



National Highway Traffic Safety Administration
“Click It or Ticket” May 2017
Mobilization
Strategic Media Work Plan

Executive Summary

In order to reach the somewhat elusive Millennial male the NHTSA plan will use a multi-platform approach using video (TV & digital) audio (terrestrial & streaming) display and social.

The television plan will use key cable networks with a high composition of men 18-34. Cable networks offer a higher composition of men 18-34 and are far more efficient than their broadcast counterparts. State level plans can certainly use cable, but the use of local broadcast affiliates via appropriate programing will serve to extend the reach off of the national cable spill into state markets.

This plan will also consider buying television weight on an automated or programmatic basis. Buying television programmatically allows for a more robust target description beyond just age and gender. In this case we can target men 18-34 who drive pickup trucks.

Spanish language networks will be used to reach those Spanish language reliant members of the target audience. With Spanish language networks NHTSA will use, primarily, the broadcast networks of Univision and Telemundo. Affiliates of these networks are in markets with larger Hispanic populations and the use of these affiliates allow state level plans to reach the Spanish reliant audience locally.

Radio will be used for its high reach of young men; reaching them in their vehicles where the message will be highly relevant and will build audience reach off of the base of television. A campaign such as this requires a high frequency level and radio, along with extending reach, will build frequency of message. The radio plan will also take advantage of using personality-based networks by having the personality perform live reads of the message and thereby giving an implied endorsement. In addition, where possible, NHTSA will tap into these personalities own social networks to further deliver the “Click It” message.

Along with the terrestrial radio effort streaming audio will be used. Primary suppliers of streaming being considered will include Pandora, iHeart and Spotify.



The digital portion of the plan will use programmatic technology to target the audience member and serve video/display ad wherever he goes. This is a very efficient way to deliver the audience and also allows for the use of publisher direct sites that use premium high impact units (takeovers, roadblocks) to grab the young male target's attention during this short flight. The digital plan will include the use of Facebook and Instagram to take advantage of the large reach potential these sites have and the robust targeting that social sites can provide beyond age and gender.

As the states prepare their strategic plans for the "Click It" campaign in their local markets they can use digital media geo-targeted to those markets.

A number of tactics can be used to reach the "Click It" target audience with digital. These can include –

- Going to appropriate sites directly – called publisher direct
 - Used to run high-impact units along with video and display in a highly appropriate environment
 - If doing this the states should use sites not on the national plan
- Audio streaming via suppliers such as Pandora, iHeart and Spotify
- Programmatic, or automated buying, via a demand-side-platform, or DSP
- Paid social via Facebook, Instagram, etc.

Should states want to use local media sites, television and radio station's .com side, it's crucial to understand the composition of those sites. Many of these sites have a low men 18-34 composition, and therefore, the resulting CPMs can be very high.

Enforcement Period

- May 22nd – June 4th

Advertising Period

- Paid advertising will run from May 15th to June 4th (21 days)
- Added value and bonus weight in TV and radio must run within flight and not go beyond June 4th
- Digital non-enforcement non-paid advertising can run beyond the June 4th flight end

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*
 - ❑ **Hispanic males, 18 to 34 years of age**
 - ❑ Hispanic drivers have lower seat belt use rates than non-Hispanic whites, and higher fatality rates
 - ❑ **African American males, 18 to 34 years of age**
- Tertiary Segment – *Sustain general seat belt use increases while mainly influencing young males to always use a seat belt*



Geography

The campaign will be national in scope, however, 27 states show seat belt use falling below the national average of 88.5%. Of these 27 states, we will focus on the 9 states that have seat belt use below 80%. Those states, and their seat belt use level are detailed below–

State	2015 Level %
Arkansas	77.7
Massachusetts	74.1
Mississippi	79.6
Missouri	79.9
Montana	77.0
Nebraska	79.6
New Hampshire	69.5
South Dakota	73.6
Wyoming	79.8

During planning we will consider allocating additional weight to these states via a programmatic television and digital effort.



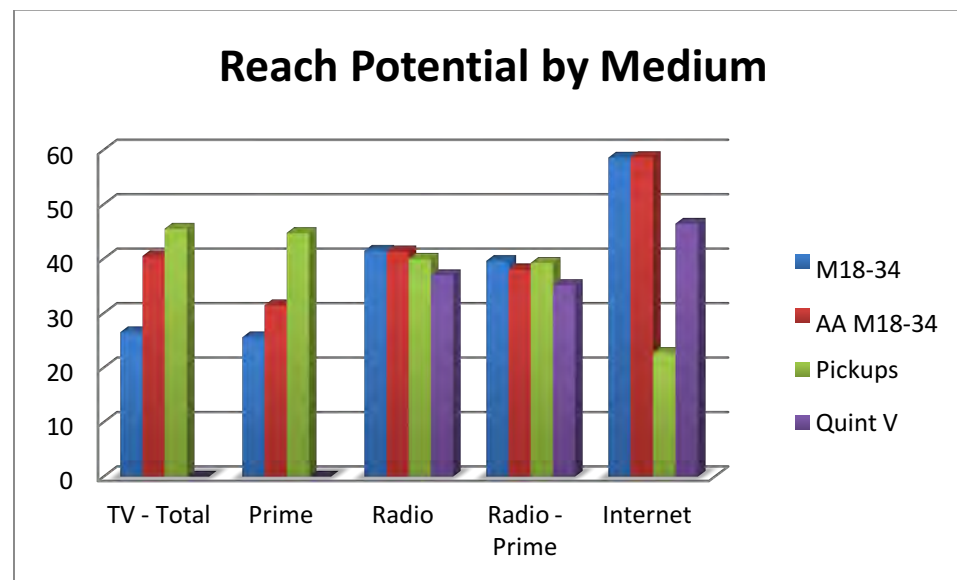
Media Strategy

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 at least 25% of the men 18-34 target audience at the 8+ effective frequency level over the 3-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 below details the reach potential of the two heaviest usage quintiles for each medium for Men 18-34, African American Men 18-34, Men 18-34 who drive pickup trucks and Men 18-34 who are the lightest users of television (Quintile V).



Source: 2016 GfK MRI Doublebase

The chart details very clearly the reach advantage of the Internet, however, we see television and radio offering reach potential as well.

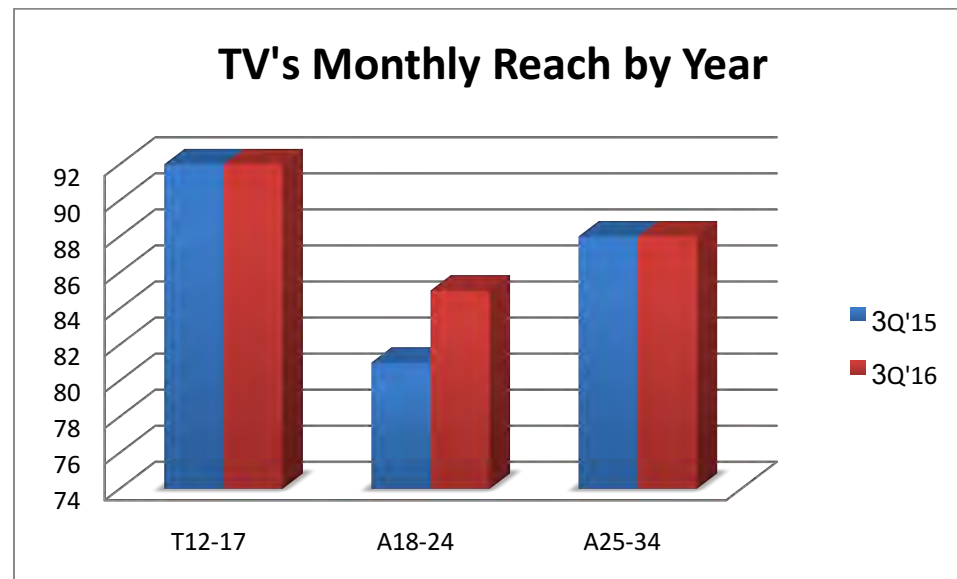
Due to the very short flight media selection must be restricted to those mediums that will quickly generate its total reach potential, and will not have exposure after the campaign end date. Based on the reach potential and the ability to generate its reach potential in a short time period the 2017 “Click It or Ticket” campaign will consider the following mediums -

Television
 Connected TV/Over-the-Top
 Cinema Advertising
 Radio
 Online/Mobile

Television

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

Television still reaches a younger audience.

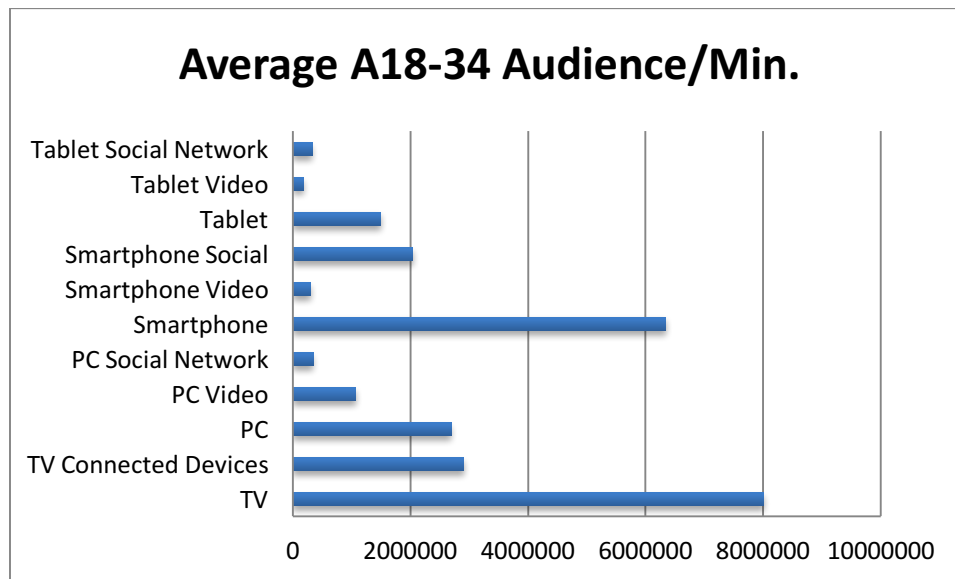


Source: Nielsen Total Audience Report, 3Q'16

In fact, consumers are spending more days watching TV among Millennials according to the Nielsen Npower report.

	4Q'15	4Q'16
Persons 2+	65	67
P18-24	39	44
P25-34	58	60

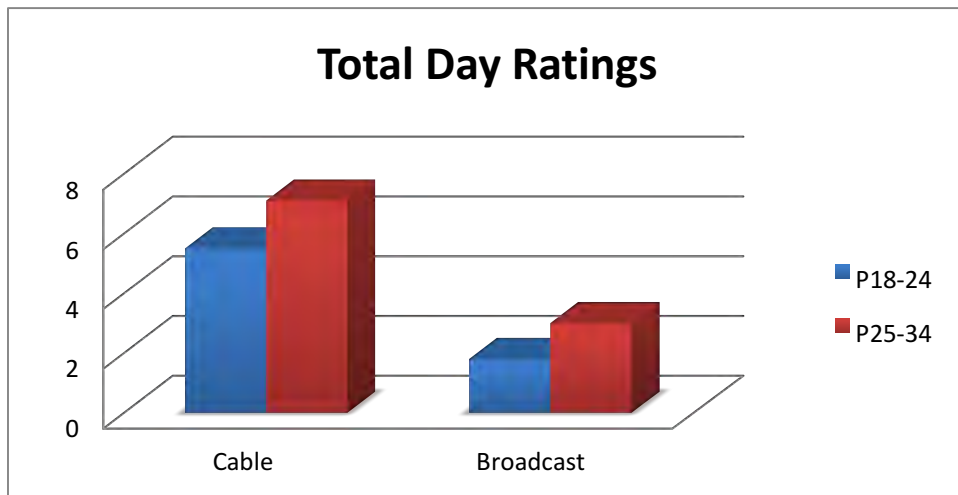
For Millennials 84% of their video consumption is on television.



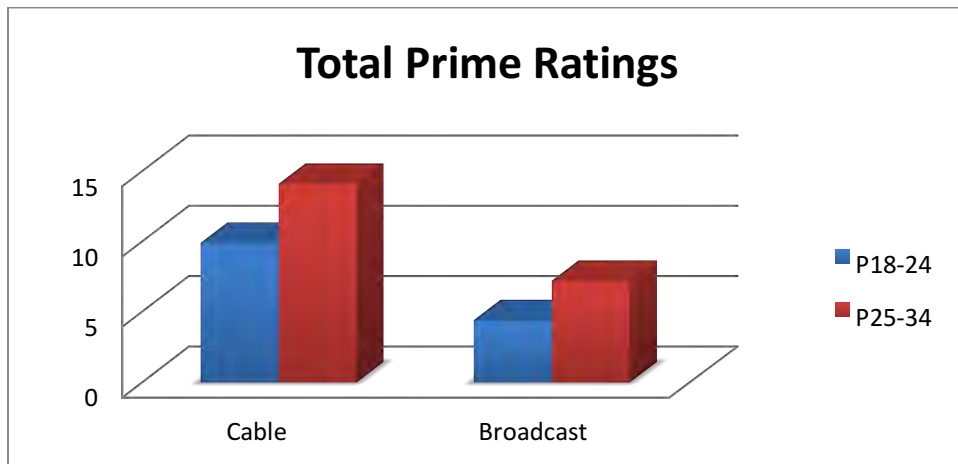
Source: Nielsen Comparable Metrics Report Q2 2016

We have moved, for some time now, the majority of non-sports programming to cable networks vs. broadcast networks. With cable NHTSA is able to find networks that focus on the young male target via the programming it airs.

The charts on the following page look at total day ratings and primetime ratings for 18-24 and 25-34 year olds. This clearly shows the advantage of cable over broadcast networks.



Source: Nielsen Npower tie period Live +7

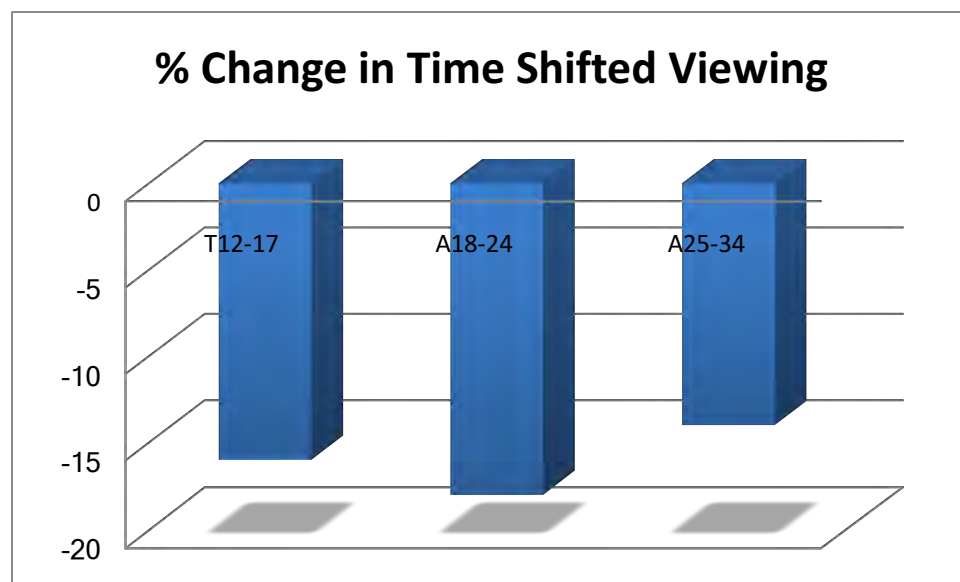


Source: Nielsen Npower tie period Live +7

Of the television they watch the majority of it is live per the Nielsen Total Audience Report for 3Q'16.

	<u>T12-17</u>	<u>P18-24</u>	<u>P25-34</u>
% Time Shifted	16	16	18
% Live TV	84	84	82

Time-shifted viewing has decreased from 3Q'15 to 3Q'16.



The decrease in time shifted viewing holds true for African American and Hispanic young men, as well.

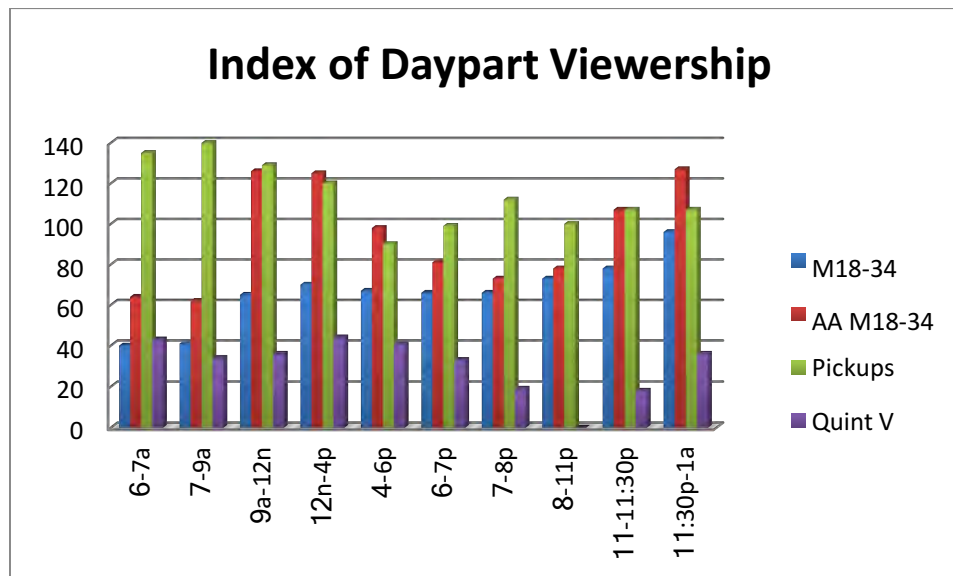
	<u>T12-17</u>	<u>A18-24</u>	<u>A25-34</u>
Black	-14%	-18%	-5%
Hispanic	-17%	-18%	-18%

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

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

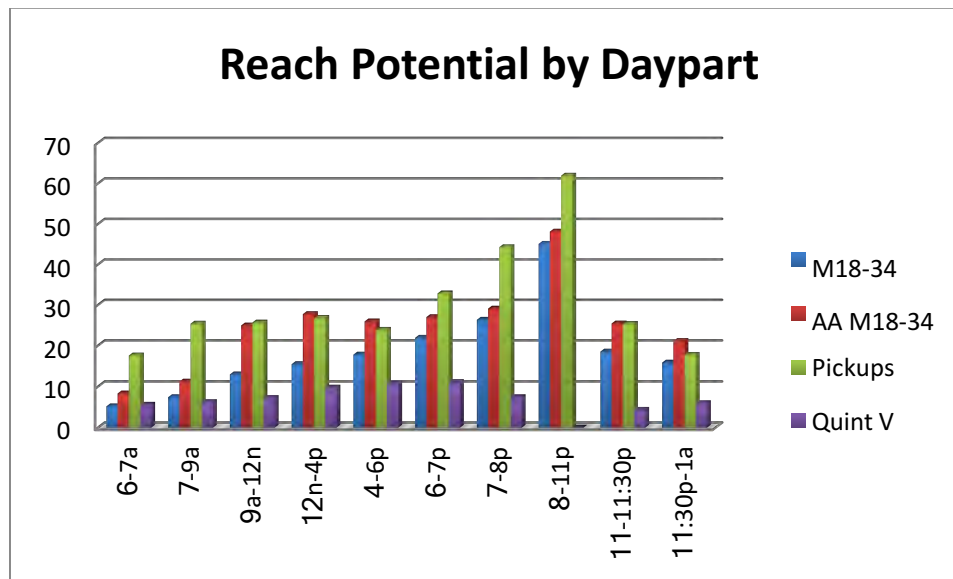
- Men 18-34
- African American Men 18-34
- Men 18-34 who drive a pickup truck
- Men 18-34 who are light users of TV (Quint V)

We see high indices for many dayparts for men 18-34 who drive pickup trucks and young African American men. Interesting to see how high they are for daytime, especially.



Source: 2016 GfK MRI Doublebase

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



Source: 2016 GfK MRI Doublebase

Many dayparts indexed well against the various target audiences but primetime is one of the lower indexing dayparts. Prime Time 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 below are some of the top performing Prime programs for reaching the young male target audience. Those these represent broadcast programming we look for these programs, and others like them, on cable networks and syndication.

You will also see how well these programs perform against m18-34 who are light users of television (Quint V) based on an index against adults in general.

<u>Program</u>	<u>Men 18-34</u>	<u>Men 18-34 African Am.</u>	<u>Men 18-34 Pickup</u>	<u>Men 18-34 TV Quint V</u>
Bob's Burgers	248	366	129	118
Family Guy	228	255	140	100
The Simpsons	210	235	125	104

Source: 2016 GfK 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 African Am. %</u>	<u>Men 18-34 Pickup %</u>	<u>Men 18-34 TV Quint V %</u>
Bob's Burgers	5.10	7.53	2.65	2.42
Family Guy	17.18	19.21	10.53	7.53
The Simpsons	8.21	9.17	4.88	4.06

Source: 2016 GfK MRI Doublebase

During the "Click It or Ticket" campaign two of the youngest skewing major sport seasons are into post-season play, NBA and NHL. Along with these events and some other sports we have some good choices for this campaign.

Index <u>Program</u>	<u>Men 18-34</u>	<u>Men 18-34 African Am.</u>	<u>Men 18-34 Pickup</u>	<u>Men 18-34 TV Quint V</u>
MLB Regular Season	115	98	122	80
NBA Playoffs	181	298	134	85
NHL Playoffs	142	83	84	85
WWE	168	312	285	123

Source: 2016 GfK MRI Doublebase MRI

Reach <u>Program</u>	<u>Men 18-34</u>	<u>Men 18-34 African Am.</u>	<u>Men 18-34 Pickup</u>	<u>Men 18-34 TV Quint V</u>
MLB Regular Season	13.58	11.56	14.30	9.37
NBA Playoffs	17.21	28.30	12.76	8.06
NHL Playoffs	10.35	6.07	6.14	6.20
WWE	7.21	13.36	12.20	5.26

Source: 2016 GfK MRI Doublebase MRI



Cable TV will be the primary source of this NHTSA television effort due to cable's significant efficiency advantage over broadcast and the reasons cited in previous pages.

Listed below are the cable networks indexing well, based on composition of men 18-34 years old, African American men 18-34 years old, men 18-34 who drive pickup trucks and men 18-34 years old who are light users of primetime (quintile V) television.

<u>Network</u>	<u>Men 18-34</u>	<u>Men 18-34 African Am.</u>	<u>Men 18-34 Pickup</u>	<u>Men 18-34 TV Quint V</u>
Adult Swim	302	400	134	117
CBS Sports Network	116	173	211	58
Comedy Central	224	184	115	72
ESPN	147	196	147	73
ESPN2	160	235	175	66
ESPNU	189	314	134	53
Fox Sports 1	128	148	175	64
Fox Sports 2	118	213	269	65
Fuse	170	391	146	50
FX	140	162	138	46
FXX	211	224	180	63
MLB Network	137	105	138	55
MTV	181	327	147	63
MTV2	261	585	151	73
NBA TV	186	525	233	78
TBS	108	133	103	41
TruTV	157	214	124	54
USA	100	68	54	94

Source: 2016 GfK MRI Doublebase

The chart below looks at the same cable networks as above, from a reach potential perspective. You will see that many of these networks provide high reach, even for those light users of television. Highlighted are the two largest reach potential networks for each target group. You'll see that ESPN and Discovery show up a lot.

<u>Network</u>	<u>Men 18-34 %</u>	<u>Men 18-34 African Am. %</u>	<u>Men 18-34 Pickup %</u>	<u>Men 18-34 TV Quint V %</u>
Adult Swim	19.53	25.86	8.65	7.59
CBS Sports Network	12.25	18.29	22.38	6.10
Comedy Central	26.24	21.61	13.53	8.43
ESPN	40.80	54.64	40.86	20.33
ESPN2	24.25	35.65	26.57	9.98
ESPNU	10.03	16.68	7.11	2.80
Fox Sports 1	16.86	19.49	22.94	8.34
Fox Sports 2	6.99	12.62	15.97	3.84
Fuse	3.49	8.01	3.00	1.03
FX	15.16	15.64	14.71	5.16
FXX	16.20	17.18	13.81	4.84
MLB Network	7.07	5.41	7.11	2.85
MTV	19.59	35.25	15.83	6.80
MTV2	12.09	27.04	6.97	3.36
NBA TV	9.91	27.90	12.41	4.16
TBS	23.54	28.84	22.38	8.98
TruTV	16.98	23.17	13.39	5.86
USA	20.89	28.42	21.48	9.08

Source: 2016 GfK MRI Doublebase

The top 10 cable networks for men 18-34 based on Nielsen ratings in primetime are detailed below. They are very consistent with the qualitative rankings above.

<u>Men 18-34 Network</u>	<u>(000)</u>
Adult Swim	219
USA	137
TBS	132
Comedy Central	119
FX	113
AMC	107
Discovery	98
Cartoon Network	86
Spike TV	71
TNT	69

Source: Nielsen Media Research via Turner

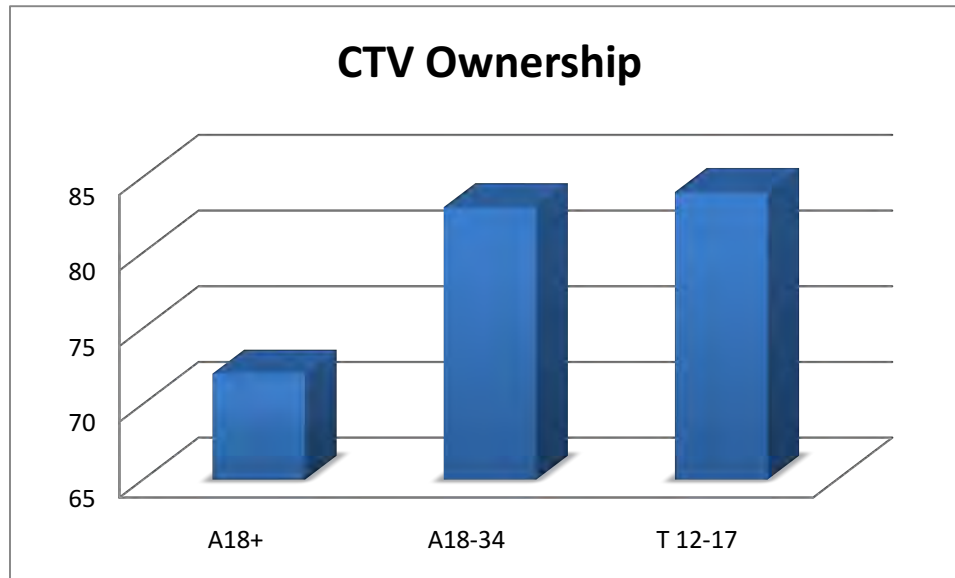
Connected Television/Over-the-Top

Cord-Cutters, those among NHTSA's target audience who have cancelled their pay TV subscriptions, and Cord-Nevers, those who never had pay TV subscriptions turn to services over-the-top services for their video content.

Connected TVs, or Smart TVs, are those that are Internet connected to provide features that old TV sets cannot. The typical ad unit is a :05 to :30 video that appears before the desired video or application the user has chosen. According to a study by YuMe 60% of connected TV consumers prefer ad-supported content to paid, ad-free content.

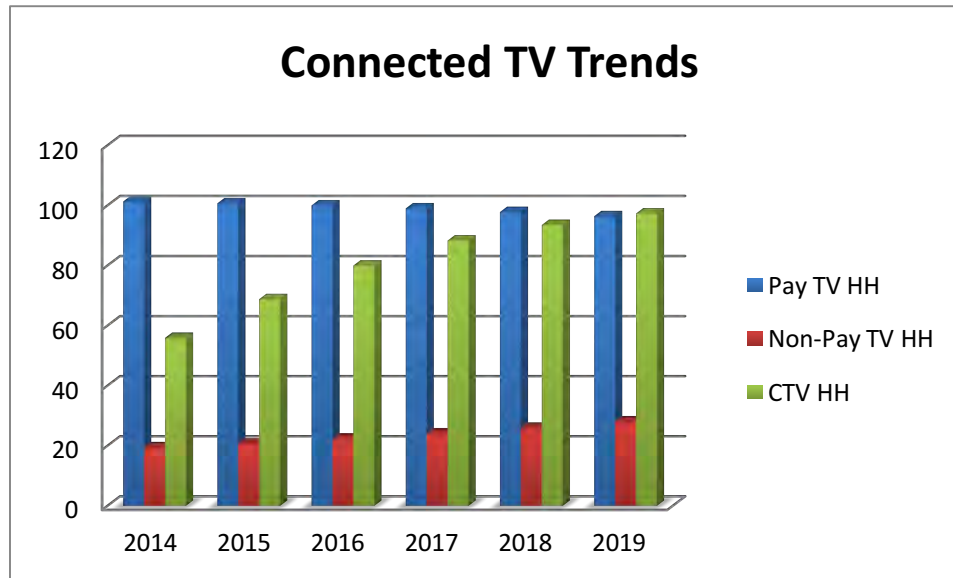
Premium publisher content is becoming more prevalent across CTV devices and consumers want to view this video content on a big screen.

When we look at CTV ownership we see that Teen and Millennials have a higher ownership than adults in general.



Source: 2016 YuMe

Connected TV trends show a steady increase in connected TV HHs to where it will be at parity with pay TV households.



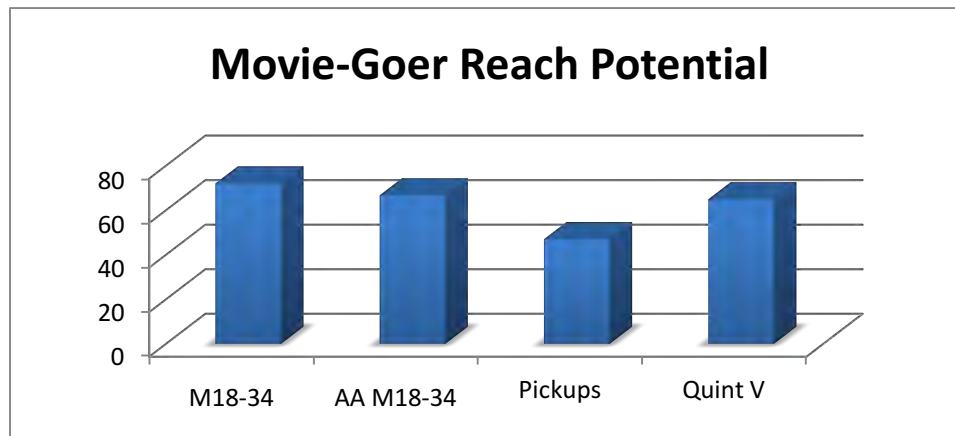
2016 YuMe

Due to the factors discussed above Connected TV will be considered as a source of television delivery to make up for the loss of Cord-Cutters and Cord-Nevers.

Cinema Advertising

A cinema campaign will run on a national basis covering all states, but will be concentrated in theaters with a minimum monthly attendance of 40,000 to 50,000. These larger theaters tend to fill up faster so more people are in their seats to see the pre-feature entertainment content and commercials.

The various NHTSA target audiences enjoy significant reach potential based on having attended a movie.



Source: 2016 GfK MRI Doublebase

In addition to reach potential the following detail some additional reasons to use cinema advertising –

- Quality programming debuts weekly
- Engaged audience with no access to ad-skipping devices
- Association with blockbuster films
- 50' HD screens; Surround Sound
- Preferred entertainment destination

Some interesting quality research indicates the following for men 18-34 moviegoers -

Protecting the Family; Having Safety for Loved Ones – 97.0%

Social Responsibility; Working for the Welfare of Society – 89.1%

Major movies releasing during the “Click It or Ticket” include –

- Alien Covenant – May 19th
- Pirates of the Caribbean: Dead Men Tell No Tales – May 26th
- Baywatch – May 29th

Programmatic Television

Let’s quickly review what programmatic television is -

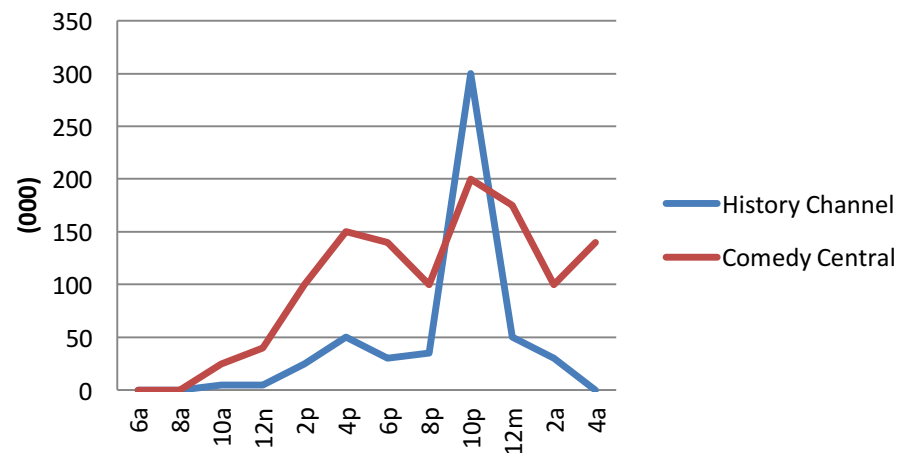
“Programmatic TV advertising is the data-driven automation of audience-based advertising transactions. It inverts the industry standard, in which marketers rely on show ratings to determine desirable audiences for their ads. Instead, with programmatic tech, marketers use audience data to pipe advertising to optimal places.”

We will look at programmatic television in two ways –

1. Using local inventory, at scale, in all 210 DMAs
 - a. Allows for heavy-up in states with seat belt use below the national average and which have seen a decrease in seat belt use
2. Using network level inventory to find a high performing program(s) over a large number of networks possibilities.
 - a. Viewing Data
 - i. Set-Top Box
 - ii. Nielsen National Panel Data
 - iii. Targeting from sources such as MRI Syndicated Research
 - b. Counter-Intuitive Placements
 - i. Example below and next page details how one key program on the History Channel should be purchased

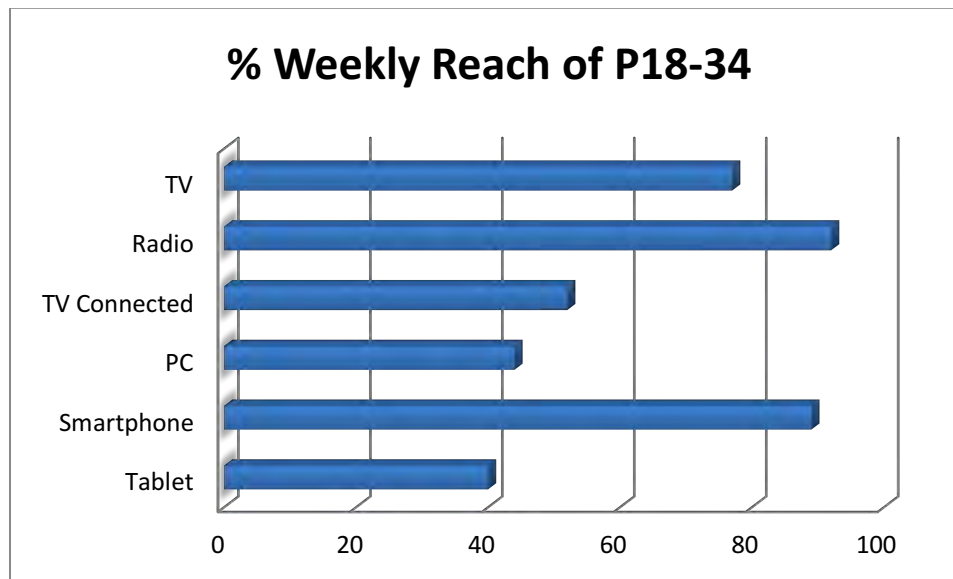
Comedy Central makes great sense in reaching young men and should be part of the television buy. We can purchase the one program on the History Channel that reaches young men programmatically and combine that with other programmatic buying to get a far more efficient rate.

Counter-Intuitive Placement

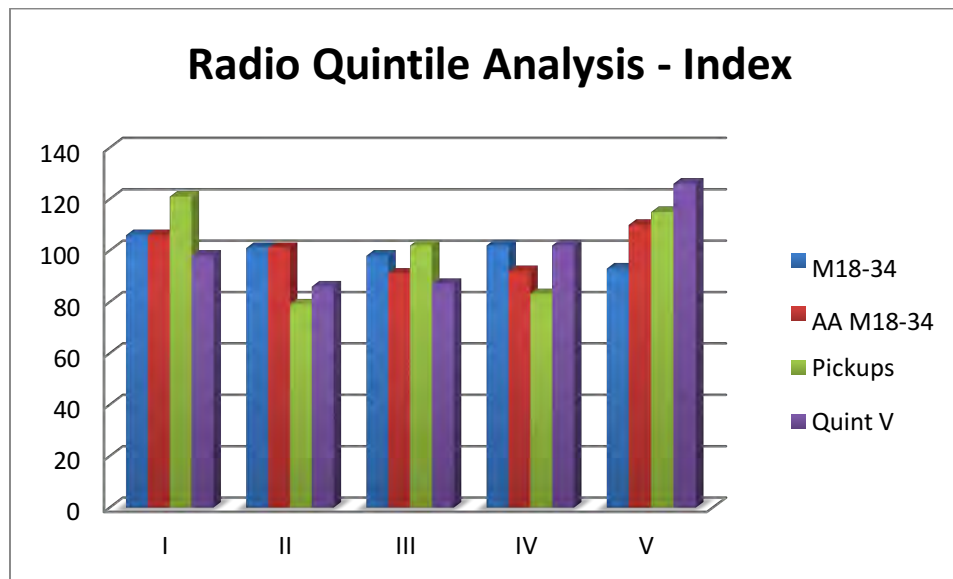


Radio will build reach off of the base of television, but will also be a catalyst to build frequency of message.

According to the Nielsen Comparable Metrics Report Q2 2016 radio enjoys the largest weekly reach for persons 18-34 years old.



Based on a quintile analysis we see that radio indexes at 100, or over 100 for the heaviest quintile, especially for those who drive a pickup.



Source: 2016 GfK MRI Doublebase

The chart below details that a number of formats can deliver a high composition of men 18-34, however for African American young men CHR and urban should be used and Country performs well for pickup truck owners.

<u>Format</u>	<u>Men 18-34 Index</u>	<u>Men 18-34 African Am. Index</u>	<u>Men 18-34 Pickup Index</u>	<u>Men 18-34 TV Quint V Index</u>
Alternative	167	23	81	142
CHR	156	142	74	92
Classic Rock	108	15	89	109
Country	103	28	122	81
Rock	176	38	98	120
Sports	127	65	93	101
Urban	155	455	141	82

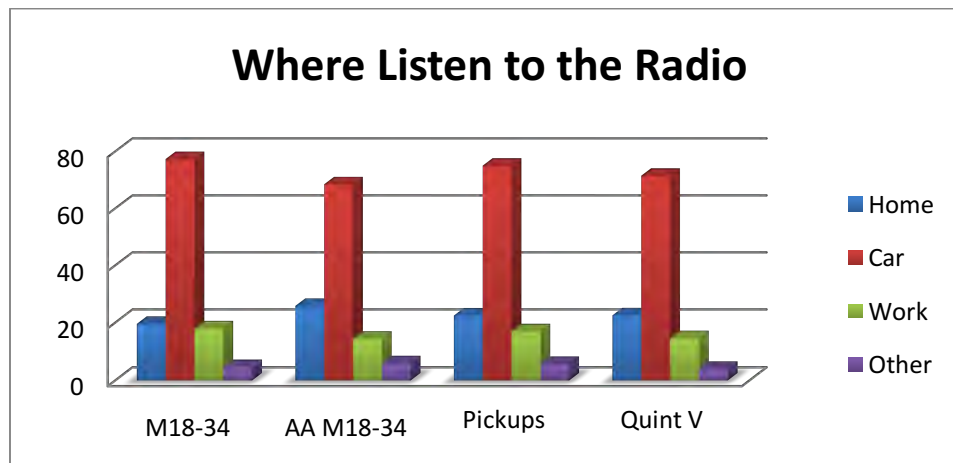
Source: 2016 GfK MRI Doublebase

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. CHR enjoys high reach potential for all target segments. Country has high reach for the pick up driver, and Urban does extremely well with the African American audience.

<u>Format</u>	<u>Men 18-34 %</u>	<u>Men 18-34 African Am. %</u>	<u>Men 18-34 Pickup %</u>	<u>Men 18-34 TV Quint V %</u>
Alternative	10.91	1.48	5.30	9.28
CHR	29.63	26.94	14.16	17.45
Classic Rock	8.15	1.12	6.69	8.19
Country	19.84	5.31	23.50	15.66
Rock	8.15	1.12	6.69	8.19
Sports	6.79	3.46	4.95	5.37
Urban	17.11	50.41	15.62	9.05

Source: 2016 GfK MRI Doublebase

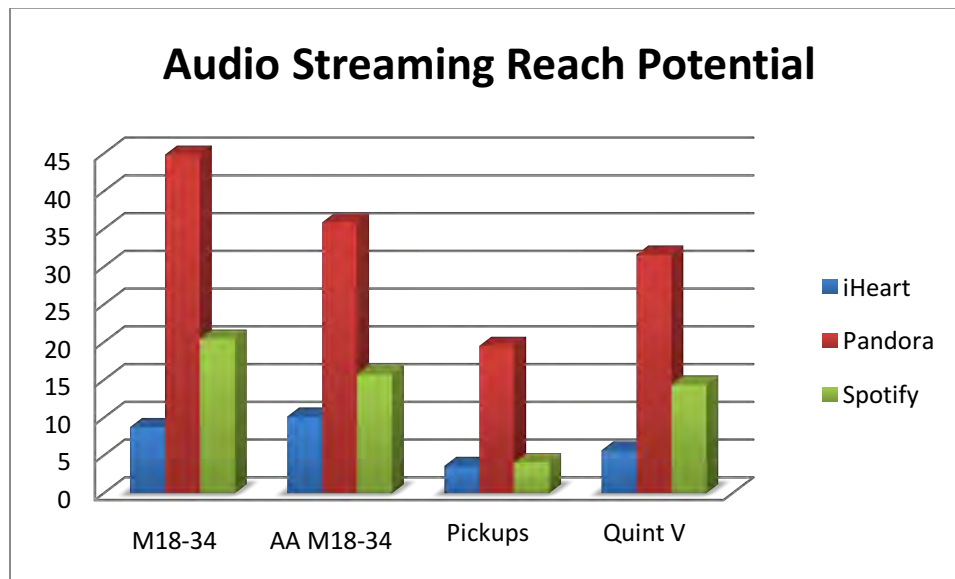
Radio also offers NHTSA that critical variable of reaching our target audience when they are in their car where the activity we want them to do, wear a seat belt, takes place. The majority of radio listening occurs while driving.



Source: 2016 GfK MRI Doublebase

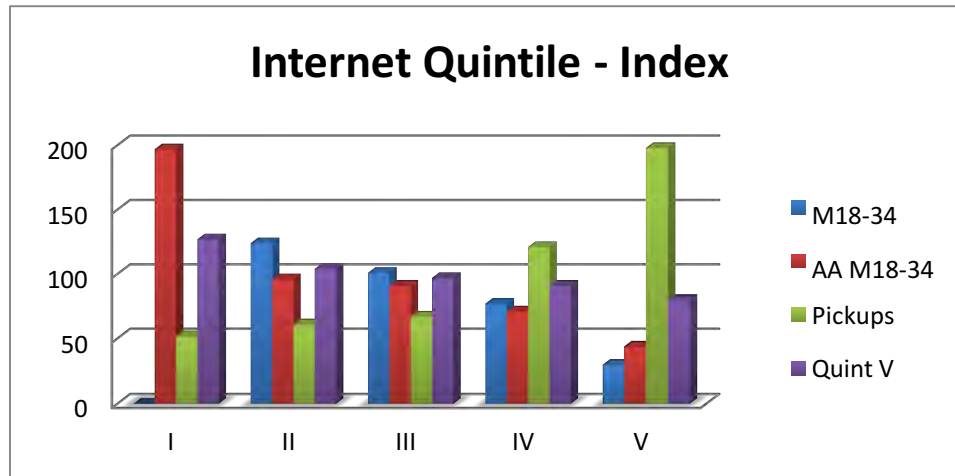
Streaming audio also provides an advantageous vehicle to reach the NHTSA target audiences.

The chart below looks at the reach potential of three major streaming providers with Pandora leading the way. These services also provide reach against those members of the target who are light users of primetime television.



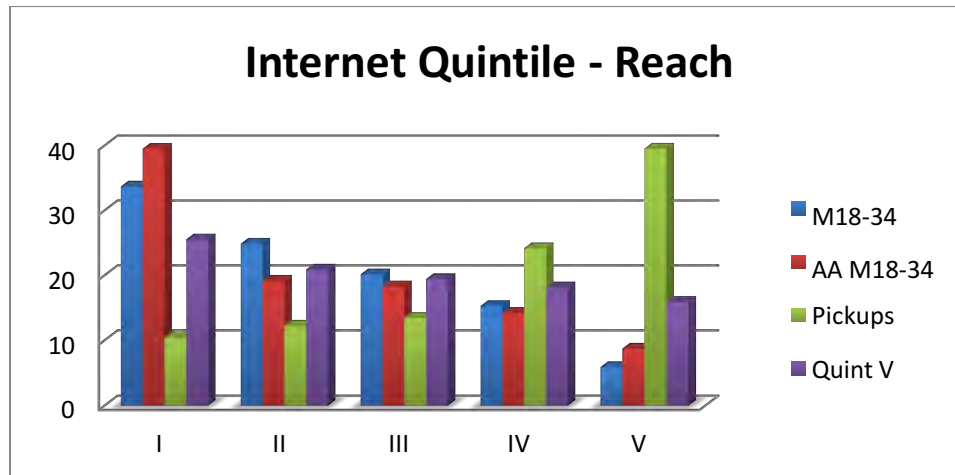
Source: 2016 GfK MRI Doublebase

Digital Media still represents significant reach potential against the NHTSA target audiences, but we see a decrease in reach at the heaviest quintile level for those who own/drive a pickup truck.



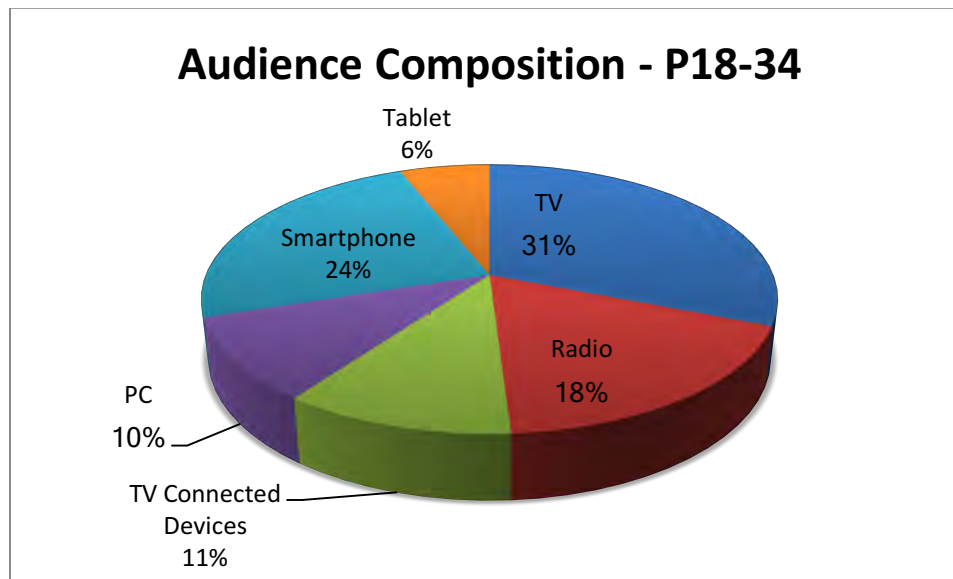
Source: 2016 GfK MRI Doublebase

Reach potential is high for the heaviest use quintiles (I & II), and quite low for light users of the medium.



Source: 2016 GfK MRI Doublebase

Linear and digital platform usage differs by age. Smartphone usage is very high, and second to only television.

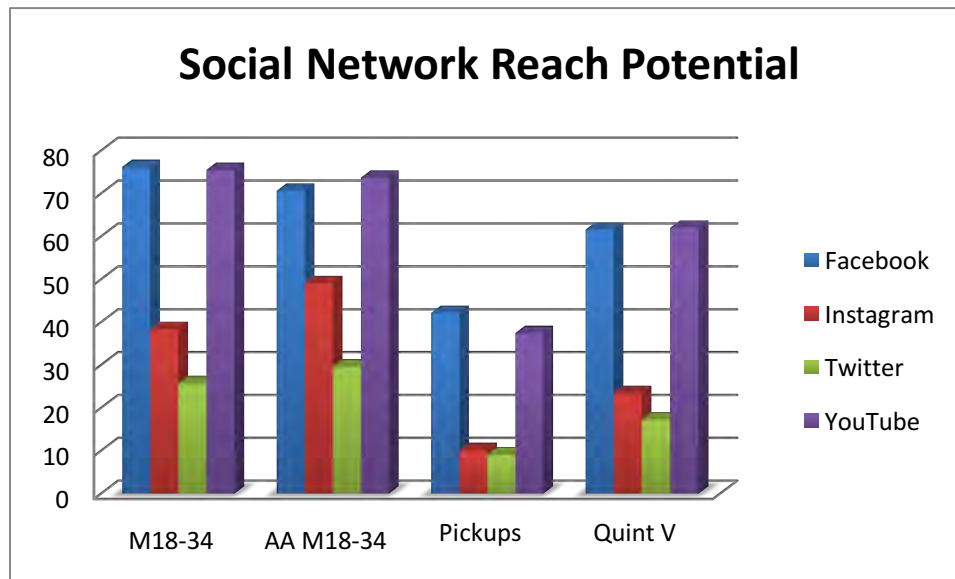


Nielsen Comparable Metrics 2Q 2016

The Internet portion of the plan will use publisher direct sites with high impact ad units (Page Takeovers) as well as video content and display. In addition to this premium content the plan will use programmatic technology via demand side platforms to reach the individual members of the target audience. This becomes the very efficient counter part to the premium publisher direct buys.

Social media will continue to play an important role in the communications process. This will be done via a paid social campaign as well as by tapping into the social networks of personalities that millennials engage with.

The top social sites of Facebook, Instagram, Twitter and YouTube provide significant reach potential to the primary target of men 18-34, as well as to the other segmented target groups. The chart on the next page detail the reach potential of each social site.



Source: 2016 GfK MRI Doublebase

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 may be affected by inventory conditions at the time of the buy.

<u>Vehicle</u>	<u>% Allocation</u>
TV	40%
Radio	12%
Hispanic	10%
Digital	38%

Campaign Performance

<u>Vehicle</u>	<u>% Reach</u>	<u>Avg. Frequency</u>	<u>GRPs</u>	<u>% Effective Reach 8+</u>
Television	59	3.6	214	7
Radio	<u>63</u>	<u>5.9</u>	<u>370</u>	<u>16</u>
Total	84	6.9	584	28

