

National Highway Traffic Safety Administration

Holiday Campaign, 2012

“Drive Sober or Get Pulled Over”

Television, Radio & Online Buy Summary

Media Execution

The “Drive Sober or Get Pulled Over” Holiday campaign will begin on Wednesday 12/12/12. On-air activity will cover a total of 15 days. Flights are:

Wednesday 12/12/12 – Sunday 12/16/12 (5 days)

Thursday 12/20/12 – Tuesday 12/25/12 (6 days)

Friday 12/28/12 – Monday 12/31/12 (4 days)

The Holiday campaign is a continuation of the Labor Day campaign with the exception of not targeting the Mid-Life Motorcyclist. Motorcycle riding decreases during the colder months, so this portion of the effort is dropped.

Electronic media are used so that the plan can react to the flighting pattern, and go dark at the campaign’s close.

Television

Broadcast and cable television networks will be used to deliver the “Drive Sober” message. The television budget represents, including Spanish language, 68.2% of the total budget.

Below is a summary of programming by broadcast and cable networks.

ABC

NBA Christmas Day game

CBS

NCAA Basketball

Indiana @ Butler 12/15

Kansas @ Ohio State 12/22

Kentucky @ Louisville 12/29

NFL

Regional Game 12/16

NFL Today 12/23

NFL Post Game 12/23

National Game 12/30

FOX

NFL Pre-Kick 12/16

NFL Post-Kick 12/16

America's Game of the Week 12/23

NFL Game 1 12/30

Cops

Mob Doctor

Bob's Burgers

Cleveland

American Dad

Master Chef

30 Seconds to Fame

Telefutura

Cineplex

Family Guy

Contacto Deportivo

Univision

Noticiero Univision

Novela

Muchachitas Como

Cine Especial

Como Dice el Dicho

Republica Deportiva

Adult Swim

Adult Swim Late Night

Adult Swim Prime

Comedy Central

Daily Show
Early Fringe
Late Night
Late Late Night
Prime
South Park
Stand Up Special

ESPN

Meineke Car Care Bowl
Famous Idaho Potato Bowl
New Mexico Bowl
Russell Athletics Sports Bowl
Around the Horn
NBA
SportsCenter

ESPN2

NCAA Basketball Regular Season
Dan Le Batard is Highly Questionable
ECD: SportsNation
First Take
Mike & Mike
Numbers Don't Lie
SportsCenter

ESPNews

SportsCenter

FOX Sports Net (Home Team Sports)

NHL Home team Access In-Game
NHL Home Team Access Post-Game
Late Fringe Sports
ROS Sports Programming

FX

FX Movie Day
How I Met Your Mother
Two and a Half Men
FX Movie Prime

Galavision

News ROS
Prime ROS
Sabies Que

Spike TV

Day
Early Fringe
IMPACT Wrestling
Ink Masters
Late Night
MMA Live
Prime
Weekend Entertainment

TBS

Day Late Night
Moonlight Theater
Weekend
Early Morning
Family Guy
Conan
Big Bang Theory
Comedy Block

Turner Sports

NBA Regular Season
LAL @ NYK
SAS @ POR
OKC @ MIN
MIA @ DAL
Inside the NBA

NBA TV

Morning

Day

Fringe

Prime

Late Night

Overnight

Regular Season Games

USA

USA Movie

Overnight

WWE RAW

Network Radio

Network radio is used to increase the reach of the “Impaired Driving” campaign, while also generating higher levels of frequency. The network radio portion of the plan will account for 12.9% of the total budget. In addition to the radio placement, all networks will deliver Social components through their on-air talents Twitter and Facebook feeds.

Premiere Radio Network

Premiere Radio Network syndicates over 90 shows to more than 5,000 radio affiliates throughout the country. Each week, Premiere Radio Network programming reaches over 190 million listeners. The Premiere program will include live on-air reads by some of their top talent, including Blair Garner, John Boy & Billy, Nikki Sixx and Elvis Duran.

The following are the program formats that are utilized for the NHTSA campaigns:

- Sports Talk
- Country
- Rock
- Urban
- Premiere Satellite Radio
- Online Radio Streaming
- Music Talk Shows

Dial Global

In late 2011, Dial Global and Westwood One merged, creating one of the largest radio networks in the country, reaching 99% of the country.

The following are the program formats that are utilized for the NHTSA campaigns:

- Sports Talk
- Country
- Rock
- Urban
- NFL Network
- NCAA Football
- MTV Radio
- Talk (Loveline and Dennis Miller)

Cumulus Media

Cumulus Media reaches over 90% of the country with their 4,400 radio affiliates. Each week, syndicated programming from Cumulus Media is heard by 104 million listeners. In 2012, the partnership between Cumulus and ESPN Radio was dissolved, and with that, our focus on Cumulus will be music related only, with ESPN Sports now being purchased directly through ESPN.

The following are the program formats that are utilized for the NHTSA campaigns:

- Rock
- Hot AC
- Country

Cumulus Media Hispanic

Cumulus Media Hispanic is a division of Cumulus Media and reaches 52% of the country with 47 affiliates located in the largest populated Hispanic areas throughout the country. At this time, the Cumulus Hispanic and ESPN Deportes relationship is still intact; however this could change by the end of 2012, so we will monitor this situation for future campaigns.

The following are the program formats that are utilized for the NHTSA campaigns:

- Hispanic Music
- Hispanic Talk
- Sports: ESPN Deportes

Univision Radio

Univision Radio is a Hispanic radio network with coverage in 16 of the top 25 Hispanic markets in the country, including New York, Los Angeles, San Jose, San Francisco, and Miami. Univision provides programming to over 70 affiliates.

The following are the program formats that are utilized for the NHTSA campaigns:

- Hispanic Music
- Hispanic Talk
- Hispanic Sports Talk

TargetSpot Online Radio

TargetSpot is an online radio network that distributes advertising messages on online radio platforms, including AOL Music, Yahoo Music, Live365.com, Slackers and MySpace radio. Additionally, they stream these commercials on local radio stations throughout the country. Every month, over 70 million people listen to online radio.

The following are the program formats that are utilized for the NHTSA campaigns:

- Country
- Rock
- Hot AC
- Sports Talk
- CHR

ESPN Radio

With the relationship dissolved between ESPN Radio and Cumulus, it was necessary for us to utilize ESPN Radio directly to deliver our message. In addition to on-air placements, we will be running on the ESPN Radio Streaming network.

The following are the program formats that are utilized for the NHTSA campaigns:

- ESPN Morning Show
- NFL, NCAA, NBA Sports
- ESPN Gamenight
- ESPN Streaming Radio

SiriusXM

SiriusXM has 22.9 million subscribers throughout the United States and in 2nd Quarter 2012 added over 600,000 to their subscriber base.

The following are the program formats that are utilized for the NHTSA campaign:

- NFL Radio
- College Football
- Fantasy Sports Radio
- Mad Dog Radio
- Blue Collar Comedy Radio

Online

The online portion of the plan will use display, video and custom units. The online budget represents 16.5% of the total budget. The plan will use publisher direct, networks, exchanges and portals to deliver the “Drive Sober” message as effectively as possible.

Blip.TV

In previous campaigns NHTSA has used pre-roll along with overlays. The pre-roll far outperformed the overlay, so for the Holiday campaign we recommend using pre-roll only.

This plan will generate 2,833,332 impressions. Along with this NHTSA will receive 85,000 bonus impressions, and an added-value homepage takeover.

Break.com

With this long time partner NHTSA will run a homepage takeover with video. This will run early in the flight. On the Break Media Network NHTSA will use the Page Engage unit that has performed well on previous campaigns. This is a 300x250 unit that expands to pretty much full page size. The video pre-roll will also run on the Break Media Network.

The Break Media Network is the third largest video advertising network on the web populated by Break branded sites, as well publishing partners across all content genres.

On Break Media properties NHTSA will run a 300x250 on a run-of-site basis. At no additional cost NHTSA will be featured on Break’s Promoted Video on three separate days.

The plan will generate a total of 12,530,396 impressions.

Crave

NHTSA will run on Crave with homepage takeovers, branded canvases (video player plays within a NHTSA canvas), video pre-roll and standard display banners (300x250, 728x90, 160x600).

This plan will generate 9,141,667 impressions.

Daily Motion

This video network has been on the last two NHTSA plans, and has generated a great number of clicks. For the Labor Day campaign Daily Motion delivered 210,921 clicks.

This plan will include a homepage takeover, video pre-roll, page skins and a video interstitial. An interstitial ad runs while other inventory is loading. A schedule of standard display units will run as added-value. Sites will be targeted to sports, gaming, comedy, music, movies and TV.

This plan will generate 7,900,000 impressions.

Electronic Arts (EA)

Playing games on mobile devices has grown tremendously. In the previous campaign NHTSA ran with a combination of online and mobile games. For this smaller campaign we recommend using mobile only. We recommend two placement strategies.

1. Base cost on video engagement. Users can earn virtual goods to use during their game play by watching the NHTSA video.
2. Run full page interstitials and banner ads on games such as Battleship, Need for Speed, Cause of Death, Scrabble and Tetris.

This plan will generate 1,318,182 impressions, and 26,667 video engagements.

ESPN.com

The ESPN plan will include the Right Now Video Collection. The Right Now Collection combines pre-roll video with a billboard that runs on a select collection of some of ESPN's most popular videos for the day.

It will also include mobile homepage sponsorships on College and NFL football homepages. The unit will be a 300x50 banner.

Along with the mobile homepage sponsorships NHTSA will use the mobile ScoreCenter app, The Lead Card. This unit will also be a 300x50 banner.

Standard display banners will rotate across all sports pages.

This plan will generate 6,246,702 impressions.

Google

NHTSA will run on YouTube via the True View in stream as well as in search. True View is skip-able pre-roll ads priced on a cost per click basis driving low cost demo-targeted views. True View in search appear in YouTube search results when users are searching for relevant drinking/DUI terms, and use text to encourage users to watch the video.

NHTSA will also run on the Google Display Network using standard display banners on gaming and music sites.

This plan will generate 37,561,714 impressions, and 780,889 video views for a cost per view of \$0.17.

Heavy.com

NHTSA will run on the Heavy Men's Network that includes Heavy.com, and a distribution network reaching young men through music, urban lifestyle, gaming and comedy.

NHTSA will also run on the site FightDay.com that is web-tv based coverage of mixed martial arts fighting. The final flight, 12/28 – 12/31 will cover UFC 155 on FightDay.com.

Advertising units for all flights will include standard display banners (728x90 & 300x250), skins and video pre-roll.

This plan will generate 8,975,000 impressions.

Hulu

NHTSA will run video, as well as a "brought to you by" branded slate on FOX programming that will include The Simpsons, American Dad, Family Guy, Bob's Burgers, Cleveland Show, New Girl, X-Factor clips, Fringe and Raising Hope.

This plan will generate 2,446,193 impressions.

IGN.com

With IGN NHTSA will use video pre-roll on IGN.com, as well as on IGN's YouTube page. In past campaigns the click-through-rate on the YouTube page has been very high.

Standard display banners will run on the "Games" and "Entertainment" channels. NHTSA will also use the IGN mobile assets that include an IGN iPhone app, and running ROS on the IGN mobile site. Units for both of these will be a 300x50 banner.

This plan will generate 7,792,143 impressions.

Intergi

Intergi is a group of gaming sites (Game Zone) with a total monthly unique visitor count of 24MM.

NHTSA will run on all sites using standard display units (300x250, 728x90 & 160x600), video pre-roll, skin/takeover and an interstitial. Along with the display, video and interstitial units NHTSA will also receive social callouts from the Game Zone group.

This plan will generate 5,740,980 impressions.

Kongregate

NHTSA will again offer visitors to the site a chance to watch one of NHTSA's :30 videos in exchange for 20 Kongregate points, which can be used to play more games on the site. In addition to this first time viewers of the video will also be given 5 Kred points (virtual currency) that is a big deal to gamers.

NHTSA will also receive standard display units as well.

This \$42,500 plan will generate 21,680,000 impressions, and based on previous campaigns, a very large number of video views.

Pandora

We want to continue with Pandora as the post summary from Google indicated how well music sites performed in reaching the target audience. Elements making up this plan are :15 or :30 web audio spots accompanied by a companion banner, 500x500 tile and skin.

This plan will generate 8,500,000 impressions.

Revision3

The hosts of the programs from this Web-TV developer will continue to deliver the "Drive Sober" message as part of their program.

Though we base this buy on a :15 video the hosts often go on for a much longer time, as many are passionate about the topic.

SayMedia

We switched NHTSA to the Spark Video unit when we saw that video completion rates were coming in at 18% for the AdFrames unit. The Spark unit for the 3Q "Drive Sober" campaign had a video completion rate of 61%. Cost per engagement will be just \$0.57, thereby generating 74,561 engagements, and 4,142,300 impressions at no added cost.

SpotXchange

With this video exchange NHTSA will continue to base pricing on a cost-per-completed-view of the video. With a cost of \$0.033 for a :30 video completed view, the budget will generate 1,287,878 completed views.

Videology

The plan on the Videology video network will target by demo (men 18-34), behaviorally (blue collar jobs), and by TV Amplifier. TV Amplifier targets by the TV networks/programs the NHTSA campaign will run on further building frequency and the synergy between the television and digital plans.

This plan will generate 7,683,832 impressions including the video companion banners.

Tremor

NHTSA will use the Super Pre-roll unit where NHTSA pays only when the viewer engages with the video. The mobile video portion of the campaign in 3Q was in-app, and had a very low video completion rate. For this campaign the mobile will be moved off of the app, and into mobile streaming that should have a higher completion rate.

This plan should generate 1,211,486 impressions from companion banners, and the mobile campaign, as well as 19,125 video engagements.

WWE

The plan on WWE will include two days of a homepage takeover. This includes a 728x90, a 300x250 and a custom skin.

A takeover of the RAW section will run for one day (TBD) and will include a 728x90, 300x250, custom skin, video pre-roll and video companion unit.

A 728x90 and a 300x250 will also run in the Pay-per-View section, and the TV Shows section.

Pre-roll video will run on WWE.com, as well as, the WWE YouTube channel.

This plan will generate 17,140,000 impressions.