

National Highway Traffic Safety Administration

“Click It or Ticket” Mobilization

May 2012

Executive Summary

Background

The paid media plan will continue to focus on young men 18 to 34 years old.

All media will be electronic so to keep message delivery within the 2 week flight period leading into Memorial Day. Media to be used fall into three categories –

1. Television
2. Radio
3. Digital

Television

Television will remain the primary vehicle for the “Click It or Ticket” mobilization. The television plan will use broadcast and cable networks, but will rely more heavily on cable networks. NHTSA’s major broadcast partner will be FOX Broadcasting. With FOX the “Click It or Ticket” message will be concentrated in animation programming. Major cable partners will include ESPN properties, Viacom networks (Comedy Central, Spike, MTV, etc.) and Turner networks.

The national plan is projected to deliver between 340 and 350 m18-34 GRPs over the flight.

For State campaigns the use of broadcast affiliates is encouraged since the national presence is minimal on the broadcast side.

Radio

The radio effort will focus on a few key networks, and will concentrate delivery on the following formats -

- Country
- Rock
- Sports
- Urban
- Spanish

The national radio plan will deliver 150 men 18-34 GRPs per week though deliver per market will vary. This weight level leaves room for local use of radio, but the use of local radio can be tempered based on the national delivery falling into the local markets.

Digital

Digital will receive 20% of the national budget, and will be concentrated with online properties that will include portals, networks and publisher direct sites. All advertising will be geo-targeted to the United States.

A combination of banner ads and video will be used. The overall objective is to build the “Click It” brand as well as to drive traffic to the NHTSA landing sites.

A number of genres or channels will be used with gaming being the most prevalent. Gaming will be executed through gaming sites such as IGN.com and GameSpot, as well as integrated dynamic advertising within PC based games on PS3 and Xbox Live consoles.

Major sports sites will include ESPN.com, FOXSports and MLB.com.

We will continue to work within the web television arena with Blip.TV, an episodic web television site, as well as Revision3 programming where program hosts deliver the “Click It” message in his or her unique way.

Budget Allocation

The \$8,000,000 budget will be allocated by medium as detailed below –

| <u>Medium</u> | <u>% Allocation</u> |
|---------------|---------------------|
| TV | 57% |
| Radio | 13% |
| Hispanic | 10% |
| Digital | 20% |