

National Highway Traffic Safety Administration

Impaired Driving Holiday Campaign

2018 Media Buy Summary

SUMMARY

The impaired driving media campaign flight dates are Wednesday, December 13th – Monday, December 31st. A combination of television, radio, digital and social media is being used to reach our target audience. There will be an approximate 65/35 split between drunk driving and drug-impaired driving messaging for this campaign (see last pages for details) in both English & Spanish.

Total value of this buy is \$8,900,000. Below is a complete summary of all the media being used.

TELEVISION

The television portion of the impaired driving paid media plan will run across the entire December 13th to December 31st 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 21-34 years old with key networks such as Turner Sports, ESPN, Fox Sports, and USA. Additionally, we will use smaller vertical networks that have been created to reach the Millennial audience, such as Revolt.

In addition to the linear buy, we will also be executing a programmatic buy to use audience targeting insights to place our ads directly in front of our target audience regardless of what network they are watching. This highly efficient tool allows us to reach our audience on a network that does not typically cater to our young male audience, but that does have one or two programs that they like to watch. This way, we do not have to place a full network buy, but we are still able to reach them during their favorite program with our NHTSA message.

The television portion of the 2018 Holiday campaign represents approximately 45% of the total paid media budget. The television plan uses high index men 18-34 cable networks. Although the target audience is men 21-34, the way television networks break out their impressions uses brackets starting at 18 years old. You will see that reflected throughout the document.

Audience Targeting

This part of the programmatic buy is an audience targeting effort. This plan will include a large number of networks, but running only on those programs that have a very high composition of the NHTSA target audience. Many of the networks are not necessarily programmed for young men, but a program or two do perform well against this audience. It is on these programs that the NHTSA spot will run.

The holiday plan will deliver close to 3.8 million.

Delivery Analysis

The Holiday television campaign is focused on sports using NFL and NBA inventory for live sports.

Fox Sports is being used to cover the NFL and Turner Sports is being used to cover the NBA.

Outside of sports the buys were conducted via programmatic buys and audience targeting. The majority of this will run in prime supported by more efficient dayparts.

The television buy has been planned to achieve 150 M18-34 GRPs over the 3-week flight.

Daypart allocation breaks down as follows –

Sports – 51%
Weekend (Not including sports) – 7%
Prime – 20%
AM – 1%
Day – 5%
Fringe – 12%
Overnight – 4%

The Spanish language effort is focused on the major broadcast networks along with Azteca and Estrellas and runs at about 15% of the General Market effort.

Total GRPs over the 3-week flight equal 23 GRPs and the daypart allocation is as follows –

Sports – 34%
Weekend – 12%
Prime – 28%
Day – 14%
Fringe – 12%

Programmatic

The programmatic buy, or automated buy, is targeted to men 21-34 and will cover the Holiday campaign. Since this is highly targeted and efficient, we are able to hone in on our target 21-34-year-old male audience. The plan will focus on young male skewing networks, such as, Adult Swim, Comedy Central, MTV and FX. NHTSA will have presence across the broadcast day with a heavy allocation to prime and late night.

This very efficient programmatic buy will deliver 13.4 million on-air impressions for the holiday campaign.

Revolt

Revolt, a Hip Hop culture network, is interwoven with fashion, sports, comedy, art and lifestyle. Revolt is now available in 50 million households.

The Holiday plans will include linear television, as well as, social posts. Revolt will create custom videos for this campaign using music talent who want to be involved with spreading the impaired driving message.

The Holiday plan will see 2.2 million TV impressions and social performance of 39 million impressions.

Posts by Sean Combs, Diddy, who founded Revolt, has 10 million followers and will post 2x during the campaign.

Turner Sports

The Holiday plan will focus on the NBA and include in-game positions for the NHTSA spot, as well as, NBA shoulder programming. This will deliver over 4.6 million impressions.

In addition, the Turner Sports buy will also include the NBA TV network during the Holiday campaign when the NBA is in regular season. The NBA is one of the youngest skewing major sports leagues and NBA TV is about all things basketball.

The plan on the NBA TV network will include NBA in-game positions plus cross-daypart positions. The NBA TV network will generate nearly 1.4 million impressions for the Holiday campaign.

The Turner Sports plan will continue to run on TNT for NBA games and NBATV for a more run-of-schedule plan along with NBA games.

These two networks will deliver over 12 million targeted impressions with about 88% of the impressions running in-game on TNT.

ESPN

The Holiday plan will make use of ESPN and ESPN2. NHTSA will have in-game positions in NBA regular season games along with a presence in various studio programs.

The ESPN/ESPN2 plans will deliver over 5.9 million targeted impressions.

Fox Sports

Fox Sports will be all NFL football.

The NHTSA plan will include a presence in-game, as well as pre-kick and post-kick, inventory.

Because of the large reach of NFL games this plan will generate over 15 million targeted impressions.

HISPANIC TELEVISION:

Azteca

Azteca is a Spanish language television network and has access to programming from 3 television networks in Mexico. Programming consists of a mix of telenovelas, Liga MX matches, sports, news, reality and variety programming.

The holiday plan will deliver approximately 822,000 impressions.

Estrellas

The Estrellas Spanish language network features programs, the majority of which they produce themselves, aimed at Hispanic and Latino American audiences.

Programming features a mix of variety and sketch comedy series, music, reality, drama series, news, sports and Mexican produced feature films.

The holiday plan on Estrellas will deliver 657,000 impressions.

Azteca and Estrellas will help to build reach from the base of the major Telemundo and Univision networks by reaching those members of the target audience missed by those big networks, but will also efficiently add frequency to the plan to those who will see the NHTSA message on multiple networks.

ESPN Deportes

The holiday campaign on this Spanish language sports network will focus on soccer, boxing, and studio programming such as Sports Center.

The holiday plan will deliver 1.3 million impressions.

Telemundo

We have worked with Telemundo and told them that their CPMs have become too high and must be reduced by new pricing. As a result, the holiday plan with Telemundo has a CPM decrease of 8% from what was paid last year.

This plan will feature the custom bumper created within the sports anthology program Titulares y Mas.

The holiday plan will deliver 2 million impressions.

Univision Networks

The networks used will be Univision, Unimas and Univision Deportes.

Univision is not the most efficient network in reaching the men 18-34 buying demographic, however, Univision programming offers high reach of this target group. The overall CPM for this network is tempered by the more efficient plans on Unimas and Univision Deportes (Sports).

Overall, the holiday plan will deliver a total of 2.5 million impressions.

NHTSA will receive a billboards and custom segments on the sports program Contact Deportivo for the holiday plan.

The CPMs on all Univision networks are down vs. last year for a total decrease of 2% - 3%.

Bein Sports

The plan with Bein Sports will be in Spanish and English. The plans in both languages will run across the broadcast day, but also be heavy in soccer (Fútbol) that so appeals to the Hispanic audience.

Included with this plan will be NHTSA messaging that will appear in the lower third of the screen during soccer games. NHTSA will receive this added-value feature 2x times.

This small, but focused plan, will deliver 612,000 impressions.

RADIO:

The radio portion of the holiday Impaired Driving campaign represents about 11% of the total paid advertising budget and will use English and Spanish language networks.

The radio plan will increase the reach potential of the plan by reaching those lighter users of television, but will especially help reach the high frequency requirements of the plan due to the efficiency of the medium in reaching young men.

The following details these plans –

Delivery Analysis

Radio plays a large part in the Holiday plan as it is the one medium consumed primarily in the vehicle and still enjoys large reach among young men.

The radio buys employ RADAR networks for efficient coverage and personality based programs where, often, NHTSA employs live reads of the spot.

The general market plan will run 40 GRPs per week over the 3-week flight and 50 GRPs a week over the 3-week flight in Spanish based on the Hispanic universe.

Westwood One

The plan on Westwood One will run on a number of programs and formats that reach the men 18-34 year-old buying demographic target.

These include –

- CBS Sports
- NBC Sports
- Country Connection
- Nash Nights
- NFL 1pm and 4pm in-game positions
- NCAA In-game basketball games
- Free Beer & Hot Wings
- Zach Sang

Along with the linear radio plan NHTSA will also run on key podcasts that reach NHTSA's young male audience.

Some of the larger podcasts include the following –

- 83 Weeks
- Talk is Jericho
- Zach Sang

The podcast plan will be broken out by interview opportunities with the Administrator and with host read spots.

The interview portion of the plan will be heard by 326,000 listeners and the spot schedule will be heard by over 1.4 million listeners.

This plan will deliver over 262 GRPs over the flight, and thereby significantly contribute to the frequency goals. A small digital buy will deliver 28,500 impressions.

On top of the paid schedules NHTSA will also receive a robust added-value package as described below –

Westwood One Sports

- NHTSA partnered in-program Drive Summary feature within NFL Football
- 3x :10 live messages within NFL Sunday Primetime games
- 5x :10 live messages within NFL Thursday & Saturday Primetime games
- Extended distribution of NFL Primetime games on Sirius/XM, NFL Game Pass and TuneIn
- 10x :10 live messages within NFL Sunday Afternoon doubleheaders
- 3x :10 live messages within NCAA Basketball
- Extended distribution of NBC Sports Radio on Sirius/XM satellite radio, Apple Music, NBCSportsRadio.com, NBC Sports Radio app, TuneIn

Westwood Music & Entertainment

- Free Beer & Hot Wings
 - In-program mentions
 - 1x weekly :10 (3x total)
- NASH Nights Live
 - Voiced reads - :30 voiced by Shawn Parr
 - In-program mentions
 - 1x weekly :10 talent read (4x total)
- Social
 - 1x Facebook
 - 1x Tweet
- Administrator Interview
 - 1x :60 Administrator Q&A Vignette
- Zach Sang Show
 - Voiced reads - :30 voiced reads by Zach Sang
 - In-program mentions
 - 1x weekly :10 (4x total)
 - Social
 - 1x Facebook post
 - 1x Tweet
 - Administrator interview
 - 1x :60 Administrator Q&A Vignette
- Lia
 - In-program mentions
 - 1x weekly (4x total)
 - Social
 - 1x Facebook post
 - 1x Tweet
 - Administrator interview
 - 1x :60 Administrator Q&A Vignette

Westwood Podcasting

1x NHTSA :60 interview with the Administrator in podcasts targeting the young male audience:

- 83 Weeks
- Opie Radio
- Pro Football Talk with Mike Florio
- Team Tiger Awesome
- Jim Ross Report
- Zach Sang
- X-Pac 1,2,360
- The Leisuremen

Total value of all added-value elements = \$442,435.

Premiere (iHeart)

The plan on Premiere will deliver 54 GRPs over the flight using a number of programs and flights. In addition to the base plan Premiere will continue with the “On the Road to the Playoffs” 2x per week. Each sports show host will highlight the latest developments across the league and track each team’s chances of making it to the playoffs.

Some of the programs NHTSA will be on for this Holiday plan include –

- Ben Maller Show
- Crook & Chase
- Fox Sports
- Jason Smith Show
- JT The Brick
- Steve Gorman Sports

NHTSA will receive a minimum of 10% bonus impressions and the following voiced talent have waived their talent fees –

- CMT After Midnight w/Cody Alan
- Ben Maller Show
- Breakfast Club
- Colin Cowherd
- Crook & Chase
- Doug Gottlieb
- Clay Travis
- iHeart Radio Countdown w/JoJo
- Jason Smith
- JT The Brick
- Enrique Santos
- Steve Gorman

ESPN

The plan on ESPN will deliver 69 GRPs over the flight and will run on a number of programs, however, the majority of weight will run on College Football Bowl games that deliver the male target audience very efficiently.

Programming will include –

- Dan LeBatard
- Stephen A. Smith
- The Will Cain Show

College Football Bowl Games

HISPANIC RADIO:

ESPN Deportes

The plan on ESPN Deportes will generate 99 GRPs over the flight using a number of sports programs Zona ESPN and Raza Deportiva.

This plan includes :10 announce read spots in the regular season of the NBA as added-value.

DIGITAL:

The digital strategy is to penetrate the target audience to establish strong message recall during integral times of the holiday season by utilizing previously successful channels from the Labor Day campaign, while also integrating new channels. Each tactic will support the various levels of the funnel in the consumer journey, from first exposure of message awareness, to message recognition and finally desired action.

Tactics will achieve the goals established within the campaign as both stand-alone mediums and complimentary extensions of traditional tactics, such as TV, increasing reach, frequency and effectiveness. The digital media plan will span across various platforms including programmatic video, display, streaming online audio, connected/over-the-top (CTV/OTT) television, and social media methods. As video is a brand's most powerful story-telling tool, proven with successful results during the Labor Day campaign, the large majority of the buy will be executed as video placements. The campaign will also use display assets, to generate mass reach and a large number of clicks to the impaired driving campaign page on NHTSA.gov at an efficient cost.

Placements will be executed on a premium publisher direct basis as well as programmatically utilizing on and offline data for audience segmentation targeting.

We will incorporate selected online publishers that provide content that indexes high with our target audience, addressing them with partners that will be most influential, encouraging engagement and conversation within the community. To motivate the target audience to learn more about the consequences associated with impaired driving, high impact attention grabbing units like takeovers and roadblocks will be used throughout the campaign in addition to video and display creative executions.

For effective message recall a strong foundation of brand awareness is necessary in order to break through ad clutter and fragmentation that consumers face each day. With the state of today's media landscape it's necessary to reach the audience with a multi-touch approach incorporating both traditional and digital tactics. Within all NHTSA media buys a true cross-screen strategy is executed. Cross-screen maximizes the message delivery to our audience who may be distracted or using multiple devices at one time. States and partners can utilize this strategy as well to increase their impact on this difficult to reach audience. The following strategies describe what each tactic is and how we are utilizing it at the national level, which helps inform how you may use it at the state and local level as well.

Over-the-Top/Connected TV/TV Everywhere (OTT/CTV/TVE)

With video tactics established as being the bulk of the brand messaging, Over-the-Top/Connected TV and TV Everywhere tactics will be prevalent during the Holiday campaign. OTT/CTV refers to delivery of audio, video and other media over the Internet without the involvement of a multiple-system operator (cable-provider) in the control or distribution of the content. TV Everywhere refers to apps or streaming services that television broadcasters allow their customers to access from their network through internet based services either live or on-demand, as an aspect of their subscription to the service from a pay TV provider. For example, if you have a cable subscription, you can download the ESPN Watch App and watch ESPN programming on your table or phone – everywhere.

Combining the power of digital advertising with the premium content of traditional television, this tactic nurtures a compelling environment for viewers to engage with the NHTSA impaired driving message.

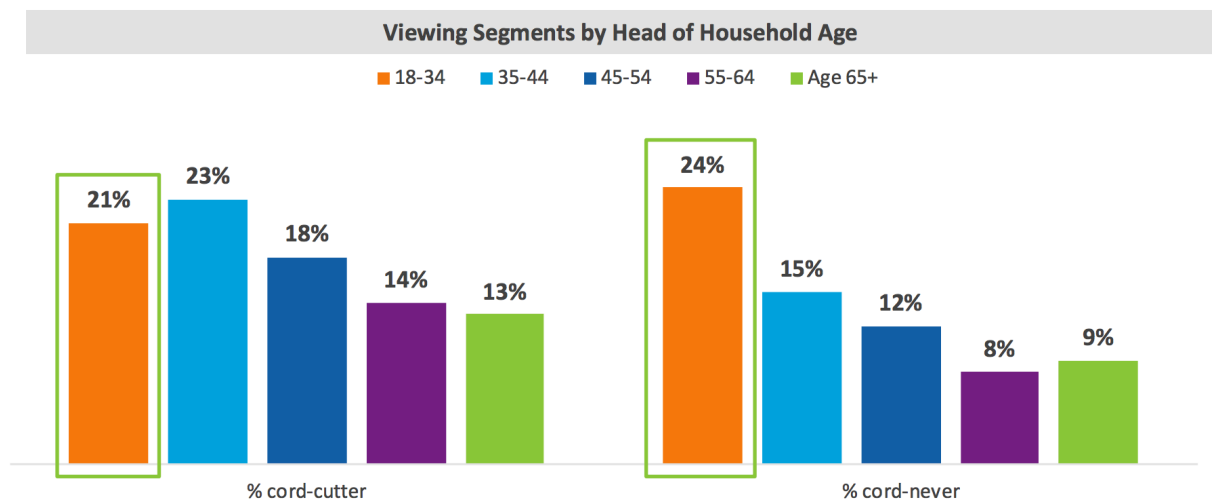
Through the use of OTT/CTV/TVE we're able to accomplish extensions and differentiation from linear TV schedules in a variety of ways. With technology available in the digital realm, active campaigns have the ability to report on how many unique users were exposed to messaging throughout the campaign lifecycle and how often those consumers are reached, allowing for optimizations to reach the desired frequency level for maximum effectiveness.

OTT/CTV/TVE also allow for layering of third-party audience data (from various offline and online partners) providing a means for more accurate hyper-targeting, drastically lowering potential waste. Additionally, with on-going campaign optimizations, alterations can be made to improve performance in real time.

As a large majority of our target audience falls into the Cord-Cutters, Cord-Shavers and Cord-Never categories, OTT/CTV/TVE will reach the audience no longer available or difficult to reach on traditional, linear television. As cord-cutting accelerates, increasing NHTSA's presence on these platforms helps to ensure that we reach the growing audience who don't subscribe to these services.

Overall, television viewership is not declining, audiences are merely evolving in the ways they are watching. OTT/CTV/TVE has compensated for a large part of the primetime TV ratings decline, as audiences are replacing traditional TV with these on-demand platforms. Research from Freewheel found that viewers treat OTT/CTV/TVE viewing just like traditional TV – watching a large amount of live streamed content and tuning in mostly during the popular, primetime TV hours. Therefore, advertisers who solely broadcast messaging across linear TV would miss out on the audiences who are watching the same content during the same time period, but on a different platform. For the Holiday campaign, video schedules (OTT/CTV/TVE and programmatic video) will run impressions equating to approximately 160 GRPs nationally.

Homes with younger heads of household are more likely to be cord-nevers than cord-cutters



Second Screen Content/Commercial Sync

As the landscape continues to evolve with new technology and media consumption platforms, audience fragmentation continues to increase year over year. The standard approach to traditional TV buying no longer applies for effectively reaching target audiences. It is reported that 80% of adults use two or more devices while watching TV, presenting a need for marketers to incorporate a multi-touch approach in order to cut through the clutter. Digital commercial sync and second screen content tactics extend viewing from traditional TV sets simultaneously onto user digital devices. Utilizing this advanced technology, we are able to bridge the gap between traditional and digital, reinforcing messaging with video and display ads sent across 2nd or 3rd screens in the same household.

Digital commercial sync and second screen content are executed via technology imbedded into manufacturer television sets with the capabilities to recognize any content that appears on the screen including linear TV, OTT, movies, gaming consoles, both live and on delayed viewing with devices such as DVR. The imbedded device has the ability to both listen and see visuals of the exact programming on televisions sets down to fractions of a second. Each TV set can be identified by household IP address (An Internet Protocol address is a unique numerical label used to identify the household internet connection, assigned by the internet service provider). Top indexing programming for the target audience will be identified prior to campaign start, enabling commercial sync technology to recognize the moment a user is exposed to such programming (such as ESPN, American Crime Story, or Game of Thrones) then serving a video or display ad to the smartphone or tablet.

With this tactic, two main targeting focuses will be executed. The first as an extension to the linear TV schedules, providing a true cross-screen strategy. Ads will be served to those who have previously viewed a linear spot implementing high levels of ad frequency needed for message recall. This strategy will drive the target audience to take digital action via consumption of additional NHTSA videos or website traffic after the initial linear exposure – which is indicative to higher funnel broad reach awareness.

Additionally, we will utilize this tactic as a means to capture audiences that have not been exposed to the NHTSA linear messaging. We will identify these users in real time as the campaign progresses, boosting exposure levels with additional mobile, tablet and desktop digital video impressions.

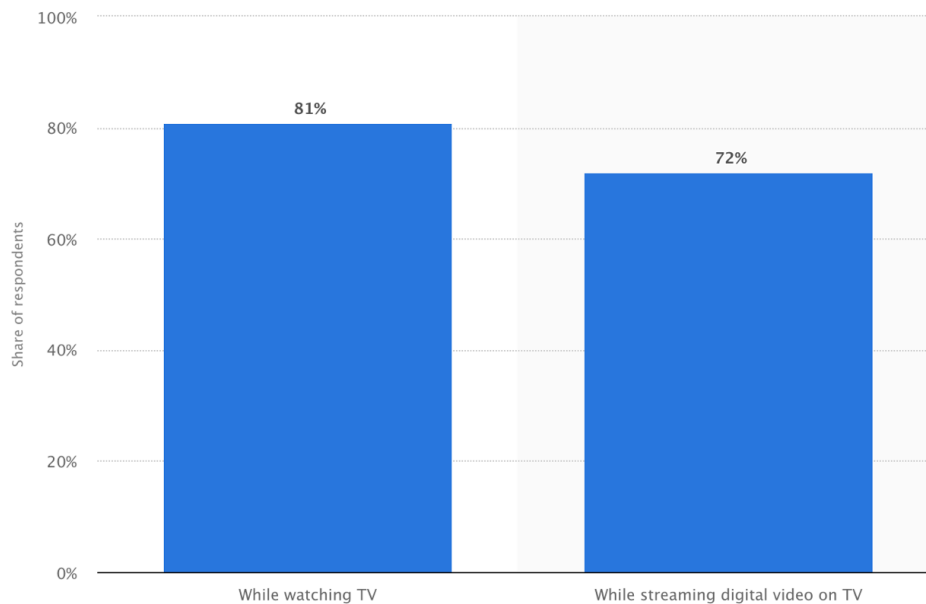
Programmatic Video/Display

As the media landscape rapidly evolves, daily consumer ad exposure has increased drastically year over year. For effective brand lift and recall it has become imperative for marketers to reach target audiences at various touchpoints across multiple platforms. Display advertising will include visual assets such as banner ads and high impact rich media. These pieces will be placed to appear on both premium publisher direct sites and on other sites via programmatic buying with audience segmentation data. Within the overall tactic mix, display will provide increased visibility at the highest level of brand awareness. With this placement we are able to execute mass reach towards the target audience while remaining the most cost-efficient digital media source.

Potential premium publisher direct partners that will be utilized in the Holiday campaign are:

- Genius: a platform that educates consumers on all things music and encourages community engagement, Genius is the number one music publisher reaching US adults 18+. The site offers unique targeting capabilities such as implementing NHTSA messaging surrounding songs identified as having key lyrics associated with drinking, smoking marijuana, etc.
- Curse: as the gaming landscape becomes mainstream, partners such as Curse allow us to reach the desired target audience within this high indexing content. As a leader in the gaming industry, utilizing this site allows opportunities to reach their highly qualified audience via video, native content, sponsored events and display.
- Imgur: a community empowered entertainment platform, Imgur features socially relevant memes, gifs and other viral content. The site is millennial focused with over 71% of their monthly users identified as adults 18-34.
- Whistle: a sports news entertainment publisher focusing on reaching millennials and Gen Z users. The platform specializes in curating breakthrough content via proprietary video programming and community engagement on social channels.
- Machinima: connecting brands to valuable audiences through curated content and exclusive programming surrounding the gaming industry. Content is delivered to audiences in the native language of gamers, resonating with NHTSA's target demo in an authentic way. As the second largest non-music YouTube partner, this platform provides powerful reach for the Male 21-34 audience.

Percentage of Internet Users (A18+) in the US who use another device while watching TV or streaming digital video on TV



Sources: IAB; (MARU Matchbox)

As previously stated, research continues to show the increasing audience receptivity and effectiveness of video advertising. This known we will also incorporate video within the programmatic buy, reaching the target audience where ever they may be consuming information online. This tactic will allow for reach outside that of the linear and OTT/CTV/TVE buys and provide a more cost-efficient video avenue that can be used drive online action.

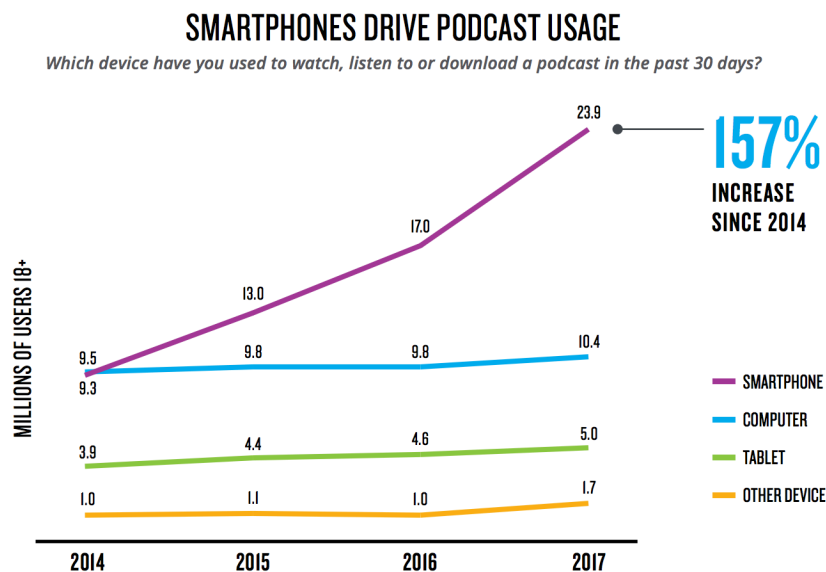
Streaming Online Radio/Podcasts

Supporting the multi-touch approach with the target audience, we will use streaming online radio and podcasts to increase reach, and effectiveness of linear radio schedules. In addition to building high reach and frequency of those schedules this tactic also allows for hyper targeting with target audience segmentation layers. Increasing in popularity with the impaired driving target audience, streaming online radio and podcasts are effective mediums for the Holiday campaign as these tactics can be applied in a variety of ways. The tactic will incorporate messaging into intercept form, reaching the target audience member as they are heading out for an evening that will include drinking. Audio will be served within a cross device strategy, including targeting while in vehicle.

Executed in the Labor Day plan and recommended to continue for the Holiday we will implement Playlist Targeting – serving ads to users currently listening to music aligned with desired popular daily activities, life moments, moods, and seasonal

events. These categories will include playlists associated with ‘partying’, ‘drinking’, etc. to capture the audience in a drinking mindset. During the Holiday campaign, NHTSA will leverage holiday playlists indexing high with the target audience in order to reach users planning for or attending holiday events. Additional targeting for both campaigns will layer in alcohol consumers.

On the chosen streaming audio partners NHTSA will utilize new creative technology available, Immersive 3D Audio. This execution is specifically designed for in-ear listening with headphones, applying special equipment and production techniques to fully immerse the listener in sound similar to that of a surround-sound cinematic experience. This attention-grabbing technology cuts through advertising saturation to increase recall, awareness and effectiveness of the impaired driving message.

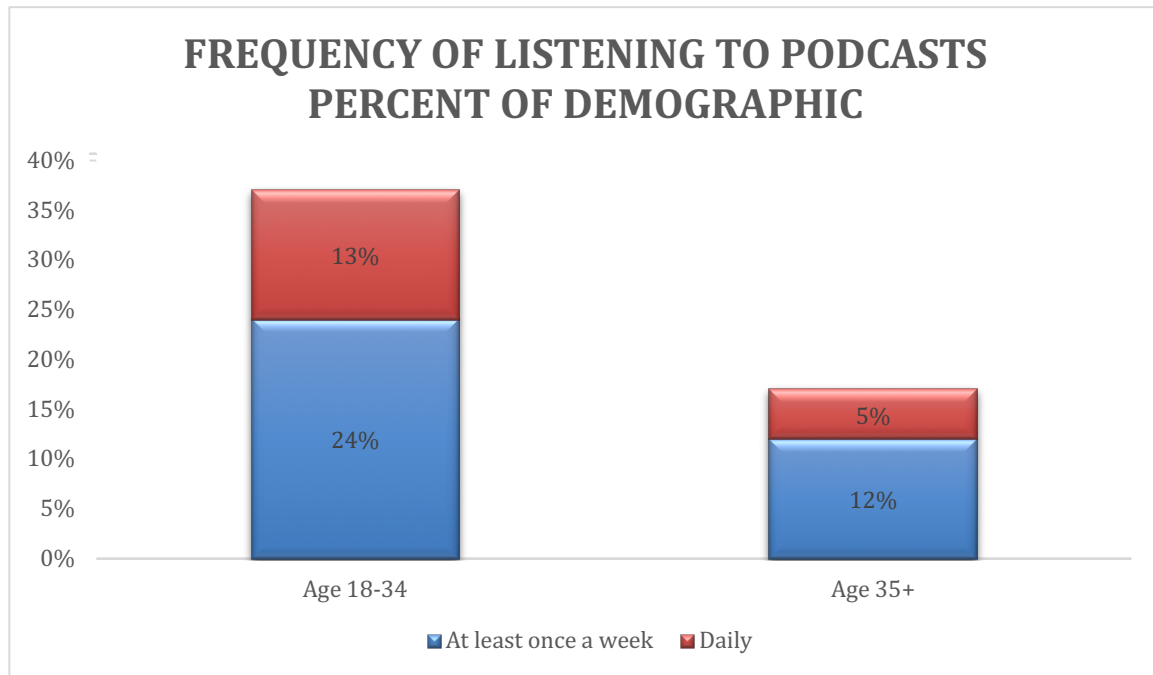


Source: Nielsen Scarborough USA+ Release 2 Total trend, 2014 through 2017

Podcasting has increasingly become a mainstream platform and continues to rise in popularity among young men. NHTSA will run on key podcasts that provide a high composition of young men. This tactic offers message customization including tie-ins with on-air personalities via live reads and amplification through their social networks, increasing message credibility and authenticity. Reports continue to show results indicating positive experiences by the consumer when asked about sentiments towards hearing advertisements within podcasts indicating that overall sentiments were the ads are authentic, trusted and integrated appropriately.

Utilizing Podcasting as a tactic also allows for unduplicated reach of the target audience from traditional and online streaming schedules. The increased credibility of the tactic is shown by surveyed listeners – 66% selecting the reason they utilize this platform “to learn something new”, creating an environment of receptiveness towards brand messaging. Within podcasting new technology is now available to

reach the target audience programmatically, layering in third-party data to decrease waste of listeners that do not fall within the desired demographic.



Technology Integrations

As technology advancements continue to evolve in our world, new opportunities arise for brands within the market. The following are new opportunities available in the market proposed for the Holiday impaired campaign. You can utilize these new technologies on the state and local level as well to break through to your target audience in new and different ways.

Mobile Lock screen technology is rising in popularity with brands as audience fragmentation demands the use of new improved platforms to break through the clutter. Adults, on average, check their mobile lock screens up to 60 times a day (checking time, notifications, etc.). With lock screen ad serving technology NHTSA can capture and influence a highly captive audience in the moment they are physically engaging with their phone. This technology incorporates sophisticated data targeting to reach the audience during times of most influence – i.e. dayparting to build towards the weekend and evenings, during consumer visits to bar/nightclub, online browsing behavior related to alcohol, drinking related apps downloaded onto mobile device, etc. Advantages of this vehicle include messaging 100% in-view, elimination of ad fraud, and full advertiser share of voice on the screen. This will allow for NHTSA to reach consumers before they begin browsing within their mobile devices. Mobile Lock screen technology is accessed only with users that opt-in to receive these messages, eliciting an average of 5x engagement rates vs. standard display (over 15 million users currently opted in).

Building off of past successes, we will continue to utilize Artificial Intelligence (AI) tactics to reach audiences as their online media consumption habits evolve in real time. With AI we have the power to optimize campaigns employing computer programming allowing for thousands of decisions on placement, targeting, ad timing, creative execution, and more instantaneously. This technology conducts online scrapes for thousands of triggers related to impaired driving within audience member social media posts (Twitter, Facebook, Instagram), utilizing their pictures, posts, tagged places, and videos for key identifiers of current or potential alcohol or marijuana consumption. These targeting parameters include:

- Posts: serving ads to users engaging in conversations on social media regarding drinking, being drunk, buzzed, getting high, driving impaired, mentioning of activities using alcohol or drug related events like 'party', or using drinking related emojis
- Pictures: serving ads to users posting images on their social media pages including alcohol related content (i.e. red solo cups, alcohol bottles, drinking games, etc.)
- Places: serving users ads based on physical location of geo-fenced drinking establishments
- Videos: recently used in Labor Day impaired driving campaign, NHTSA brand was an early adopter to beta test new technology where in artificial intelligence scrapes social media sites for users in the target demographic posting videos incorporating alcohol consumption. We will continue to utilize this powerful targeting tool within the Holiday impaired driving campaign.
- Sentiment Targeting: within the digital realm, there are a multitude of interpretations on context within social media posts. Utilizing evolved sentiment targeting, we will employ AI platforms to read social media posts for cues of consumer sentiment or emotion then serving them with NHTSA messaging as it is deemed relevant to the user. Examples include users indicating acts of celebration, moods of depression, or other occurrences that may spur episodes of high alcohol or drug use.

Holiday Media Impression Digital Allocation

Tactic	M21-34 Drinkers	M21-34 Hispanic
OTT/CTV/TVE	7,536,059	1,329,892
Second Screen/Commercial Sync	2,694,853	321,500
Programmatic Video/Display	42,502,689	7,500,474
Streaming Radio/Podcasts	20,031,882	2,225,764
Technology Integrations	11,308,042	1,256,449

DIGITAL CUSTOM CONTENT:

College Humor

The plan on College Humor will deliver 8.8 million impressions using the following elements –

- Native Video Content
 - Distributed via –
 - Sponsored Facebook distribution
 - YouTube distribution
 - Onsite distribution
- Native Video Content Media Package
 - Package units include –
 - Custom video
 - Dynamic header & footer
 - Banners of various sizes
 - Promotional unit
 - Over 5.4 million views
 - Runs at no-charge as added-value
- Cut down Video
 - “Snackable” shorter takes of the custom video to be distributed socially –
 - Sponsored Facebook distribution
 - Sponsored Instagram distribution
- Views
 - The custom video and cut downs will deliver 1,650,000 views
- Display & Impressions Based Media
 - Homepage takeovers on 12/12 & 12/14

Custom Idea

Twas the Night Santa Got High

- Animated
- Santa gets high on pot cookies and has trouble delivering his toys/gifts

Complex

The plan on Complex will deliver 9.3 million impressions using –

- Custom video
- Targeted social posts
- Takeovers
- Display

Custom Video

The custom video will deliver 1.5 million impressions and include –

- Editorial posts to promote the video
- Social amplification on Complex's Facebook page
- Social amplification on Complex's Twitter page

Targeted Social Posts

These posts targeted to men 21-34 years old will deliver 1,250,000 impressions.

Takeovers

This takeover will include the following units for desktop –

- Header
- 300x250
- Sharebar

For mobile it will include –

- Leaderboard 300x250
- Sharebar 320x50

The takeover will deliver 3 million impressions.

Standard Display

The display portion of the plan will include the following units –

- Desktop Leaderboard 728x90
- Desktop Rectangle 300x250
- Mobile Rectangle 300x250
- Mobile Leaderboard 320x50

The display plan will deliver 2.5 million impressions.

Custom Idea

Tales of Young First Responders

The other side of DUI incidents that's rarely shown are the stories of the EMTs and rescue workers who arrive on the scene of a vehicular incident involving drugs or alcohol. Complex will humanize these experiences by speaking directly with EMTs who will share their personal stories as witnesses to DUI wrecks, sharing their emotions. This approach will help to tap into the personal experiences of everyday people who the target audience can relate to and are the true heroes on the front lines.

Fandom

The plan on Fandom will deliver 5.3 million impressions very efficiently with one of the smaller publisher direct budgets.

The custom video will deliver 1.5 million impressions while enjoying 100% share-of-voice on the video page.

Homepage Takeover

The homepage takeover will run across the top 5 community of fans and will deliver 1.5 million impressions.

Takeovers will also run across the top trending communities at the time of the campaign.

Other units will include mobile adhesion (ad stays in place as user scrolls), and 300x250 medium rectangles.

Custom Idea

FANDOM will create a custom video using voiceover and B-roll that chronicles the evolution of BumbleBee throughout the ages, messaging that he is not just your regular car. FANDOM will highlight all of BumbleBee's amazing abilities, while repeatedly weaving in messaging that this is not the average everyday car which you can rely on to always protect you. The video will end with messaging that reflects the idea that in real life you don't have a BumbleBee. You can't depend on your car to protect the driver, passengers and pedestrians if you are driving impaired or intoxicated.

Uproxx

It has been a little while since we used Uproxx for NHTSA so here is a review –

- Leading youth culture site
- Has merged with Warner Music Group
 - Direct access to hundreds to the hottest artists and alignment opportunities
- Uproxx reaches a new generation that wants to be informed, inspired and celebrated
 - 17 billion video views
 - 1 billion engagements
 - 65 million unique visitors

This robust plan on Uproxx will deliver over 11.1 million impressions with the following –

- Custom video
- Takeovers
- Cross-platform media

Custom Video

The custom video will deliver 1 million views and 2 million social impressions.

Takeovers

NHTSA will have 1x homepage takeover delivering 2,750,000 impressions and 5x takeovers of the “Life/Discovery” page delivering 2.5 million impressions.

Cross-Platform

Pre-roll and display will run cross-platform (desktop/mobile/tablet) and deliver 371,429 video views and 1.6 million impressions.

As added-value NHTSA will receive 1.6 million mobile display units across the flight.

Custom Idea

Sleigh Sober

To give Uproxx’s audience a reminder to be responsible and Drive Sober this holiday season, Uproxx will create a series of animated stop-motion videos that feature classic holiday themes and settings. Uproxx will take holiday subjects and weave the impaired driving message into the video. For example, Santa’s elves are preparing for a busy Christmas in the North Pole. One night, after smoking too many candy canes, they decide to take Santa’s sleigh for a spin. In their impaired state they end up crashing the sleigh.

The Chive

The plan on The Chive will deliver 21.2 million impressions and use –

- Custom Video
- Custom Editorial
- High-Impact Takeovers
- Mobile/Tablet & App Media
- Cross-Platform Pre-Roll
- Chive TV

Custom Video

The custom video will deliver 400,000 views and will receive native (on-site) distribution along with social distribution via Facebook, Instagram and Twitter. The distribution portion will generate 1 million impressions.

Custom Editorial

The custom editorial will earn 100,000 views and native and social distribution will generate an additional 1 million impressions.

High-Impact Takeovers

Takeovers will run on mobile and tablet apps using adhesion units (stays in place when user scrolls), interstitials (page inserted between content) and instream video (served within content). The takeover will deliver nearly 11.9 million impressions.

Mobile/Tablet & App Media

This will run on the mobile web, as well as, on the Chive App. This will deliver 1.7 million impressions.

Cross-Platform Pre-Roll

This pre-roll will run on mobile and tablets and deliver 1 million impressions.

Chive TV

Chive TV is video content supplied by The Chive that carries advertising and runs in 6,000 bars and restaurants across the country.

NHTSA will run the :15 video execution and will deliver over 3.3 million impressions.

Added-Value

Custom editorial with the same native and social distribution as the paid custom editorial piece with the same delivery of 100,000 views and 1 million impressions.

Custom Ideas

YES, MAN, NO MAN

Custom Video

We'll set up outside of a popular Austin bar and ask people to join or Yes Man/No Man challenge. We'll create a series of situations or challenges where we ask patrons if they are a *YES* or a *NO*. Having been drinking in the bar, people will be more likely to say *yes* and participate in our challenge. There will, of course, be those who keep their wits about them and decide to say *NO* to the situation. One example might be having to eat a gingerbread cookie doused in hot sauce, or singing *Jingle Bells* like an opera singer at the top of their lungs. The purpose of this piece will be to illustrate the power of CHOICE and to say NO in a compromising situation, like being offered a drink or a puff of cannabis before getting behind the wheel. We'll remind all of our participants to get home safe, offering to get them rides using the SaferRide App, and we'll remind our viewers to think twice and make smart decisions to not drive under the influence this holiday season.

\$10k HOLIDAY SHOPPING SPREE? LET'S GO!

Custom Editorial

In this custom editorial, we'll emphasize the dangers of drunk and impaired-driving and the cost of a DUI, which can run you \$10k. We'll put together a gallery of the awesome stuff you could get on our \$10k holiday shopping list instead of paying fines and fees.

SO YOU GOT WASTED...

Branded Editorial

One of our most popular recurring posts highlighting the mayhem that arises out of a lack of sobriety. We'll have a NHTSA inclusion stressing that you can avoid this mayhem by making good choices with holiday safe driving messaging and facts/statistics.

LEAVE YOUR KEYS TRICK SHOTS

IG Story

In this Instagram Story execution, we'll set up different trick shots in the CHIVE office/bar and parking lot where we shoot, toss, and flip our keys over cars, out of driver's seats, into Christmas stockings, Santa's Sack, open present boxes, etc. The messaging will be to make good choices this holiday season and to put your keys away when you've been drinking or are drug-impaired.

GET HOME SAFE FOR THE HOLIDAYS WITH THESE FACTS

Custom CHIVE TV :30 Spot

We'll create a custom CHIVE TV Spot that displays NHTSA's drunk and drug-impaired driving statistics to reinforce to bar goers the importance of making smart decisions when it comes to getting home from the bar, as well as direct them to download NHTSA's SaferRide App. We can also target these patrons and serve them ads to make sure they download after they've left a CHIVE TV location.

CHIVE TV RESKIN

Custom Reskin

We will surround our engaging CHIVE TV content with a custom NHTSA Reskin. The reskin can feature NHTSA holiday messaging and encourage viewers to download the SaferRide App.

Vix

In early 2017, Batanga Media announced the change of its name to Vix.com, and described their new editorial line and approach as follows: "We create content that sparks curiosity and adds value to millions of people every day. Our content lives in English, Spanish and Portuguese on Vix.com, and across a variety of social platforms such as Facebook, Instagram, and YouTube. With over 50 million social followers, our content reaches over 325 million people and our videos receive more than 1 billion views every month. We are proud to be the largest independent digital media content company for the U.S Hispanic market.

Vix reaches 14 million men 21-34 every month by understanding how to spark their curiosity and speak to them about topics they are most passionate about.

The Hispanic plan will reach out to these young Hispanic men in English and Spanish.

The plan on Vix will be all video using custom video created by Vix and also the NHTSA impaired driving video creative.

This plan guarantees over 3.8 million video views across the flight.

Custom Ideas

Vix will create all three videos for this campaign. These videos will be in English and Spanish.

Crashing the Party (English)

Millennial (bilingual, millennial) males relish in tradition, especially when those traditions are tied to the holidays. Nightly celebrations throughout the holiday season increase the chances of being impaired behind the wheel.

Using the long list of celebrations traditionally attended during the season Vix will create a listicle video that highlights relatable facts about the traditions alongside important statistics that can put the party, you and your loved ones at risk.

This holiday season, let's keep the traditions and those celebrating them alive.

The Ride (Spanish)

For many young Hispanic males, the party begins with a ride. Hispanics feel more comfortable and prouder to give rides to friends and acquaintances than most other segments. With a car full of friends and family members, the effects of cannabis can take on even costlier effects.

The Vix custom video will authentically speak to those that are excited to celebrate posadas (nightly parties before Christmas), Noche Buena (Christmas Eve) or New Year's Eve, with those they value the most. The stats are real and the dangers present every time, don't ruin the holidays for you or la familia.

Duras Verdades (Spanish)

Studies show that Latino adolescent boys might experiment with drugs as a way of asserting their independence and proving their toughness and masculinity. That attitude towards drug usage translates to the decisions they make while under the influence.

Vix will create a video speaking to those attitudes of toughness and masculinity used when they get behind the wheel. It will reveal the falsehood of that mindset and bust any myth they may have on the effects of cannabis, especially towards their ability to drive.

Using the facts that driving under the influence of cannabis impairs judgement, motor coordination, and reaction time, Vix will debunk the idea that driving after smoking pot is macho or tough, instead that it is plain deadly to you and your friends.

PAID SOCIAL:

The objective of the paid social portion of the Holiday impaired driving campaign is to extend the success of our Labor Day campaign by continuing to generate attention around the effects of driving under the influence of alcohol or drugs, specifically during the holiday season — a peak time of relevancy for this content. From a media campaign perspective, our aim is to drive reach and awareness of the content on social platforms – specifically Facebook, Instagram and Twitter.

The Q4 Holiday flight will run the full duration of the schedule from December 13th to 31st, allowing social algorithms to find users at the time they are most likely to engage. Based on historical performance and cost efficiency, 75% of the total budget will be allocated to optimize between Facebook & Instagram with 25% remaining to promote content on Twitter.

Demographic, behavioral and interest-level targeting will be used for all social platforms, with targeting based on keywords and relevant user handles layered on for Twitter. 80% of the budget will be focused on English speakers and 20% percent will go toward promotion to Spanish speakers within the target audiences.

Based on the priority of video promotion during the Labor Day campaign, we will introduce a new retargeting audience in December of users who viewed the past campaigns videos to increase frequency and overall ad recall of users who have been previously exposed to the message.

NHTSA Drive Sober Social: Holiday

Facebook/IG/Twitter	Impressions	Reach
Total	44,700,898	8,486,341
English	34,340,112	6,152,899
Spanish	10,360,786	2,333,442

Facebook/IG	Impressions	Reach
Total	31,560,920	5,245,313
English	23,923,445	3,600,576
Spanish	7,637,475	1,644,737

Twitter	Impressions	Reach
Total	13,139,979	3,241,028
English	10,416,667	2,552,323
Spanish	2,723,312	688,705

CINEMA:

The cinema buy will use the two major cinema advertising vendors – NCM and Screen Vision. NCM covers, for the most part, larger markets and larger theaters, while Screen Vision covers smaller markets with smaller theaters. Together all states and markets will be covered across the country.

Based on content and cinema clearance, the drug-impaired driving spot must run on R-rated movies only. NHTSA will run the :30 spot in the ad position closer to the main feature, and the :15 added-value spot will run in the local position further from the main feature.

The R-rated movies running during the NHTSA Holiday flight will be –

11/30

- Horror comedy – *Zombie Christmas musical*
- *If Beale Street Could Talk* – Woman trying to prove her fiancé is not guilty of a crime

12/7

- *Under the Silver Lake* R
- *The Silence* The story of a family struggling to survive in a world terrorized by a deadly, primeval species R
- *Schindlers List* R
- *Ben is Back* Troubled boy returns home to his family on Christmas Eve

12/14

- *The Mule* Clint Eastwood plays a 90-year-old horticulturist and WWII veteran who is surprisingly caught transporting \$3 million worth of cocaine through Michigan for a Mexican drug cartel.

12/21

- *Cold War* Passionate love story between two people, who are fatefully mismatched

12/25

- *Destroyer*- A police detective reconnects with people from an undercover assignment in her distant past in order to make peace.
- *Vice* about the "most powerful Vice President in history" - Dick Cheney.

The drunk driving spot will run in all other rated movies, other than G, but no G-rated movies will be playing during the NHTSA flight. Like the drug-impaired spot, the :30 drunk spot will run closer to the main feature and the bonus :15 will run further from the main feature in the local position.

All movies playing in December 2018 are detailed on the next page –

December 7 (Friday)

Schindler's List (Re-Release)
The Silence
Ben Is Back (Limited)
Clara's Ghost (Limited)
Mary Queen of Scots (Limited)
Tyrel (Limited)
Under the Silver Lake (Limited)
Vox Lux (Limited)

December 14 (Friday)

Mortal Engines
The Mule
Spider-Man: Into the Spider-Verse
Capernaum (Limited)
Roma (Limited)

December 19 (Wednesday)

Mary Poppins Returns

December 21 (Friday)

Aquaman
Bumblebee
Holmes and Watson
Second Act
Welcome to Marwen
Bird Box (Limited)
Cold War (Limited)

December 25 (Tuesday - Christmas Day)

On the Basis of Sex
Vice
Destroyer (Limited)

December 28 (Friday)

Stan & Ollie (Limited)

The cinema plan will deliver an estimated 24 million total impressions and over 5.5 million men 18-34 impressions over the flight.

The NCM plan will run a digital effort in those few markets where neither vendor has screens.

Both vendors will give NHTSA :15 spots as added-value and Screen Vision will include the Lobby Digital Network where the drunk driving spot must be used.

Digital Media Definitions

Linear TV

Television service where the user views scheduled TV programming via traditional sets, at the particular time it's offered, and on the particular channel it's presented on.

Programmatic Video

Video advertising served with data-driven automation of audience-based advertising transactions. Assets optimize across several placements including pre-roll (prior to user initiated video content launch) and mid-roll (during user initiated video content launch).

Second Screen Content/Commercial Sync Technology

Sensor imbedded in manufacturer televisions, capable of recognizing audio and visual content appearing on the TV screen within seconds. Utilized as a targeting tool to serve programmatic digital ads to users exposed to desired TV content, commercials or behaviors.

Connected TV/Over-the-top (CTV/OTT)

Besides the traditional functions of TV sets and set-top-boxes provided through traditional broadcasting media, connected TVs can also provide internet TV, online interactive media, over-the-top content, as well as on-demand streaming media.

In broadcasting, over-the-top content (OTT) refers to delivery of audio, video, and other media over the Internet without the involvement of a multiple-system operator (cable provider) in the control or distribution of the content.

TV Everywhere

Television broadcasters allow their customers to access content from their network through internet-based services-either live or on-demand, as an aspect of their subscription to the service from a pay TV provider.

For example, if you have a cable subscription you can download the ESPN Watch App and watch ESPN programming on your computer, tablet or phone – everywhere.

Hyper Targeted

Granular media targeting based on desired audience attributes and behaviors both on and offline, including parameters such as media consumption habits, online content searches, purchase behaviors and brand affinities.

High Index

Mediums or content ranking as extremely favorable and highly consumed within the desired target audience.

Cross Device Targeting

Programmatic video or display served fluidly across all devices consumed by end user: desktop, mobile and tablet.

Out of Home

Traditional media placements across out of home executions such as outdoor billboards, transit advertising, and branded wrapped vehicles.

Household IP Address

An Internet Protocol (IP) address is a unique numerical label used to identify the household internet connection, assigned by the internet service provider.