> • Some consider that buckling a seat belt is a statement of no confidence in the driver’s abilities, whether the driver is oneself or another • Significantly more likely than white drivers to agree with these statements: <ul style="list-style-type: none"> - “Seat belts are just as likely to harm you as help you.” - “Putting on a seat belt makes me worry more about being in a crash.” - “A crash close to home is usually not as serious as a crash farther away.” - “I would feel self-conscious around my friends if I wore my seat belt and they did not.” - “If it’s your time to die, you’ll die, so it doesn’t matter whether you wear your seat belt.” (Comment: These mirror the attitude statements of the Hispanic segment) • Some indication that young men perceive belts as “not cool” among their peers • Generally, African-Americans have many of the same reasons for nonuse as the general population, including driving only a short distance, forgetfulness, discomfort and concern about wrinkling clothes. 	<ul style="list-style-type: none"> • Avid fans of televised professional and college basketball and football. Also watch professional wrestling and boxing. • Enjoy music (particularly urban, rap and R&B styles) offered via radio, CDs, downloads and live concerts • Although not motor sports fans, high interest in enhancing their own vehicles (including motorcycles) 	<ul style="list-style-type: none"> • Reminder messages that “it’s the law.” Also, implication of threat of being stopped by police and getting a ticket • Emphasis on the unpreventable and unpredictable risks involved when drivers don’t buckle up • Educational/informational based programs implemented via faith-based organizations, community religious leaders, local health and medical providers and schools; no one of these single sources is universally trusted, so parallel messages with different messengers may be warranted • Use culturally relevant themes, images, and media vehicles. Including people in the messages is important. • If enforcement is portrayed, use African-American officers so as to not reinforce concerns about racial profiling

Child Passenger Safety

Just as importantly, there still is much work to do in ensuring the safety of America's children in our motor vehicles. Motor vehicle crashes are the leading cause of death for children of every age from 3-6 and 8-14. Every day in the United States during 2007, an average number of five children ages 14 and younger were killed and 548 were injured in motor vehicle crashes. Child safety seats reduce the risk of fatal injury by 71 percent for infants and by 54 percent for toddlers in passenger cars.

Although 98 percent of infants and 96 percent of children ages 1-3 were observed riding restrained in child safety seats or booster seats, just 85 percent of children ages 4-7 – most of whom should be riding in booster seats – were restrained in 2007.

Too many parents are under the false impression that children who have outgrown child safety seats can move right into seat belts. Nothing is further from the truth. Seat belts, which are designed to fit adults, will not fully restrain a child in a crash.

One study showed that children ages 2-5 who are moved from child safety seats to seat belts too early are four times more likely to sustain a serious head injury than those restrained in booster seats. [Winston, F.K., Durbin, D.R., Kallan, M.J., & Moll, E.K. (2000) The danger of premature graduation to safety belts for young children.] So the message is simple: "If they're under 4'9", they need a booster seat."

For maximum child passenger safety, parents and caregivers need to be reminded to always follow the "4 Steps for Kids:"

1. Use rear-facing infant seats in the back seat from birth to at least 1 year of age and until they weigh at least 20 pounds;
2. Use forward-facing toddler seats in the back seat from age 1 and 20 pounds to about age 4 and 40 pounds;
3. Use booster seats in the back seat from about age 4 to at least age 8 – or until the child is 4'9" tall.
4. Use seat belts at age 8 and older or taller than 4'9". All children age 12 and under should ride in the back seat.

Continual communication with the target audience is necessary due to a perpetual supply of new parents responsible for protecting child passengers. Further, such communication continuity is needed because of ongoing upgrades and design changes to child-restraint-system models such as the Lower Anchors and Tethers for Children (LATCH) system, and changes to occupant-protection laws in states. The target audience can be directed to safercar.gov to gather more information about LATCH and other safety information.

Child Safety Seats

In addition, two other target audiences have been identified for our marketing efforts geared specifically toward increasing the regular and proper use of child safety and booster seats.

Segment #1: Parents and grandparents of infants and toddlers.

Segment #2: Parents and grandparents of children old/large enough for booster seats.

A brief profile and description of each of these two target audiences follows on Chart 3.

CHILD SAFETY SEATS SEGMENT #1- PARENTS AND GRANDPARENTS OF INFANTS AND TODDLERS	CHILD SAFETY SEATS SEGMENT #2 PARENTS AND GRANDPARENTS OF CHILDREN NEEDING BOOSTER SEATS
<p>Demographics</p> <ul style="list-style-type: none"> • Adults ages 18-34 (parents) and 50+ (grandparents); drivers for children birth to age 4; emphasis on residents in rural areas and on people in lower income brackets 	<p>Demographics</p> <ul style="list-style-type: none"> • Adults ages 25-39 (parents) and 50+ (grandparents); drivers for children ages 5-8 (less than 4'9" in height); emphasis on residents in rural areas and on people in lower income brackets
<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> • Seat misuse. Although the vast majority of parents and grandparents are using child safety seats (and think they are being used properly), many of the seats are being used incorrectly, for example: <ul style="list-style-type: none"> - Positioned in front seat - Facing the wrong direction - Loose and/or poorly attached straps - Damaged straps, seat shells and other parts - Retainer clip misuse • In a hurry and/or dealing with inclement weather; don't take time to properly adjust straps, etc. • Economic constraints • If several passengers in vehicle, space for seat may be limited • General indifference to safety; correlation between adult driver not wearing safety belt and child passenger(s) being unrestrained/ improperly restrained • Among parents of toddlers, perception that a regular safety belt is sufficient 	<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> • Economic constraints • Booster seat not needed for "short trips" • General indifference to safety; correlation between adult driver not wearing safety belt and child passenger(s) being unrestrained/ improperly restrained • Perception that a regular safety belt is sufficient • Extra passengers in vehicle, limiting available space for the booster seat • Child knows how to "escape" from seat • Child complaints (especially regarding comfort and/or not wanting to have to be "in a baby seat")
<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> • Highly attentive to information, topics, how-to's and tips on raising children 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> • Highly attentive and interested in information, topics, how-to's and tips on raising children • Children at this age are active in organized sports, recreational activities, scout groups, performing arts, etc. Parents are responsible for transportation to/from activities.
<p>What we should say or show about safety seat nonuse that would change behavior</p> <p>For parents/grandparents/adult drivers:</p> <ul style="list-style-type: none"> • Appeal to parents'/grandparents' desires to do whatever is best for the child's well-being and safety • Present proper use of safety seats as a serious, life-or-death matter • Explain how misuse of a safety seat can be as dangerous as nonuse • Provide facts about the types and numbers of injuries associated with nonuse and misuse 	<p>What we should say or show about booster seat nonuse that would change behavior</p> <p>For parents/grandparents/adult drivers:</p> <ul style="list-style-type: none"> • Threat of having to pay a fine • Threat of accident/injury caused by "the other driver" • Reward or incentive program for using booster seat • Peer pressure and promotion, including promotion of belt use by admired celebrities (but only if they have relevant stories to tell) and/or real victims • Possibility of child's loss of quality of life, educational advancement or future job skills due to injury in an accident

The National Enforcement Mobilization

The cornerstone of our national communications program is the national *Click It or Ticket* enforcement mobilization during the May/Memorial Day period supported by paid national media advertising and national earned media activities.

While specific launch details for the 2009 mobilization are still to be determined, it will closely resemble the activities surrounding the 2008 national *Click It or Ticket* mobilization, in which state and local law enforcement agencies across the country mobilized in late May through Memorial Day for a two-week enforcement blitz targeting individuals who are

not wearing their seat belts. The mobilization is supported by a two-week paid media advertising campaign to create widespread awareness of the enforcement effort.



2009 National Mobilization
Click It or Ticket

Earned Media: May 4, 2009 - June 12, 2009
Paid Media: May 11, 2009 - May 25, 2009
Enforcement: May 18, 2009 - May 31, 2009

As noted above, the primary target audience for the mobilization period is men ages 18-34, skewed towards young men who drive pickup trucks. In addition, for this campaign, newly arrived male Latino immigrants and African-American men are considered secondary and tertiary targets respectively. Assessments of past mobilization efforts have shown that targeting these high-risk demographic groups with paid-media buys for enforcement campaigns has resulted in increased seat belt use among these targets.

For reference, a summary of the 2008 *Click It or Ticket* National Paid Media Plan is included in the Appendix of this plan under Exhibit 2, page 83.

Bridging the Mobilizations

Our efforts for 2009 also will feature additional calendar-specific marketing events that help us deliver our core occupant protection messages. These calendar-specific marketing events are outlined in more detail beginning on page 49.

Over the course of the year, specific events and messages will address a number of different target-audience segments. For seat belts, four segments will be targeted: 16-34-year-old rural males who drive pickup trucks, teens, Hispanics and African-Americans. For child passenger safety emphasis, two additional segments will be targeted: parents and grandparents of infants and toddlers, and parents and grandparents of children old/large enough for booster seats.

Core Campaign Messages

Throughout these activities, we will utilize several different creative tag lines to promote our core occupant protection messages to different audiences.

PLATFORM	RATIONALE	AUDIENCE	TAG LINE
Enforcement/Criminal Justice	The message is anchored in enforcement efforts and should only be used during mobilizations. Communicates a strong, straightforward message: If you don't wear a seat belt, you will get a ticket, no second chances, no excuses. If used without a mobilization, this message could become diluted, especially in states with only secondary seat belt laws.	Males, ages 18-34	<i>Click It or Ticket</i>
Social norming	Soft-sell message that does not mention enforcement. Includes both seat belts and child passenger safety seats, so it has more of a family focus. Also has a "road trip" emphasis, telling the audience to buckle up every time, regardless of how short the trip may be.	Families (males and females ages 25-54)	<i>Buckle Up America. Every Trip. Every Time.</i>
Social norming	This breaks down how children move through the various safety seat stages into four segments, making it easy to digest and remember: infant, toddler, booster and safety belt. By following these steps, parents can help keep their children from injury or death.	Families with children ages birth to eight	<i>4-Steps for Kids</i>
Social norming	This is designed to educate parents of young children who have outgrown their toddler seat that a booster seat is a lifesaving transition to an adult seat belt.	Parents of children ages 4-8	<i>If They're Under 4'9", They Need A Booster Seat</i>
Social norming	This is designed to educate parents and caregivers about what the LATCH system is and the safety benefits it provides children.	Parents and caregivers of children age birth to eight	<i>Anchor. Tether. LATCH.</i> The next generation of child safety.

Detailed event planners or tool kits will be made available to our many partners in both English and Spanish on www.TrafficSafetyMarketing.gov. Creative for collateral materials will be posted approximately three months before each event and earned media materials posted approximately two months prior to each event in order to give partners time to initiate their own planning activities.

In most cases, the planners will include both social norming and enforcement versions to help partners launch the most appropriate local promotions depending on the level of high-visibility enforcement planned in their communities.

The planners will include helpful research, information, strategy, targets and downloadable marketing tools to help our partners develop more effective communications activities coordinated with the national program. In many cases, the planners will offer nontraditional media ideas or idea starters for promotional activities.

Opportunities for corporate cause-related and sports marketing partnerships to provide promotional support for impaired driving initiatives with certain calendar events also will be considered. These promotional partnerships will be announced in the planners as appropriate.

A Proposed Calendar of Year-Round Marketing Activities in Support of Seat Belts and Child Safety/Booster Seats

To reach out to and remain in regular, recurring contact with a targeted majority of America's part-time seat belt users and nonusers, as well as parents and grandparents of young children who need to be using child passenger safety seats and booster seats correctly, a variety of specific year-round event initiatives with proposed alliances and activities is outlined on the pages that follow.

These promotional ideas are offered only to support and assist state and local partners in developing their own unique promotional programs and activities.

It is our hope that our many marketing partners will review the themes and activities provided in this plan, as well as the ongoing series of planner resources made available throughout the year in both English and Spanish versions on www.TrafficSafetyMarketing.gov, and then tailor these ideas and resources to fit their own unique marketing situations, objectives, and needs.

For instance, there may be some cases where a "non-enforcement" theme line is suggested around a particular holiday or event opportunity in this plan, but if a local community intends to include a high-visibility enforcement blitz as part of the event effort, then clearly the enforcement-driven theme line *Click It or Ticket* should be used.

May 2009

Calendar Event

Click It or Ticket National Enforcement Mobilization

Primary Purpose

Maximum enforcement visibility and publicity about enforcement blitz

Window of Opportunity

May 18 – May 31, 2009

Messages of Emphasis

Click It or Ticket

Primary Audiences

- All men, ages 18-34, with special emphasis on rural pickup truck drivers

Secondary Audience

- Part-time belt users and their family members
- Hispanics
- African-Americans

Potential Theme

Click It or Ticket

Potential Planner Components

Unique collateral templates for:

- TV :30 and :15
- Radio
- Outdoor
- Internet materials
- Handout card
- Static cling art
- Poster art

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Proclamation template for endorsing mobilization
- Radio PSA script template
- B-Roll footage

September 2009

Calendar Event

Child Passenger Safety Week

Primary Purpose

To promote and leverage National Child Passenger Safety Week and National Seat Check Saturday (September 12th)

Window of Opportunity

September 12-18, 2009

Messages of Emphasis

4-Steps for Kids

Booster Seats

LATCH

Primary Audiences

All parents/caregivers of young children

Potential Theme

4-Steps for Kids

LATCH

Potential Planner Components

Unique collateral templates for:

- Handout card
- Poster art

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release

October 2009

Calendar Event

Parents and Teens (Teen Driver Safety Week)

Primary Purpose

To remind all parents of teenage drivers to establish and enforce all the “rules of the road” with their kids including seat belt use and other graduated drivers license (GDL) requirements. This planner coincides with the national Teen Driver Safety Week.

Window of Opportunity

October 15-20, 2009

Message of Emphasis

Set rules for your teen drivers

Primary Audience

Parents of teenage drivers

Potential Theme

Drive by the Rules. Keep the Privilege.

Potential Planner Components

Unique collateral templates for:

- TV :30 and :15
- Radio
- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for sports bars and restaurants

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- PSA script template
- Sample print PSA

November 2009

Calendar Event

Thanksgiving Weekend Travel

Primary Purpose

To use the holiday hype and the heavily traveled Thanksgiving weekend as a way to remind part-time belt users of the need to always wear their seat belts and to ensure that all of their passengers are buckled up, every trip, every time.

Window of Opportunity

November 16-29, 2009

Messages of Emphasis

*Buckle Up America. Every Trip. Every Time.
Click It or Ticket*

Primary Audiences

Part-time belt users and their family members

Potential Theme

*"Tighten Your Belt Before and After Thanksgiving Dinner. Buckle Up America. Every Trip. Every Time."
Click It or Ticket*

Potential Planner Components

Unique collateral templates for:

- Handout card
- In-store poster art
- Internet materials

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Proclamation template
- Radio PSA script template

During 2008 and again in 2009, NHTSA is pleased to be introducing several new campaigns to help national, state and local partners address some significant highway safety challenges that move beyond impaired driving and occupant protection.

Youth

In 2008, a brand-new campaign to help state and local partners combat and address the rising fatality rates among teen drivers and their passengers was introduced.

Young drivers, ages 15-20 years old, are especially vulnerable to death and injury on our roadways — traffic crashes are the leading cause of death for teenagers in America.

Research shows which behaviors contribute to teen-related crashes. Inexperience and immaturity combined with speed, drinking and driving, not wearing seat belts, distracted driving (cell phone use, loud music, other teen passengers, etc.), drowsy driving, nighttime driving, and other drug use aggravate this problem.

During 2006, a teen died in a traffic crash an average of once every hour on weekends and nearly once every two hours during the week.

The new campaign, which state and local partners can incorporate into their year-round promotional calendars, centers around the need to remind the parents of teen drivers to take greater responsibility and oversight and to clearly establish the “rules of the road” for their teenage drivers.

The behavioral objective for the new campaign integrates several messages important to teen drivers and their parents — including reminding teens to always buckle up, to never drive under the influence, to always obey speed limits, to limit the amount of late-night driving and to reduce the number of distractions and the number of passengers while driving.

Graduated driver licensing programs reduce, by an average of 11 percent, the incidence of fatal crashes of 16-year-old drivers, according to a study by researchers from the Johns Hopkins Bloomberg School of Public Health’s Center for Injury Research and Policy and the Johns Hopkins School of Medicine.

As noted above, the biggest focus is to challenge parents to become more familiar with and enforce their state’s Graduated Drivers’ License (GDL) laws, or to institute sensible and additional house rules beyond the state’s GDL laws as the families’ “rules of the road.”

New campaign materials should be available on www.TrafficSafetyMarketing.gov for state and local partners to use.

Motorcycles

For almost a decade, motorcycle fatalities have been going up steadily. In fact, they have more than doubled since 1997 — increasing by 144 percent. In 2007 alone, more than 5,000 motorcyclists lost their lives in crashes. An additional 103,000 riders were injured.

In fatal crashes in 2007, a higher percentage of motorcycle riders had blood alcohol concentrations of .08 or higher than any other type of motor vehicle driver. The percentages for vehicle operators involved in fatal crashes were 27 percent for motorcycles, 23 percent for passenger cars, 23 percent for light trucks, and 1 percent for large trucks.

One troubling trend is the aging Baby Boomers who are finding themselves with empty nests and a little disposable income. Many of them rode smaller motorcycles when they were in their 20s and now that they're older, they're going out and buying bikes — much larger bikes with greater horsepower — and they're wrecking them. The ten-year increase in crashes among the Renaissance Riders — the 50-plus age group — is astonishing. 400 percent!

Because of the disturbing data we were seeing, during 2008, NHTSA began a greater emphasis on impaired motorcycle riders. This emphasis is seen in our effort to add a motorcycle component to the national ad for *Drunk Driving. Over the Limit. Under Arrest*. In addition, we also created a 15-second ad. NHTSA continues to look at more effective ways to reach this target audience to impact their behavior. Impaired driving motorcycle materials are available on www.TrafficSafetyMarketing.gov.

While the national enforcement crackdown serves as the cornerstone for our communications efforts, most of the year there is no national enforcement blitz or national advertising effort underway. During these periods we will address other target segments. A brief descriptive profile of this midlife male motorcycle group is outlined on the following page to help us better understand who they are, how to reach them, some preferred ways to help motivate them and specific activities that will occur during the spring and summer.

AT-RISK SEGMENT – MIDLIFE MOTORCYCLISTS

Demographics

- Men, ages 35-50, wide range of socio-economic strata (including higher income/higher education levels), empty-nesters, high degree of self-confidence in their motorcycle handling skills

Lifestyle and social characteristics that lead to problem behavior

- Relatively inexperienced or “under experienced” in operating motorcycles. Some are riding bikes again after a 20- or 25-year hiatus — others are riding bikes for the first time — now at an older age to relive experiences of their youth and/or to experience the feeling of “freedom” associated with riding.
- Alcohol is perceived to be a part of the riding culture and lifestyle.
- Participating in activities like “poker runs,” “beer runs,” bikers’ nights at bars, bike weeks and rallies. Typically, alcohol is an inherent part of these events.
- Riding is a social activity, often done with buddies for fun and leisure. Drinking is an acceptable part — if not encouraged aspect — of these social gatherings.
- Consider themselves to be skilled enough and competent enough to operate a bike, even when impaired.
- Generally deny the potential consequences of an accident or arrest; they think they are “Good to go” and have ridden in such inebriated states before and arrived home just fine.
- Unwilling to leave their bikes somewhere or to let someone else operate their bikes (in order to find alternative transportation); therefore willing to ride the bike, even when impaired.

Selected media and lifestyle preferences

- Avid viewers of sports programming on TV (all major sports, as well as auto racing)
- Similarly, attend sports events with family, friends and/or work associates
- Savvy and frequent users of the Internet for information and entertainment
- As noted above, riding is a social activity, often done with riding buddies for fun and leisure. They’re participating in activities like “poker runs,” “beer runs,” bikers’ nights at bars, bike weeks and rallies.
- Being identified and known as a bike rider is important. Therefore, they are entrenched in all aspects of the biking culture and lifestyle.
- The higher-income end of the segment likely pursues additional lifestyle interests such as travel, participation in sports (e.g., golf, tennis, skiing, boating) and attending entertainment events

What we should say or show about impaired riding that would change behavior?

- Present fatality and injury facts/statistics (especially among the higher socio-economic end of the segment)
- Emphasize the greatly diminished level of control of a bike caused by alcohol
- Position alcohol as a highly likely cause of major embarrassment amid peers (should the rider lose control of his bike, lay it down, and/or get arrested)
- Threaten that just one crash could put an end to their biker lifestyle

April/May 2009

Calendar Event

Motorcycle Awareness

Primary Purpose

To remind and educate motorcycle riders to always wear protective gear and to never ride their motorcycles when impaired.

Window of Opportunity

April 21 – May 2, 2009

Message of Emphasis

Share the Road with Motorcycles

Primary Audience

All motorists, motorcycle operators and their rider passengers

Event Theme

Share the Road with Motorcycles

Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for sports bars and restaurants

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- PSA script template
- Sample print PSA

Other Campaigns

One of the most significant contributing factors to traffic crashes, injuries and fatalities is the issue of speeding. During 2007, NHTSA introduced two comprehensive campaigns to help state and local partners address this important issue with all motorists.

Speed

Crash data since 1995 shows a continuous increase in the number of deaths and injuries attributed to speed. Despite advancements in vehicle safety and passenger protection, thousands of Americans die each year in speed-related crashes. In fact, during 2007, more than 13,000 lives were lost across America in speeding-related traffic crashes, and speeding was a contributing factor in 31 percent of all fatal crashes nationally.

NHTSA considers a crash to be speeding-related if the driver was charged with a speeding-related offense, or if the responding officer indicates the driver was driving too fast for the road conditions at the time or was exceeding the posted speed limit.

Speeding is usually defined as driving in excess of the posted speed limit or driving too fast for conditions. It can have dangerous consequences including:

- Reducing a driver's ability to negotiate curves or maneuver around obstacles in the roadway;
- Extending the distance traveled before a vehicle can stop;
- Increasing the distance a vehicle travels while the driver reacts to a hazard;
- Increasing the risk of crashes and injuries because other vehicles and pedestrians may not be able to judge distance correctly.

Nationally in 2007, 88 percent of all speeding-related traffic fatalities occurred on non-Interstate roadways — where the posted speed limits were 55 miles per hour or lower. Only 12 percent of the nation's speeding-related fatalities occurred on Interstate highways that year.

In 2007, speeding was a factor in 30 percent of all fatal crashes on dry roads, and in 34 percent of those occurring on wet roads. And in wintry conditions, the numbers were even worse — with speeding a factor in 55 percent of the fatal crashes when there was snow or slush on the road, and in 57 percent of the fatal crashes that occurred on icy roads.

Moreover, young males and motorcyclists are most often involved in speeding-related crashes.

Among all drivers involved in fatal crashes, young males are the most likely to have been found speeding at the time of the crash. In 2007, 39 percent of the males age 15-20 involved in fatal crashes were speeding at the time of the crash.

new tools for youth, motorcycles, and other campaigns

Speeding motorcyclists also are overrepresented in crashes. In 2007, 36 percent of all motorcyclists involved in fatal crashes were speeding, compared with 24 percent for passenger car drivers, 19 percent for light-truck drivers and 8 percent for large-truck drivers.

These reasons and more are why NHTSA was pleased to develop and introduce two new speeding prevention campaigns during 2007.

One offers states unique advertising and earned media materials in support of tough new law enforcement messaging: *"Speeding. Obey the Sign or Pay the Fine."*

A second social norming campaign that can be used during non-enforcement periods helps remind all drivers and motorcyclists to *"Stop Speeding Before Speeding Stops You."*

Both campaigns are posted and are available for state and local partner use at www.trafficsafetymarketing.com. Both campaigns feature television and radio spots, collateral materials for posters and flyers, etc., as well as fill-in-the-blank earned media templates designed to help launch and support the campaigns.

In addition, NHTSA is continuously looking at and exploring additional campaigns that can help address the major issues contributing to crashes, injuries and fatalities. State and local partners will be asked for input as such new campaigns begin development, and will be kept up to date as such new campaigns begin to emerge.

Hispanic

How This Group is Currently Being Addressed by NHTSA

Campaigns and planners for NHTSA's communications efforts include earned media, advertising and promotional materials geared for Hispanic populations. Below is a partial list of campaigns for which Hispanic planners and materials are available at www.TrafficSafetyMarketing.gov:

- *Click It or Ticket* enforcement campaign
- *Drunk Driving. Over the Limit. Under Arrest.* enforcement campaigns
- Impaired driving social norming campaigns focused for specific holiday periods such as St. Patrick's Day, Fourth of July and Halloween
- Speeding enforcement "*Obey the Signs or Pay the Fines.*"
- Speeding social norming "*Stop Speeding Before It Stops You.*"
- Child passenger safety "*4 Steps For Kids*"
- Child passenger safety "*LATCH*"

Research Highlights

Considerable bodies of research on the Hispanic market have been published by government and private-sector organizations. Of special concern to NHTSA are members of this population who have lived in the U.S. for relatively short lengths of time and who, therefore, aren't significantly acculturated or fully aware of driving laws and safe driving practices.

Recently, particular inquiry delved into impaired driving issues. Among a number of key findings from focus groups with Hispanic men ages 21-34:

- Hispanic men don't consider driving "buzzed" as risky or dangerous; in fact, they think being buzzed helps heighten alertness while driving.
- Not driving (because of intoxication) is considered a sign of weakness and lack of "manliness."
- Alcohol viewed as almost a necessity when socializing with friends
- Because of varying dialects and national origins, there is a wide variety of words and phrases to describe "going out drinking," "buzzed," and "drunk."

Ideas For Targeting Hispanic Drivers

- When feasible and practical, segment the Hispanic population into particular groups so messages and message delivery can be most effective. Besides commonly used segments of gender and age, consider segmenting the population according to national origin, degrees of acculturation, socio-economic status, and/or lifestyle characteristics.
- Ensure that messages and materials are tailored especially for the Hispanic market; avoid simply translating English materials to Spanish (although there may be occasional circumstances when this could be appropriate).
- People in this population are avid TV viewers, and they watch both Hispanic and English-language networks primarily for sports and entertainment programs.
- Spanish-formatted radio stations also effectively reach the Hispanic community, and local announcers on those stations can help convey driving safety messages with credibility.

Youth

How this Group Currently is Being Addressed by NHTSA

Because younger drivers (ages 15-20) are especially vulnerable to death or injury on our highways, NHTSA continues to develop communications strategies and messages to connect with them and their parents. Priority program areas are on three fronts: Seat belt use, graduated driver licensing (including parental involvement), and youth access to alcohol.

In brief, listed below are materials currently accessible.

Teen Seat Belt Use Planner

Components include:

- Production artwork for posters and print ads
- Customizable press/earned media materials
- Television commercial (30- and 15-second versions)
- Radio scripts

Parents and Teens Planner

Components include:

- Production artwork for posters and print ads
- Television commercial (60- and 30-second versions)
- Recommended list of seven rules for parents to emphasize

Youth Access to Alcohol Planner

Components include:

- Production artwork for posters and print ads
- Customizable press/earned media materials
- Radio script

Research Highlights

An extensive collection of research resources and publications is available via links on the NHTSA website.

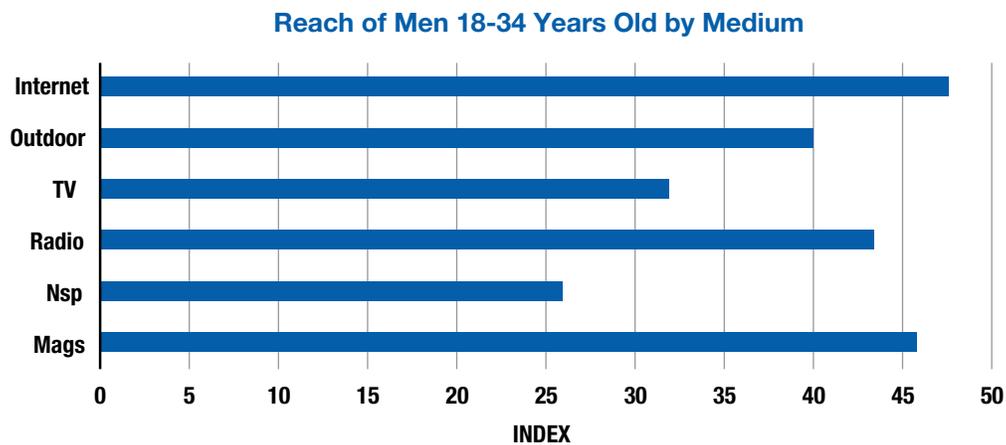
Additionally, to aid message development for many of the planner materials listed above, NHTSA sponsored focus groups with teen drivers and parents of teen drivers in three cities. These groups provided useful insights into the clarity, believability, influence and effectiveness of the words and images used to convey key messages.

Ideas For Targeting Youth Drivers

- Recognize that parents still wield a high level of influence over their 15-20 year-old children, even though these young drivers are trying to exert greater independence. Encourage and coach parents on establishing their household's rules for the road.
- Collaborate with other appropriate agencies – for example, state drivers licensing stations, school systems – to help display posters and distribute information to young drivers.
- Work with local radio stations whose music formats are popular among teens (such as top hits, urban, hip-hop) to encourage announcers to endorse and mention safe driving tips.
- Encourage use of planner posters and materials among liquor retailers and bars frequented by younger drinkers. Display of these materials will serve as visible signs that these establishments are serious about under-age drinking; similarly, it will remind workers to be more conscientious about not serving potential under-age drinkers.
- Work with schools to identify appropriate ways to tie-in with higher-profile school events such as high school football games, proms, and graduation activities.
- For older teens attending college, seek campus-related venues and events for tie-ins and promotions. Include consideration of materials connected with campus parking (for example, parking garages, lots and information accompanying parking permits).

NHTSA is seeing a continued migration to new media, especially among younger people and especially younger men. Traditional media has seen a loss of audience to the Internet where media fragmentation thrives. From peer-to-peer and user-generated content via the web, cell phones and PDAs, the state of media is trending towards new media.

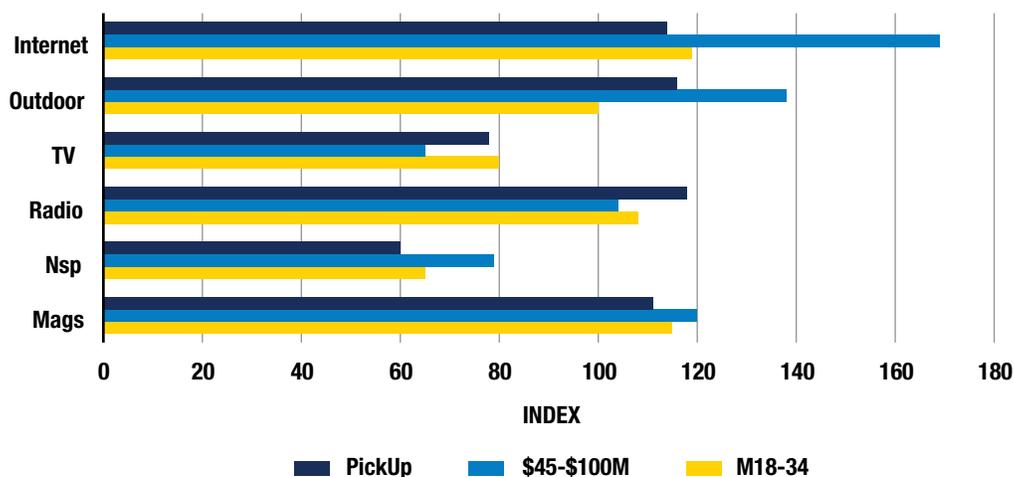
New media is a term meant to encompass the emergence of digital, computerized, or networked information and communication technologies. New media, via the Internet, generates higher potential reach among men 18-34 years old than any other media type.



Source: 2008 MRI Doublebase

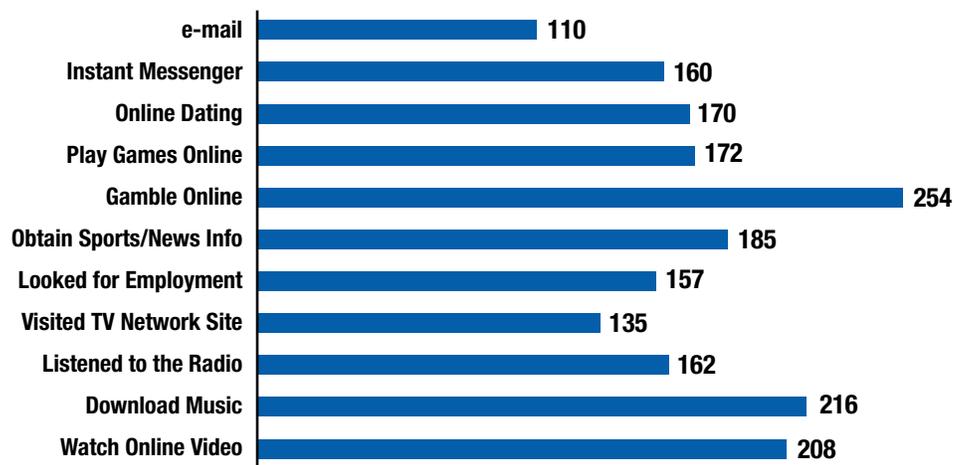
When we compare the composition of various mediums, we see that the percent composition of men 18-34 years old is the highest for the Internet. This is even more prevalent when we look at men 18-34 years old who have a \$45k to \$99.9k income. Men 18-34 years old who drive a pickup truck also have a very high composition for the Internet.

Percent Composition of Men 18-34 By Medium



Source: 2008 MRI Doublebase

These young men use the Internet for many different activities far more than the adult population as a whole. We see this especially for activities such as downloading music and watching online video.



Source: 2008 MRI Doublebase

Digital media offers a range of opportunities to reach our young male target audience.

The channels making up digital media are:



Some of the key benefits to digital are:

1. Targeting

- Demo, geo, behavioral, contextual
- Why? Minimal waste. Can serve specific message based on the target

2. Consumer Interaction

- Interaction with the advertising message
- Why? Provides insight into consumer interest and stage in engagement path. Engages consumer beyond the exposure creating a deeper experience with the consumer

3. Accountability

- Able to track data such as impressions, clicks, interactions, etc.
- Why? Able to understand performance in a very timely manner and make changes, if need be

4. Flexibility

- Environment allows for development of new opportunities. Also, easy to launch, pause or change creative
- Why? Other media have longer lead times and their formats can limit creativity

Rich Media

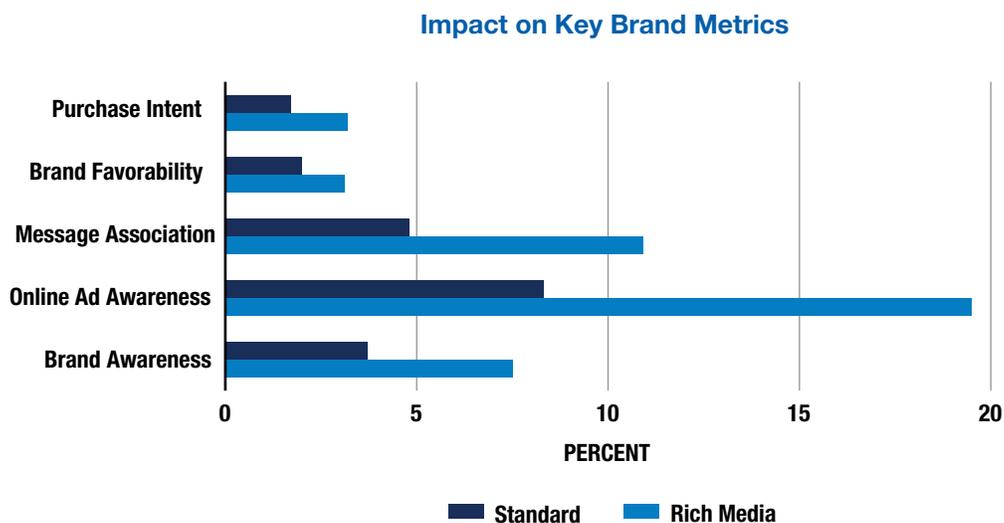
Rich media is online advertising enhanced by motion, sound, video, and/or some interactive element designed to emotionally engage the user and allow them to interact with the brand or message.

Standard media remains static on the page. It can contain some revolving animation, but does little else to engage the user.

Rich media offers more than impressions and clicks. It can offer additional branding metrics:

- Interaction Rate: how many people rolled over/viewed the ad
- Action & Activity Rates: what did users do within your ad
- Average Brand Time: how much time did users spend interacting with the ad
- Average Panel Display: how long were panels expanded
- Click-Through: how many clicked on the ad to go to a website or landing page
- Video Completion Rates: how many watched your video 25 percent, 50 percent, 75 percent or 100 percent of the way through

Rich media outperforms standard media across branding metrics.

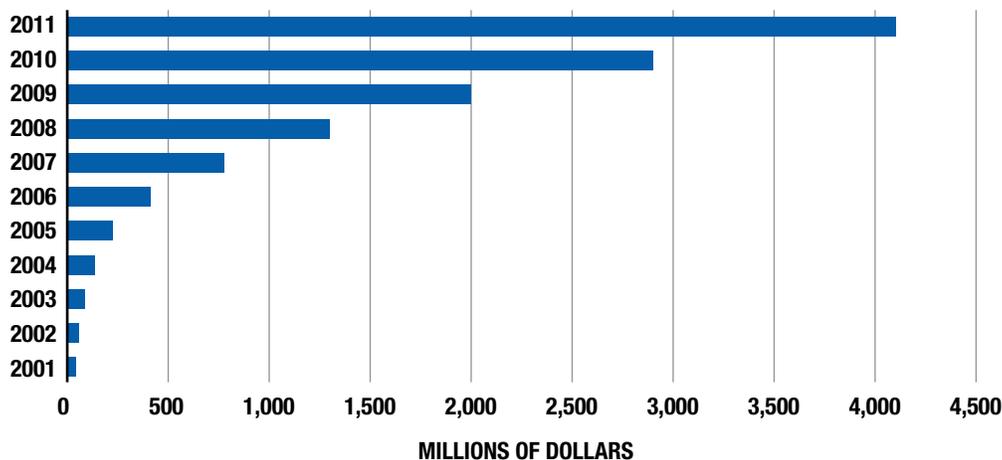


Source: IGN.com

Video Advertising

Similar to the increased use of rich media, spending against video is on the increase as a result of high broadband penetration and increased video distribution.

U.S. Online Video Advertising Spending, 2001-2011

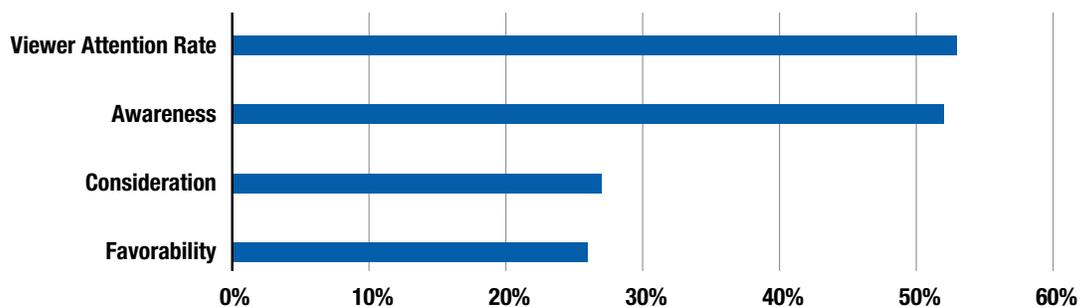


Source: IGN

There are more than 135 million U.S. online video viewers, with You Tube and network TV sites generating the most activity.

Given the “lean forward” nature of the Internet, attention and awareness metrics are much higher than TV.

Metrics of U.S. Online Video Advertising vs TV Commercials (% Increase vs TV)



Source: IGN.com

Emerging Media Landscape

Within this emerging media landscape there are two areas to keep a watch on.

Mobile

- 220 million devices in use
- Advertising will reach \$1.5 billion in 2008
- iPhone launch could be biggest ever
- In 2009, 95 percent of US population will have mobile phones

Gaming

- Casual games growing
- In-game ads should enhance the experience
- Higher recall among watchers than players
- Game launches as big as theatrical releases
- Game creation growing as a marketing tool

New Media and the NHTSA Campaigns

NHTSA has been increasing its use of new media over the past five years for both the *Click It or Ticket* and the *Drunk Driving. Over the Limit. Under Arrest.* campaigns.

We have seen the migration away from broadcast television and terrestrial radio, especially for younger men. These mediums still are effective when used on a program/format selective basis, but new media is becoming a bigger, and more important part of their media consumption profile. Of the channels making up new digital media we mentioned earlier, NHTSA is involved with video, display, content integration, mobile and gaming.

Video

Video can be considered from two points.

1. Sites that carry video from viewers such as YouTube. Our major video partner is Break.com. Break.com is the YouTube for young men. As with YouTube, content is provided by viewers, but in this case it has a young male skew covering the edgy and irreverent.
2. Running a commercial as a :10, :15 or :30 pre-roll, mid-roll or post-roll. Video also can be embedded within content. NHTSA has had success with this with the gaming site IGN.com.

Display

Display represents the majority of our online activity. Display ads mostly are executed via standard IAB sizes of:

Leader Board – 728 x 90

Rectangle – 300 x 250

Skyscraper – 160 x 600

In addition to the standard sizes, we have done specialized units such as a canvas, which turns the entire screen background into the ad, and full page interstitials. Within display we also have used rich media to run expandable banners with in-banner video embedded within it. These units create more interaction with the message, and also present the :15 video at the cost of a banner cost-per-thousand (CPM) vs. the higher video CPM.

Along with standard banner units we have used overlay units within a video presentation. Via Ripe Digital, we sponsor made-for-the-Internet television programs that air the NHTSA ads 5 times. The ad units are:

1. :15 pre-roll & Ad Skin before episode
2. Long form video overly during episode
3. Short form video overlay during episode
4. Logo bug during episode
5. Branded feature at end of episode

Content Integration

Content integration occurs when the advertising message is delivered as part of the programming. In this way the commercial is not played by interrupting the program, but rather, becomes part of the program itself. We have worked with Revision3 using a number of its made-for-the-Internet television programs such as Dignation, Totally Rad Show and Tekzilla. In these cases, the program hosts weave our commercial copy points into their banter along with other with other discussions making it a seamless presentation.

Mobile

We have continued to use advertising on mobile devices via ESPN. When a mobile user goes to the ESPN mobile site, our banner ad will appear at top of the screen. We use ESPN and sports for its high composition of young men.

Gaming

Video games usage is very high among young men. These young guys want their games to be as realistic as possible down to the advertising they actually would see in the real world. In other words, if there are billboards on the side of the road that can be seen while driving their digital car, they want the advertising to be real.

We have been working with Massive (Xbox Live) and IGA (Playstation 3) to deliver our ads on games with titles such as Guitar Hero 4, Hot Import Nights, NASCAR 2009, Tiger Woods '09, Tony Hawk's Proving Ground and Tiger Woods '09.

NHTSA 2009 COMMUNICATIONS CALENDAR

JANUARY 2009							FEBRUARY 2009							MARCH 2009							APRIL 2009							MAY 2009							JUNE 2009													
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S							
4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	9	1	2	3	4	5	6	7							
11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20	7	8	9	10	11	12	13
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27
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JULY 2009							AUGUST 2009							SEPTEMBER 2009							OCTOBER 2009							NOVEMBER 2009							DECEMBER 2009						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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26	27	28	29	30	31	23	24	25	26	27	28	29	27	28	29	30	25	26	27	28	29	30	31	22	23	24	25	26	27	28	27	28	29	30	31	1	2				

<p>JANUARY 26 FEBRUARY 2, 2009 Super Bowl Sunday IMPAIRED DRIVING Primary Message: Fans Don't Let Fans Drive Drunk Secondary Message: Buzzer Driving Is Drunk Driving</p>	<p>JUNE 21 JULY 5, 2009 Fourth of July IMPAIRED DRIVING Primary Message: Drunk Driving, Over the Limit. Under Arrest. Secondary Message: Buzzer Driving Is Drunk Driving</p>	<p>NOVEMBER 16 29, 2009 Thanksgiving Weekend Travel OCCUPANT PROTECTION Primary Message: Buckle Up America. Every Trip. Every Time. Secondary Message: Buzzer Driving Is Drunk Driving</p>
<p>MARCH 9 17, 2009 St. Patrick's Day IMPAIRED DRIVING Primary Message: Buzzer Driving Is Drunk Driving</p>	<p>JULY 15, 2009 National Ride to Work Day MOTORCYCLE SAFETY Message: Share the Road With Motorcycles</p>	<p>NOVEMBER 29 DECEMBER 11, 2009 Holiday Season IMPAIRED DRIVING Primary Message: Buzzer Driving Is Drunk Driving</p>
<p>MAY 2009 Motorcycle Safety Awareness Month Primary Message: Motorcyclists Bicycle Safety Month</p>	<p>AUGUST 2009 Back to School Safety IMPAIRED DRIVING Message: Pedestrians, Bicycles, School Buses</p>	<p>DECEMBER 16, 2009 JANUARY 3, 2010 Holiday Season IMPAIRED DRIVING Primary Message: Drunk Driving, Over the Limit. Under Arrest.</p>
<p>MAY 18 31, 2009 Click It or Ticket – National Enforcement Mobilization OCCUPANT PROTECTION Message: Click It or Ticket</p>	<p>OCTOBER 2009 International Walk to School Month</p>	<p>Other Communications Support <ul style="list-style-type: none"> Buckle Up in Your Truck Rural Occupant Protection Speed Limit Spotlight on Safety Target Audiences: Youth, Advertisers, Alcohol, Seat Belts Nighttime NCAP ODJ Market Research Target Audiences Social Marketing </p>
<p>SEPTEMBER 12 18, 2009 National Seat Check Saturday (Sept. 19) – CPS Week OCCUPANT PROTECTION Primary Message: 4 Steps for Kids</p>	<p>OCTOBER 18 24, 2009 National Teen Driver Safety Week OCCUPANT PROTECTION Teens – Impaired Driving Message: Buckle Up America. Every Trip. Every Time.</p>	<p>SEPTEMBER 16 29, 2009 Thanksgiving Weekend Travel OCCUPANT PROTECTION Primary Message: Buckle Up America. Every Trip. Every Time. Secondary Message: Buzzer Driving Is Drunk Driving</p>
<p>OCTOBER 25 31, 2009 Halloween IMPAIRED DRIVING Primary Message: Buzzer Driving Is Drunk Driving</p>	<p>AUGUST 21 SEPTEMBER 7, 2009 Impaired Driving – National Enforcement Crackdown IMPAIRED DRIVING Message: Drunk Driving, Over the Limit. Under Arrest.</p>	<p>NOVEMBER 16 29, 2009 Thanksgiving Weekend Travel OCCUPANT PROTECTION Primary Message: Buckle Up America. Every Trip. Every Time. Secondary Message: Buzzer Driving Is Drunk Driving</p>



EXHIBIT 1

2008 3rd Quarter HVE Impaired Driving Crackdown – *Drunk Driving. Over the Limit. Under Arrest.*

I. Flight Dates

- A. Advertising Campaign (Paid Media):** In order to include three weekends of advertising activity, but stay within the 15-day campaign length and skew towards the end of the week when more impaired driving occurs, traditional media weight was flighted as follows:

On-air: Wednesday 8/13/08 – Sunday 8/17/08 (5 days)

Hiatus: Monday 8/18/07 – Tuesday 8/19/07 (2 days)

On-air: Wednesday 8/20/08 – Sunday 8/24/08 (5 days)

Hiatus: Monday 8/25/08 – Tuesday 8/26/07 (2 days)

On-air: Wednesday 8/27/08 – Sunday 8/31/08 (5 days)

- B. Enforcement Crackdown Period:** August 15 - September 1

II. Budget

Network/National budget allocation = \$13,500,000.

III. Campaign Geography

The \$13.5 million budget was allocated for national advertising only.

IV. Media Buying Target Demographic

- A. The primary target audience was broken out into two profiles:**

- 1. Risk Taker** — Men 21-29, single, with no children (Rick)

This young man drinks to unwind and relax. He feels he is invincible; is highly competitive and a career driven workaholic.

- 2. Blue Collar** — Men 25-34, with a low disposable income (Bob)

This young man frequents the same places and interacts with the same people that he did as a teenager. He has a low disposable income and has a lower level of education.

- 3. Motorcycle Rider** — Men 35-64

This man has a motorcycle that has an engine size from 501-1,000 cc to 1,001-1,500 cc

- B. Secondary Audiences**

In addition to the primary audiences described above, we also targeted the following secondary audiences:

- Newly arrived Latino immigrants — men 21-34 who speak primarily Spanish and are unaware of the impaired driving laws and blood alcohol concentration levels.
- College youth

V. Media Strategy

The following media were considered for use in the 2008 HVE Impaired Driving Campaign:

Network television	Alternative	Network Radio
Broadcast	Video Games	Broadcast
Cable	On-line	On-line
	Mobile	Satellite

Network broadcast and cable television served as the primary mediums to deliver the *Drunk Driving. Over the Limit. Under Arrest.* campaign message nationally. Network radio was used as a secondary medium to build additional reach plus message frequency against our target audiences. Alternative media (website, video games, etc.) was used more aggressively in 2008.

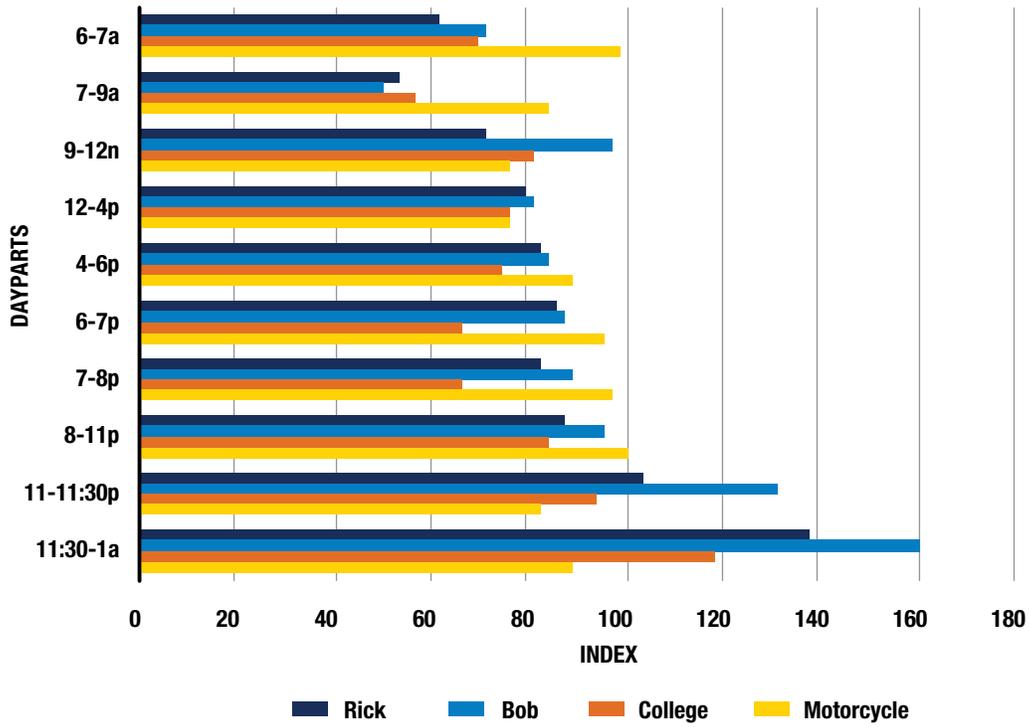
Broadcast TV Strategy

Our use of broadcast television in the plan has declined over the last four years, reflecting the loss of broadcast share to other mediums. However, broadcast still provides us with the greatest source of reach with the use of select dayparts and programming.

We should see scatter pricing more in-line to what we have been seeing in the past, and expect to be able to garner demographic guarantees on the buys.

The chart that follows indicates that late night is the best performing daypart for Rick, Bob and college students. We do see that the older motorcycle rider does not index well on any dayparts except prime, where they are at an index of 100, or average.

Television Daypart Usage



Source: 2007 MRI Spring

Though overall dayparts may under-perform for some of our targets, specific programming within dayparts perform very well.

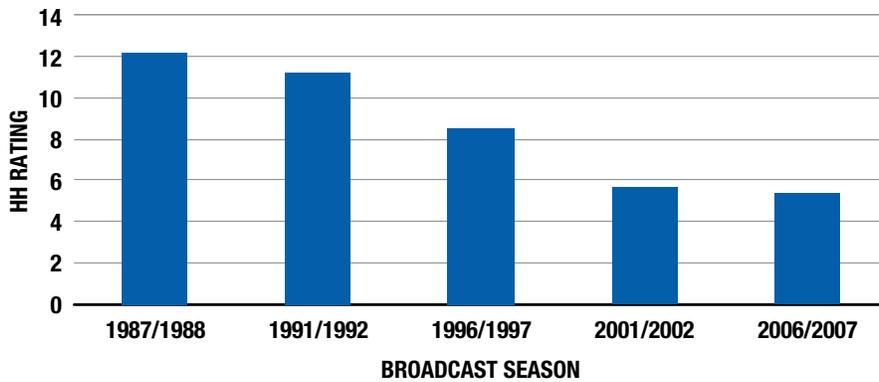
The following indicates performance of representative programming by daypart that further illustrates that prime, late night and sports offer programming that perform well against our target groups.

Daypart/Programming	Rick	Bob	College	Motorcycle Rider
AM News				
Today Show	45	71	76	93
Daytime				
Bold & Beautiful	46	116	51	36
General Hospital	48	94	157	77
News				
NBC Nightly News	47	66	60	81
ABC World News Tonight	66	91	50	78
Prime				
Cops	131	157	78	106
24	155	117	98	98
American Dad	339	377	157	146
Simpsons	251	208	171	99
King of the Hill	207	218	146	159
Late Night				
Sat. Night Live	180	125	128	128
Conan O'Brian	280	193	206	125
Mad TV	216	179	137	145
Sports				
NASCAR	92	102	73	208
NFL Pre-Season	137	112	103	135

Among the major English language broadcast networks FOX represents the strongest network for reaching men 18-34 years old within the primetime daypart. It also does well in reaching the motorcycle rider as well. Over the years, the ratings for broadcast television have eroded significantly, though they are still higher than individual cable network ratings. The erosion experienced by FOX is the lowest of the major networks.

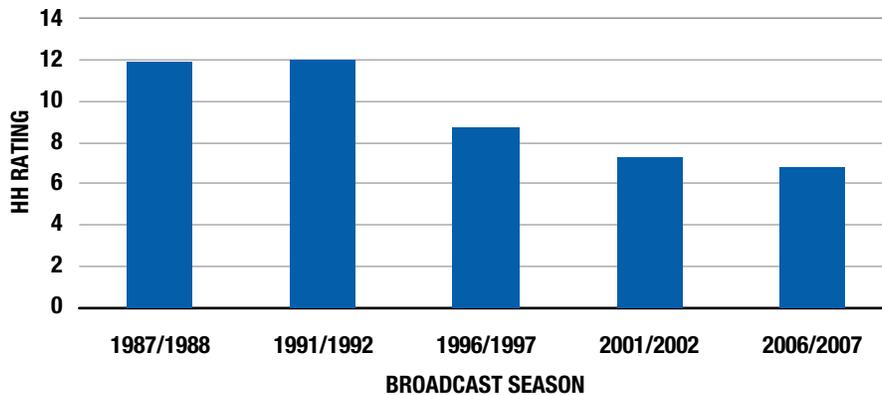
ABC HH ratings dropped 56 percent

Long Term U.S. HH Primetime Ratings – ABC



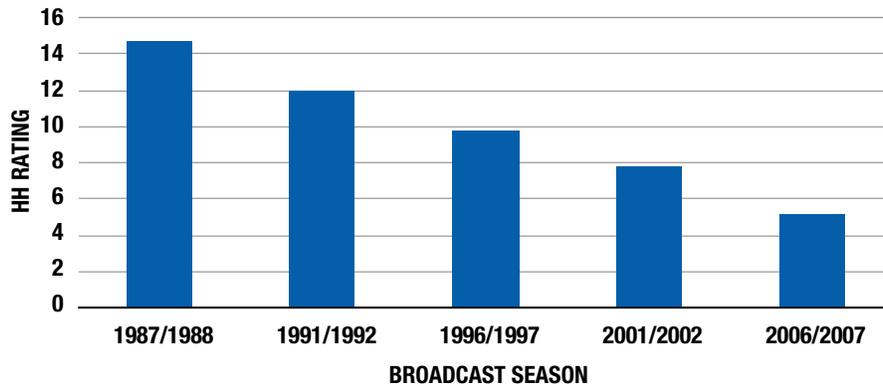
CBS HH ratings dropped 43 percent

Long Term U.S. HH Primetime Ratings – CBS



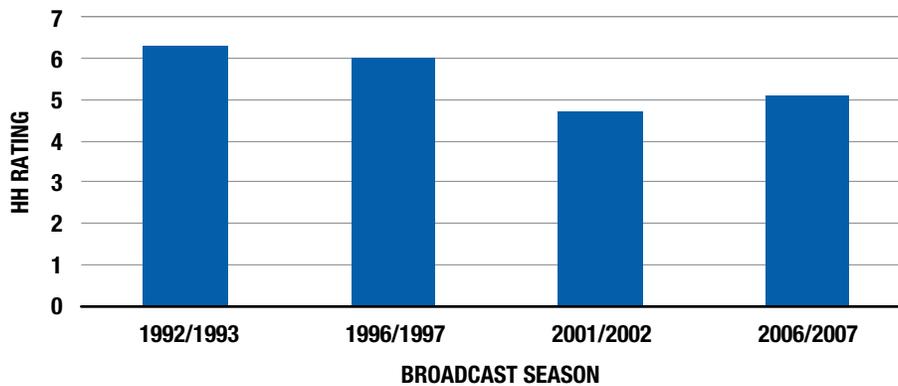
NBC HH ratings dropped 65 percent

Long Term U.S. HH Primetime Ratings – NBC



FOX HH ratings dropped 19 percent

Long Term U.S. HH Primetime Ratings – FOX



Cable Television Strategy

Cable network television offers several networks that perform well against our targets, and help to build frequency off of the base of reach established by the broadcast networks. Cable networks also offer us more of an opportunity to reach college students and motorcycle riders whose use of broadcast television is lower than that for “Rick” and “Bob.” Some of the top performing networks for our targets are listed below:

Network	Rick INDEX	Bob INDEX	College Youth INDEX	Motorcycle Rider INDEX	REACH %
Adult Swim	389	217	322	96	3.3
CNN	79	61	83	130	42.0
Cartoon Network	135	145	152	77	3.1
Comedy Central	195	124	172	131	26.6
Discovery Channel	104	109	99	134	51.7
ESPN	161	127	116	131	42.5
ESPN2	178	131	116	122	21.4
ESPN Classic	222	151	133	147	9.6
ESPNNews	204	142	124	118	12.5
FOX Sports Net	193	117	126	82	5.9
Fuse	312	182	236	100	1.5
FX	162	116	141	137	23.6
History Channel	109	113	104	143	42.0
MTV	227	147	237	113	8.3
MTV2	294	257	245	145	9.2
Speed	175	153	86	254	24.0
Spike TV	199	158	127	133	26.1
TBS	115	100	132	121	24.9
TNT	113	97	107	106	35.5
Versus	163	162	117	187	8.3
Vh1	203	142	220	121	15.8

Source: 2007 MRI Spring & 2008 MRI Spring

Network Radio Strategy

Radio will serve as a secondary medium to increase our reach while generating higher levels of frequency.

Radio’s “Prime Time” is during the day, while television’s prime is at night.

Radio is the #1 medium of choice Monday - Friday, 6 a.m. - 6p.m.

This makes radio a great compliment to the prime and late night schedules on broadcast and cable television.

Based on a quintile analysis, we see that radio is used heavily by “Rick” and “Bob” and motorcycle riders.

	Rick	Bob	College	Motorcycle Rider
Quintiles I & II	110	118	94	118

Source: 2007 MRI Spring

We also see that radio listening to non-terrestrial forms of radio indexes high for our target groups.

	Rick	Bob	College	Motorcycle Rider
Buy Electronics – Satellite Radio	183	264	119	54
Listened to Radio On the Internet	187	79	203	105

Source: 2007 MRI Spring

Radio formats that index high for our three targets are:

Network	Rick INDEX	Bob INDEX	College Youth INDEX	Motorcycle Rider INDEX
AC	96	95	137	128
Alternative	252	132	214	89
CHR	186	142	204	94
Classic Hits	135	100	113	119
Classic Rock	159	123	119	142
Rock	229	117	167	112
Urban	200	158	173	50

2007 MRI Spring

In order to reach the young, newly arrived Latinos, we will again use Spanish language networks such as Univision, as well as radio Capsulas, Calling Cards, online and mobile marketing.

Alternative Media Strategy

We're seeing that consumers are looking for less interrupted media experiences, and advertisers will need new models that don't totally rely on the old interrupted media strategy. Digital advertising provides new ways for advertisers to not only advertise to prospects, but to connect with them as well.

When we look at the use of personal computers and the Internet we see that our targets are engaged with these devices and services.

	Rick INDEX	Bob INDEX	College Youth INDEX	Motorcycle Rider INDEX
Use PC at work	108	82	148	130
Use PC at home	115	80	142	121
Heavy Internet user	135	52	202	106
Play games online	177	164	166	70
Use e-mail	114	70	153	112
Made a purchase	120	54	161	117
Financial information	121	67	167	125
Latest news	113	68	161	119
Sports	159	95	167	164
Downloaded TV show	516	–	378	87
Online video	233	149	235	91
Web enabled phone	141	89	214	114

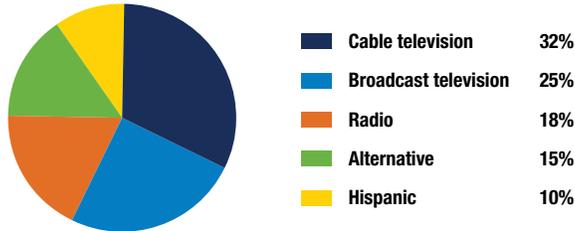
Source: 2008 MRI Upfront

We will approach digital media in several ways:

1. Internet banners – Incorporate the use of rich media via expandable banners and in-banner video
2. On-line video – Digital video is the form of video for improving brand awareness
3. Broadband video – Network television on the Internet
4. Video games – Immersive and interactive advertising
5. Mobile – “Rick” and college students have web enabled mobile phones with an index of 141 and 214 respectively

VI. Media Dollar Allocation

Dollars were allocated as close to as follows in order to achieve the communication goals for our “Rick,” “Bob,” “college youth” and Hispanic targets.



Our use of broadcast television continued to decline, however FOX Broadcasting will become our major broadcast partner.

This allocation should deliver the following reach & frequency by measured medium against men 18-34.

Medium	% Reach	Average Frequency	Total GRPs
Television	77	7.7	590
Radio	47	15.9	750
Total	88	15.3	1340

Reach @ 8+ = 47%

VII. Support Activities

A. Earned Media

1. *A Drunk Driving. Over the Limit. Under Arrest.* crackdown launch event was planned and executed on August 14 at the second district police department in northwest, Washington, D.C. Planning for the event including participating in all team conference calls; working with NHTSA headquarters and regional office staff to scout and select potential event sites; preparation of talking points; coordination of partners and speakers; pitching D.C.-area and national media to turn out and cover the event; logistical and day-of-event arrangements such as staging, audiovisual, catering and staffing; on-site coordination between NHTSA staff and local Washington D.C. sheriff's office staff, etc.
2. A national Bites & B-Roll (BBR) was approved and distributed following the press event on August 14. The BBR was re-fed on August 27. The August BBR generated 392 airings on 205 stations in 125 national media markets, ultimately reaching more than 14.3 million viewers.
3. Several radio interviews were set up and coordinated for NHTSA Administrator Nicole Nason.
4. Nearly 1,000 local and national news clips were captured during the crackdown.

B. Planner Materials

1. During the crackdown, earned media planner materials were produced for state and alliance partners. The materials were posted on the stopimpaireddriving.org and included a fill-in-the-blank news release, opinion editorial, letter to the editor and talking points/fact sheet.
2. Posters and print ads promoting the *Drunk Driving. Over the Limit. Under Arrest.* message were also produced and posted on the stopimpaireddriving.org website.

EXHIBIT 2

2008 Occupant Protection Enforcement Mobilization Campaign – *Click It or Ticket*

I. Flight Dates

- A. Advertising Campaign (Paid Media): May 12-26
- B. Enforcement Mobilization Period: May 29 - June 1

II. Media Budget

- A. National (Network): \$7,500,000

III. Campaign Geography

This campaign ran nationally and provided media exposure to all markets nationwide

IV. Media Buying Target Demographic

A. Primary Segment

- White males, 18-34 years of age
- Largest demographic that does not wear safety belts
- Of those who drive pickup trucks, safety belt use remains lower than drivers of other vehicle types
- Male teens, 15-17 years old
- Media and lifestyle preferences
 - TV: Late night, sports, Comedy Central, ESPN, Spike TV
 - Radio: alternative, classic rock, sports
 - Lifestyle: Attend rock concerts and sporting events, heavy users of the Internet, play video games.

B. Secondary Segment – Raise awareness and influence segment to always wear a safety belt

- Newly arrived immigrant Latino males, 18-34 years of age
- Hispanic drivers have lower safety belt use rates than non-Hispanic whites, and higher fatality rates
- Media & lifestyle preferences
 - TV: Strong preference for Spanish language media—Univision, Telemundo, Telefutera, etc.
 - Lifestyle: Enjoy Latin music (listening and dancing), soccer (futbol) and boxing. Heavy users of the Internet on Latino sites only.

C. Tertiary Segment – Sustain general use increases while mainly influencing young males to always use a safety belt

- African-American males, 18-34 years of age
- One out of every four African-Americans still do not buckle up on every trip
- Media & lifestyle preferences
 - TV: late night, music, UPN, BET, Cartoon Network
 - Radio: alternative, CHR, rock and urban
 - Lifestyle: Watch NBA, attend rock concerts, go to nightclubs, play video games

In addition to our traditional male 18-34-year-old target, the target audience was expanded to include male teens 15-17 years old.

2007 Passenger Vehicle Occupant Fatalities

Males 15-17 vs. Men 18-34

- A. 3.60 percent of the total fatalities in 2007 were males 15-17; while men 18-34 made up 28.12 percent
- B. 59.58 percent of the total fatalities in males 15-17 were unrestrained and 40.42 percent were restrained
- C. In men 18-34, 67.42 percent of fatalities were unrestrained and 32.58 percent of fatalities were restrained
- D. Unrestrained fatalities in rural areas made up 62.52 percent of the total unrestrained fatalities in males 15-17
- E. Unrestrained fatalities in urban areas made up 36.06 percent of the total unrestrained fatalities in males 15-17
- F. Unrestrained fatalities in rural areas made up 61.14 percent of the total unrestrained fatalities in men 18-34
- G. Unrestrained fatalities in urban areas made up 36.88 percent of the total unrestrained fatalities in men 18-34
- H. 1.42 percent in males 15-17 and 1.98 percent in men 18-34 were in unknown areas

Source: NHTSA

V. 2008 Media Landscape

Traditional media has seen a loss of audience to the web where media fragmentation abounds. From peer-to-peer and user-generated content via the web, cell phones and PDAs, media is in a state of flux.

The trending to the web was exasperated by the WGA strike.

The scatter market for broadcast prime is very expensive for the second quarter where networks need to husband inventory to make good audience under-delivery. The guarantees we have been able to obtain in the past will not happen in second quarter, 2008. They may not happen at all in 2008.

Cable has weathered the WGA strike far better than the broadcast networks, but those networks with original programming felt the crunch from the strike as well.

With the WGA strike ending in February, original programming will be back on the air in time for the May sweeps for broadcast and cable networks.

Media Strategy

Fund the \$2.5 million budget reallocation by allocating no budget dollars to broadcast prime. In 2007, broadcast prime accounted for \$2,810,000 of the \$10 million budget. The scatter prime market in May 2008 will be very expensive, and also, non-guaranteed.

We'll continue to be involved with broadcast television via sports, and late night programming.

Cable dollars will not be reduced, and we will continue with our primarily prime, late night and sports daypart strategy. Cable weight will be guaranteed.

Maintain the use of radio in the same relationship to the overall budget as in 2007.

Via the expanded use of alternative media hold or increase our delivered impressions vs. the *Click It* campaign in 2007.

The migration to alternative media continues, especially among younger people and younger men. Our strategy of using the Internet and video-games will continue. We will also integrate broadband video into the plan as well. Broadband video is network TV programming that appears on the Internet. Some programming is re-purposed from the television networks, and other is produced for Internet use only.

We will execute a broadband buy via a group called Revision3.

- On-line television network for the Internet generation
- HD broadcast quality content
- All original programming
- More than 4 million+ monthly views
- Anywhere, anytime, on any device and through any service

Below are their current programs:

Dignation – Talk soup for top tech news
PixelPerfect – Bob Ross for the digital age
System – This Old House for geeks
The Totally Rad Show – Ebert & Roeper for modern culture
Tekzilla – The big ten for tech
Giga Om Show – Charlie rose meets Web 2.0
XLR8RTV – Alternative MTV
iFanboy – Adult Swim for comic fans
Web Drifter – orat meets the Internet
Internet Superstar – Conan O’Brian for Internet celebs
The Digg Reel – Top 10 videos from the web
Revision3 Gazette – Reality TV behind the scenes

Tactics for 2008

In order to fund a \$2.5 million budget reallocation to the Labor Day crackdown, we will make the following changes to the 2008 plan:

1. Drop the use of broadcast prime
 - FOX scatter priced very high in order to keep inventory for upfront makegoods
 - CW scatter prime requiring a very large buy (bigger than we want to do) at a high price
2. Continue with broadcast late night and Sports via NBC or FOX
3. Maintain cable TV budgets using the following networks:
 - BET
 - Comedy Central
 - ESPN
 - FX
 - FOX Reality
 - FOX Soccer
 - Fuel
 - G4
 - Speed
 - Spike
 - Turner Entertainment (TBS, TNT, Tru TV)
 - Adult Swim
 - Turner Sports
 - Vs
4. Maintain the use of the Spanish language broadcast networks Univision and Telefutera, but drop the Spanish cable network Galavision.
5. Continue to use network TV sites such as:
 - ESPN.com
 - FOX.com
 - NBC.com
6. Continue to use gaming, sports and peer-to-peer and portal sites such as:
 - IGN.com
 - NASCAR.com
 - Facebook
 - Yahoo
 - Break.com

7. Continue advertising via online video games such as Anarchy Online, Need for speed, Splinter Cell, Ghost Recon & Tiger Woods
8. We will use other websites that are highly targeted to young men, but new to NHTSA:
 - Hulu
 - Break Men's Ad Network
 - Tremur Internet Network

Hulu

What exactly is Hulu?

1. It is a website – Hulu.com
2. It is a distribution network distributing NBC and FOX programming to other websites/distribution partners including AOL, Comcast, Yahoo, MSN and MySpace
3. It is a viral distribution network where users will have the ability to take the content they watch on Hulu.com and email them to friends and embed content on their blog, or My Space page, etc.

Break Men's Ad Network

The Men's Ad Network consists of wholly owned sites and an affiliated ad network that targets young men through various genres such as comedy, sports and gaming.

Break Media owned sites are:

Chickipedia.com. The world's first wiki-based database of famous chicks. Entirely user generated, and moderated, making it the first female-only online encyclopedia.

WallStreetFighter.com. Targeted at armchair entrepreneurs, casual traders and any dude who wants to know how to make more money.

HolyTaco.com. Men's lifestyle site offering daily features on stuff relevant to guys – gear, gadgets, how-to and celebrity gossip.

CagePotato.com. Cutting edge, topical and brutally funny. Cage Potato offers news, information and gossip about mixed martial arts.

Tremur Internet Network

Tremur has a network of more than 800 top-tier publishers that spans 18 vertical channels with an effective reach of more than 54 percent of the U.S. Internet audience.

Tremur's Sports sites have an average composition index of 161 for men, ages 18-34, while their gaming sites have an index of 130 for men, ages 18-34. The teen sites enjoy an index of 125 for male teens 15-19 years old.

9. Add the use of broadband video to the plan via Revision3
 - Aging audience for traditional TV
 - Viewers shifting to Internet video
 - 18-34 year olds prefer online video shows over entertainment clips and shows
 - Revision3 has 12 shows with more than 4 million program views
 - 78 percent of Revision3 viewers are 18-34 years old
 - 95.6 percent of Revision3 viewers are male
10. We will use capsules, targeted radio programs such as Bienvenidos a America and Epicentro Politico, the Internet and calling cards to reach the newly arrived Latino audience.
11. We will partner with our major network radio partners of Westwood One, Premiere, Media America and Dial Global

VI. Creative Units

Added to the :30 TV and radio executions will be separate :30 TV and radio commercials directed to the male teen target.

Teen creative will be allocated to television programming reaching the male teen target at a rating that is greater than 50 percent of the M18-34 rating. On cable networks such as MTV and Comedy Central, where programming rotators are used along with specific programs, the teen creative will be scheduled as a percent of the overall execution. For example, on MTV the traffic rotation may be 33 percent teen unit and 67 percent the M18-34 unit.

Overall, teen delivery should not exceed 60 percent of the M18-34 delivery since the M18-34 target remains the primary target. Based on 100 GRPs, this would equate to 62 M18-34 GRPs and 38M teen GRPs.

VII. Media Dollar Allocation

Media dollars were allocated as close to as follows in order to achieve the communication goals.

Plan Reach & Frequency Performance

VIII. Support Activities

A. Earned Media

1. A national launch event was planned and executed on May 19. Planning for the event including participating in all team conference calls; working with NHTSA headquarters and regional office staff to scout and select potential event sites; preparation of talking points; coordination of partners and speakers; pitching D.C.-area and national media to turn out and cover the event; logistical and day-of-event arrangements such as staging, audiovisual, catering and staffing; on-site coordination between NHTSA staff and the D.C. Metropolitan Police Department.
2. A national Bites & B-Roll (BBR) was approved and distributed and full English and Spanish versions were distributed on May 19. A BBR re-feed was scheduled on May 23 for which a new taping for Nicole Nason was recorded on May 22.
The BBR was used 579 times by 254 stations, reaching approximately 19,496,401 viewers in 139 local markets.
3. More than 1,800 national and local press clips were generated and captured during the *Click It or Ticket* May crackdown.

B. Planner Materials

1. During the mobilization, earned media planner materials were produced for state and alliance partners. The materials included a fill-in-the-blank news release, opinion editorial, letter to the editor and talking points/fact sheet.

Creative Materials Production Process

Television

1. Client and agency meet for creative “input”
2. Agency writes creative brief and sends to client for approval
3. Client and agency go through rounds of revisions
4. Client approves creative brief
5. Agency inputs with creative team
6. Creative team presents concepts in written form
7. Agency and creative team revise and refine concepts
8. Final written concepts are illustrated into storyboards
9. Agency presents storyboards concepts to client
10. Client and agency go through rounds of revisions
11. Client selects spot
12. Agency sends final storyboards/spot out for bid to production companies, inputs with directors
13. Agency receives and negotiates bids, reviews input from directors
14. Agency presents bids and director feedback to client
15. Client selects bid, agency awards bid to production company
16. Meetings regarding pre-production details begin (locations, props, casting, scheduling, etc.)
17. Pre-production details are confirmed and approved
18. Client, agency and production company arrive at location/set
19. Final pre-production meetings are held
20. Shoot is started and wrapped
21. Editing begins
22. Client reviews rough cut
23. Client and agency go through rounds of revisions to rough cut
24. Client approves rough cut
25. Music and effects are laid down and rendered
26. Client and agency go through rounds of revisions to the spot
27. Client approves final edit
28. Spot is distributed to media via satellite

Radio

1. Client and agency meet for input
2. Agency writes creative brief and sends to client for approval
3. Client and agency go through rounds of revisions
4. Client approves creative brief
5. Agency inputs with creative team
6. Creative team presents scripts
7. Agency and creative team revise and refine scripts
8. Client selects spot
9. Talent VO selections are sent for approval
10. Client approves VO
11. Talent records VO, music is laid down
12. Client approves final edit
13. Spot is distributed to media as an MP3

Print

1. Client and agency meet for input
2. Agency writes creative brief and sends to client for approval
3. Client and agency go through rounds of revisions
4. Client approves creative brief
5. Agency inputs with creative team
6. Creative team presents conceptual art
7. Agency and creative team revise and refine concepts
8. Agency selects photographer
9. Meetings regarding pre-production begin (locations, props, casting, scheduling)
10. Photography shoot is started and wrapped
11. Shot posters are sent to client for final approval
12. Final files are sent to client

Media Work Sheet

Campaign

Describe the basic scope of the campaign.

Occupant safety campaign using the *Click It or Ticket* creative.
Increase safety belt usage from ____% to ____%.

Paid Media Budget \$ _____

Target Audience

Describe the audience demographically, and include any additional information you may have on your target. Indicate any ethnicity as well.

Primary Target Audience: Men 18-34

Additional target Information: Blue collar; tend to drive pick-up trucks

Geography

List target markets in order of importance

1st _____ 2nd _____
3rd _____ 4th _____
5th _____ 6th _____

Special Considerations: _____

Flight Dates

Identify those days/weeks advertising is to run. Indicate any required hiatus days/weeks.

Wednesday 8/16 – Sunday 9/3 (15 days) - Hiatus on all Mondays and Tuesdays

Advertising Units

	:60	:30	:10
TV	___	___	___
Radio	___	___	___

Media Post-Buy Guidelines

A. Post Buy Overview

A post buy is the performance measurement of a specific media buy. When a proposed media buy is made, TV program ratings from the period when the buy actually will run are projected based on the most recent Nielsen ratings information available. For example, the media buyer will project program ratings for the May 2007 *Click It or Ticket* mobilization by seasonally adjusting ratings from previous books. After the May 2007 ratings data are released by Nielsen, the ratings projected for the buy will be compared to the actual program ratings from the May '07 book.

B. Post Buy Report Components

The components of a media buy that should be evaluated are:

- 1. Invoice Reconciliation** – Did the media schedule run as ordered in the proposed media buy? The media buyer should use the invoices they receive to reconcile whether the spots actually ran in the correct programs and, the number of paid and non-paid PSA spots that actually ran. In addition, the invoice review will identify if the media buy delivered the appropriate daypart mix. The media buyer should identify the results of their invoice review in the post buy report.
- 2. Audience Delivery (GRPs)** – The proposed media buy should have indicated the projected audience ratings (GRPs) for each TV program purchased. Once the buy has run, and the ratings book (Nielsen – TV) is published for the time period you purchased, the state, or its agency, should report if the programs/spots purchased actually delivered the number of rating points (GRPs) that were projected.

The objective is to deliver plus or minus 10 percent of the GRP goal in the proposed media buy (90 -110 percent). If your media buy delivered only 80 percent of the projected GRPs, it means that the proposed buy may not have reached the audience enough times to achieve the campaign goal. The media buyer should be required to negotiate make-good media-weight for the under delivery. The make-good spots should be scheduled during your next paid media flight.

- 3. PSAs (Non-Paid)** – If the goal is to have the station provide one non-paid PSA for every spot purchased (1:1) and it delivered one spot for every three spots purchased (1:3), the state has an opportunity to negotiate additional PSAs during the next flight. The post buy report should identify the ratio achieved for non-paid PSAs to paid spots.

C. Post Buy Techniques

Post buys are typically evaluated from station affidavits using the exact times the spots ran. The exact time is measured against the ratings book to determine the delivery of the actual programs purchased. If you, or your agency, do not have the media buying software to run a post buy, most TV stations can do it for you or your agency.

D. How a State Can Use Post Buy Results for Future Planning

- 1. A post buy can help with station negotiations.** If a station consistently under performs (its programs deliver lower ratings than projected), your media buyer can negotiate for make-good media to run concurrently with your paid media schedule.
- 2. The post buy also can help with future negotiations for spot placement.** Local broadcast TV commercials generally run during the half hour breaks (9PM, 9:30PM, 10PM, etc.). The ratings can vary significantly based on which half hour break the commercial ran in. Consistently poor placement of spots can have a negative impact on the overall media delivery of the buy. Therefore, in order to be included on an upcoming buy, a station may agree to guarantee placement of your spots to traditionally higher performing half hour break positions.