

*NHTSA/GHSA National Strategic
Communications Forum
2011*

**Segmentation and Successfully Defining Your
Target Audience**

**Jeremy Gunderson
Communications Coordinator
Maryland Highway Safety Office**

Target Marketing vs. Mass Marketing



Market Segmentation:

- **Distinct from other segments of the market**
- **Homogenous within the segment**
- **Responds similarly to market stimulation**
- **Can be reached by market intervention**

Market Segmentation: How To Divide and Conquer?

Geographic

- Regional
- Neighborhood
- Corridor

Demographic

- Age
- Gender
- Family Size
- Generation (ie Gen-X)
- Income
- Occupation
- Education
- Ethnicity
- Nationality
- Social Class

Psychographic

- Activities
- Interests
- Opinions
- Attitudes
- Values

Behavioralistic

- Previous Conviction
- Previous Injury
- Level of Consumption
- Mode of Travel After Consumption

Segmentation: How Deep Does One Dig Through the Data?

Are Current Data Instruments Adequate?

Over-Represented Crash Factors – Impaired Driving		
Factor	Variable	Percentage
Age (drivers)	21-29	32.4% of involved; 36.2% of Injured; 27.1% of killed
Gender (drivers)	Men	71.1% of involved; 73.9% of Injured; 87.8% of killed
Month	August and December – total and injury crashes; June and April – fatal crashes	Total – 18.6%; injury – 19.5%; fatal – 26.5%
Day Of Week	Saturday and Sunday	Total – 42.0%; injury – 40.6%; fatal – 46.2%
Time Of Day	12am-4am	Total – 31.0%; injury – 29.8%; fatal – 34.7%
Road Type	State and county roads	Total – 60.9%; injury – 66.4%; fatal – 74.8%
County	Prince George's and Baltimore Counties	Total – 30.7%; injury – 29.7%; fatal – 30.6%
	Prince George's, Anne Arundel, and Baltimore Counties lead the state in fatal crashes respectively	Total – 44.2%
	Prince George's, Baltimore and Montgomery Counties and the City of Baltimore lead the state in crashes	Total – 54.4%

Some of Our Instruments:

- Surveys (paper, web, web panel)
- Focus Groups
- Crash Data
- Citation Data
- Web Analytics
- Maryland State Trauma Registry
- Maryland Health Services Cost Review Commission Data

Segmentation: How Deep Does One Dig Through the Data?

How Are The Instruments Used?

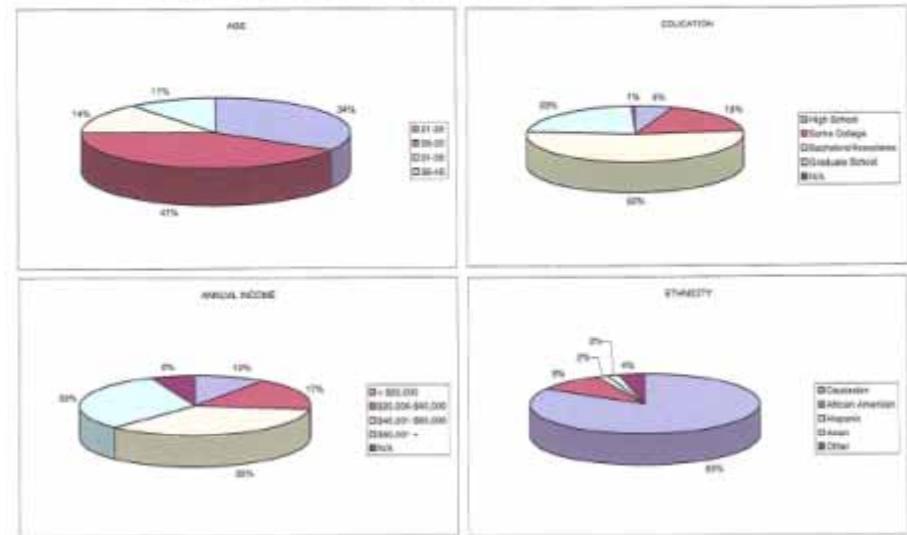


FELL'S POINT FESTIVAL 2010 IMPAIRED DRIVING SURVEY

1. Select the County in which you live. <input type="checkbox"/> Allegany <input type="checkbox"/> Calvert <input type="checkbox"/> Charles <input type="checkbox"/> Harford <input type="checkbox"/> Prince George's <input type="checkbox"/> St. Mary's <input type="checkbox"/> Wicomico <input type="checkbox"/> Anne Arundel <input type="checkbox"/> Caroline <input type="checkbox"/> Dorchester <input type="checkbox"/> Howard <input type="checkbox"/> Somerset <input type="checkbox"/> Worcester <input type="checkbox"/> Baltimore <input type="checkbox"/> Carroll <input type="checkbox"/> Frederick <input type="checkbox"/> Kent <input type="checkbox"/> Queen Anne's <input type="checkbox"/> Talbot <input type="checkbox"/> Baltimore City <input type="checkbox"/> Cecil <input type="checkbox"/> Garrett <input type="checkbox"/> Montgomery <input type="checkbox"/> Washington		
2. What is your zip code? _____	3. What is your age group? <input type="checkbox"/> 21-24 <input type="checkbox"/> 30-34 <input type="checkbox"/> 25-29 <input type="checkbox"/> 35-40	4. What is your racial background? <input type="checkbox"/> Pacific Islander <input type="checkbox"/> Asian <input type="checkbox"/> Black <input type="checkbox"/> 2-3 <input type="checkbox"/> White <input type="checkbox"/> Other <input type="checkbox"/> Native American <input type="checkbox"/> Hispanic
5. Primary vehicle driven: <input type="checkbox"/> Passenger Car <input type="checkbox"/> SUV <input type="checkbox"/> Motorcycle <input type="checkbox"/> Bicycle <input type="checkbox"/> Pick-Up Truck <input type="checkbox"/> Don't Drive <input type="checkbox"/> Large Truck/ Van <input type="checkbox"/> Tractor Trailer		6. Driving experience in years: <input type="checkbox"/> 1 or less <input type="checkbox"/> 6-10 <input type="checkbox"/> 2-3 <input type="checkbox"/> 10 or more <input type="checkbox"/> 4-5 <input type="checkbox"/> Don't Drive
7. Do you know what the legal Blood Alcohol Content (BAC) limit is in Maryland?		<input type="checkbox"/> .00 <input type="checkbox"/> .15 <input type="checkbox"/> .20 <input type="checkbox"/> .08 <input type="checkbox"/> .18
8. What is the average cost of a DUI in Maryland (including fines, fees, license reinstatement, lawyers, etc.)?		<input type="checkbox"/> \$5,000 <input type="checkbox"/> \$20,000 <input type="checkbox"/> \$40,000 <input type="checkbox"/> \$10,000 <input type="checkbox"/> \$25,000
9. How many Marylanders died last year due to drunk driving?		<input type="checkbox"/> 25 <input type="checkbox"/> 150 <input type="checkbox"/> 600 <input type="checkbox"/> 75 <input type="checkbox"/> 300
10. Prior to today, were you aware that there exists disposable breathalyzers that cost less than \$2 each?		<input type="checkbox"/> Yes <input type="checkbox"/> No
11. Would you use the results of a disposable breathalyzer as a DETERMINING factor on whether or not to drive home after you've been drinking?		<input type="checkbox"/> Yes <input type="checkbox"/> No
12. In the past year, how often have YOU been a designated driver when you and your friends have gone out for (alcoholic) drinks?		<input type="checkbox"/> Never <input type="checkbox"/> Twice <input type="checkbox"/> 10 or more <input type="checkbox"/> Once <input type="checkbox"/> 5 or more
13. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?		<input type="checkbox"/> Never <input type="checkbox"/> 3-4 times <input type="checkbox"/> 1-2 times <input type="checkbox"/> 5 or more
14. In the past year, please note the number of times that you have taken each mode of transportation to the bar.		___ Personal Vehicle ___ Walk ___ Friend ___ Bicycle ___ Transit ___ Taxi
15. After drinking at a bar in Baltimore, what would be your BIGGEST barrier to taking a transit bus home? (check all that apply)		<input type="checkbox"/> Cost <input type="checkbox"/> Stigmatism <input type="checkbox"/> Unfamiliarity of routes <input type="checkbox"/> Perceived safety risks

- Testing Knowledge, Attitudes, Behaviors
- Geography
- Efficacy
- Homogeneity
- Lifestyle (Psychography)

DUI IS FOR LOSERS - BAR PATRON SURVEY DEMOGRAPHICS

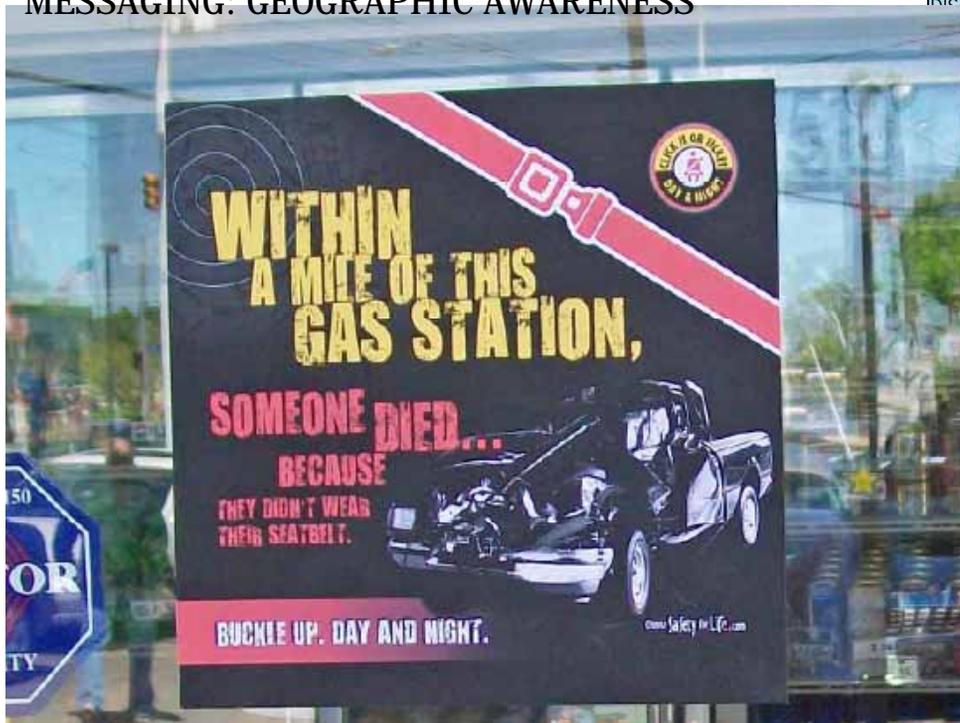


Segmentation: Can We Reach Them? How To Prioritize?

Identification To Targeting



SEGMENT: DRIVERS ALONG HIGH
 UNBELTED CRASH CORRIDORS
 POSITIONING: GAS PUMP TOPPERS
 MESSAGING: GEOGRAPHIC AWARENESS



Baltimore

Cable (HardWired) : BL Live +7 M21-34 (101)

Stns/Cbl Nts	Title (grouped)	Date	Prg Air Times\Variable	RTG	(r) (Imp)	DMA EQV RTG
ESPN	ESPN ORIGINAL	03/14/2010	9:00 p - 10:30 p	6.0	11,115	4.6
	SPORTSCENTER 1	03/12/2010	1:00 a - 2:00 a	5.1	9,515	4.0
DISC	LIFE	03/21/2010	8:00 p - 9:00 p	4.9	9,147	3.8
SPK	UFC 111 PRELIM	03/27/2010	9:00 p - 10:00 p	4.5	8,338	3.5
ESPN	SPORTSCENTER 1	03/22/2010	1:30 a - 2:30 a	4.4	8,140	3.4
	NFL LIVE	03/16/2010	4:00 p - 4:30 p	4.4	8,121	3.4
	COLL BASK REGL	03/03/2010	9:00 p - 11:15 p	4.4	8,117	3.4
DISC	LIFE	03/21/2010	11:00 p - 12:00 a	4.3	7,983	3.3
N	SPORTSCENTER L	03/03/2010	11:15 p - 12:15 a	4.3	7,965	3.3
C	FAMILY GUY	03/01/2010	9:00 p - 9:30 p	4.3	7,944	3.3
D	GUYS BIG BITES	03/21/2010	11:00 a - 11:30 a	4.2	7,847	3.3
	JAMIE FOXX	03/05/2010	3:30 p - 4:00 p	4.2	7,837	3.3



2011 Strategic
 Communications
 Forum
 ATLANTA, GA

Segmentation: How Does The Public Perceive You and Your "Product"?

Targeting to Positioning

SEGMENT: NIGHTCLUB VISITORS
POSITIONING: PROJECTION ON CITY
JAIL NEAR NIGHTLIFE DISTRICTS
(COMPLEMENTARY)
MESSAGING: ENFORCEMENT; FEAR



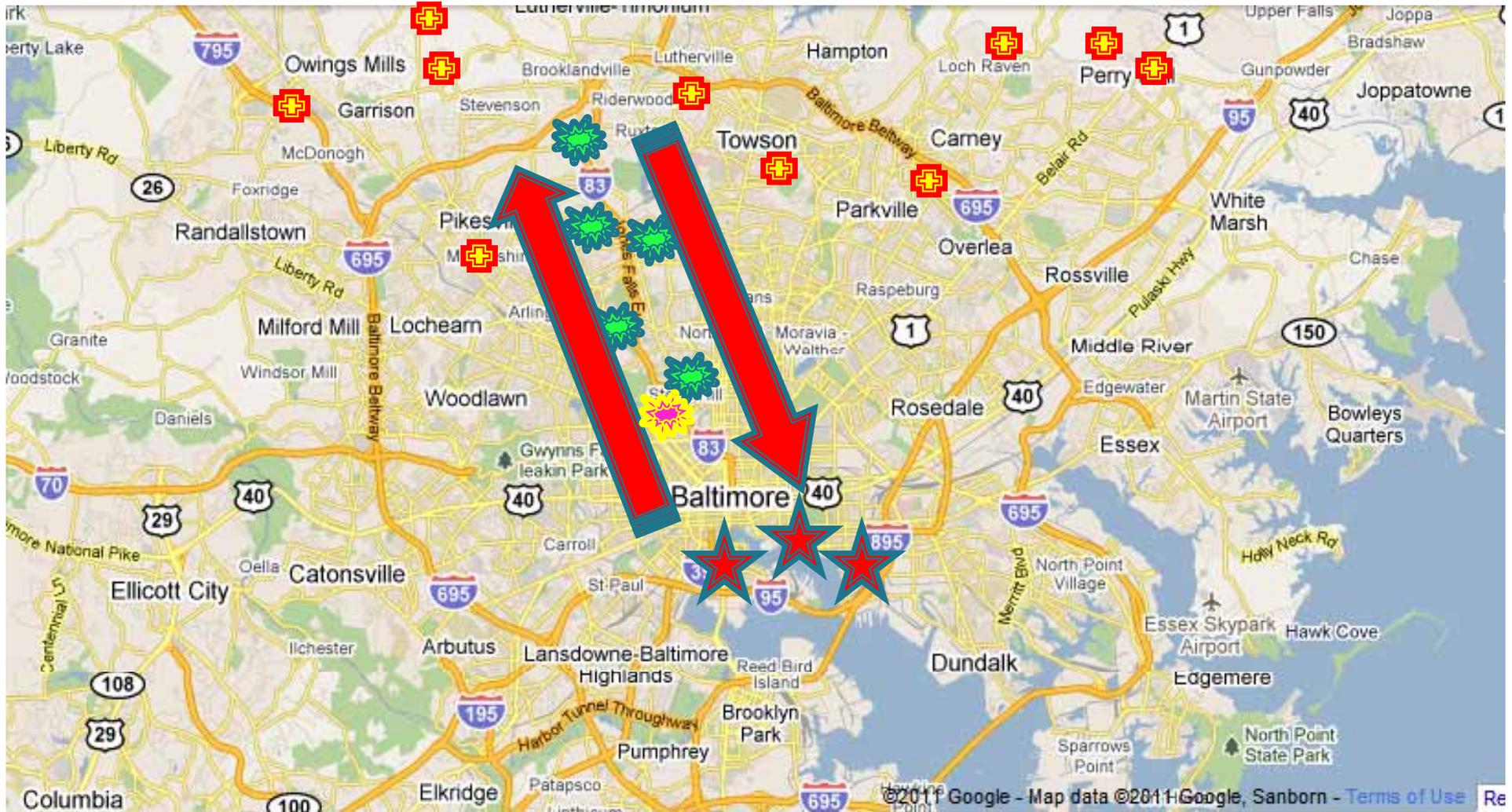
Products

SEGMENT: NIGHTCLUB VISITORS
POSITIONING: SIDEWALK STENCILS IN
NIGHTLIFE DISTRICTS
(COMPLEMENTARY)
MESSAGING: SOCIAL NORM; WEBSITE



SEGMENT: NIGHTCLUB VISITORS
POSITIONING: LIFE-SIZE DECALS ON
BATHROOM FLOORS
MESSAGING: DESIGNATE A DRIVER

Positioning: Outdoor Strategy - Geography



 - Impaired Fatality
 - Nightlife Hotspots

 - Billboard Locations
 - Projection Advertising

Segmentation: Positioning Your Message

What Is Your Message?



- Capitalize on Higher than average education and income levels
- Continuous barrage on high exposure corridor
- Savvy messaging

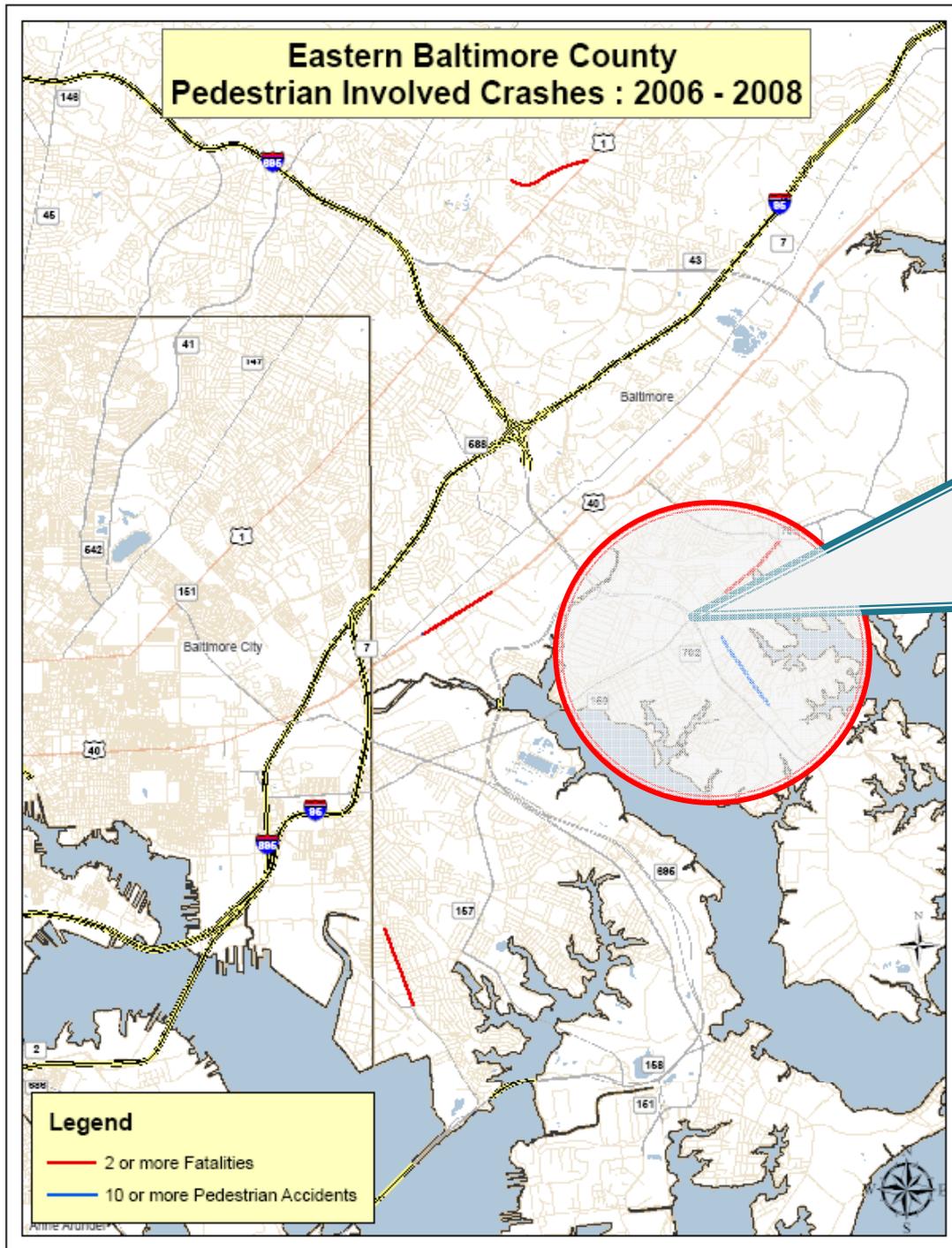
SEGMENT: NIGHTCLUB VISITORS
POSITIONING: BILLBOARDS NEAR NIGHTCLUB DISTRICTS
MESSAGING: SOCIAL SCORN; LOSS OF RESPECT



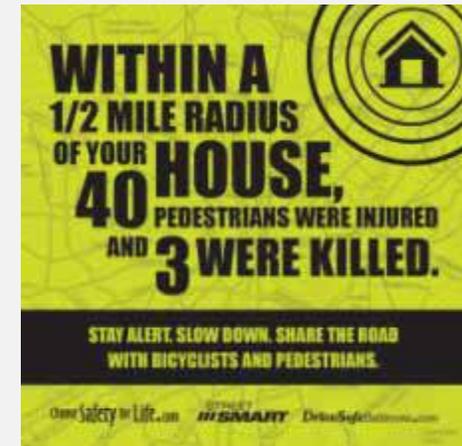
2011 Strategic
Communications
Forum
ATLANTA, GA

Budget breakdown – Geography: general vs local

FY 2011 "DUI Is For Losers" Social Norming Campaign Components and Overall Budget							
<i>Item</i>	<i>Date</i>	<i>Duration</i>	<i>Location</i>	<i>Cost</i>	<i>Percentage of Budget</i>	<i>Strategy</i>	<i>Message</i>
Multi-Part Billboard along I-83	May-11	6 weeks	Baltimore	\$78,000.00	40.84%	Focus on downtown nightlife traffic	Choice, Define Loser and Winner
Projection Advertising along Central Booking	May-11	4 nights	Baltimore	\$28,000.00	14.66%	Focus on downtown nightlife traffic	Enforcement
Heat Activated Urinal Billboards	May-11	2 months	Baltimore	\$10,000.00	5.24%	High value bar establishments in 3 particular neighborhoods	Choice
Interactive Talking Urinal Communicator	May-11	2 months	Baltimore	\$10,000.00	5.24%	High value bar establishments in 3 particular neighborhoods	Choice
Above Urinal Advertising	May-11	2 months	Baltimore	\$10,000.00	5.24%	Suburban Baltimore nightlife establishments	Alternatives
Bar Coasters	All Year	12 months	Statewide	\$15,000.00	7.85%	Low-level Brand recognition, tips on cost	Choice, Cost
Paint and Water Stencils on Sidewalks	Feb-May	4 months	Baltimore	\$10,000.00	5.24%	Increase Brand Awareness, Drive web traffic	Web Address
Web Marketing	May-11	1 month	Statewide	\$20,000.00	10.47%	Increase Brand Awareness, Drive traffic to website	
Television PSA Placement	May-11	3 nights	Baltimore	\$10,000.00	5.24%	Brand Awareness, Campaign Continuity	Enforcement
Campaign Total				\$191,000.00			



**Positioning – High Visibility
Print Literature**

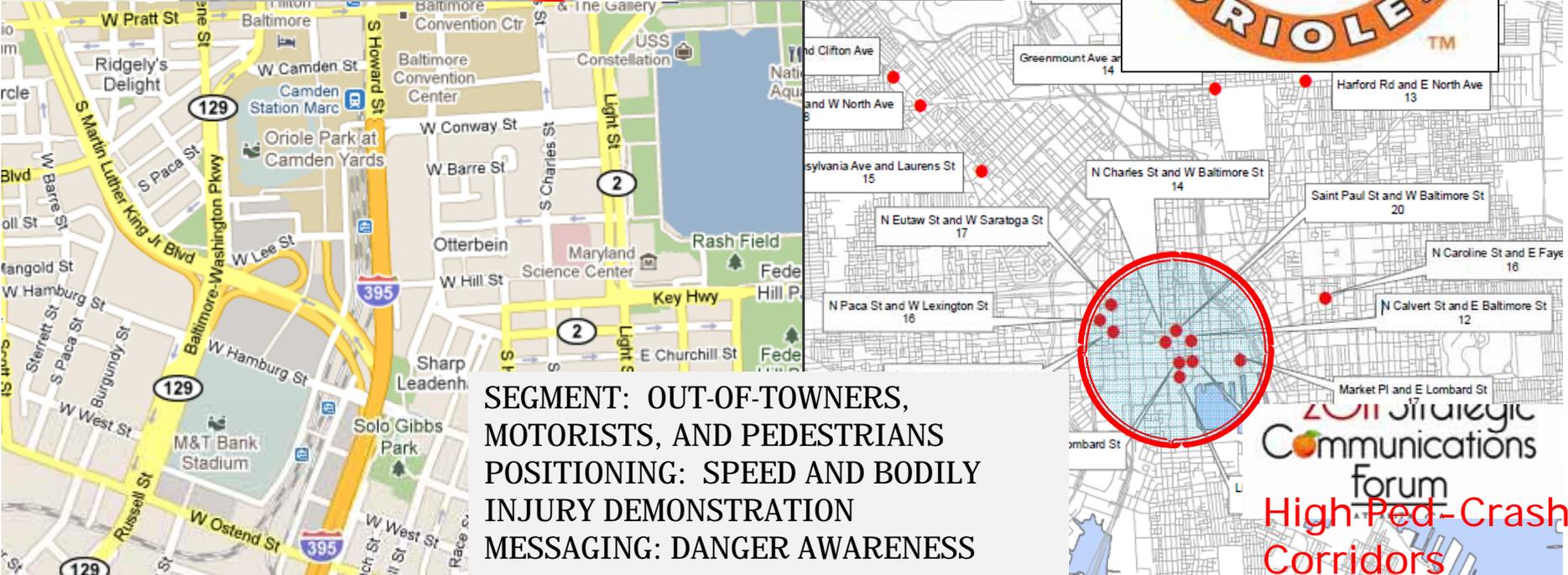


**Geo-targeted Post-It notes
distributed to over 1500
homes in the town of Essex**



Segmentation: Geography

How To Reach Out-Of-Towners?

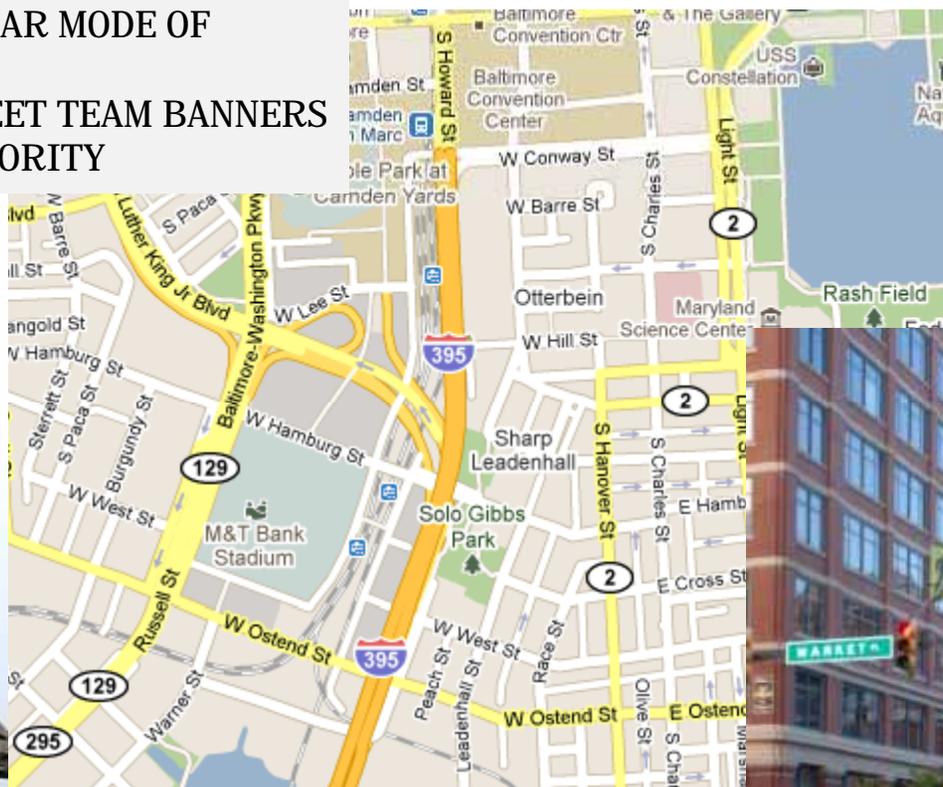


2011 Strategic
**Communications
 Forum**
 High Ped-Crash
 Corridors

SEGMENT: VEHICULAR MODE OF TRAVEL

POSITIONING: STREET TEAM BANNERS

MESSAGING: INFERIORITY



SEGMENT: PEDESTRIANS (WORKERS AND TOURISTS)

POSITIONING: STREET TEAM LITERATURE

MESSAGING: DANGER AWARENESS

2011 Strategic Communications Forum
ATLANTA, GA

Successes and Opportunities

- Geo-targeting
 - Grassroots
 - Web Targeting
 - Contextual
- Communication Design

- Moving Past ~~Crash~~ Basic Data
- Incorporating Psychographic and Behavioral Data Into Message Development
- Quality and Quantity of Surveys (especially web-panel surveys)

Questions:

Jeremy Gunderson

jgunderson@sha.state.md.us

410.787.4072