



National Highway Traffic Safety Administration
HVE Impaired Driving Campaign
Third Quarter 2012 Crackdown
Media Work Plan

Crackdown Period

The Impaired Driving National Enforcement Crackdown will run from August 17th to September 3rd, 2012 for the Labor Day campaign. (Paid media begins August 15th.)

Advertising Period

Labor Day Campaign

This campaign will run over a 15 day period.

Flight dates are:

Wednesday 8/15/12 – Sunday 8/19/12 (5 days)

Wednesday 8/22/12 – Sunday 8/26/12 (5 days)

Wednesday 8/29/12 – Monday 9/03/12 (6 days)

Budget

Labor Day Campaign

National budget allocation = \$13.0MM



Target Profile

The target audience is broken out into 5 at-risk segments:

1. Socially Accountable Drinkers
2. Responsible Drinkers
3. Inexperienced Social Drinkers
4. Middle-Class Risk Takers
5. Discontented Blue-Collars

Relative degrees
of “at risk”

Highest Discontented Blue Collars
▲
 Middle-Class Risk Takers

 Inexperienced Social Drinkers

 Responsible Drinkers
▼
Lowest Socially-Accountable Drinkers

Along with these five “At Risk” groups we need to include the high risk group of “Mid-life Motorcyclists”. The “Mid-life Motorcyclists” will be addressed as a separate target audience.

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

- Newly arrived Latino immigrants men 18-34
- College Youth



Demographic Profile

1. Discontented Blue Collars: Men 21-34 years old
2. Middle-Class Risk Takers: Men 25-54 years old
3. Inexperienced Social Drinkers: Men 21-24 years old
4. Responsible Drinkers: Adults 25-44 years old
5. Socially-Accountable Drinkers: Adults 25-34 years old
6. Midlife Motorcyclists: Men 45-64 years old

This plan will be written to target the common demographic of men 21-34 for the three highest “at risk” groups: Discontented Blue Collar, Middle-Class Risk Takers and Inexperienced Social Drinkers.

In addition, we will target the Midlife Motorcyclists as a separate, older target.

Media Purchasing Demographic

Primary: Men 18 – 34 and,
Men 35-64 (Motorcyclists)
Secondary: Hispanic men 18 – 34

Geography

The total \$13.0MM budget is to be allocated to national advertising only. There will be no state/local element to be budgeted out of this budget.



Media to be Considered

Due to the very tight flighting requirements all media considered will be electronic. Easily turned on and turned off. Media being considered are -

Network Television
Broadcast
Cable

Digital
Video Games
Online
Mobile

Network Radio
Terrestrial
Online
Satellite

Overall Media Strategy

Young Men

Continue to generate frequency in order to affect behavioral change.

Maintain the use of television via broadcast (reach) and cable (frequency).

Use radio to extend reach off of the base created by television, and greatly increase frequency.

Use digital media to reach our targets in a medium younger people find the “most essential” medium

Motorcycle Rider

Generate frequency to affect behavioral change by incorporating the motorcycle message into networks that reach this older target, as well as, the younger target, such as ESPN.

Focus on a tighter programming mix within the sports and news arenas. Sports will be concentrated in major league baseball and NASCAR. These sporting events have an older skew.

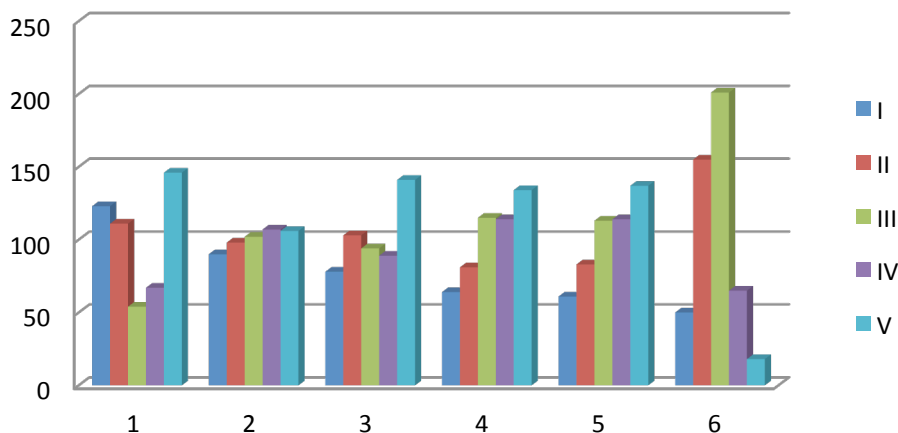


Network TV Strategy

The use of television overall, and in prime time tended to index under 100 for the heavy use quintiles I and II. What we're seeing now is television indexing over 100 for the heaviest use quintile for the primary target of discontented blue collar.

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Total TV Quintile Analysis



#1 – Discontented Blue collar, #2 – Middle Class Risk Takers, #3 – Inexperienced Drinkers, #4 – Responsible Drinkers, #5 Socially-Accountable Drinkers, #6 Midlife Motorcyclists

Source: 2012 MRI Custom Cable



Broadcast

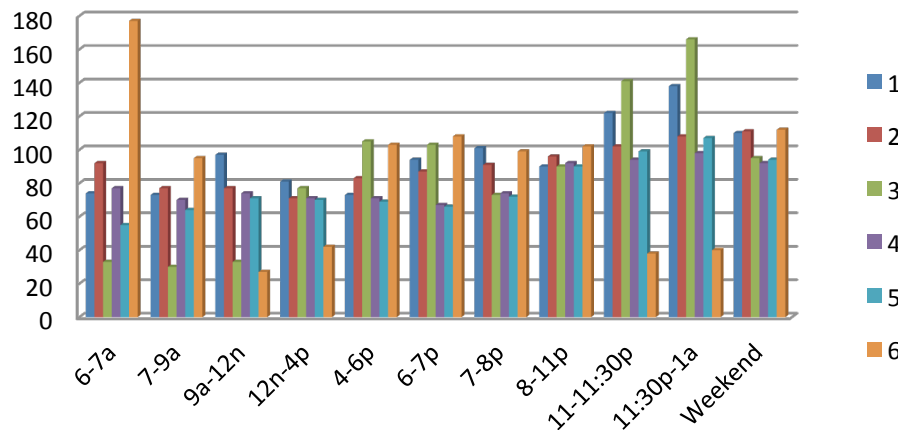
Broadcast still provides NHTSA with the greatest source of reach with the use of select dayparts and programming.

The following charts look at daypart performance on a composition basis and a reach basis.

The chart below looks at the index (% composition vs all adults) for each daypart for each of the segmented target audiences. On a composition basis late night tends to have a higher composition of our younger male target than other times of the day.

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Viewing Index by Daypart



#1 – Discontented Blue collar, #2 – Middle Class Risk Takers, #3 – Inexperienced Drinkers, #4 – Responsible Drinkers, #5 Socially-Accountable Drinkers, #6 Midlife Motorcyclists

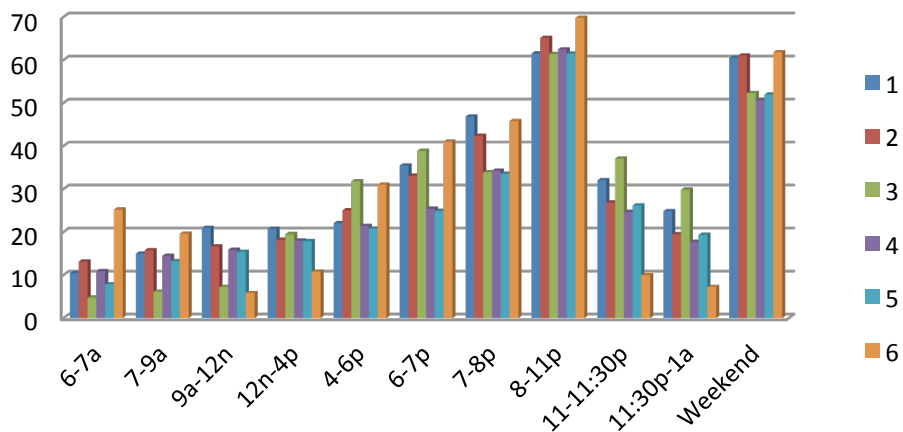
Source: 2012 MRI Custom Cable



When we look at the reach potential afforded by each of the dayparts prime and weekend (sports mostly) perform the best.

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% Reach by Daypart



#1 – Discontented Blue collar, #2 – Middle Class Risk Takers, #3 – Inexperienced Drinkers, #4 – Responsible Drinkers, #5 Socially-Accountable Drinkers, #6 Midlife Motorcyclists
 Source: 2012 MRI Custom Cable

This indicates that we need a combination of high composition dayparts (more efficient) with the higher reach dayparts (more expensive).



Within the Prime, Late Night and Sports dayparts there are a number of programs that index very high to our primary audience of “Discontented Blue Collar that also perform well against the other segments

<u>Program</u>	<u>Discontented Blue Collars</u>	<u>Middle-Class Risk-Takers</u>	<u>Inexperienced Social Drinkers</u>	<u>Responsible Drinkers</u>	<u>Socially Accountable Drinkers</u>	<u>Midlife Motorcyclists</u>
<u>Prime/Late Night</u>						
American Dad	178	134	270	110	133	---
Bob’s Burgers	261	120	512	89	85	---
AMW	529	200	214	101	107	---
The Cleveland Show	328	157	207	105	117	628
Cops	60	113	81	88	74	166
Family Guy	210	141	302	132	160	138
The Simpsons	200	158	224	130	142	217
SNL	106	121	153	116	122	263
Jimmy Fallon	84	114	324	71	73	---
<u>Sports</u>						
MLB	108	121	151	93	95	120
Extreme Sports	177	158	139	126	121	268
NFL Pre-Season	92	141	122	98	97	170
MMA	133	178	145	135	152	85
Wrestling Super Fan	201	141	95	109	126	---

Source: 2012 MRI Custom Cable



Syndication

We will consider syndication for the following reasons –

- Lower CPMs
- Increased reach off of broadcast base
- Shorter ad pods
- National coverage

Some of the programs we will consider perform very well on a Monday-Friday strip program basis

<u>Program</u>	<u>Middle-Class Blue Collars</u>	<u>Inexperienced Risk-Takers</u>	<u>Responsible Social Drinkers</u>	<u>Socially Drinkers</u>	<u>Midlife Accountable Drinkers</u>	<u>Motorcyclists</u>
American Dad	184	132	345	117	138	293
Family Guy	272	129	280	131	159	317
How/Met Your Mother	65	120	115	133	139	378
King of the Hill	173	154	289	119	128	---
South Park	213	154	510	98	94	535
Cops	149	113	17	86	76	164
That 70s Show	166	119	215	130	150	414

Source: 2012 MRI Custom Cable



Cable

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.

Based on a ranker of men 18-34 the following are the top 15 cable networks based on audience within the primetime daypart.

<u>Rank</u>	<u>Network</u>	<u>Men 18-34 AA (000)</u>
1	ESPN	261
2	Adult Swim	248
3	Comedy Central	208
4	FX	196
5	USA	193
6	TBS	170
7	History	167
8	Discovery	139
9	Nick at Nite	126
10	Spike	123
11	TNT	103
12	truTV	103
13	SyFy	102
14	Cartoon Network	100
15	A&E	98

3Q '11 Nielsen Prime via FX



Cable networks also offer us more of an opportunity to reach all segments of our target audience via the use of specific cable networks.

<u>Network</u>	<u>Discontented Blue Collars Index</u>	<u>Middle-Class Risk-Takers Index</u>	<u>Inexperienced Social Drinkers Index</u>	<u>Responsible Drinkers Index</u>	<u>Socially Accountable Drinkers Index</u>	<u>Midlife Motorcyclists Index</u>
Adult Swim	193	136	417	127	169	210
Cartoon Network	135	130	210	134	146	134
CMT	66	104	113	85	76	243
CNN	33	100	58	81	79	108
Comedy Central	117	139	215	111	118	57
Discovery	117	121	140	98	94	165
ESPN	103	149	145	96	99	107
ESPN2	112	161	195	96	100	92
ESPNews	139	171	137	105	106	47
FOX News	43	96	75	74	66	111
Fuel TV	131	165	174	98	79	---
Fuse	25	148	294	138	162	---
FX	107	132	202	114	130	14
G4	241	155	262	124	143	55
History	97	122	149	90	89	191
MLB Network	68	149	151	99	81	182
MTV	195	116	210	146	182	100
MTV2	373	124	300	129	162	---
NBA TV	29	166	288	133	84	---
NFL Network	167	167	142	108	102	173
Speed	155	189	174	86	75	154
Spike	161	168	171	126	142	96
TBS	89	112	163	108	111	65
truTV	119	123	125	112	112	321
USA	102	110	134	104	109	70
Versus	124	194	125	116	127	115

2012 MRI Custom Cable



The following networks not only enjoy a high index against each segmented audience, but also deliver a large amount of reach against each group.

Two of these networks, Discovery Channel and The History Channel, reach the Midlife Motorcyclist very well.

<u>Network</u>	<u>Discontented Blue Collars</u> %	<u>Middle-Class Risk-Takers</u> %	<u>Inexperienced Social Drinkers</u> %	<u>Responsible Drinkers</u> %	<u>Socially Accountable Drinkers</u> %	<u>Midlife Motorcyclists</u> %
Adult Swim	15.2	10.7	32.9	10.0	13.3	16.6
Comedy Central	26.0	30.9	47.8	24.6	26.2	12.6
ESPN	30.5	44.0	42.9	28.3	29.3	31.6
Discovery Channel	38.6	40.0	46.3	32.3	31.0	54.6
FX	19.9	24.6	37.7	21.2	24.3	2.6
History Channel	37.0	46.9	57.0	34.7	34.0	73.2
MTV	32.1	19.2	34.6	24.0	30.1	16.6
Spike	29.1	30.3	31.0	22.8	25.6	17.4
TBS	28.9	36.6	53.2	35.4	36.3	21.4
USA	29.2	31.5	38.2	29.8	31.1	20.0

Source: 2012 MRI Custom Cable



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, 6a-6p.

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

Based on a quintile analysis of the top two heavy usage quintiles we see that radio indexes above 100 for all segments.

	<u>Discontented Blue Collars</u> Index	<u>Middle-Class Risk-Takers</u> Index	<u>Inexperienced Social Drinkers</u> Index	<u>Responsible Drinkers</u> Index	<u>Socially Accountable Drinkers</u> Index	<u>Midlife Motorcyclists</u> Index
Quintile I & II	107	111	109	106	108	136

Radio formats that index well against our primary targets, and deliver significant reach, are CHR, Classic Rock, Rock Country and Urban. These are highlighted on the next page.

	<u>Discontented Blue Collars</u> Index	<u>Middle-Class Risk-Takers</u> Index	<u>Inexperienced Social Drinkers</u> Index	<u>Responsible Drinkers</u> Index	<u>Socially Accountable Drinkers</u> Index	<u>Midlife Motorcyclists</u> Index
Alternative	107	130	302	137	167	112
CHR	136	92	213	152	180	12
Classic Rock	210	187	119	110	108	485
Country	109	95	102	103	108	223
Rock	137	144	211	143	144	399
Sports	98	209	106	130	140	245
Urban	184	91	163	126	140	64

Source: 2012 MRI Custom Cable



	<u>Discontented Blue Collars</u> % Reach	<u>Middle-Class Risk-Takers</u> % Reach	<u>Inexperienced Social Drinkers</u> % Reach	<u>Responsible Drinkers</u> % Reach	<u>Socially Accountable Drinkers</u> % Reach	<u>Midlife Motorcyclists</u> % Reach
Alternative	7.6	9.2	21.5	9.7	11.9	8.0
CHR	25.4	17.2	39.9	28.4	33.8	2.2
Classic Rock	19.9	17.7	11.3	10.4	10.2	46.0
Country	20.9	18.3	19.5	19.5	20.6	42.8
Rock	14.3	14.9	21.9	14.9	15.0	41.6
Sports	5.8	12.5	6.3	7.7	8.3	14.6
Urban	21.9	10.8	19.4	15.0	16.7	7.6

Source: 2012 MRI Custom Cable

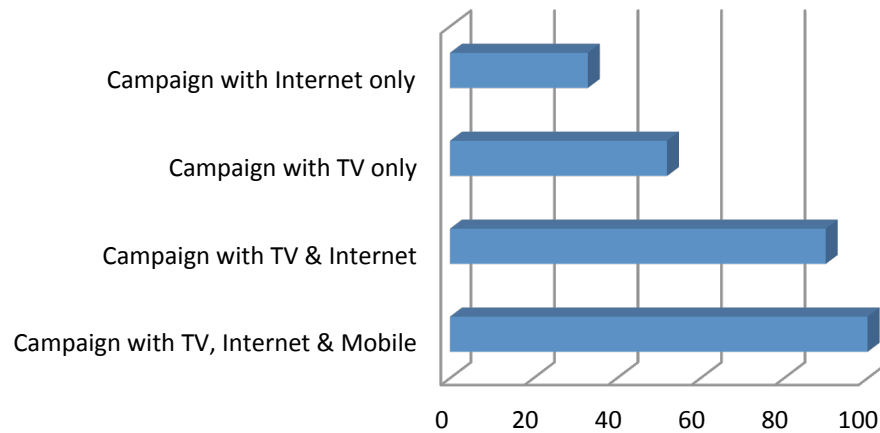


Digital Media Strategy

Digital will be used to further the branding metrics developed by the use of television and radio. Based on several studies by television networks and online publishers the use of traditional media with digital has a very positive lift to brand awareness.

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Convergence



Source: Multi-Platform Male Study 11/08 – 6/10



The six target segments all use a number of devices to access the Internet. The computer and cellphones are used the most, but game consoles are used at a significant level as well.

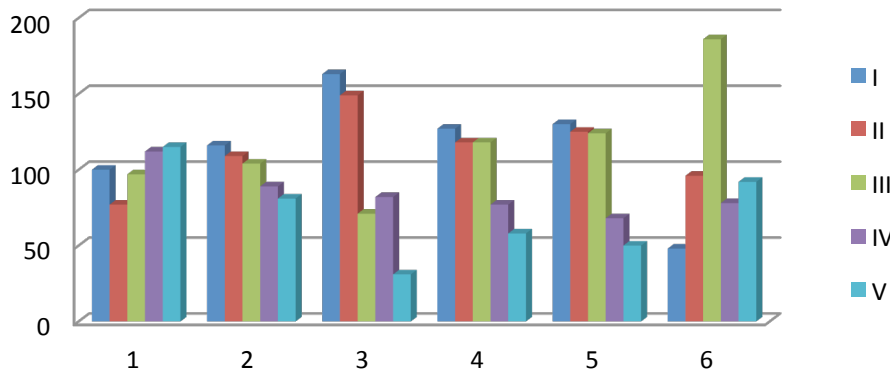
	<u>Discontented Blue Collars</u>	<u>Middle-Class Risk-Takers</u>	<u>Inexperienced Social Drinkers</u>	<u>Responsible Drinkers</u>	<u>Socially Accountable Drinkers</u>	<u>Midlife Motorcyclists</u>
	% Reach	% Reach	% Reach	% Reach	% Reach	% Reach
Desktop Computer	56.4	61.2	63.8	64.9	64.9	67.8
Laptop	42.8	54.0	71.7	60.6	62.0	55.2
Cellphone	46.1	45.1	62.4	53.1	59.5	34.4
Video Game Console	11.0	11.9	22.2	12.1	14.8	1.2

Source: 2012 MRI Custom Cable

Based on a quintile analysis we see that the heavy use quintile is actually below 100 for the Discontented Blue Collar segment. On the other hand the heavy use quintile indexes very high for the younger Inexperienced Drinker segment.

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Internet Quintile Analysis



#1 – Discontented Blue collar, #2 – Middle Class Risk Takers, #3 – Inexperienced Drinkers, #4 – Responsible Drinkers, #5 Socially-Accountable Drinkers, #6 Midlife Motorcyclists

Source: 2012 MRI Custom Cable



One of the reasons for the good performance of the internet against the majority of our audiences is the fact that they are engaged with the internet via a myriad of activities. Key among these activities are “Play Games Online”, “Download Music” and “Download a Video”.

	<u>Discontented Blue Collars</u> Index	<u>Middle-Class Risk-Takers</u> Index	<u>Inexperienced Social Drinkers</u> Index	<u>Responsible Drinkers</u> Index	<u>Socially Accountable Drinkers</u> Index	<u>Midlife Motorcyclists</u> Index
Played Games Online	130	98	197	114	124	72
Sports Info	120	164	170	124	128	124
Visited TV Network Site	115	116	139	138	151	79
Listen to Radio On Internet	109	145	159	141	155	54
Watched TV Program	106	130	234	139	152	89
Watch Online Video	141	145	288	134	153	76

Source: 2012 MRI Custom Cable



	<u>Discontented Blue Collars</u> % Reach	<u>Middle-Class Risk-Takers</u> % Reach	<u>Inexperienced Social Drinkers</u> % Reach	<u>Responsible Drinkers</u> % Reach	<u>Socially Accountable Drinkers</u> % Reach	<u>Midlife Motorcyclists</u> % Reach
Played Games Online	35.5	26.9	53.8	31.2	34.0	19.8
Sports Info	33.8	46.2	48.0	35.0	36.0	35.0
Visited TV Network Site	22.9	23.2	27.7	27.5	30.1	15.8
Listened to Radio On Internet	18.0	24.1	26.4	23.4	25.8	9.0
Watched TV Program	12.6	15.4	27.8	16.5	18.1	10.6
Watched Online Video	16.6	17.0	34.0	15.8	18.0	9.0

Source: 2012 MRI Custom Cable



We will continue to use video, as well as banner, advertising on those sites and networks reaching our primary audience of young men with appropriate content. That content will include gaming, sports, entertainment and music.

Media Dollar Allocation

Dollars will be allocated as close to as follows in order to achieve the communication goals for our many segmented targets.

Broadcast television	15%
Cable television	45%
Radio	12%
Hispanic	8%
Digital/Online	20%

Our use of traditional media will continue to represent the majority of our advertising effort with the majority of that involved with television.

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

Third Quarter

<u>Medium</u>	<u>% Reach</u>	<u>Average Frequency</u>	<u>Total GRPs</u>
Television	75	5.4	405
Radio	46	11.5	528
Total	86	10.8	933

Reach @ 8+ = 37%