

National Highway Traffic Safety Administration
Click It or Ticket
2017 Media Buy Summary

SUMMARY

The “Click It or Ticket” media campaign flight dates are Monday, May 15th- Sunday, June 4th. A combination of television, radio, and digital media is being used to reach our target audience.

Total value of this buy is \$8,049,650.80. Below is a complete summary of all the media being used.

TELEVISION

The television portion of the “Click It or Ticket” paid media plan will run across the entire May 15th to June 4th flight. The linear television plan is made up of the general market target (English) and Hispanic target (Spanish). Television will focus on key cable networks that enjoy a high composition of men 18-34 years old with key networks such as Adult Swim and TBS from Turner and Comedy Central and MTV2 from Viacom. Additionally, we will use smaller vertical networks that have been created to reach the Millennial audience, such as Revolt.

The English language networks will receive about 36% of the total budget and the Spanish close to 11%.

Adult Swim/TruTV

Adult Swim continues to be one of the strongest networks to reach NHTSA’s young male target. The Turner networks of Adult Swim and TruTV will be combined to take advantage of the more efficient delivery that helps to build frequency with the reach generated by Adult Swim.

Together these networks are providing a guaranteed 12.7 million impressions against the target audience, or nearly 37 GRPs.

Video-on-demand (VOD) will be used for all of the networks on the buy, Adult Swim, TruTV and TBS. Millennials are heavy users of demand programming.

The VOD plan will deliver 654,000 impressions.

Comedy Central & MTV2

NHTSA will have a presence across several dayparts on both networks. MTV2 is being used over MTV since the composition of men is much higher on MTV2.

These two networks will generate 12 million impressions and 35 GRPs.



ESPN Networks

The primary programming on ESPN will be the NBA Conference finals that will include a repeat in late night. With ESPN2, the primary program will be the regular season of the WNBA.

In addition, NHTSA will run on SportsCenter, SportsNation and First Take.

ESPNU will run as run of station.

In total, NHTSA will receive 10.1 million impressions from all of the ESPN networks and 30 GRPs.

ESPN Deportes

This plan on ESPN Deportes will include Futbol Picante (soccer), Major League Baseball, NBA finals along with studio programming that will include SportsCenter.

This plan will deliver 969,000 impressions to Hispanic men 18-34 and about 3 total GRPs.

Programmatic Television

Programmatic, or automated buying, will deliver 9.2 million targeted impressions.

These plans will cover a large number of networks, where in many cases, just one program that performs well against men 18-34 will be purchased.

The programmatic buy will deliver about 9.2 million impressions.

SYNCED TELEVISION

With synced television, NHTSA can retarget to men 18-34 who are watching appropriate entertainment, lifestyle and sports programming to their mobile phones. In addition, NHTSA will reach men 18-34 who are cord-cutters by retargeting to those young men who are using over-the-top television by sending the NHTSA video to their mobile phones.

Synced television is tied to what is on the television screen. This technology allows it to recognize what is on the television screen, and when appropriate for NHTSA, send the video to the user's phone based on a proprietary mobile phone registration list. This greatly increases the chance of the NHTSA video being seen.

This strategy will deliver 2.7 million impressions.



Revolt

This very vertical music network started by Sean Combs will deliver 1.6 million impressions with linear television, and another 16.2 million impressions from social posts. Social posts will again include one from Sean Combs (P Diddy) who founded the network. Sean Combs has 10 million followers.

Telemundo

Telemundo, a NBC Universal property, is the other major Spanish language network, along with Univision networks, on the NHTSA “Click It or Ticket” plan.

This programming in this plan includes news, novelas, prime movies and sports talk.

The plan will deliver over 2.3 million impressions and about 9.5 GRPs.

TBS

TBS remains an efficient network and allows NHTSA to have a presence in many dayparts/programming including Conan, Family Guy/American Dad and Moonlight Theater.

TBS will deliver almost 5.3 million targeted impressions and 15.4 GRPs.

Turner Sports

The plan on Turner Sports will use TNT sports and NBA TV.

The focus of the buy on TNT will be NBA conference finals playoff games. NBA TV will cross a number of dayparts and cover NBA playoff games with pre-game, recaps and playbacks.

These networks will deliver over 6.9 million impressions and 20 GRPs.

Univision Networks

The Click It or Ticket plan will use Univision, and Unimas. The Univision plan will use programming across much of the broadcast day with a mix of programming genres. This Unimas plan will carry primarily scripted series, novelas and movies.

Together, these programs will deliver approximately 2.1 million impressions and 6 GRPs.

USA & NBCSN

The plan on USA will run exclusively with WWE programming. Programming will include WWE Raw and WWE Smackdown.

The plan on NBCSN will focus on Formula 1 and NASCAR racing, NHL round 3 conference finals and the Tour of California. Along with this specific programming, NHTSA will appear across a number of dayparts.

These networks will deliver 3.4 million impressions and about 9 GRPs.

RADIO

The radio portion of the “Click It or Ticket” paid media plan will run across the entire May 15th to June 4th flight.

With the larger networks, such as Westwood One and Premiere, NHTSA will engage with top personalities via live reads and social outreach via their social networks. The radio plan for Click It or will use English, as well as, Spanish language networks to reach NHTSA’s young male target. The total radio budget will represent just about 13% of the total paid media budget.

Westwood One

Westwood One remains the largest radio partner for NHTSA due to their number of affiliates, multiple format genres and superior added value.

Overall the plan on Westwood One will deliver close to 56 million impressions and 147 target GRPs.

This radio plan will use a number of Westwood One networks, programs and personalities that include:

- Whitney Allen
- Country Countdown
- Nash Nights
- Bob & Tom Show
- Zach Sang



The added value elements will include the following –

- " 6x :10 messages in 2016 NHTSA Memorial Day Concert Series (3 separate format specials – CHR, Rock and Country)
- " 3x :05 sponsor opening bb of Memorial Day Special
- " 3x :05 sponsor closing bb of Memorial Day Special
- " 2x :30 Bonus units in Baseball Game of the Week
- " 4x :05 sponsor mentions in Big Time with Whitney Allen
- " 4x :10 messages in Big Time with Whitney Allen
- " 6x :10 messages in Country Countdown USA with Lon Helton
- " 3x :10 messages in Country InsideTrak
- " 6x :10 messages in the Lia Radio Show
- " 3x :10 messages in the Bob & Tom Show
- " 6x :10 messages in Nash Nights Live with Shawn Parr
- " 4x :10 messages in Zach Sang and the Gang
- " 2x :10 message in Free Beer & Hotwings Show
- " 11x :10 messages across our 24/7 Music Network
- " Title sponsor of NHTSA Memorial Day Weekend Concert Series (3 formats – Country, Rock, and CHR)
- " Westwood One to make best efforts to have Country artists record NHTSA :10 PSA copy during our 2017 ACM Awards Radio Row Event.
- " Added Bonus spots based on availability
- " Social Media post where possible.

Total Added Value = \$637,600

Includes:

- Live read integrations by Lon Helton, FB&HW, Zach Sang, Shawn Parr, Lia, Whitney Allen, and Bob & Tom, and across our 24/7 Music platforms.
- " Title Sponsor of the 9th Annual NHTSA Memorial Day Concert Series
- " Country PSA Recordings from 2017 ACM Awards



Premiere

The Premiere radio networks will deliver 29 million impressions and 76 GRPs.

The plan will use a number of networks, programs and personalities to deliver the NHTSA "Click it or Ticket" message. These will include:

- Accelerate
- After Midnight
- Ben Maller Show
- CMT All Access
- Fox Sports
- Jason Smith Show
- Maverick
- Momentum
- Sixx Sense
- Steve Gorman Sports
- Structure
- Venture Weekend
- Weekend Party Network

Units will include the NHTSA :30 produced units plus announcer read :30 units. The announcer reads bring an implied endorsement by the DJ and can increase the attention given to the message.

Added value will include a minimum of 10% bonus units.

Compass Media

The plan on Compass Media, via over 1,500 affiliates, will deliver 9.9 million impressions and 26 GRPs at an extremely efficient CPM of just \$4.61.

Of the 63 spots on the buy, 27 are added value.

This plan will focus on the following networks:

- Big D & Bubba
- Evening Music
- Music Weekend
- Rock Weekend

Sun Broadcast

A relatively small buy on Sun Broadcast will still deliver 5.6 million impressions and 15 GRPs. Added value will include several billboards on a variety of major programs including –

- House of Hair
- SuperMix Network
- The Country Club Show
- Underground Garage



HISPANIC

The Hispanic Radio included on the Click it or Ticket plan are Entravision, ESPN Deportes, and Univision

Entravision

This Spanish language network will generate over 3.5 million impressions and 40 GRPs.

Included will be the very popular personality Erazno that will include a matching schedule as added value and live reads to accompany the produced :30s.

ESPN Deportes

This sports plan will deliver 17 GRPs against the Hispanic young men 18-34 with programming that includes Destino Futbol (Soccer), Zona ESPN (ESPN Zone), and Raza Deportiva (Sports anthology program).

Univision

The plan on Univision will use a number of Spanish language networks including sports.

The plan on Univision will deliver over 4 million impressions to Hispanic men 18-34 and 45 GRPs.

DIGITAL

The digital portion of the 2017 “Click It or Ticket” campaign will represent just slightly over 35% of the total paid media budget.

The digital plan will use publisher direct sites, that have large audiences of men 18-34 and carry content that these young men enjoy consuming, social and programmatic (automated) plans.

Bleacher Report

Bleacher Report is the sports site destination for Millennial men. It reaches 8.3 million men 18-34 with a 36.4% composition of that target.

The key elements in this plan include:

- Homepage/Front Door Takeover & Mobile Homepage Front Door Takeover
- Everywhere Content Sponsorship
- Highlight Brand Messaging Through Premium Content with Social Influence
- :15 pre-roll and an added-value custom editorial

Overall this plan will deliver 22.4 million impressions.



CBSSports Digital

NHTSA will again utilize the custom daily video series reviewing what's new in the sports world called CBS Sports Daily Minute Update. All impressions will be geared towards the men 18-34 target.

This includes the following elements:

- Custom Skin
- :15 pre-roll
- In-Studio logo/audio integration
- Mobile 320x50
- Co-branded native promotional ad
- Social sharing on Twitter & Facebook

Targeted social promotion will include eight (8) NHTSA Minute Update social posts from the CBS Sports Facebook page. Video content will be included in each post and will target men 18-34 exclusively.

This sports plan will deliver 6.4 million targeted impressions.

Complex

Complex and associated sites reach 32 million men 18-34 on a monthly basis.

The plan with Complex will be to create a custom video and media takeover campaign that will utilize Complex's original programming to re-enforce the "Click It or Ticket" message.

The takeovers will be activated at key points in the campaign, staggered weekly throughout the flight to maximize awareness and impressions.

NHTSA content will be organically integrated into 3 episodes of Life at Complex. During each episode, staffers will get into a vehicle and buckle up on their way to lunch, re-enforcing the "Click It or Ticket" message in real life.

The custom video, takeovers, along with pre-roll and a promotional post will deliver 18.3 million impressions.



Defy Media

The plan on Defy will include an association with premium content, rich media units, pre-roll and display.

This will include the following:

- One (1) episode of ScreenJunkies Honest Trailers.
 - Tentative movie titles include:
 - 5/16: Alien
 - 5/23: The Rock
- Video features “Click It or Ticket” logo inclusion & description box copy.

Guaranteed views – 2.5 million

- Canvas Unit – rich media unit that is responsive, device agnostic, and available across Defy network
- Mobiblock Takeover - 52% of Defy’s site traffic originates from mobile devices and apps. For this reason NHTSA will use the Mobile takeover.

This plan will be rounded out by desktop and mobile pre-roll video on Defy’s YouTube page and O&O properties. As added-value, NHTSA will receive 4 million impressions in display.

Total plan will deliver 15.1 million impressions.

Evolve Media

The plan on Evolve will run on CraveOnline that edits its site for young men. It is the # 1 male lifestyle publisher, carries exclusive and original content covering entertainment, sports, gaming, life style and music.

The plan on Crave will include:

- Native editorial
- Videostical with billboard
- Cinema screen - Cinema screen auto-plays the NHTSA :15 video and resolves to an end frame with the featured video.
- Site wide takeovers - The takeovers will include roadblocks (all ads will be NHTSA’s message), reskins and custom ad units.

This robust plan will deliver 23.7 million impressions.



ESPN Digital

The plan on ESPN will use video and display units on a cross-device basis.

Video and display will run on:

- MLB homepage
- NBA homepage
- All sports rotational
- ESPN App – ROS
- ESPN Live streaming – video – ROS

This sports plan on ESPN has a very efficient overall CPM and will deliver over 26.6 million impressions.

Uproxx (Formerly Woven)

Uproxx receives 36 million unique visitors monthly and reaches 1 in 3 men 18-34 who are online.

The plan will include:

- Native Content - Each informative editorial will be paired with a custom visual data-driven infographic, representing the most shocking statistics about seatbelt safety. Native units and banners will run across the Uproxx network driving their audience to view the native articles. The native articles will be amplified via social posts.
- Pre-roll video and display.
- Takeovers – 5/15/17, 5/22/17, and 5/29/17

Total impressions delivered will be over 14 million.

WWE.com

The WWE plan will include:

- One (1) custom video pre-roll :15 featuring WWE Superstar, Kevin Owens. The use/non-use of seatbelts at night will be addressed as part of this custom video.
- Takeovers on the Homepage and the Raw Homepage for a total of three (3).
- Cross-platform pre-roll and display will also be used.
- A social effort will be executed on Facebook and Twitter via a WWE Superstar's Facebook pages or Twitter handles. A minimum of four (4) posts will be sent.



This plan will generate 11.6 million impressions.

Streaming Radio

For Click It or Ticket, NHTSA will be running streaming radio with partners such as Pandora Radio. NHTSA will be capturing an estimated 33,836,997 impressions across the nation, among Males 18-34. In addition, NHTSA will be running on premium and high-traffic playlists such as “Morning Commute” and “Roadtrip” through our audio partners to reach drivers in the moment and increase seat belt usage.

Programmatic Video

NHTSA will be running programmatic video to reach national audiences and communicate the Click It or Ticket message through high-impact video that leaves a lasting impression on the targeted audiences. NHTSA will be capturing an estimated 200,686,725 impressions in the target audience, and will be running video across a variety of premium sites, as well as in gaming consoles and on mobile gaming websites that extremely popular and consistently perform among the target market of Men 18-34. NHTSA will also be running mobile-exclusive video and high-impact video inside mobile apps. Mobile is the best performing strategy among Millennial audiences, and is a great tactic to reach Men 18 – 34 in the moments before they get inside their vehicles.

Programmatic Display

NHTSA will be running programmatic display to enhance the programmatic video efforts, and to reach audiences through premium inventory. By adding this tactic, NHTSA will capture an estimated 35,284,531 impressions nation-wide among Men 18-34. NHTSA will also be including mobile-specific banners that will run on mobile apps and on gaming consoles and websites popular among the target audience.

Connected TV

NHTSA will be running connected TV to capture TV audiences that have moved from traditional broadcast TV to online “streaming” TV. This is now an extremely important aspect in Millennial males’ lives and consistently performs well as a strategy to reaching M18-34. NHTSA will capture an estimated 6,272,003 impressions by adding Connected TV into the Click It or Ticket plan.



Native

NHTSA will be using Native for Click It or Ticket to target audiences around the event of a collision in which seat belts were not used. NHTSA will be able to capture an estimated 16,374,625 impressions through native, and we believe that reaching the target audience while they are seeing the real-life implications of failing to wear a seatbelt while driving will make the NHTSA message memorable and relatable to their everyday lives. If there are no related events, the budget for this tactic will be rolled into programmatic display efforts in order to capture additional impressions.

Paid Social

NHTSA will be using paid social by utilizing Instagram and Twitter in an effort to reach the target audience in the flow of their everyday lives. NHTSA will be reaching people with a variety of different interests, such as music festivals and concerts, celebrity fan and gossip, and reality TV. These people will be Millennials that frequently watch TV shows such as The Daily Show with Trevor Noah, Key & Peele, and Catfish: The TV Show. NHTSA will also be utilizing various keywords such as #RoadTrip, #joyride, #noseatbelt across various handles such as @Buzzfeed, @katyperry, and @TheDailyShow in an effort to leverage real-time moments that are happening in the Twitter universe. NHTSA will do this by employing Standard Video Ads, Premium Pre-Roll Ads, and Convo Video Ads that engage with users as they are discussing the handles, TV shows, or keywords specified above. NHTSA will capture a total of 4,500,000 impressions within the target audience.