

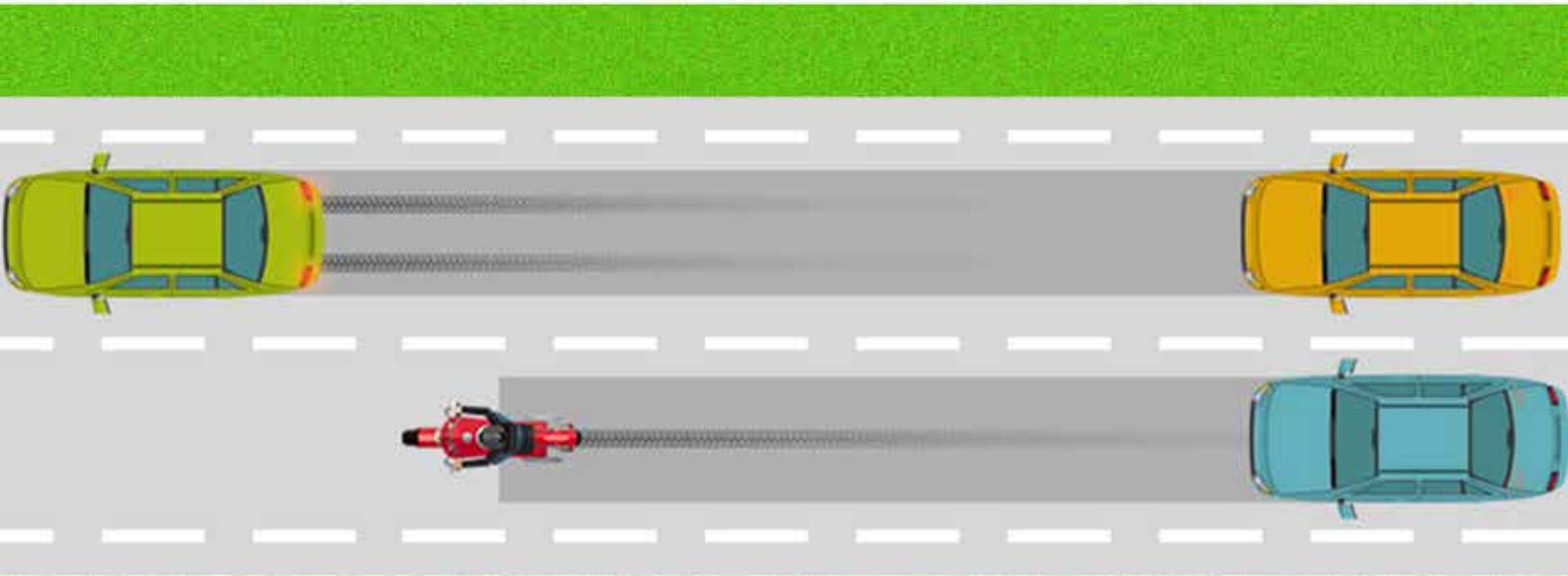


WHAT THEY DON'T **TEACH YOU** IN THE DRIVING MANUAL.



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BACKGROUND

When we drive, we're forced to cooperate with people we don't know. Sometimes we encounter motorcyclists with riding behaviors that seem reckless, crazy or even stupid. But to motorcyclists, their behaviors are not crazy or reckless and actually increase their safety. While most drivers know basic information about proper driving behaviors, they may not know the ins and outs of driving safely around motorcycles.

The materials included in the "Get Up to Speed on Motorcycles" campaign are designed to address the issues drivers experience when encountering motorcycles on the road, bring them up to speed on common motorcyclist riding behaviors, and make them aware of simple things they can do to increase the safety of their two-wheeled friends who have very little protection in the event of a multivehicle crash.

Multiple messaging units have been developed for each of the following four subcampaign topics:

Subcampaign Topics

1. Intersection Dangers
2. Blind Spots
3. Hard to See
4. Braking Issues

The units can be used together for a comprehensive campaign approach, or subcampaigns may be used individually, based on what the motorcycle crash data indicates the most prevalent issues are for your state or jurisdiction.

STRATEGY DEVELOPMENT

Strategy development is the most important component in developing a successful campaign approach. A clearly defined strategy document will help you narrow down your target audience, set measurable goals and guide the implementation of initiatives aimed at getting the word out. A clear strategy leads to a plan that helps you execute your campaign in the most effective and cost-efficient manner possible.

Following is a list of items that should be considered as you develop your strategy to communicate this information to your key target audience.

Key Objective

In the context of this campaign, your key objective may be something like:

Reduce multivehicle crashes and fatalities involving a motorcycle.

But what other factors could be considered to ensure that this is a quantifiable goal, where the success rate can be measured and and you can be sure you are addressing the most prevalent issues in your state or jurisdiction?

- Is there a percentage or number of crashes and fatalities you are hoping to eliminate?
- Does your crash data suggest a more specific issue in your community?
- Are there particular areas with a higher incidence of crashes and fatalities?
- Is there a time frame for accomplishing the goal?
- What data or information will you source to measure the success of your campaign?

Including specifics in your key objective will help ensure that your goal is manageable for your budget.

Example: Reduce multivehicle crashes and fatalities at intersections, caused by drivers turning left in front of motorcycles, in A, B, C, D and E target counties, by 3 percent in 2017.

Targeting

Since there has never been a marketer who said, "Hey, I have way too much money in my budget to accomplish my goals," narrowing down your target is of the utmost importance. Review your crash data or other available information to home in on the most important subset of people to reach to accomplish your goals. This may include asking some or all of the following questions:

- Are there zip codes or counties where motorcycle crashes are most prevalent?
- What issue(s) causes these crashes?
- Do we have any data that suggest demographics or other characteristics (i.e., vehicle type, etc.) of motorists who are most commonly involved in crashes with motorcyclists?

Use this information to define your audience as narrowly as possible and then focus your efforts on this subset.

TACTICAL IMPLEMENTATION

Choosing the right mix of tactics to accomplish your strategies and objectives is often a difficult task without information and experience to back up those decisions. In the section that follows, this primer provides background information for the various types of media selected to be a part of this campaign. The communication channels selected for this campaign were chosen specifically to accommodate lower budgets, but may be layered to create a more ideal communication ecosystem, with each discipline being supported by the others.

EARNED MEDIA

Earned media (sometimes referred to as public relations) is the lowest cost methodology to spread the word about motorist awareness of motorcycles, but is often one of the most valuable components because of its wide reach and the third-party credibility it garners.

The tools that have been supplied for this initiative:

1. Press release
2. Op-ed piece
3. Fact sheet

These pieces should be used to make the media contacts in your selected geographical area aware of the start of your campaign, the purpose of the campaign and some facts that back up the need for this type of campaign. The list should be comprised of those media contacts who deal with highway traffic safety-related content or those who may be sympathetic to the campaign message.

While it is great to send this material out, the most important thing to remember when implementing an earned media strategy is to “work” your list. After all, it is called “earned” media, so the follow-up to your initial distribution is where you really earn your media exposure. Consistent follow-up to ensure placement, answer questions or schedule interviews is critical in maximizing the value of your earned media efforts.

SOCIAL MEDIA

Paid social media placement has rapidly become one of the most effective forms of paid media communication. As social media platforms like Facebook have drastically limited the exposure of

organic postings over time, the importance of paid placement as a methodology for reaching your followers and beyond has become ultracritical.

The tools that have been supplied for this initiative are sample Facebook, Twitter and Instagram posts that utilize the :15 second videos for each of the subcampaign topics.

Facebook Paid Ad Placement

There are a variety of ad types and targeting criteria available through the Facebook Ad Manager platform. Review your target audience information and match it to as many Facebook targeting parameters as possible to narrow reach to areas or individuals that will influence your results most heavily.

Boosted Posts: A boosted post is the most basic advertising you can implement on Facebook. These posts are created by allocating advertising budget to a post already on a businesses page. Once a boosted post is approved by Facebook, a larger percentage of your page’s followers will see this particular post in their news feed.

Paid (Sponsored) Ads: Facebook ads are a more advanced way to advertise on Facebook and are implemented from a Facebook Ad Manager account. Facebook ads reach beyond your business page following and allow targeting of Facebook users that match a specific set of criteria.

There are four main categories of information that must be supplied for each Facebook ad:

1. Objective
2. Audience
3. Budget
4. Creative

Detail on each of these categories follows:

Objective: There are ten objectives that may be selected for each Facebook ad and establishing the best objective for your goal is key. For the purposes of this campaign, “Awareness” or “Reach” should be selected. This will ensure that your message is seen by the largest number of individuals that meet your targeting criteria.

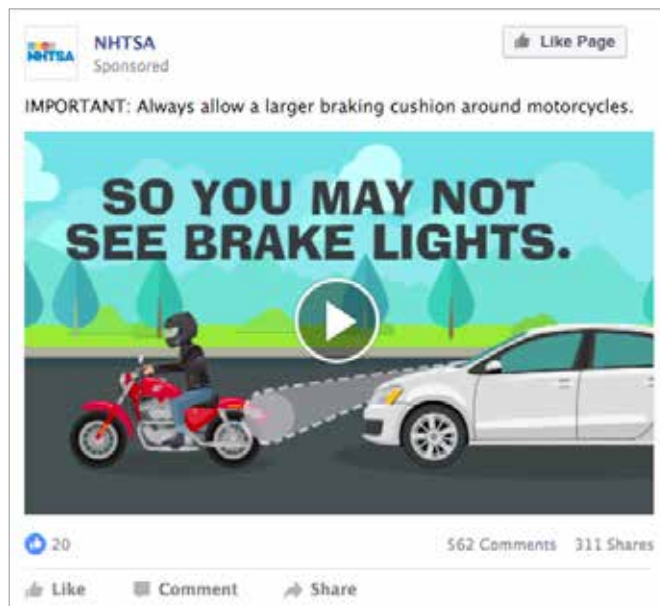
Audience: This category is where you select targeting criteria that best match the narrow target audience that you have established. Here you can select target geographies, age range, gender, language, or hundreds of other demographic, interest or behavioral targeting parameters.

Budget: Ads may be run with a specific lifetime budget or a daily budget cap. Facebook Ad Manager provides a helpful tool that helps you understand what the potential reach of the ad is based on budget

amount and targeting criteria.

Creative: There are four main Facebook ad formats: 1) carousel; 2) single image; 3) single video; 4) slideshow. For the purposes of this campaign, posts are designed to be run as single video units. The sample post text and headlines provided may be used or you may choose to write your own. Video files sized for Facebook posts have been provided. The call to action button intended for use with all sample posts is “Learn More.”

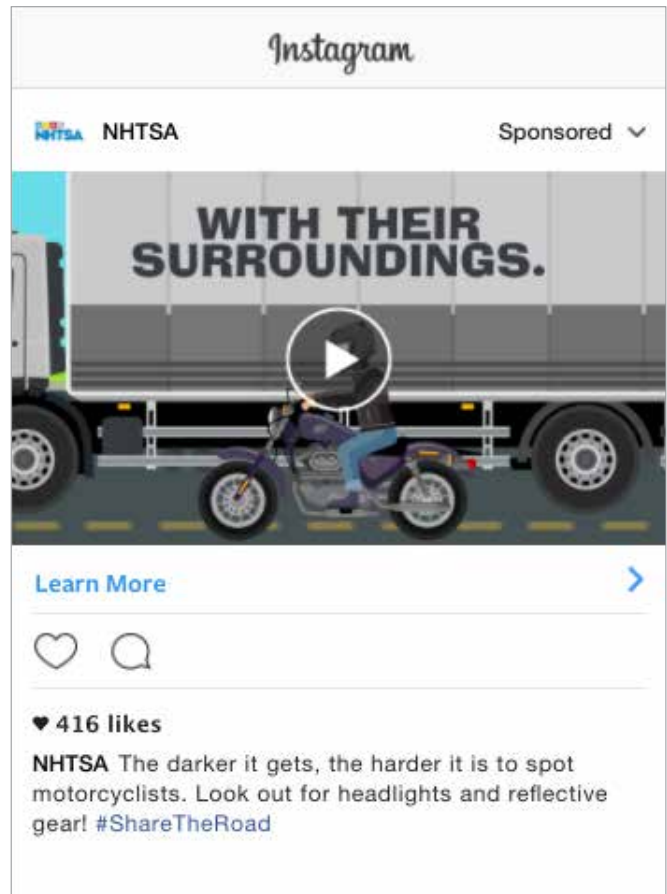
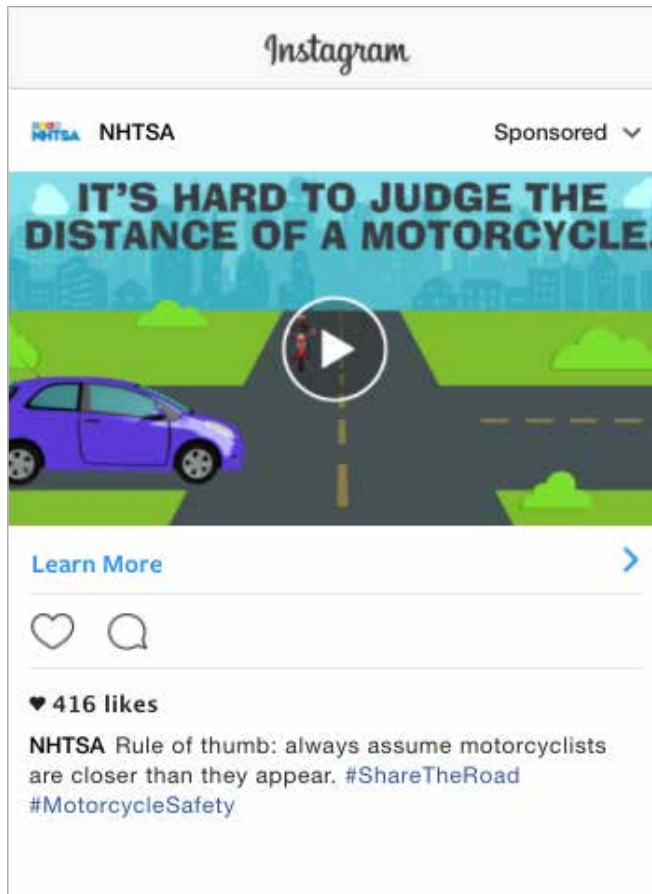
Facebook



Instagram Ad Placement

Since Instagram is owned by Facebook, you can place Instagram ads from the Ad Manager account in tandem with Facebook ads. All of the same targeting parameters established for the corresponding Facebook ad will be applied. Simply select or deselect Instagram placement for each ad.

Instagram



Twitter Paid Ad Placement

To begin a paid social media program on Twitter, you must first open a Twitter Ads Account tied to your entity's existing account. Once you have created your account, the first step is to choose a goal for your campaign. For the purposes of this campaign, Awareness is an appropriate goal. Next you will supply four main categories of information for your Twitter ad:

1. Overview
2. Audience
3. Budget
4. Creative

Overview: This category is where your campaign is named and the run dates are selected.

Audience: This category is where you select targeting criteria that best match the narrow target audience that you have established. Here you can select target geographies, gender, language, devices or targeting based on keywords, followers, interests, behaviors and more.

Budget: Ads may be run with a specific lifetime budget or a daily budget cap. Budgets may be a few hundred or several thousand dollars and it make take a few ad placements to determine the right budget for your audience size.

Creative: Sample post text for this campaign has been provided. You may choose to use what has been supplied or you may write your own. Video files sized for Twitter posts have also been provided.

Twitter



DISPLAY ADVERTISING

Display advertising (banner ads or digital video ads) is a highly valuable medium for creating awareness, directing traffic to web assets, increasing brand recognition and garnering web-based conversions. In addition, advanced targeting capabilities, trackability and capacity for ongoing optimization make it a solid investment.

The content included in this primer will provide you with the background and detail needed to implement a display campaign on a platform such as Google Display Network or, if implementation is beyond your resources, enough detail to successfully partner with a digital media buying agency.

Terminology

- **Impression:** A single ad view or ad showing on a website.
- **CPM:** Cost per thousand is a term that denotes the price of 1,000 advertising impressions on one website. This is the most common pricing methodology in display advertising.
- **CPC:** Cost per click is the actual price you pay for each click on your display ad unit. This payment methodology is standard in paid search, but is sometimes implemented in display.
- **CPL:** Cost per lead is a digital pricing model where the advertiser pays for an explicit sign-up from a consumer interested in the advertiser's offer.
- **CPA:** Cost per acquisition refers to the average cost of acquiring leads, customers or KPI conversions. CPA is calculated by dividing the cost of advertising by the number of leads / customers / conversions garnered during a given period of time.
- **CTR:** Click-through rate is the ratio of users who click on a specific ad to the total number of users who view a page, email or advertisement. It is commonly used as a metric to determine the success of a digital campaign.
- **Rich Media Ad:** Rich media is a term for a display ad that includes advanced features like video, audio or other elements that encourage viewers to interact and engage with the content.
- **Pre-roll Ad:** The term used for an online video commercial that appears prior to an online video – typically :15 - :30 seconds in length.
- **Ad Units:** Three of the most prominent ad units are a leaderboard (728x90 pixels); a big box

or medium rectangle (300x250 pixels); and a skyscraper (160x600 pixels). Other common sizes include 300x600 and 180x150 pixels for desktop; or 468x50, 300x50 and 320x50 for mobile.

- **Ad Platform:** The software or service you use to login, upload ads and serve display ads, such as the Google Display Network.
- **Ad Network:** A company that connects advertisers to websites that want to host ads. Ad networks aggregate ad space supply from publishers, mark it up and sell it to advertisers for a profit.
- **Ad Exchange:** A digital marketplace that enables advertisers and publishers to buy and sell advertising space directly to one another through real-time auctions. Exchanges enable advertisers to easily buy ads across a range of sites at once, as opposed to negotiating buys directly with specific publishers. Ad exchanges are accessed from the publisher's side through a supply-side platform (SSP) and generally by media agencies through a demand-side platform (DSP).
- **Programmatic:** Display ad buying through an ad exchange is often called programmatic media buying. In a programmatic environment, the buyer pinpoints the exact type of impression they wish to purchase through a demand-side platform. Bids for impressions are negotiated in real time as consumers with the stated characteristics access millions of websites across the web.

Display Ecosystem

Display advertising may be placed via three main methodologies: 1) site direct; 2) through an ad network; or 3) programmatically through a digital media buying agency via an ad exchange. Each methodology offers different benefits and drawbacks:

1. **Site Direct:** With this methodology, the advertiser (you) approaches a publisher (the owner of a website – i.e., CNN.com, Weather.com, your local news station) and negotiates a specific number of impressions for a specified period of time. In the early days of display advertising, this was the only methodology to purchase display ads and advertisers quickly realized the limitations of buying site direct. These included limited targeting, more time spent negotiating with individual publishers and higher CPMs. Because of these drawbacks, ad networks quickly rose in prominence.

Today, site direct buys are still available, but are generally used for placements where digital is a component of a larger buy (i.e., a media buy with a specific TV or radio station is being negotiated and digital is a component of the total buy) or the website provides ultraniche content that directly aligns with the majority of your target audience (i.e., a brokerage firm buys space on WealthManagement.com). Site direct placement is not recommended for this campaign.

- 2. Ad Network:** Ad networks were developed to help marketers achieve greater reach and scale in a fragmented online display ad marketplace. Most marketers do not have the time or resources to piece together inventory for a campaign for hundreds of individual websites or publishers, so ad networks help by bringing together inventory to enable marketers to buy impressions faster, more efficiently and more cost-effectively.

There are many different types of ad networks. Some focus on reach and cost, but do not provide a high degree of targeting. Other, more premium networks have built their business on guaranteed audience demographics and quality. Many ad networks, such as the Google Display Network, offer self-service platforms, but if implementation is beyond your resources, digital media buying agencies are an excellent resource because of their experience with success metrics and implementation across a variety of different ad networks.

- 3. Ad Exchange/Programmatic:** Exchanges provide new levels of efficiency (i.e., greater targeting capabilities and lower CPMs) within the online ad market, making it easier for marketers to find the audiences and impressions they need at the right price and at the right time. They are a digital marketplace that enables advertisers and publishers to buy and sell advertising space directly to one another, in an automated fashion, through real-time auctions.

Ad exchanges are accessed from the publisher's side through a supply-side platform (SSP) and by some digital media buying agencies through a demand-side platform (DSP). The programmatic technology included in a DSP enables the marketer to pinpoint the exact type of impression they wish to purchase, based on an almost

unlimited range of targeting criteria, which may include geography, demographics, internet usage patterns, credit card purchase history, time of day, device type, ad position and more. In effect, programmatic media buying allows the marketer to buy messaging to specific individuals as they navigate content across the web.

Display Campaign Goal

Prior to launching your display campaign, look at your situation and decide what ultimate goal you are trying to achieve – brand or demand.

Brand campaigns are generally designed to generate awareness, message recall, brand lift, engagement or click-throughs to additional resources and information.

Demand generation campaigns are designed to generate conversions for a specified key performance indicator (KPI) – information download, form completion or online sale. These conversions turn an unknown user into a known prospect or customer.

In the case of this campaign, the materials have been designed to achieve goals consistent with a brand campaign – awareness, message recall and click-throughs to additional information.

The tools that have been supplied for this initiative:

- 1. Banner Ads:** There are two banner ads in animated .gif format for each of the subcampaign topics. Three standard sizes have been supplied for each message: 728x90, 300x250 and 160x600.
- 2. Pre-roll Video Content:** There are two :15 second pre-roll videos for each of the subcampaign topics.

When launching your campaign, a click-through URL must be supplied for each ad unit. This URL should correspond with the section of the campaign landing page you are trying to drive traffic to.

Example: If a state adds the landing page content as a page on their current website and retains the campaign subtopic format provided, the click-through URL to the Intersection Dangers section may be something like <http://www.statedot.gov/motorcycle/gettinguptospeed#intersection-content>.

The other sections would have similar anchor tags that are appended to the URL:

1. Hard to See: #hard-to-see-content
2. Braking Issues: #braking-issues-content
3. Blind Spots: #blind-spot-content

LANDING PAGE

The “Get Up to Speed on Motorcycles” landing page showcases all of the media and information related to each of the subcampaigns in a single location. Users are also able to share the videos and infographics with their social circle to further spread awareness about the campaign.

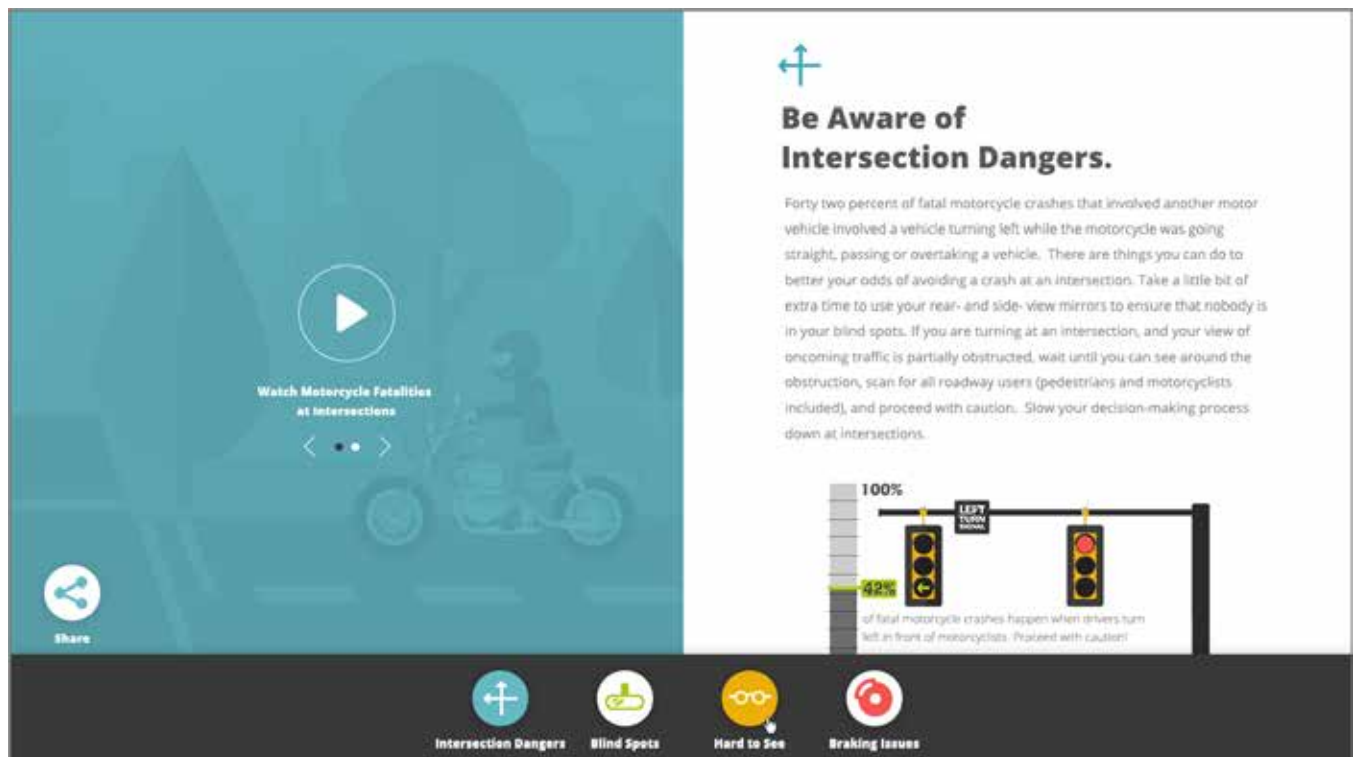
Overview to Deploy Landing Page

The landing page is a single-page, static HTML site. The site’s folder structure is such that assets and code are placed inside folders named after what type of file they are (for instance, images will be in “images” and JavaScript files are in “js”). The source SCSS files

for the CSS are stored inside the “scss” folder if there is a need to compile them again. If JavaScript needs to be updated, then you can directly edit bundle.js or use a tool like CodeKit and recompile the bundle.ts file.

There are a few steps that must be taken before the “Get Up to Speed on Motorcycles” landing page is ready for deployment to your web server.

1. Replace the placeholder logo with your state or jurisdiction’s logo (line 211) and add a favicon (line 13).
2. Generate Facebook and Twitter appropriate share links for each of the subcampaign videos.
3. Update each subcampaign’s share section with their respective Facebook and Twitter share URLs.
4. Update the landing page’s footer with your state or jurisdiction’s information.
5. Upload the files to your web server.



Updating Placeholder Logo and Favicon

After unpacking the files, the placeholder logo will need to be updated to reflect your state or jurisdiction. When selecting a replacement image, you should choose a version of your logo that is high-quality and legible when it is 75 pixels tall. Once an image has been chosen, place it inside the “images” directory of the landing page folder. Then, open “index.html” with a text editor and navigate to line 224 where the state logo image is defined.

You will also need to add the favicons in on line 13. You may be able to copy and paste the favicons directly from your current website’s code. If you need to generate favicons, you can use a service like RealFaviconGenerator that will create the favicons based on your images and supply you with the required HTML code to insert them.

```
207 <div id="intro-header">
208   <div class="mobile-menu-fade"></div>
209   <div class="cityscape">
210     <div class="state-logo">
211       
212       <div class="menu-btn">
213         <div class="hamburger-menu"></div>
214       </div>
215     </div>
216     <div class="site-logo">
217       
218       
219     </div>
220   </div>
```

Replace the path inside the “src” attribute (highlighted above) to the path of your new image (e.g., “images/state-logo.png” might become “images/my-updated-logo.png”). The “alt” attribute, which is displayed if there is an error when downloading your image, should also be updated with the name of your organization.

Generating the Social Share Links

To create the share links for Facebook and Twitter, you can use Share Link Generator. This free resource allows you to quickly create links that users can click on to share your infographics. You can visit the video’s YouTube page and click on their “Share” icon in order to retrieve a shareable URL.

For Facebook, paste the link to the file that you saved from above into the “Facebook” section and click the “Create the Link!” button. Copy the “URL only” link and use that as a replacement for that subcampaign topic’s Facebook link.

To create the link for Twitter, you can type in a message and hashtag alongside the YouTube share link. Again, copy the “URL only” link and use that for the replacement of the subcampaign topic’s Twitter link.

Updating the Infographic Share Links

After you have generated Facebook and Twitter share links for a video, find the “Share Infographic” card area of “index.html” pertaining to that subcampaign and specific video. The pertinent sections of the code will look similar to the following.

```
<a href="#replace-with-facebook-link"><i class="icon-facebook"></i></a>
<a href="#replace-with-twitter-link"><i class="icon-twitter"></i></a>
```

Replace the “href” attribute for the respective social media sites with their share link. Once this has been completed for each subcampaign, you will have fully functioning share links.

Updating the Footer

Before you are ready to upload your site, the footer will need to be edited to contain information about your state or jurisdiction. The social media links on the left side (located between lines 659 and 668) of the footer can be edited to point towards your social media accounts instead of the default NHTSA accounts.

After updating the social media accounts, you should replace the placeholder contact information and links. This information is located between lines 669 and 706; each section has been pre-filled with suggested information to give an example of what kind of content can live in each sections. You can add or remove links from the links section as needed.

Hosting the Site

Once the logo and infographic share links have been updated in “index.html,” you are ready to upload the rest of the site to your server. Connect to your server through a FTP client like FileZilla (which provides documentation if needed) or contact your web administrator and navigate to the folder you previously created that contains the infographics folder. You may now upload the rest of the files and folders to the root of this directory. When the upload is complete, this directory should contain the following folders and files: “infographics,” “css,” “js,” “fonts”, and “index.html” file.

INTEGRATING OTHER COMMUNICATION CHANNELS

All of the elements supplied for this campaign are designed to assist in the execution of a lower cost, digitally focused campaign; however, other elements may be layered on to enhance the campaign’s reach and share of voice, as additional budget allows.

Guerrilla Marketing is a highly innovative, unconventional and low-cost marketing technique aimed at obtaining maximum exposure for your message. There are dozens of “out-of-the-box” guerilla-style ideas that could be implemented for this campaign and they are only limited by your imagination, manpower and resources. Following are just a few simple ideas to get you started:

- Bumper stickers: The cooperative motorist and motorcyclist artwork used in the campaign logo may be used with a variety of pointed and attention-grabbing messages to create memorable and meaningful bumper stickers.*
- Restaurant or bar table tents and coasters: Key points from the campaign may be highlighted on coasters or table tents. A partner should be enlisted to help distribute materials to bars and restaurants during the campaign period.*
- Bathroom posters: Key points from the campaign may also be used to create bathroom posters. Bathroom posters may be distributed by your organization’s staff or, several vendors are available to assist with placement, including AllOver Media.*

Outdoor is an excellent way to provide campaign messaging to specific areas with higher incidences of

motorcycle accidents or fatalities. Outdoor messages should be simple, memorable and readable at high speeds. A number of outdoor companies exist in most areas and some will even work with you to create the graphics for your boards.

EVALUATION

Although the ultimate goal of this campaign is to educate motorists about specific motorist behaviors to reduce multivehicle crashes and fatalities involving a motorcycle, there are a number of metrics that can be tracked and measured to gauge the target’s engagement with the campaign materials. The section following outlines the metrics by medium.

Earned Media

Since earned media impressions are not paid, it may be difficult to determine the actual value of your earned media exposure. A simple rule of thumb to use when calculating the value of your earned media program is earned media coverage is worth three times the cost of similar paid media coverage. Types of exposures that should be measured and tracked include:

- Mentions in third-party media
- Publication of your articles on third-party blogs and websites
- Presentation of your information in other people’s webinars, events or conferences
- Social media engagement metrics on third-party platform pages
- Interviews or speaking engagements conducted

Social Media

A variety of metrics exist to determine the success of your social media campaign posts. Engagement statistics such as numbers of likes, comments and shares are useful for determining whether or not viewers are engaging with your ad content. Sentiment can often be determined by the comments posted and shares are important in extending your message beyond the reach you are able to achieve with paid placement. Additional metrics that should be monitored from the “Power Editor” portal are reach, number of impressions, clicks-through to your web assets, average CPM, average CPC and CTR. These metrics are especially important when running an awareness or link click campaign.

*Note: Often, federal grant funds may not be used to produce items mentioned in the guerrilla marketing section above. Check the rules associated with your funding sources before committing resources to guerrilla marketing initiatives.

Display

Similar to paid social placement, a variety of metrics exist to determine the success of your display campaign. These metrics should be monitored throughout the campaign, so that optimizations may be made and maximum return on investment may be obtained. These metrics include impressions, clicks-through to your web assets, CTR, CPC or conversions for a specified key performance indicator. Healthy display campaigns typically generate a CTR of .05 percent to 2 percent of impressions. You may choose to promote the usage of ad units with more successful metrics and pause ad units with less successful metrics to optimize the spend.

Landing Page

The simplest way to monitor the various success metrics associated with your campaign is to set up Google Analytics tracking. This is done by creating a Google Analytics account and then generating a snippet of code that must be applied to your landing page or website. If you are appending the landing page assets to an existing website, you may already have a Google Analytics account installed. A Google Analytics account allows you to view a variety of success metrics associated with your web asset. For the purposes of this campaign, site visits, visit duration and demographic profile information will be the most important metrics to analyze to determine engagement with your web asset.

