NHTSA/GHSA National Strategic Communications Forum
2011

Segmentation and Successfully Defining Your Target Audience

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2011 Strategic Communications Forum
ATLANTA, GA

Target Marketing vs. Mass Marketing

Segmentation	→	Targeting/Viability	→	Positioning

Media Mix

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

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

DUI IS FOR LOSERS - BAR PATRON SURVEY DEMOGRAPHICS
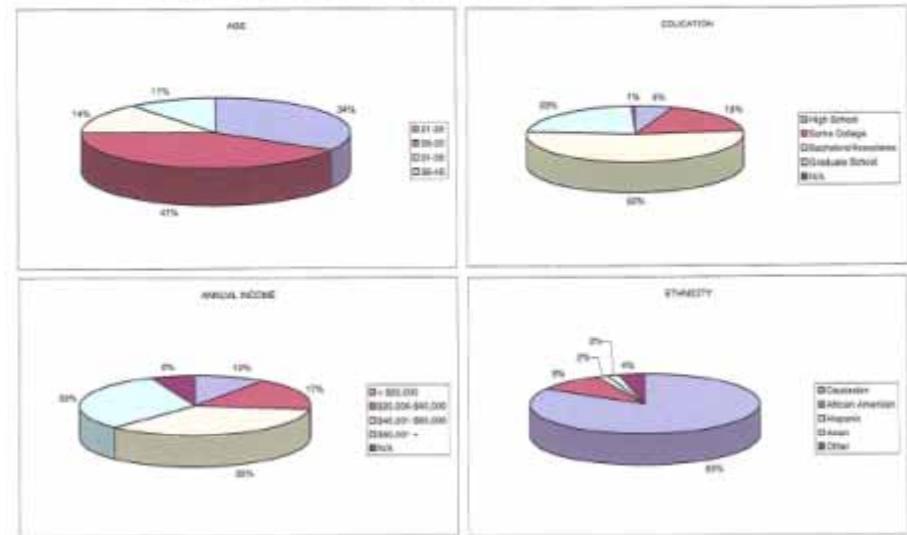
Segmentation: Can We Reach Them? How To Prioritize?
Identification To Targeting

SEGMENT: DRIVERS ALONG HIGH
UNBELTED CRASH CORRIDORS
POSITIONING: GAS PUMP TOPPERS
MESSAGING: GEOGRAPHIC AWARENESS
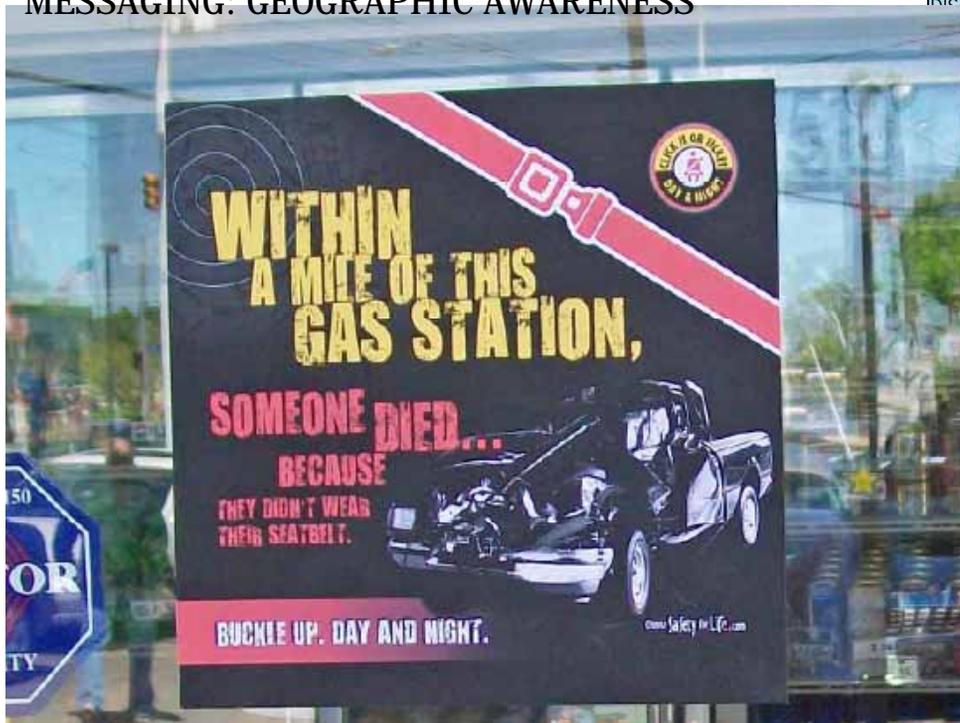
Baltimore							
Cable (HardWired) : BL Live +7 M21-34 (101)							
Stns/Cbl Nts	Title (grouped)	Date	Prg Air Times	Variable	RTG	(r) (Imp)	DMA EQV RTG
ESPN	ESPN ORIGINAL	03/14/2010	9:00 p - 10:30 p		6.0	11,115	4.6
	SPORTSCENTER 1	03/12/2010	1:00 a - 2:00 a		5.1	9,515	4.0
DISC	LIFE	03/21/2010	8:00 p - 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
	SPORTSCENTER L	03/03/2010	11:15 p - 12:15 a		4.3	7,965	3.3
	FAMILY GUY	03/01/2010	9:00 p - 9:30 p		4.3	7,944	3.3
	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

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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

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Positioning: Outdoor Strategy - Geography
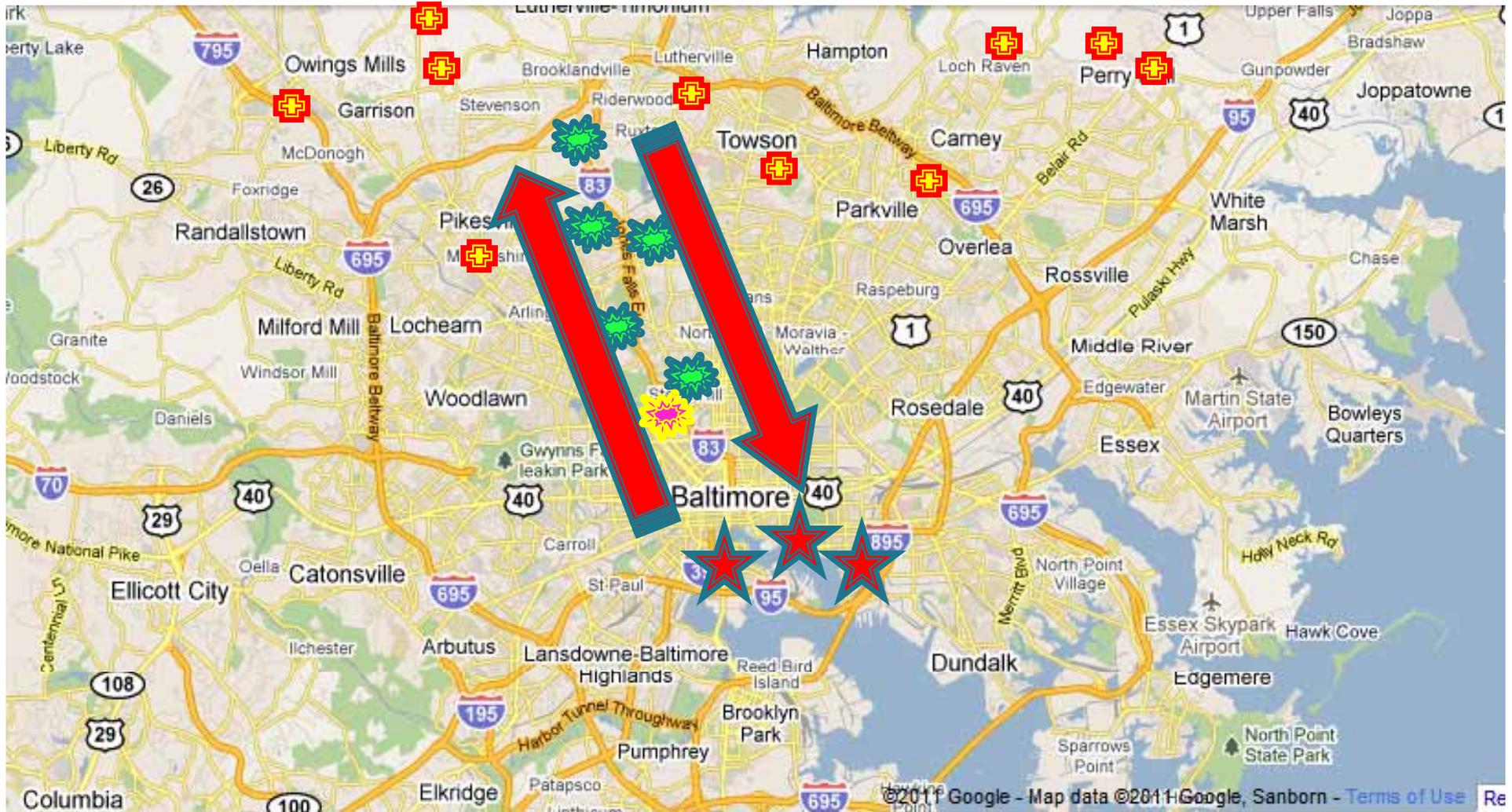
- Impaired Fatality
- Nightlife Hotspots
- Billboard Locations
- Projection Advertising

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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

Budget breakdown – Geography: general vs local

FY 2011 "DUI Is For Losers" Social Norming Campaign Components and Overall Budget

Item	Date	Duration	Location	Cost	Percentage of Budget	Strategy	Message
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**			
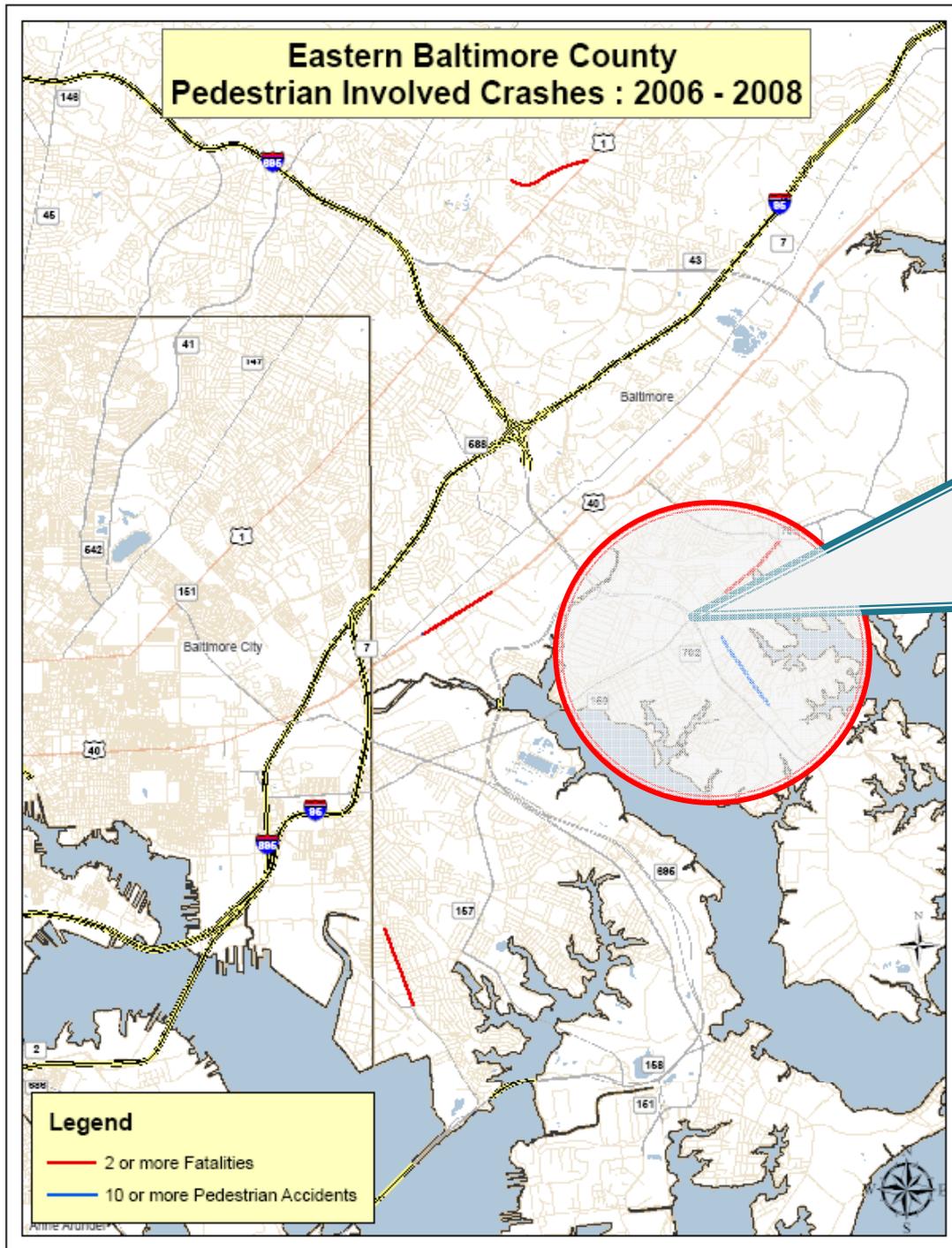
Positioning – High Visibility Print Literature
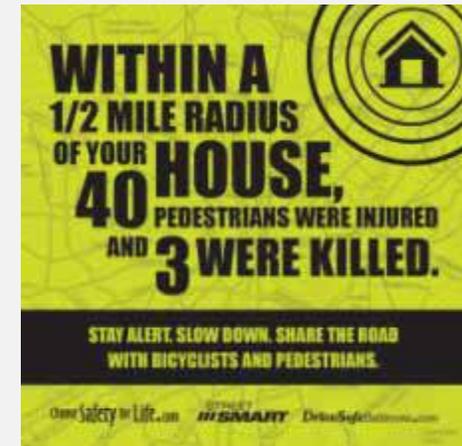
Geo-targeted Post-It notes distributed to over 1500 homes in the town of Essex

Segmentation: Geography

How To Reach Out-Of-Towners?

SEGMENT: OUT-OF-TOWNERS, MOTORISTS, AND PEDESTRIANS
POSITIONING: SPEED AND BODILY INJURY DEMONSTRATION
MESSAGING: DANGER AWARENESS
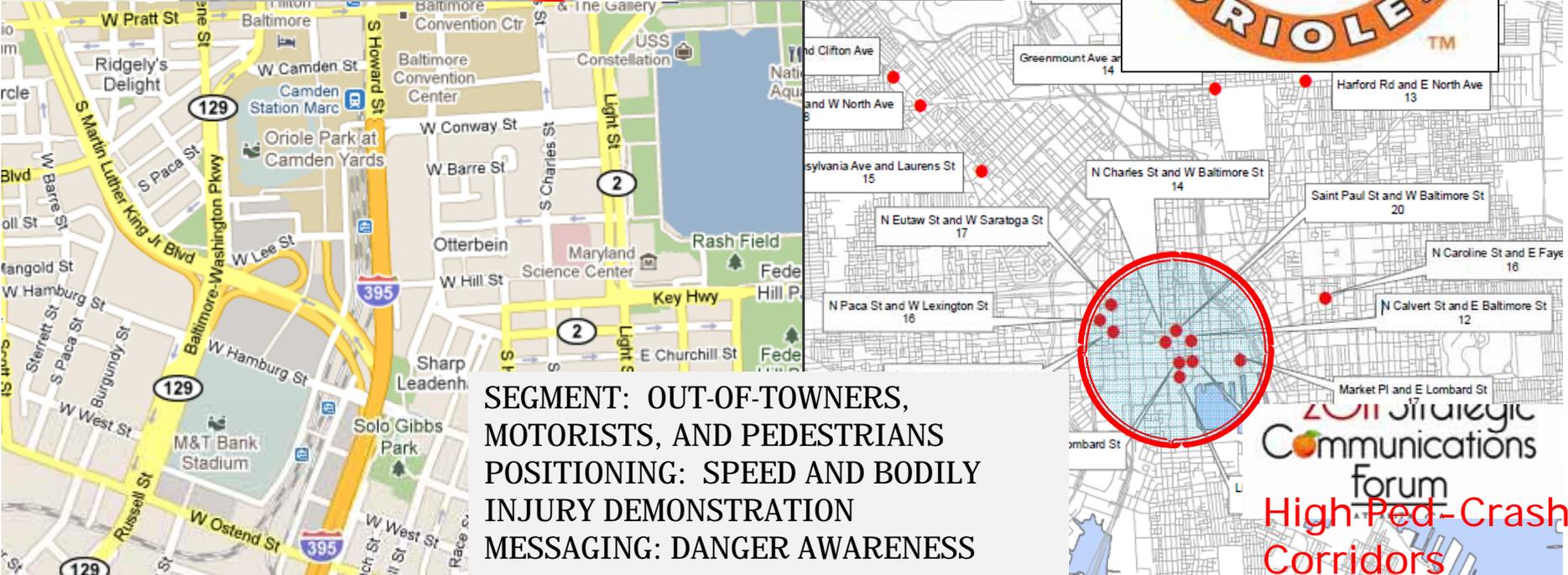
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High Ped-Crash Corridors

SEGMENT: VEHICULAR MODE OF TRAVEL
POSITIONING: STREET TEAM BANNERS
MESSAGING: INFERIORITY

WITHIN A 1/2 MILE RADIUS OF WHERE YOU ARE STANDING, 163 PEDESTRIANS WERE INJURED.

STAY ALERT. SLOW DOWN. SHARE THE ROAD
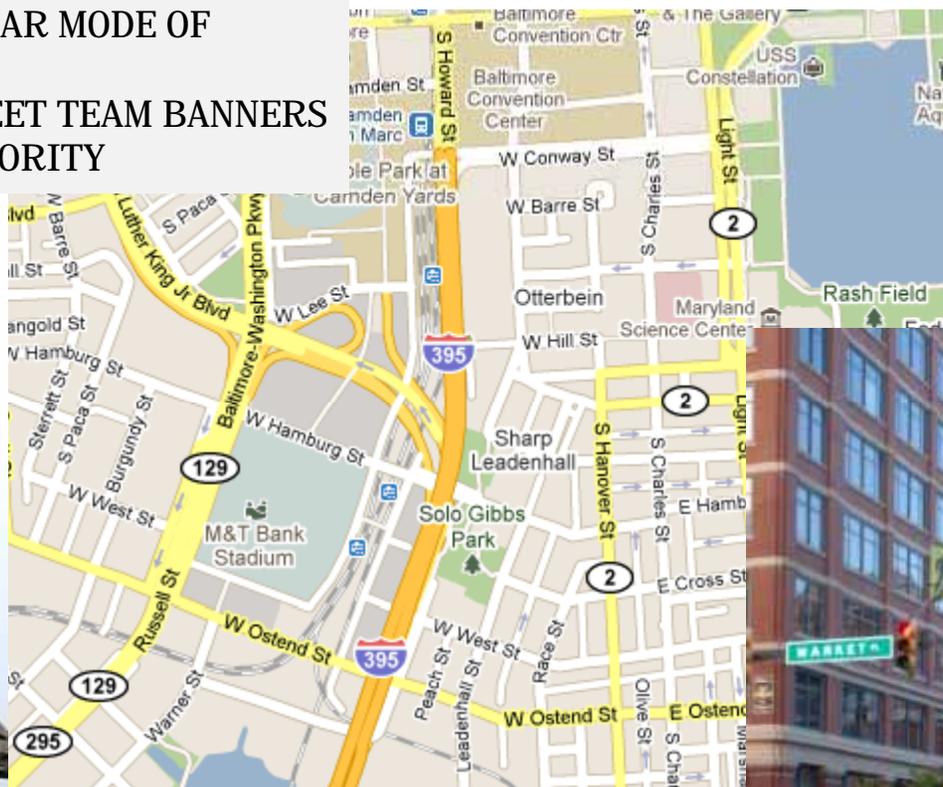
SEGMENT: PEDESTRIANS (WORKERS AND TOURISTS)
POSITIONING: STREET TEAM LITERATURE
MESSAGING: DANGER AWARENESS

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Successes and Opportunities

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

Questions:

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

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