



National Highway Traffic Safety Administration
“Click It or Ticket” May 2012 Mobilization
Strategic Media Work Plan

Enforcement Period

May 21st – June 3, 2012

Advertising Period

- Paid advertising will run from May 14th to May 28th (15 days)
- Added value and bonus weight may run after the May 28th end date for paid media, and can run until Sunday June 3rd.

Working Media Budget

\$8,000,000 net

Audience Segment Profiles

- Primary Segment – *Influence segment to always use a seat belt*
 - **White males, 18 to 34 years of age**
 - Largest demographic that does not wear seat belts
 - Of those who drive pickup trucks, seat belt use remains lower than drivers of other vehicle types
 - **Male Teens, 15-17 years of age**
- Secondary Segment – *Raise awareness and influence segment to always wear a seat belt*
 - **Newly arrived immigrant Latino males, 18 to 34 years of age**
 - Hispanic drivers have lower seat belt use rates than non-Hispanic whites, and higher fatality rates
- Tertiary Segment – *Sustain general use increases while mainly influencing young males to always use a seat belt*
 - **African American males, 18 to 34 years of age**



Geography

The campaign will be national in scope, however, seatbelt usage by pickup truck drivers lags behind that of other vehicles, as well as people living in more rural areas.

If we break out the country by census sub-regions we see the presence of young men who drive pickup trucks to be heaviest by reach in the following sub-regions –

- ❖ Pacific
 - Alaska, California, Hawaii, Oregon, Washington
- ❖ South Atlantic
 - Delaware, DC, Florida, Georgia, Maryland, N. Carolina, S. Carolina, Virginia, W. Virginia
- ❖ West South Central
 - Arkansas, Louisiana, Oklahoma, Texas
- ❖ East North Central
 - Indiana, Illinois, Michigan, Ohio, Wisconsin

<u>Region</u>	<u>Reach %</u>	<u>Index</u>
New England	2.41	50
Mid-Atlantic	7.94	59
South Atlantic	17.19	91
East South Central	7.33	113
West South Central	15.15	132
East North Central	13.10	84
West North Central	7.81	122
Mountain	10.18	143
Pacific	18.87	120

Source: 2011 MRI Doublebase

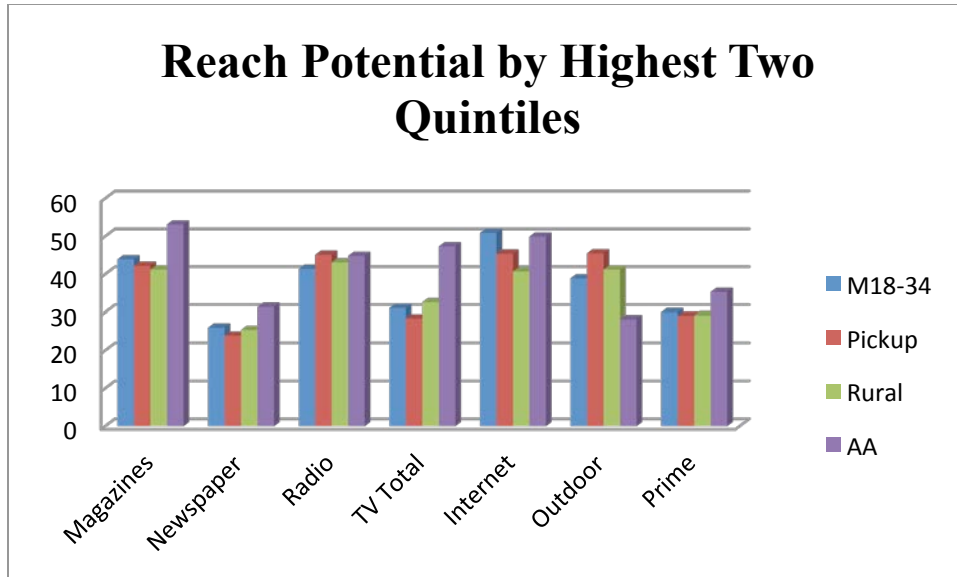
Media Strategy

The primary media strategy will continue to be to build frequency. In order to affect behavioral change the message must be seen many times. Our goal will be to reach 25% to 30% of the m18-34 target audience at the 8+ effective frequency level over the 2-week flight period with measured media.

Media Selection & Rationale

A multi-platform approach is imperative in this fragmented media environment. Various mediums will perform at varying levels in reaching our young male targets where some offer better opportunities to reach our audiences than others.

The chart on the following page details the reach potential of the two heaviest usage quintiles for each medium.



Source: 2011 MRI Doublebase

Due to the very short flight media selection must be restricted to those mediums that will quickly generate its total reach potential, and will not have exposure after the campaign end date.

The 2011 “Click It or Ticket” campaign will consider the following mediums –

- Broadcast and Cable television
- Radio
- Online
- Digital Out-of-Home

Television

Television will remain the primary advertising vehicle for the “Click It” campaign.

A study by Nielsen titled “A Week in the Life – Weekly Time Spent in Hours: Minutes – By Age Demographic for Entire US Population” indicates traditional television accounts for the vast majority of time spent with a medium.

The chart on the following page details the time spent by medium.



	<u>Weekly Time Spent in Hours & Minutes</u>						
	<u>Kids</u> <u>2-11</u>	<u>Teens</u> <u>12-17</u>	<u>Adults</u> <u>18-24</u>	<u>Adults</u> <u>25-34</u>	<u>Adults</u> <u>35-49</u>	<u>Adults</u> <u>50-64</u>	<u>Adults</u> <u>65+</u>
Traditional Television	24:52	22:24	24:17	28:08	32:58	41:04	46:16
Timeshifted	1:50	1:29	1:30	2:57	3:07	2:42	1:42
Internet	0:30	1:25	4:02	6:03	5:50	4:58	2:38
Video on Internet	0:07	0:21	0:45	0:50	0:35	0:23	0:12
Mobile Video NA		0:20	0:17	0:12	0:05	0:01	<0:01

Source: Nielsen 2011

Though we also see a fair amount of time spent with the Internet by 18-34 year olds, we also know, based on a study of the Multi-Platform 18-34 year old male (MPM), that television drives them to the Internet.

	<u>MPM</u>	<u>Non-MPM</u> <u>M18-34</u>	<u>A18-49</u>
TV Drove me Online	85%	62%	70%
Online Drove me to TV	68%	49%	48%

Source: Comedy Central/Spike TV Multi-Platform Male Study 11/08 – 6/10

These MPMs like to keep in touch with their family and friends, and do so far more than the average guy. Below you will see that one of their favorite topics to talk about is television shows.

	<u>Television</u> <u>Shows</u>	<u>Websites</u>	<u>Marketing/</u> <u>Advertising</u>
MPM	87%	84%	42%



From another source, we see the dominance of time spent with television vs. other vehicles. Also, we see that time-shifted viewing is not a major factor.

2011 TV Facts

Average daily minutes of media consumption across 4 screens (TV, computer, mobile & others including movie screens) is dominated by television.

	<u>18-34</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>
<u>Television</u>					
Live TV	209.9	256.2	230.4	335.7	346.1
Time-Shifted	17.2	15.9	17.2	19.4	8.5
DVD or VCR	34.0	35.4	27.4	20.6	14.0
Console Games	25.9	13.9	4.9	3.0	1.2

Computer

Any Web	67.0	55.7	74.1	46.0	41.7
Email	20.3	45.1	46.5	51.4	37.8
Any Software	61.8	50.3	61.6	52.1	35.8
Comp. Video	5.5	4.3	2.6	2.0	1.2

	<u>18-34</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>
<u>Mobile</u>					
Mobile Talk	29.1	19.0	24.7	17.8	12.3
Mobile Text	11.6	2.2	2.1	1.3	0.4
Mobile Web	0.8	2.3	0.6	0.7	1.3
Mobile Video	0.1	0.0	0.1	0.1	0.0

Other

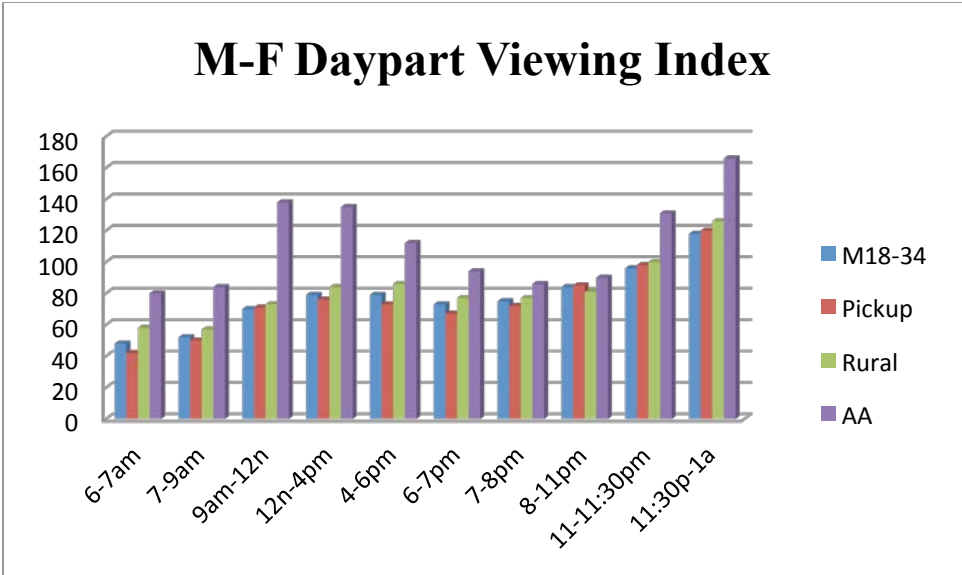
In-Cinema	1.2	1.6	3.1	0.6	3.0
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Source: CAB 2011 TV Facts

To effectively reach our young male targets with television we'll concentrate on key, high performing dayparts and cable networks, and the programming they carry.

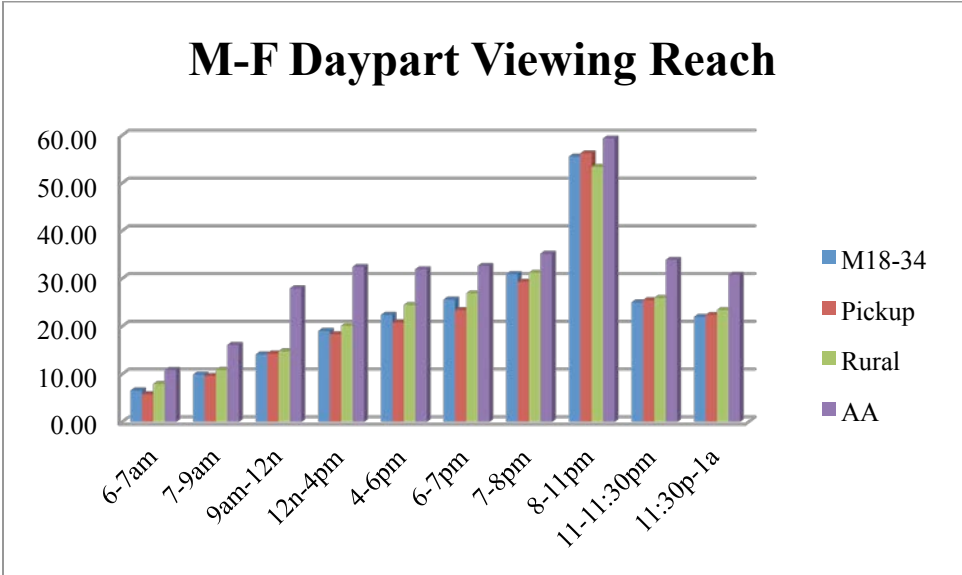
The chart on the following page indicates the index of usage by daypart increases as the day proceeds, with late night representing the highest index performing daypart for:

- Men 18-34
- M18-34 who drive a pickup truck
- Men 18-34 living in C&D counties
- African American Men 18-34



Source: 2011 MRI Doublebase

When we look at reach potential by daypart prime is by far the leading daypart.



Source: 2011 MRI Doublebase

Prime Time does not index over 100, however, it does represent the greatest reach potential vs. other dayparts. In addition, specific programs within the daypart perform very well against the men 18-34 audience. Listed on the next page are some of the top performing Prime programs for reaching our young male target audience.



<u>Program</u>	<u>Men 18-34</u>	<u>Men 18-34 Pickup Truck</u>	<u>Men 18-34 Rural</u>	<u>Men 18-34 African Am.</u>
American Dad	265	236	250	335
Cleveland Show	202	177	164	372
Cops	118	108	114	133
Family Guy	228	206	215	228
AMW	123	110	80	353
The Simpsons	212	191	167	239

Source: 2011 MRI Doublebase

The chart below looks at the reach potential of these programs.

<u>Program</u>	<u>Men 18-34 %</u>	<u>Men 18-34 Pickup Truck %</u>	<u>Men 18-34 Rural %</u>	<u>Men 18-34 African Am. %</u>
American Dad	7.8	6.9	7.3	9.8
Cleveland Show	3.8	3.3	3.1	7.0
Cops	9.0	8.3	8.7	10.2
Family Guy	25.4	23.0	24.0	25.4
AMW	1.7	1.5	1.1	4.8
The Simpsons	15.8	14.2	12.4	17.8

Source: 2011 MRI Doublebase

During the “Click It or Ticket” campaign we are very fortunate that NBA playoffs are on, along with the NHL Stanley Cup playoffs. Both of these sports skew to our younger audience. Pro wrestling does very well against our audiences as well.

<u>Program</u>	<u>Men 18-34</u>	<u>Men 18-34 Pickup Truck</u>	<u>Men 18-34 Rural</u>	<u>Men 18-34 African Am.</u>
NHL Playoffs	165	136	132	48
NBA Playoffs	161	132	114	208
LL World Series	119	139	77	92
NASCAR	95	117	118	56
Pro Wrestling	153	157	172	186

Source: 2011 MRI Doublebase

The reach potential of these sports programs are detailed below.

<u>Program</u>	<u>Men 18-34 %</u>	<u>Men 18-34 Pickup Truck %</u>	<u>Men 18-34 Rural %</u>	<u>Men 18-34 African Am. %</u>
NHL Playoffs	4.4	3.6	3.5	1.3
NBA Playoffs	26.4	21.6	18.6	34.1
LL World Series	2.9	3.4	1.9	2.2
NASCAR	17.1	21.0	21.2	10.2
Pro Wrestling	23.6	13.8	15.2	16.5

Source: 2011 MRI Doublebase



Cable TV will be used to extend reach off of a base of broadcast, but will also be used to build frequency due to the lower absolute cost of cable. One of the strengths of cable is its large selection of networks and programming to reach a wide variety of audiences.

<u>Network</u>	<u>Men 18-34</u>	<u>Men 18-34 Pickup Truck</u>	<u>Men 18-34 Rural</u>	<u>Men 18-34 African Am.</u>
Adult Swim	304	288	302	295
CMT	91	151	157	44
Comedy Central	189	202	187	156
ESPN	151	143	136	129
ESPN2	169	161	150	148
ESPNNews	176	171	139	190
FOX Soccer	200	159	93	127
Fuel TV	363	467	423	99
Fuse	254	262	240	363
FX	172	178	163	165
G4	260	245	226	214
MTV	203	198	184	280
MTV2	288	287	289	413
Speed	169	229	235	98
Spike TV	206	224	222	163
TBS	118	114	111	143
truTV	136	136	133	202
USA	117	116	111	131
Vs (NBC Sports Network)	222	260	205	90

Source: 2011 MRI Doublebase

The chart below looks at the same cable networks above, from a reach potential perspective.

<u>Network</u>	<u>Men 18-34 %</u>	<u>Men 18-34 Pickup Truck %</u>	<u>Men 18-34 Rural %</u>	<u>Men 18-34 African Am %</u>
Adult Swim	24.9	23.6	24.7	24.1
CMT	9.3	15.5	16.1	4.5
Comedy Central	42.1	45.0	41.6	34.7
ESPN	46.1	43.6	41.6	39.3
ESPN2	31.7	30.3	28.2	27.8
ESPNNews	21.3	20.7	16.9	23.0
FOX Soccer	3.2	2.6	1.5	2.0
Fuel TV	3.8	4.9	4.4	1.0

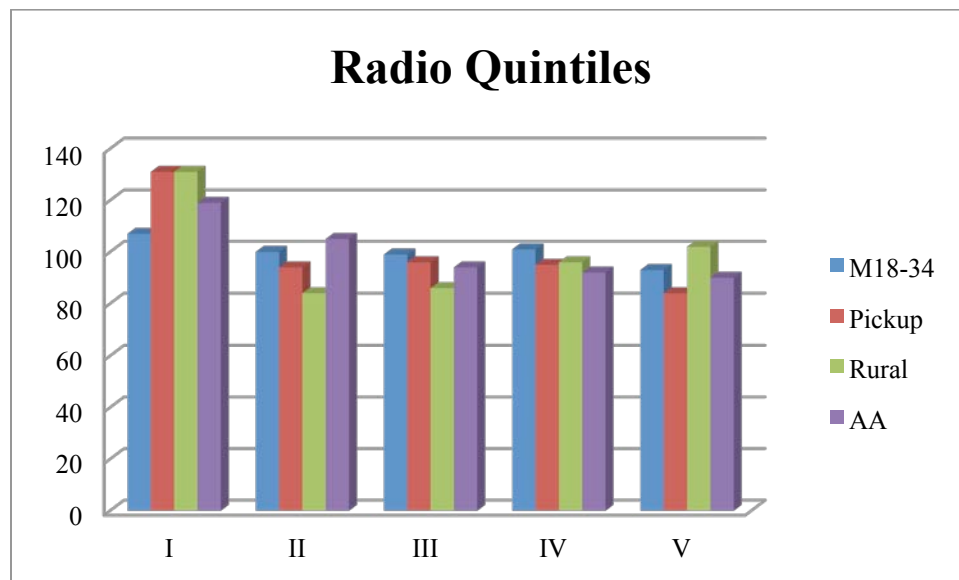


<u>Network</u>	<u>Men 18-34</u> %	<u>Men 18-34 Pickup Truck</u> %	<u>Men 18-34 Rural</u> %	<u>Men 18-34 African Am</u> %
Fuse	6.5	6.7	6.1	9.3
FX	30.6	31.7	29.1	29.3
G4	14.4	13.6	12.5	11.8
MTV	34.8	33.9	31.5	48.1
MTV2	18.7	18.7	18.8	26.9
Speed	14.1	19.1	19.6	8.1
Spike TV	37.5	40.9	40.5	29.7
TBS	35.0	33.8	33.0	42.4
truTV	15.8	16.0	15.5	23.6
USA	31.9	31.4	30.2	35.5
Vs (NBC Sports Network)	13.2	15.5	12.3	5.3

Source: 2011 MRI Doublebase

Radio will continue to be used to extend the reach created by broadcast and cable television, but will primarily be used to build frequency.

Based on a quintile analysis we see that radio indexes over 100 for the heaviest quintile (Quintile I), especially for those who drive a pickup truck and live in more rural areas.



Source: 2011 MRI Upfront



The highest indexing formats for our various audiences are detailed below.

<u>Format</u>	<u>Men 18-34</u> Index	<u>Men 18-34</u> <u>Pickup Truck</u> Index	<u>Men 18-34</u> <u>Rural</u> Index	<u>Men 18-34</u> <u>African Am.</u> Index
Adult Contemporary	89	101	86	51
Alternative	194	211	122	36
CHR	175	169	129	201
Classic Rock	144	162	181	20
Country	94	147	165	19
Jack	123	165	106	3
Rock	198	221	203	34
Sports	145	143	88	56
Urban	179	129	94	562
Internet Radio	164	110	193	129
Satellite Radio	86	100	105	52

Source: 2011 MRI Doublebase

As the previous chart details some formats have a very high % composition of our audiences vs. adults in general. The following indicates the reach potential of each format.

<u>Format</u>	<u>Men 18-34</u> %	<u>Men 18-34</u> <u>Pickup Truck</u> %	<u>Men 18-34</u> <u>Rural</u> %	<u>Men 18-34</u> <u>African Am.</u> %
Adult Contemporary	15.1	17.1	14.7	8.7
Alternative	14.1	15.3	8.9	2.6
CHR	33.6	32.4	24.8	38.5
Classic Rock	22.1	7.0	7.2	0.9
Country	19.0	29.5	33.2	3.9
Jack	1.9	2.6	1.6	0.0
Rock	20.5	22.8	21.0	1.4
Sports	22.2	6.2	3.5	2.4
Urban	21.8	15.8	11.5	68.6

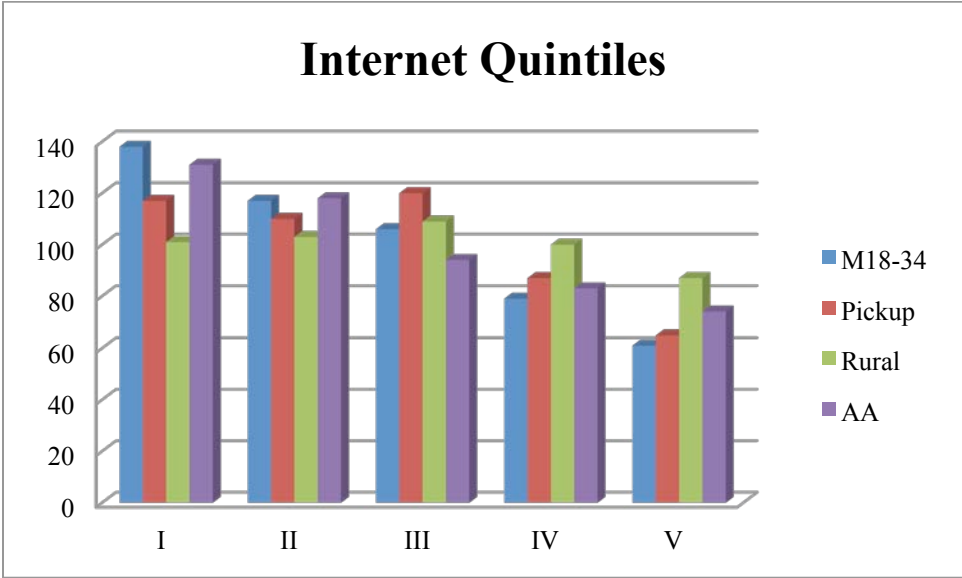
Source: 2011 MRI Doublebase

Radio also offers NHTSA that critical variable of reaching our target audience when they are “in the market” for our service, also referred to as recency. In this case they are in their car, and timing, as well as targeting, of the message is important. In NHTSA’s case advertising’s job is to affect behavioral change, and recency’s job is to place the message in that small window of opportunity.



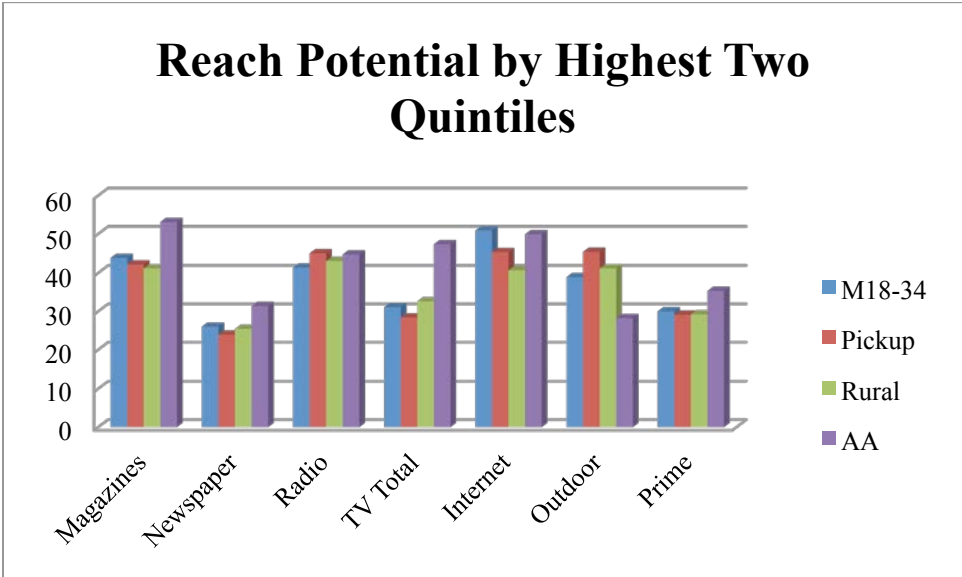
Digital Media continues to enjoy the benefits of migration from more traditional media, especially among young men.

When we look at a quintile analysis we see that the Internet represents heavy usage among men 18-34, men 18-34 who drive pickup trucks and AA men 18-34.



Source: 2011 MRI Doublebase

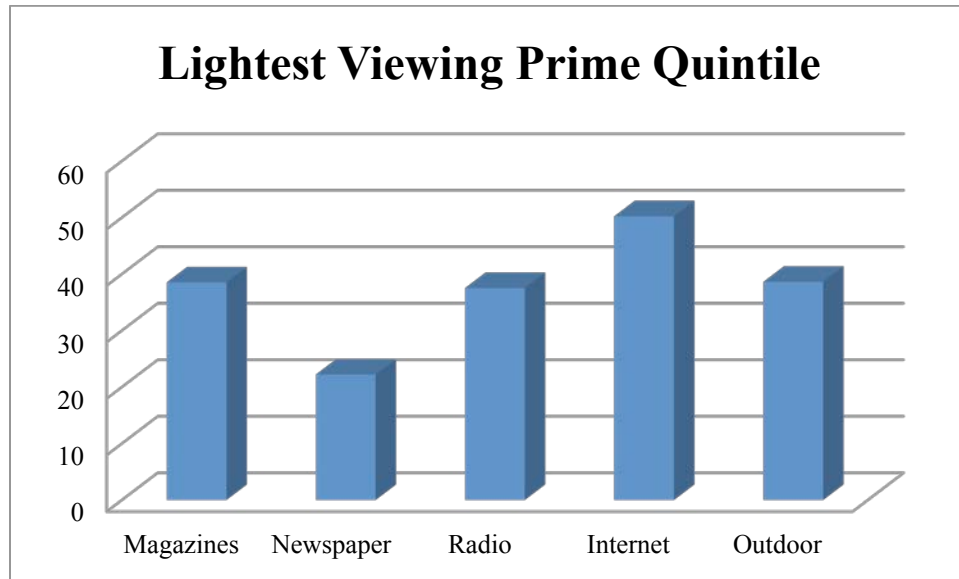
When we look at the reach potential of the top two quintiles we see that the Internet represents the greatest reach potential vs. all other mediums.



Source: 2011 MRI Doublebase



What we also see with the Internet is the ability to reach light users of television. The chart below details the reach potential of various mediums based on the lightest primetime TV viewer. Internet represents the greatest reach potential.



Source: 2011 MRI Doublebase

While on the Internet the various target audiences perform a number of activities while online. The chart below highlights some of those activities that help to dictate where the NHTSA advertising message should be placed.

<u>Activity</u>	<u>Men 18-34 Index</u>	<u>Men 18-34 Pickup Truck Index</u>	<u>Men 18-34 Rural Index</u>	<u>Men 18-34 African Am. Index</u>
Play Games Online	165	155	160	157
Obtain Sports Info	171	165	144	114
Listen to Radio	155	145	145	138
Watched TV Program	184	144	142	119
Watch Online Video	192	173	157	142
Use Twitter	193	154	131	305
Use Facebook	142	136	130	148

Source: 2011 MRI Doublebase



Though all of the online activities detailed above show a high index some activities represent a higher reach potential than others as detailed below.

<u>Activity</u>	<u>Men 18-34</u> % Reach	<u>Men 18-34 Pickup Truck</u> % Reach	<u>Men 18-34 Rural</u> % Reach	<u>Men 18-34 African Am.</u> % Reach
Play Games Online	40.2	37.7	38.9	38.2
Obtain Sports Info	46.1	44.3	38.6	30.6
Listen to Radio	23.1	21.6	21.7	20.6
Watched TV Program	19.6	15.3	15.1	12.7
Watch Online Video	41.6	37.6	34.0	30.8
Use Twitter	8.4	6.7	5.7	13.4
Use Facebook	51.7	49.4	47.2	53.9

Source: 2011 MRI Doublebase

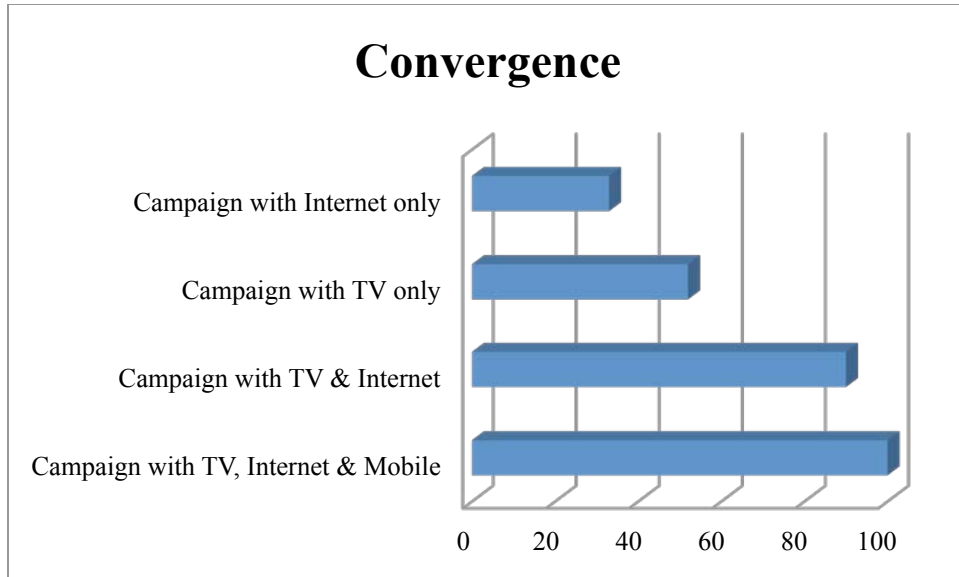
If we again look at the lightest primetime viewing quintile for two major online activities we see that the light Primetime TV viewer plays video games and watches online video.

	<u>Index</u>	<u>Reach</u>
Downloaded a Video Game	301	15.9
Watched Online video	203	44.0

Source: 2011 MRI Doublebase

Several studies have been done highlighting the performance of campaigns using either television or the Internet alone vs. using the two together.

The chart on the next page indicates how a multi-media campaign generates greater results than any single medium. This study from Viacom networks (Comedy & Spike) is based on the multi-platform 18-34 year old male.



Source: Comedy Central/Spike TV Multi-Platform Male Study 11/08 – 6/10

Based on the good results NHTSA has been seeing we recommend continuing to use the following online execution strategy –

- Portals
- Video Networks
- Publisher direct

The list below from comScore details the number of unique visitors who are men 18-34 as well as the % composition men 18-34 represent of the total site audience and the resulting % reach of the Internet universe.

Site	M18-34 Unique Visitors (000)	Men 18-34 % Composition	Men 18-34 % Internet Reach
Google	32,188	17.9	92.5
Yahoo.com	29,563	17.7	84.9
MSN	22,150	18.1	63.6
ESPN.com	12,391	32.5	35.6
Crave Online	6,659	35.0	19.1
Hulu	5,723	27.5	16.4
Pandora.com	5,558	24.3	16.0
Big Lead Sports	5,128	26.5	14.7
IGN.com	4,385	42.7	12.6
FOXSports.com	3,385	15.1	9.7
NBA.com	3,050	36.1	8.8



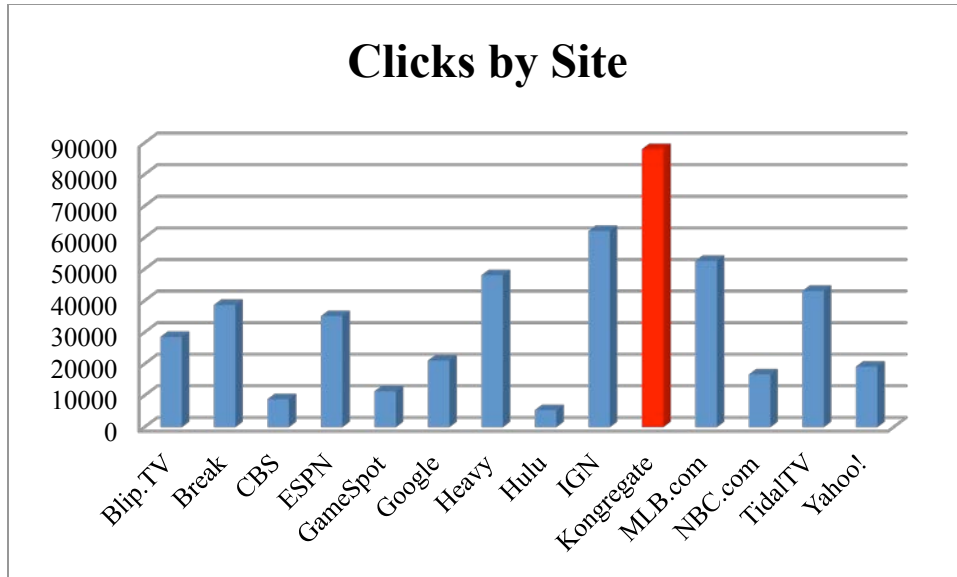
SI.com	2,765	28.2	7.9
BleacherReport.com	2,714	29.6	7.8
Break.com	2,612	30.4	7.5
GameSpot.com	2,594	44.8	7.5
CollegeHumor.com	2,585	43.5	7.4
GameRevolution	2,509	43.4	7.2
GameFaqs.com	2,501	46.7	7.2
CBSSports College Net.	2,192	23.5	6.3
CBSSports.com	1,780	23.6	5.1
NBC.com	1,708	24.5	4.9
MLB.com	1,550	23.3	4.4
NBCSports.com	1,467	25.6	4.2
AdultSwim.com	973	37.1	2.8
Kongregate.com	898	26.2	2.6
MaxPreps.com	701	27.9	2.0
Heavy.com	674	29.2	1.9
Blip.TV	542	35.3	1.6
LiveOutdoors	382	24.4	1.1
TeamCoco.com	302	52.7	.9

2011 comScore via Evolve Media

Highlighted are those sites with over 30% m18-34 composition.

The primary strategy of the online plan will continue to be to drive traffic to the landing pages. The secondary strategy will be to generate impressions efficiently to have an effect on overall branding of “Click It or Ticket”.

The chart on the following page compares the number of clicks generated by site. Interesting to note is that Kongregate, a relatively small site, generated the greatest number of clicks.



Anticipated Budget Allocation

Advertising dollars will be allocated to broadcast and cable television, radio, digital media and Hispanic approximately as detailed below.

Final dollar allocations will be affected by inventory conditions at the time of the buy.

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

Campaign Performance

<u>Vehicle</u>	<u>% Reach</u>	<u>Avg. Frequency</u>	<u>GRPs</u>	<u>% Effective Reach 8+</u>
Television	61	5.7	344	14.8
Radio	32	9.7	314	11.4
Total	73	9.0	658	26.9