NHTSA
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

OVER THE COUNTER & PRESCRIPTION DRUG CAMPAIGN
MEDIA BUY SUMMARY

August 26, 2019

Overview

The over the counter and prescription drug (OTC/Rx) campaign is designed to educate the public and raise awareness about the possibility of impairment associated with common prescription and non-prescription medications as well as the dangers of driving while impaired by such substances. The campaign focuses on the idea that "There's more than one way to be under the influence."

To deliver this message, the NHTSA team has created a suite of assets entitled "Heavy Machinery" to connect the warnings commonly associated with such medications with the operation of a motor vehicle.

- ▶ The overall media budget for this effort is $950,000
- ▶ The plan is designed to activate the Heavy Machinery creative developed in 2019 to highlight the risks of driving under the influence of over the counter and prescription drugs.
- ▶ The plan seeks to maximize the reach of NHTSA's message using a designated budget. To accomplish this goal, we have focused on two primary delivery channels (Radio and Internet/Digital) that are most suited to reach the campaign's blended target audience.
- ▶ The plan makes use of both demographic and behavioral targeting opportunities within those channels and includes an influencer element through a partnership with iHeartMedia.

Media Budget Breakdown

Item	% of Total
Radio & Influencer	26.3%
Paid Social (Facebook/Instagram)	55.2%
Trade Desk	18.4%

Target Audience

After reviewing reseach on opioid deaths and prescribing data, the recommended target is 25-54 year old males & females located in smaller cities/larger towns, who are most likely to habitually use prescription drugs, whether as prescribed or recreationally. This targeting allows us to:

▶ Reach an audience who may be having their first encounter with prescription drugs and could be unaware of the side effects
▶ Target those who are more likely to spend a lot of time in their cars (commuting to work, kids' activities, busy lifestyles, etc.)
▶ Target those that spend much of their time on social media as a place they consume & share information

Channel Selection

In considering channels for the OTC/Rx campaign, we reviewed the platform usage of our target audience. As figure 1 below shows, magazines, radio and internet index best. Given the relative cost and efficiency of radio and internet placements compared to magazine insertions, we have narrowed the plan to these two core channels for this effort. States may consider magazine placements as a supplemental tactic to the national campaign as needed.
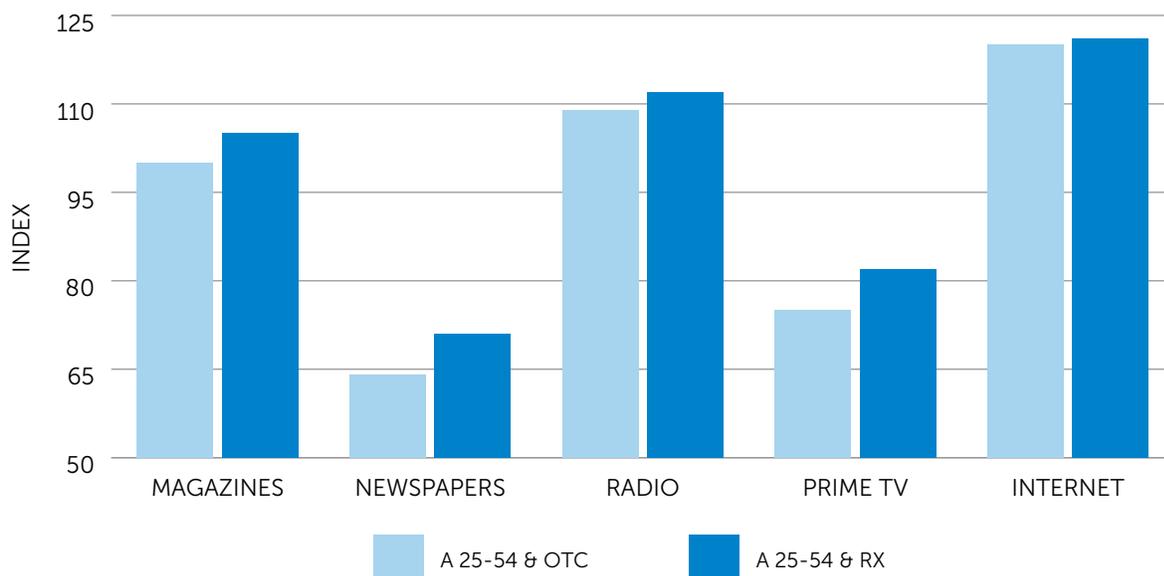

Figure 1: *Audience index by major channel (Source: GfK MRI 2018 Doublebase)*

Key Plan Elements

Paid Social & The Trade Desk

For the internet portion of the campaign, we plan to activate the Heavy Machinery assets using both paid social as well as programmatic placement via the Trade Desk. The Trade Desk is a programmatic buying platform that allows us to efficiently bid and place media for our target across a wide swath of digital properties. These two approaches provide a broad reach and balanced set of targeting opportunities to reach our audience.

In selecting platforms for the paid social campaign, we examined social usage among our target audience and found Facebook and Instagram to offer the broadest overall reach for the campaign (see figure 2 below). These platforms are also well suited to deliver our video-based assets and users are conditioned to expect video in these contexts.
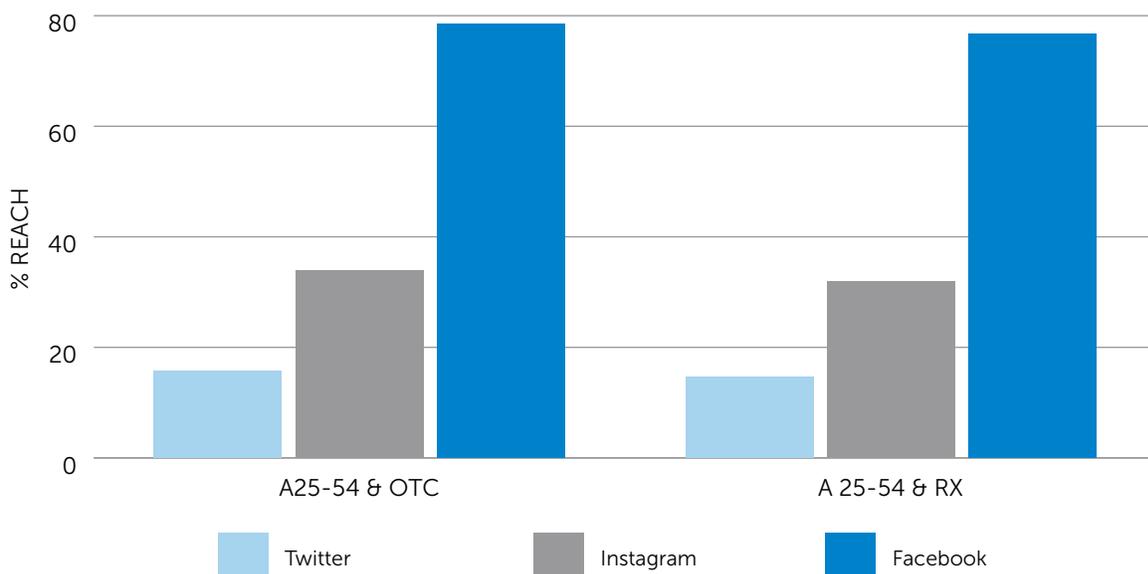
Figure 2: *Facebook and Instagram outperform Twitter in terms of potential reach for the target audience (Source: GfK MRI 2018 Doublebase)*

For the Trade Desk portion of the campaign, we will deliver our campaign assets via ad exchanges that provide access to inventory across the internet. Assets will be delivered to our audience using anonymized targeting data to reach those within our demographic and behavioral segment. For instance, using Amazon purchase data, we can target not only to the age demographic in certain geographies, but also based on the purchase of various OTC

medicines that are known to impair the user's ability to drive, including product categories like:

- ▶ Sleep & Snoring
- ▶ Cough & Cold Products
- ▶ Allergy & Sinus
- ▶ Allergy, Sinus & Asthma

Additionally, a targeting layer of HIPPA-compliant prescription data can be used to ensure we reach those in areas where prescriptions that are known to impair driving index higher.

Radio

For the radio portion of the campaign, we plan to leverage a partnership with iHeartMedia to connect with our audience using the trusted voices of the iHeart network. The radio plan has three planks to it, including:

- ▶ iHeart Personalities/Spokespeople
- ▶ Social Activation
- ▶ smartAudio Targeting

By leveraging iHeart personalities that reach our target audience, we will deliver our message to the audience using the trusted voices of people they already have an affinity for. We will use both targeted audio spots featuring these influencer's voices as well as the iHeart personalities' own social media channels to deliver the NHTSA message.

Tactic	Format
Mario Lopez & Bobby Bones Custom Social Content	2x social posts on Facebook and Instagram for each influencer
Mario Lopez SmartAudio Spot	:60 audio spot using the voice of Mario Lopez to target SmartAudio NHTSA cohort
Bobby Bones SmartAudio Spot	:60 audio spot using the voice of Bobby Bones to target SmartAudio NHTSA cohort
Delilah SmartAudio Spot	:60 audio spot using the voice of Delilah to target SmartAudio NHTSA cohort
The Breakfast Club SmartAudio Spot	:60 audio spot using the voice of a member of the Breakfast Club to target SmartAudio NHTSA cohort
Local iHeart influencers in 10 targeted DMAs Custom Social Content	2x social posts on Facebook and Instagram for each influencer

Campaign Schedule

In consultation with OCCI, we have identified two flight windows for the campaign that minimizes the overlap with other priority messages in market. These prospective flight windows are included in the table below.

Flight	1	2
Dates	9/23/2019 - 11/17/2019	Spring 2020 TBD
Flight Duration	8 Weeks	5 Weeks
Assets	Heavy Machinery & iHeart voices	Heavy Machinery
Platforms	Facebook/Instagram The Trade Desk iHeartMedia	Facebook/Instagram The Trade Desk

Detailed Campaign Breakdown

	Flight 1 Est. Impressions	Flight 2 Est. Impressions	Total Est. Impressions
Radio & Influencer			
Social Post w/Embedded Video			
Mario Lopez	2,000,000	--	**2,000,000**
Bobby Bones	1,300,000	--	**1,300,000**
SmartAudio :60			
Mario Lopez	2,450.000	--	**2,450,000**
Delilah	3,586.550		**3,586,550**
The Breakfast Club	1,942.800	--	**1,942,800**
Bobby Bones	4,986.100	--	**4,986,100**
Local Influencers Social Posts			
10 DMAs	750,000	--	**750,000**
Trade Desk			
RX Targeting	1,895,830	2,843,750	**4,739,580**
OTC Targeting	1,895,830	2,843,750	**4,739,580**
Amazon OTC Purchase Targeting	1,531,250	2,296,875	**3,828,125**
Paid Social			
Facebook/Instagram	26,922,917	16,827,083	**43,750,000**
Grand Media Totals	**49,261.277**	**24,811,458**	**74,072,735**