



**National Highway Traffic Safety Administration**  
**HVE Impaired Driving Campaign**  
**August/September Labor Day & December Holiday Campaigns - 2018**  
**Media Work Plan**

**Executive Summary**

The Labor Day and Holiday impaired driving campaigns will again focus on drunk driving, and included in these campaigns for the first time, drugged impaired driving. A multi-platform approach using television, radio and digital will be used to build reach against the target and generate frequency. Television will include linear, programmatic, and over-the-top (OTT). Radio will use terrestrial, streaming and podcasting. Digital will lean towards video using publisher direct and programmatic (audience targeting), as well as social channels.

The television portion of the plan will focus on sports over entertainment programming due to its ability to reach the men 21-34 target, especially for the Holiday campaign. We will consider using ESPN properties to focus on the opening weekend of college football over the final weekend of the Labor Day campaign, and NFL and NCAA Basketball during the Holiday campaign.

State plans can focus on sports, as well, but can also consider non-sports programming such as entertainment and news, should they perform well in local markets. The overall national plan will see a decrease in linear television and states should be aware of this.

The plan will focus on programmatic and audience targeting for the entertainment networks/programming.

Radio will be a major source of very efficient GRPs across the Labor Day and Holiday flights. Radio will focus on key music formats and use radio personalities who will also read the NHTSA impaired driving message to run in rotation with the produced spots. Where possible, these personalities will use their social networks to amplify the impaired driving message.

Along with terrestrial radio NHTSA will use audio streaming from sources such as Pandora and Spotify. The use of streaming audio continues to be an excellent vehicle to reach NHTSA's audience.

Podcasting is increasing in popularity among young men and NHTSA will run on key podcasts that enjoy a high composition of young men.



With the decrease in linear television we are looking to radio to provide the high frequency needed to convey the impaired driving message. Due to the heavy use of radio on the national plan state plans may want to divert dollars to other mediums that they feel are appropriate.

The digital campaign will use display, to generate a large number of clicks to the destination URL very efficiently, but will focus on video. Two basic methods will be used on the digital plan. First will be publisher direct where key sites will create custom content, mainly video, in the site's own voice to deliver the impaired driving message to their users. High impact units such as takeovers and roadblocks will be used to launch each campaign supported by video and display. This premium inventory will be offset by programmatic, or audience targeting buys, that follow the individual member of the target audience, and is very efficient.

Digital efforts need to be a part of the state paid media plans. These vehicles can be among the most efficient to use and enjoy heavy usage among the top two quintiles.

A social effort will be a key part of the plan using Facebook, Instagram and Twitter and video will play a major role. Social is becoming increasingly important to reach the young male audience and state plans should exploit this medium to supplement the national effort.



## **Enforcement Period**

Campaign enforcement periods will be –

Third Quarter (Labor Day Campaign)

August 17th – September 3rd

Fourth Quarter (Holiday Campaign)

December 14th – January 1st, 2019

## **Advertising Period**

Labor Day Campaign

This campaign will launch on August 15th and run until Labor Day, September 3rd. Flighting will be focused to the Wednesday – Sunday, but Monday & Tuesday dates are allowed to take advantage of appropriate programming/content.

Holiday Campaign

This campaign will launch on December 12th and run until New Year's Day, January 1, 2019. Flighting will again be focused to the Wednesday – Sunday period, but Monday & Tuesday dates are allowed to take advantage of appropriate programming/content.

Nothing can run before the August 15th and December 12th launch dates.





The creative available for this campaign will include the following –

English

Drive Sober or Get Pulled Over

- No Big Deal (TV & Digital)
- No Big Deal 360 (Digital)
- Last Call 360 (Digital)
- Mike Lutzenkirchen Content Video (Digital)

Ride sober or Get Pulled Over

- Motorcycle Man in the Mirror (TV & Digital)

If You Feel Different You Drive Different (Drugged Impaired Driving)

- Feel Different (TV & Digital)

Spanish

Maneja Tomado y Seras Arrestado

Spanish

Maneja Tomado y Seras Arrestado

- El Encuentro (TV & Digital)

**Budget**

Total working paid media budget for each campaign will be –

Labor Day - \$13,000,000

Holiday - \$8,900,000



## **Media Purchasing Demographic**

For the purpose of negotiating and buying media, the following standard demographic breaks will be used even though the true target is 21-34 the 18-34 age group is the demographic break used to measure television and radio ratings performance. The same holds true for the motorcycle rider target. The target demo is 45-64 years old, but the buying demo will be 35-64.

Primary: Men 18 – 34 and,  
Men 35-64 (Motorcyclists – Labor Day Q3 plan only)  
Secondary: Hispanic men 18 – 34

## **Geography**

The total budget is to be allocated to national advertising only. There will be no state/local or regional element to be accounted for out of this budget.

## **Media to be Considered**

Due to the very tight fighting requirements all media considered will be electronic. Easily turned on and turned off. Media being considered are -

### Network Television

Broadcast  
Cable  
Programmatic  
Over-the-Top (OTT) Mobile

### Digital Network

Custom Content  
Video  
Display

### Radio

Terrestrial  
Streaming  
Podcasts

### Digital OOH

Movie Theaters



## **Overall Media Strategy**

### Young Men & Women

Continue to generate frequency in order to affect behavioral change. Maximize reach at the 8+ effective frequency level.

Use select broadcast programming (i.e. animation, sports, comedy) and high composition 18-34 demo cable networks.

Use radio to extend reach off the base created by television, and greatly increase frequency.

Use digital media to reach our targets in a medium younger people find the “most essential” medium, and to reach light users of television

### Motorcycle Rider

Identify/utilize key television networks that have a high composition and reach of the older motorcycle rider target.

## **Network TV Strategy**

Television still represents a medium to reach the young male target even while we see migration to other platforms for video content.

Even though there is a decline in time spent with television the medium still represents high reach potential.

The chart below, and on the following page, details the monthly reach of various mediums. This tells the story that television is still a reach medium, and on par with radio and smartphones for the Millennial portion of the audience, as well as, for the older motorcycle rider target.

|                                    | <u>A 18-24</u> | <u>A25-34</u> | <u>A35-49</u> | <u>A50-64</u> |
|------------------------------------|----------------|---------------|---------------|---------------|
| Live + DVR/Time Shifted<br>Q2 2017 | 86%            | 90%           | 95%           | 96%           |
| DVR/Time Shifted<br>Q2 2017        | 53%            | 65%           | 72%           | 69%           |
| AM/FM Radio<br>Q2 2017             | 94%            | 98%           | 97%           | 99%           |



|                                    |     |     |     |     |
|------------------------------------|-----|-----|-----|-----|
| Internet on Computer<br>Q2 2017    | 51% | 67% | 74% | 70% |
| Video on Computer<br>Q2 2017       | 32% | 42% | 49% | 44% |
| App/Web on a Smartphone<br>Q2 2017 | 95% | 91% | 91% | 97% |
| Video on a Smartphone<br>Q2 2017   | 81% | 76% | 81% | 82% |

The Nielsen Cross-Platform Report Q2 2017

In order to make television effective, and enjoy the reach it can deliver, very specific programming/networks will need to be used to effectively communicate with the NHTSA audience, especially those that have a good reach potential against light users of television.

The chart on the following page lists those cable networks that perform well against the following audiences by Entertainment, Sports and sports programming -

- Men 21-34 who drink beer (5+ glasses/week)
- Men 21-34 who are light users of television (Quintile V)
- Men 45-64 who ride motorcycles (Q3 Labor Day plan only)



## Entertainment

|                | Men 21-34<br>Beer Drinkers |              | Men 21-34<br>TV Quint V |              | Men 45-64<br>Motorcycle Riders |              |
|----------------|----------------------------|--------------|-------------------------|--------------|--------------------------------|--------------|
|                | <u>Index</u>               | <u>Reach</u> | <u>Index</u>            | <u>Reach</u> | <u>Index</u>                   | <u>Reach</u> |
| Adult Swim     | 261                        | 15.23        | 128                     | 7.46         | 62                             | 3.61         |
| Comedy Central | 215                        | 21.98        | 93                      | 9.48         | 87                             | 8.88         |
| Fuse           | 208                        | 3.52         | 45                      | 0.77         | 54                             | 0.91         |
| FX             | 171                        | 11.27        | 60                      | 3.94         | 88                             | 5.81         |
| FXX            | 216                        | 16.35        | 52                      | 3.92         | 109                            | 8.20         |
| MTV            | 182                        | 16.84        | 51                      | 4.75         | 60                             | 5.54         |
| MTV2           | 266                        | 10.06        | 91                      | 3.45         | ----                           | ----         |
| TBS            | 115                        | 20.37        | 26                      | 4.66         | 103                            | 18.33        |
| TruTV          | 166                        | 14.77        | 35                      | 3.10         | 94                             | 8.37         |
| USA            | 105                        | 19.80        | 35                      | 6.54         | 105                            | 19.89        |

Source: 2017 GFK MRI Doublebase

The sports networks listed below provide good reach potential to men 21-34 beer drinkers. ESPN also enjoys significant reach to those men 21-34 who are light television users.

## Sports

|                | Men 21-34<br>Beer Drinkers |              | Men 21-34<br>TV Quint V |              | Men 45-64<br>Motorcycle Riders |              |
|----------------|----------------------------|--------------|-------------------------|--------------|--------------------------------|--------------|
|                | <u>Index</u>               | <u>Reach</u> | <u>Index</u>            | <u>Reach</u> | <u>Index</u>                   | <u>Reach</u> |
| CBS Sports Net | 131                        | 12.48        | 35                      | 3.32         | 164                            | 15.63        |
| ESPN           | 154                        | 40.05        | 59                      | 15.21        | 124                            | 32.17        |
| ESPN2          | 181                        | 24.59        | 55                      | 7.44         | 128                            | 17.32        |
| ESPNU          | 175                        | 8.50         | 62                      | 2.99         | 100                            | 4.86         |
| ESPNNews       | 180                        | 14.03        | 42                      | 3.32         | 104                            | 8.14         |
| FS1            | 151                        | 15.04        | 47                      | 4.66         | 169                            | 16.85        |
| NBA TV         | 200                        | 10.24        | 72                      | 3.68         | 79                             | 4.05         |
| NBCSN          | 139                        | 13.10        | 39                      | 3.70         | 173                            | 16.24        |
| NFL Network    | 242                        | 16.54        | 63                      | 4.30         | 143                            | 9.76         |

Source: 2017 GFK MRI Doublebase





Where we see the best reach potential, and high indices, are with specific sports programs. These programs, especially college football and NFL football, also perform very well at reaching those men 21-34 who are light users of television.

**Sports Programming**

|                    | Men 21-34<br>Beer Drinkers |              | Men 21-34<br>TV Quint V |              | Men 45-64<br>Motorcycle Riders |              |
|--------------------|----------------------------|--------------|-------------------------|--------------|--------------------------------|--------------|
|                    | <u>Index</u>               | <u>Reach</u> | <u>Index</u>            | <u>Reach</u> | <u>Index</u>                   | <u>Reach</u> |
| NBA Regular Season | 185                        | 28.69        | 110                     | 17.08        | 85                             | 13.17        |
| College Football   | 155                        | 36.64        | 88                      | 20.76        | 126                            | 29.78        |
| NFL Football       | 145                        | 47.58        | 93                      | 30.68        | 136                            | 44.87        |
| NHL                | 198                        | 17.35        | 106                     | 9.31         | 120                            | 10.47        |
| Soccer-MLS         | 192                        | 9.56         | 103                     | 5.13         | 79                             | 3.92         |
| Wrestling          | 219                        | 11.15        | 95                      | 4.82         | 122                            | 6.18         |

Source: 2017 GFK MRI Doublebase

Based on the research presented above the network television strategy will be to focus on key entertainment cable networks that present high reach potential, but to especially focus on key sports cable networks and programming that perform well in reaching all of the NHTSA audiences. Key entertainment networks will be reached via programmatic buying.

The national plan use of television will focus on sports and utilize entertainment programming via programmatic buying. State buys, if desired, can use television in their plans and should keep in mind that the national plan is –

- Heavy in sports
- Overall lighter than in plans in past years
- Will focus primarily on cable networks with some exceptions in the Q4 sports plan
- Spot market level of broadcast affiliates will extend reach off of the cable heavy national plan

**Programmatic Television**

For the entertainment portion of the network television strategy we will focus on using a programmatic buying technology to reach NHTSA’s young male audience of beer drinkers. Buying programmatically allows for the buying of linear inventory with more robust data than just age and gender. Programmatic has offered NHTSA some other benefits when we look at post-buys and CPMs. Below is some info from the NHTSA “Drive Sober” Labor Day post-buy from 2017.



You will see that the programmatic portion of the buy posted well vs. some of the direct linear entertainment buys. Though all the buys were guaranteed, and NHTSA was made whole, we prefer the weight purchased run within the appropriate campaign flight.

| <u>Network</u>      | <u>Pre<br/>Buy IMPs (000)</u> | <u>Post<br/>Buy IMPS (000)</u> | <u>Index</u> |
|---------------------|-------------------------------|--------------------------------|--------------|
| Adult Swim          | 7,404                         | 10,079                         | 136.1        |
| TruTV               | 5,654                         | 6,318                          | 111.7        |
| FXX                 | 9,343                         | 6,301                          | 67.4         |
| Fuse                | 840                           | 520                            | 61.9         |
| MTV2                | 6,199                         | 7,415                          | 119.6        |
| TBS                 | 7,487                         | 5,379                          | 71.8         |
| USA                 | 6,250                         | 5,780                          | 92.5         |
| <b>Programmatic</b> | <b>10,682</b>                 | <b>10,958</b>                  | <b>102.6</b> |

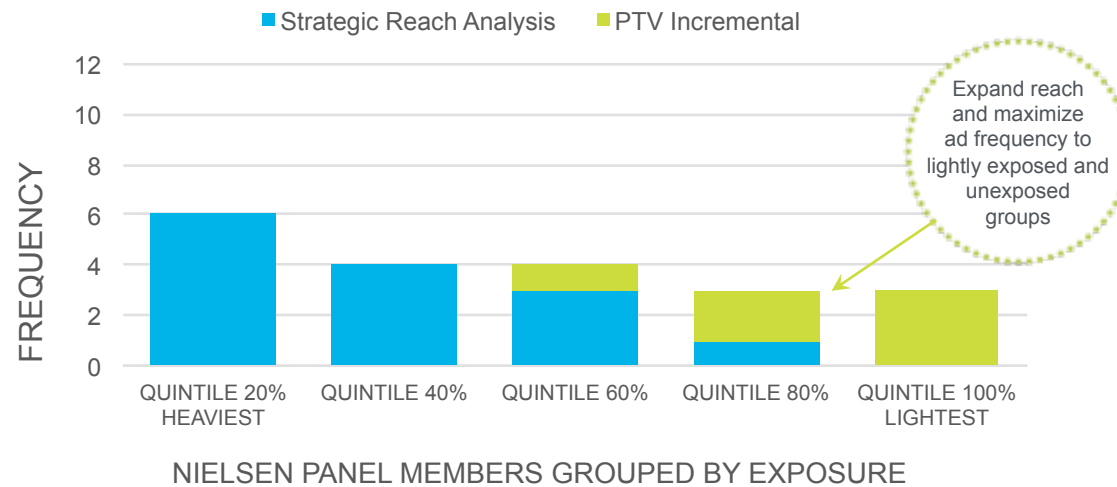
Not only did the programmatic buy perform well in terms of delivery it was also one of the most efficient buys on the plan. If we make the average CPM for the entertainment networks and index of 100 the programmatic buy indexed at 83, or 17% less. With programmatic buying we can deliver incremental reach to a base sports TV plan, while delivering precision against the NHTSA target audience with minimal waste. A programmatic buy will especially increase reach to viewers who fall into the lighter use quintiles of III, IV and V.



## Software and data help expand incremental reach



*Analysis using actual spots purchased highlights incremental reach performance*





### Spanish Speaking Men 21-34

The following details the reach potential of the major Spanish language networks in reaching Hispanic men 21-34 who primarily speak Spanish.



Source: 2017 GfK MRI Doublebase

Some of the programs with high reach of this target audience are:

| <u>Program</u>        | <u>Target Reach %</u> |
|-----------------------|-----------------------|
| Al Punto              | 3.93                  |
| Aqui y Ahora          | 5.62                  |
| Cine de las Estrellas | 3.15                  |
| Como Dice el Dicho    | 6.50                  |
| Noticiero Univision   | 5.62                  |

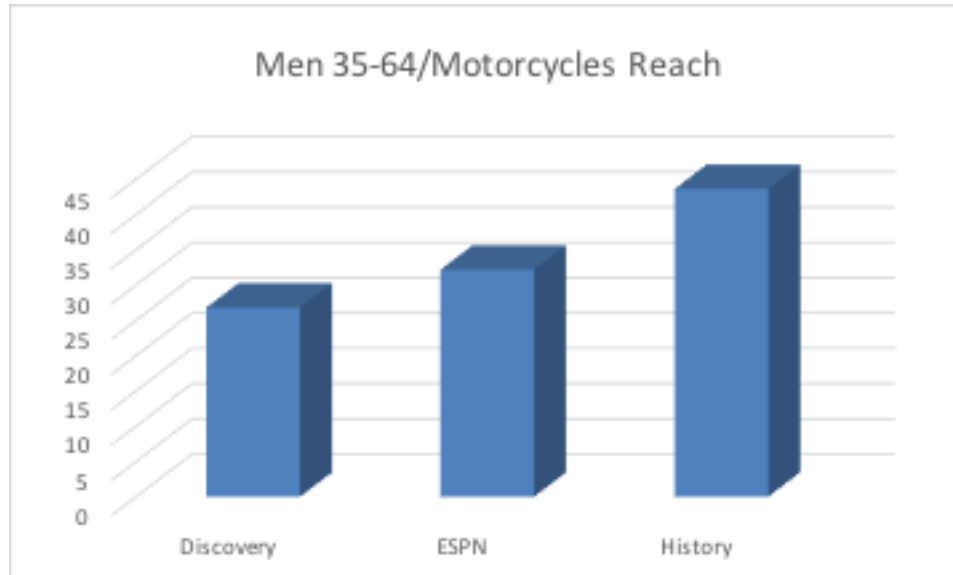


The CPM (cost-per-thousand) of the major Spanish language networks (Telemundo & Univision) have become very expensive. For the Q3 and Q4 plans we will ask these networks to lower their rates and consider including digital elements to bring the overall CPMs down.

### **Motorcycle Riders**

The motorcycle rider campaign will run in the Labor Day campaign only.

Television performs well for this older target of men 35-64 who ride motorcycles. The top reach potential cable networks are Discovery, ESPN and History.



Source: 2017 GfK MRI Doublebase

The Discovery and History networks will be used solely for the Motorcycle rider portion of the campaign, and ESPN, if desired, can rotate between the younger "Drive Sober" message and the Motorcycle rider spot with a decided emphasis on the younger message.

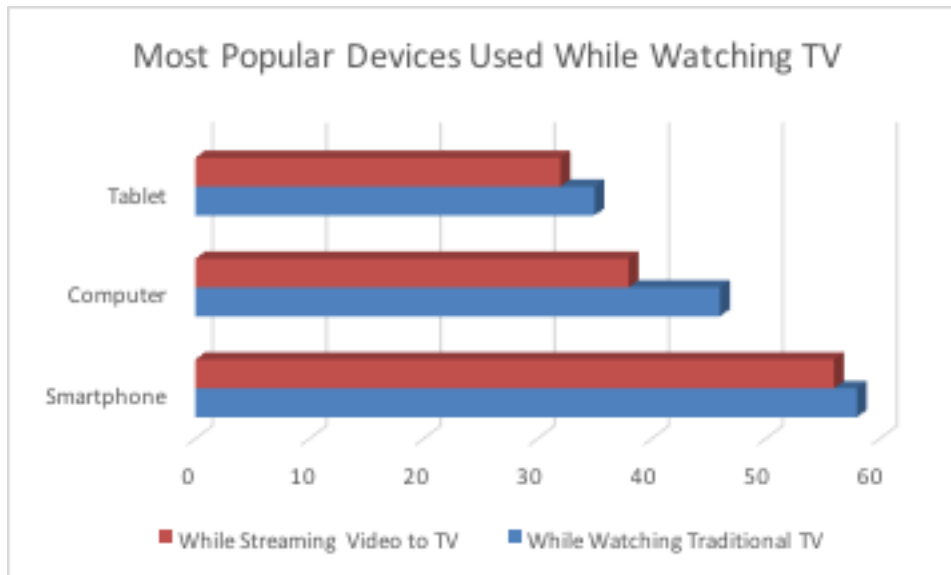


### Synched Viewing

In order to take advantage of simultaneous viewing a digital tactic will be considered that will sync with the television plan. Most Millennials multi-task while watching television, and when the commercial break begins the use of 2nd and 3rd screens (Smartphones Computers & Tablets) goes up. By syncing with the content on the television screen a digital ad (video or display) will be sent to a registered 2nd or 3rd screen in the same household increasing the opportunity of ad exposure. Here's how this will work –

Through technology imbedded by the manufacturer in the television set that technology will recognize any content that appears on the screen including linear TV, OTT, commercials, movies, video games, live and time-shifted. For example, should the technology in the TV set recognize that programs such as The Walking Dead, Family Guy or the Simpsons is on screen a video or display ad will be sent to the registered users' smartphone or tablet.

The chart below looks at the most popular devices used while watching TV and digital video streamed to TV according to internet users in the US as of March 2017.



Source: Leading U.S. TV Second Screen Devices 2017



This can be considered for use for state plans, but due to scale this should be considered at the DMA level.

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

Over-the-Top/Connected TV and TV Everywhere combines the power of digital advertising with the premium content of traditional television creating a compelling environment for viewers to engage with the NHTSA impaired driving message.

Based on research from the Freewheel VMR Report for Q2 2017 the following was found to be true –

Desirable Audiences – OTT/CTV/TVE allows advertisers to reach viewers who are harder to find on traditional television including cord-cutters, cord-shavers and cord-nevers. Also of note is that the OTT/CTV/TVE median age is 13 years younger than traditional television, overall.

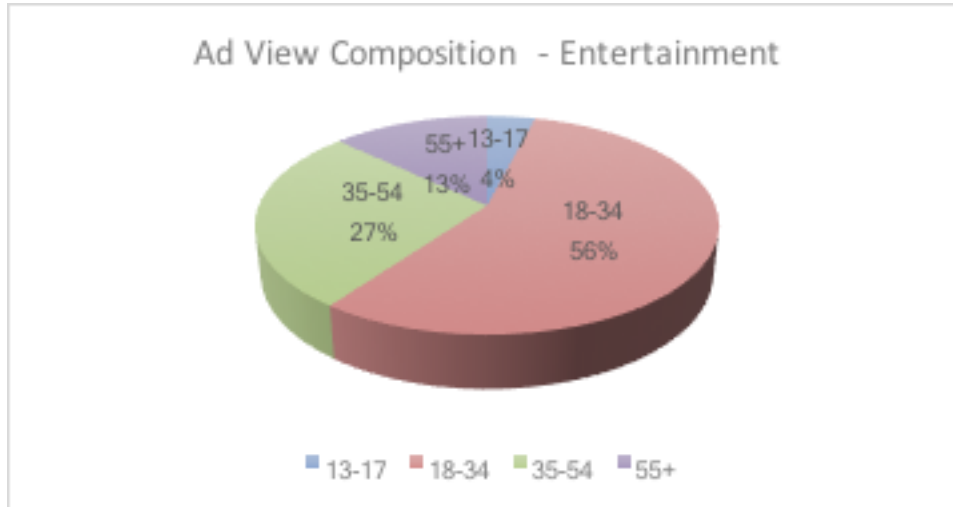
#### Engaged Viewers

Over 1/3 of OTT/CTV/TVE visits are over an hour long and viewers complete 98% of all premium video ads, not programming, ads.

#### Incremental Reach

Advertisers should not be concerned that OTT/CTV/TVE audiences overlap with people they're reaching through linear buys. In reality, OTT/CTV/TVE has compensated for a large part of the primetime TV ratings decline, replacing traditional TV for many viewers. Freewheel found that viewers treat OTT/CTV/TVE viewing just like traditional TV – they watch a large amount of live streamed content and tune in mostly during the popular, primetime TV hours. Therefore, advertisers who advertise only through linear TV would miss out on the OTT/CTV/TVE audiences who are watching the same content during the same time period, but on a different platform.

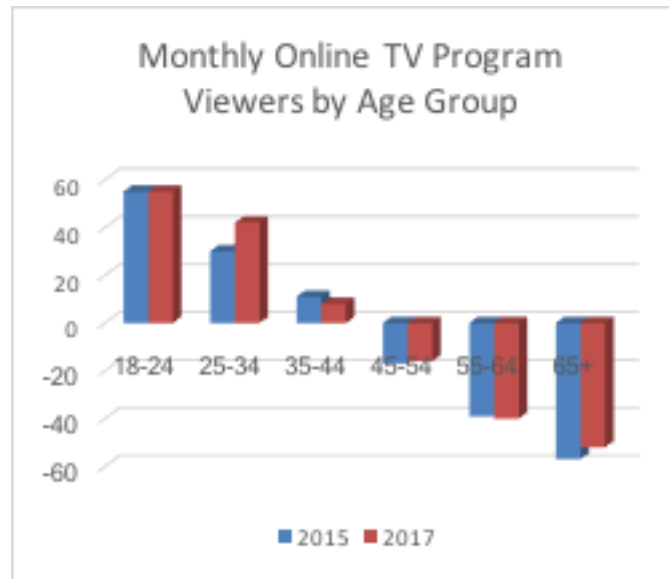
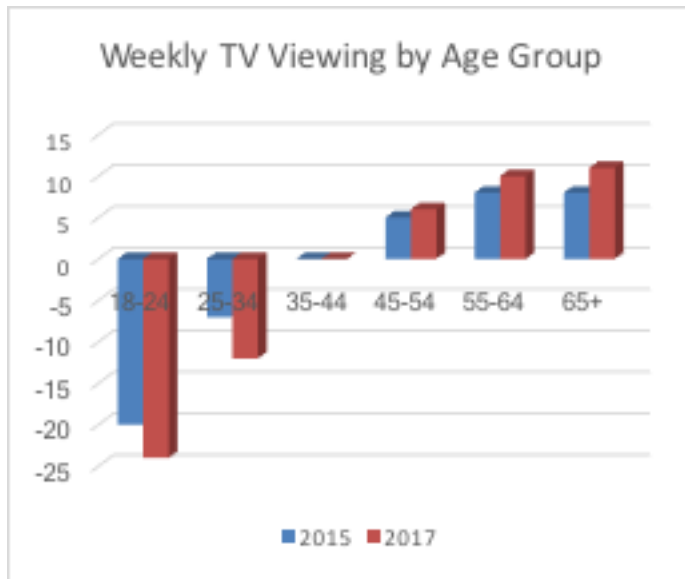
The pie chart below details ad view composition by age group. The 18-34 group leads the way by 2 to 1 over the next biggest group.



Freewheel Q2 2017

The charts following are very telling on traditional television viewing and online television viewing. The decrease in traditional television viewing is being offset by online television viewing.





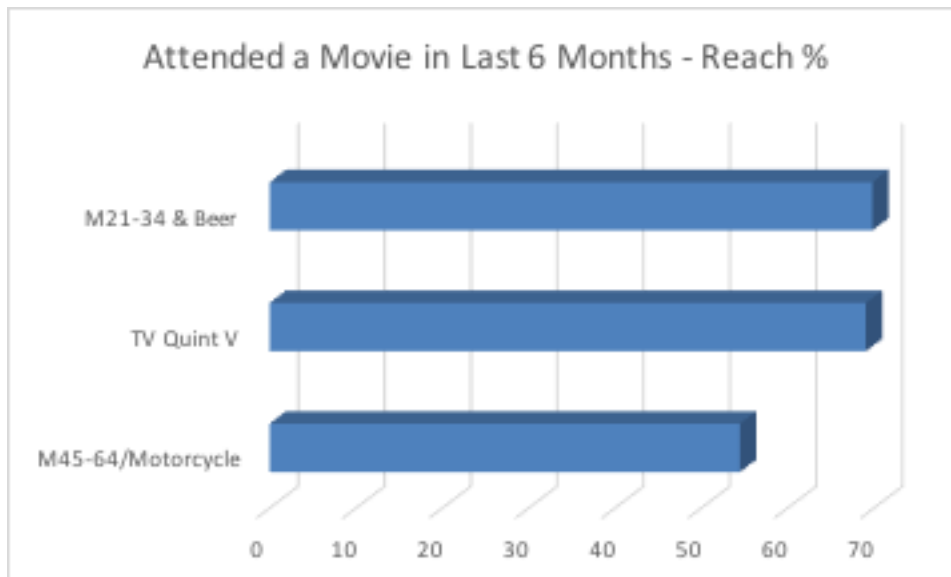
Source: MarketingCharts – The State of Traditional TV Q2 2017



### Movie Theater Advertising

This out-of-home medium will be considered for its reach of men 21-34 who drink beer, for those men 21-34 who are light users of television and for women 18-34.

The reach potential is very high for all target groups



Source: 2017 GfK MRI Doublebase

The movies that will be released during the Labor Day and Holiday campaigns are listed below -



## Second half of August

August 10th

-**The Meg 3D** suspense thriller  
August 17th

-**The Happytime** -Action Comedy and Black Comedy

-**Alpha 3D**- Action Drama

August 24th

-**Slender Man**- Horror

-**Papillion** – Action Adventure

August 31st

-**Kim**- Action Drama

## Second half of December

December 14

-**Spider Man** : Intro the Spider-Verse 3D- Action Adventure

-**Mortal Engines** 3D-Action Adventure

December 21



-**Aquaman 3D**-Action Adventure and Super Hero

-**Alita: Battle Angel 3D** -Action Adventure

-**Bumblebee 3D** -Action Adventure

**Network Radio/Streaming Strategy**

Radio will serve as part of a multi-platform media approach to increase reach, and effective reach (8+), while generating higher levels of frequency. Radio also offers tie-ins with on-air personalities via live reads and amplification through their social networks.

Radio is a very good compliment to television as radio’s “prime time” is during the day Vs. television’s heavy usage time of prime and late night. Radio is also the #1 medium of choice Monday – Friday, 6a-6p.

Based on a quintile analysis of the top two heavy usage quintiles we see that radio indexes near or above 100 for all segments and enjoys good reach levels.

|                 | <u>Men 21-34<br/>Drink Beer</u> | <u>Men 21-34<br/>Drink Beer/TV Quint V</u> | <u>Men 45-64<br/>Motorcycle Riders</u> |
|-----------------|---------------------------------|--|--|
| Quintile I & II |                                 |  |  |
| Index           | 111                             | 90   | 109                                    |
| Reach %         | 44.3                            | 36.0                                       | 43.6                                   |

Source: 2017 GfK MRI Double Base



In terms of formats the top performing radio formats are CHR, Country and Rock. Listening to radio via the Internet provides the highest reach potential of any format and satellite radio.

|              | Men 21-34<br><u>Drink Beer</u><br>Index/Reach | Men 21-34<br><u>Drink Beer/TV Quint V</u><br>Index/Reach | Men 45-64<br><u>Motorcycle Riders</u><br>Index/Reach |
|--------------|---|--|--|
| Alternative  | 165/ 9.73                                     | 168/ 9.91  | 96/ 5.67   |
| CHR          | 152/26.69                                     | 114/20.06  | ---/---  |
| Classic Rock | 127/ 8.84                                     | 102/ 7.07  | 276/19.21  |
| Country      | 117/21.63                                     | 102/16.68  | 123/22.59  |
| Rock         | 200/14.60                                     | 91/12.25   | 159/10.57  |
| Sports       | 155/ 8.13                                     | 89/ 4.69   | 119/ 6.25  |
| Urban        | 129/13.78                                     | 106/11.33  | ---/---  |
| Internet/App | 151/29.12                                     | 162/31.28  | 69/13.27   |
| Sirius/XM    | 60/ 7.84                                      | 52/ 6.82   | 172/22.38  |
| Podcast      | 207/20.03                                     | 211/20.40  | 72/ 5.06   |

Source: 2017 GfK MRI Double Base

The top performing streaming/Internet sources are the ones we have used for NHTSA in the past, and we are very familiar with – Pandora, iHeart and Spotify.

|         | Men 21-34<br><u>Drink Beer</u><br>Index/Reach | Men 21-34<br><u>Drink Beer/TV Quint V</u><br>Index/Reach | M45-64<br><u>Motorcycle Riders</u><br>Index/Reach |
|---------|---|--|---|
| iHeart  | 84/ 7.55                                      | 68/ 6.09   | 100/ 9.05   |
| Pandora | 150/53.88                                     | 132/47.42  | 72/25.89  |
| Spotify | 198/26.47                                     | 228/30.49  | ---/---   |

The reach potential of FM radio stations far outweighs the reach potential of AM stations. Therefore, network partners will be those with a significant number of FM affiliates.

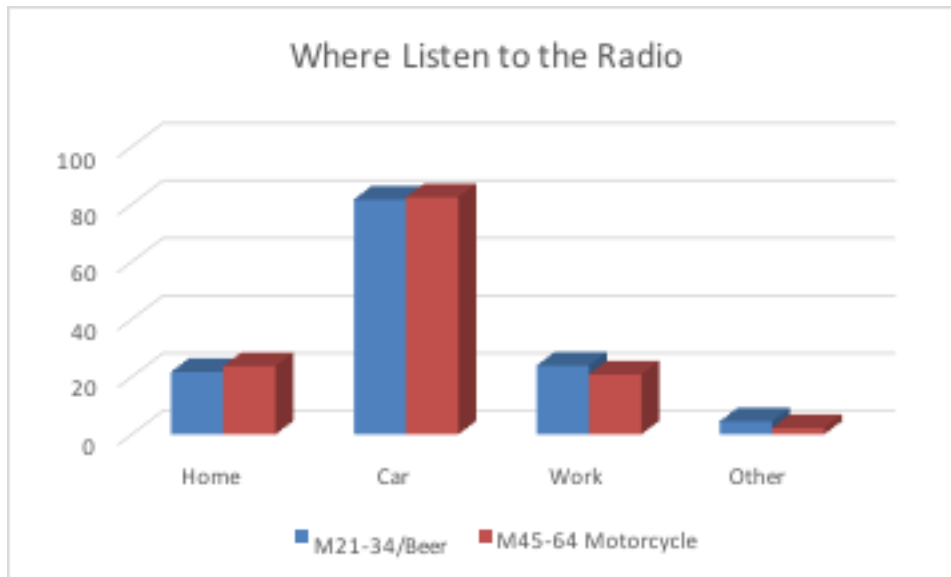


|    | Men 21-34<br><u>Drink Beer</u><br>Reach % | Men 21-34<br><u>Drink Beer/QV</u><br>Reach % | Men 45-64<br><u>Motorcycle riders</u><br>Reach % |
|----|---|--|--|
| AM | 10.01                                     | 7.98   | 22.92  |
| FM | 80.42                                     | 73.11  | 76.27  |

Source: 2017 GfK MRI Custom Cable

Radio is also an effective medium for this NHTSA campaign since most radio is listened to in a vehicle. This allows the message to have the opportunity to reach the target audience member as he is heading out for an evening that will include drinking.

The chart following details where men 21-34 who drink beer and men 45-64 who ride motorcycles listen to the radio.



Source: 2017 GfK MRI Double Base



As states consider vehicles to use in their plans the national plan's use of radio is high in order to reach the effective frequency goal of 8+. Radio can certainly be used by the states, but its use should be tempered due to the heavy national presence.

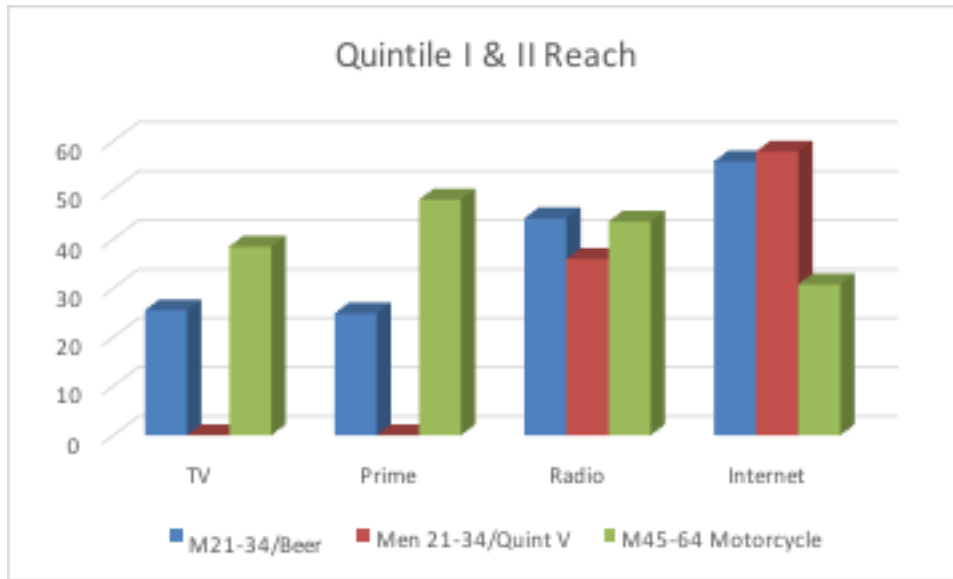
### **Digital Media Strategy**

The digital strategy will be to build the impaired driving brand via the use of video and display advertising on a publisher direct basis, as well as programmatically with audience targeting.

In order to build the impaired driving brand digitally the plan will need to generate engagement, and motivate people to participate in the discussion around driving sober, and the consequences for not doing so.

We will work with online partners to create content that will foster engagement and start a conversation. Along with these premium placements the programmatic buying strategy will be used to reach the target groups very efficiently to build impressions.

When looking at the heavy usage quintiles of I & II for TV, primetime TV, radio and the internet we see that the reach potential of the Internet outperforms all other mediums for the younger NHTSA target audiences, whereas television still commands the greatest reach for the older motorcycle rider.



Source: 2017 GfK MRI Double Base

Below looks at the time spent with the Internet via computers vs Smartphones and we see that accessing apps and the web on Smartphones dominates in time spent.

|                       | <u>18-24</u> | <u>25-34</u> | <u>35-49</u> | <u>50-64</u> |
|-----------------------|--------------|--------------|--------------|--------------|
| <b>Internet on PC</b> |              |              |              |              |
| Q2 2016               | 4:14         | 7:40         | 8:23         | 7:39         |
| Q2 2017               | 2:57         | 5:56         | 8:07         | 7:03         |
| Difference            | -30%         | -23%         | -3%          | -8%          |
| <b>Video on PC</b>    |              |              |              |              |
| Q2 2016               | 1:59         | 2:49         | 2:12         | 1:33         |
| Q2 2017               | 2:35         | 3:19         | 3:27         | 1:41         |
| Difference            | +30%         | +18%         | +57%         | +9%          |





### App/Web on a Smartphone

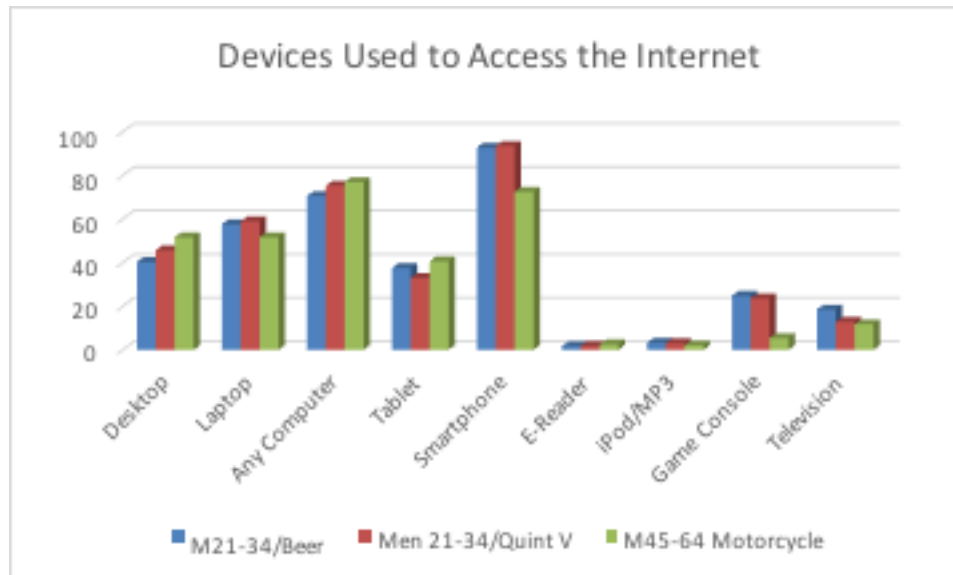
|            |       |       |       |       |
|------------|-------|-------|-------|-------|
| Q2 2016    | 15:45 | 13:46 | 14:48 | 13:10 |
| Q2 2017    | 20:18 | 17:51 | 20:36 | 21:38 |
| Difference | +29%  | +30%  | +39%  | +64%  |

### Video on a Smartphone

|            |      |       |       |       |
|------------|------|-------|-------|-------|
| Q2 2016    | :52  | :31   | 0:27  | 0:17  |
| Q2 2017    | 1:31 | 1:12  | 0:59  | 0:40  |
| Difference | +75% | +132% | +118% | +135% |

The Nielsen Cross-Platform Report Q2 2016/Q2 2017

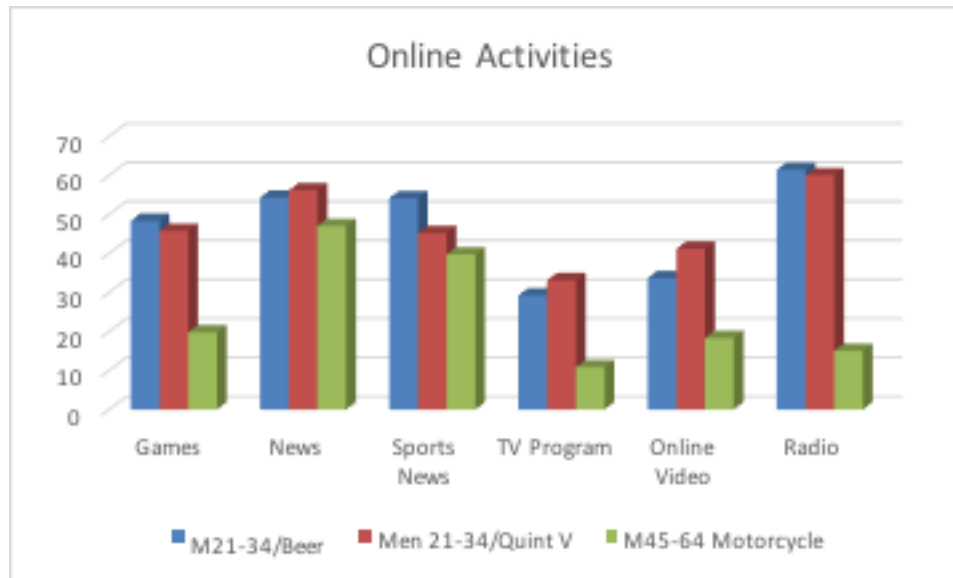
We see the dominance of Smartphones holding true when we examine the devices used to access the Internet. A mobile strategy will be key for the digital portion of the plan.



Source: 2017 GfK MRI Double Base



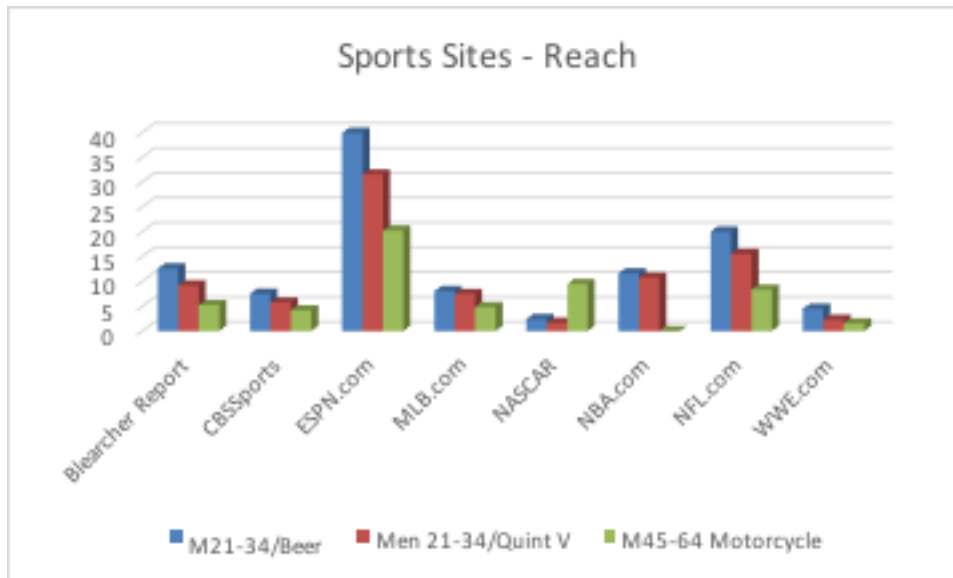
Some of the activities the target groups perform online are detailed in the chart below. These present opportunities to reach a large number of members of these target groups.



Source: 2017 GfK MRI Double Base

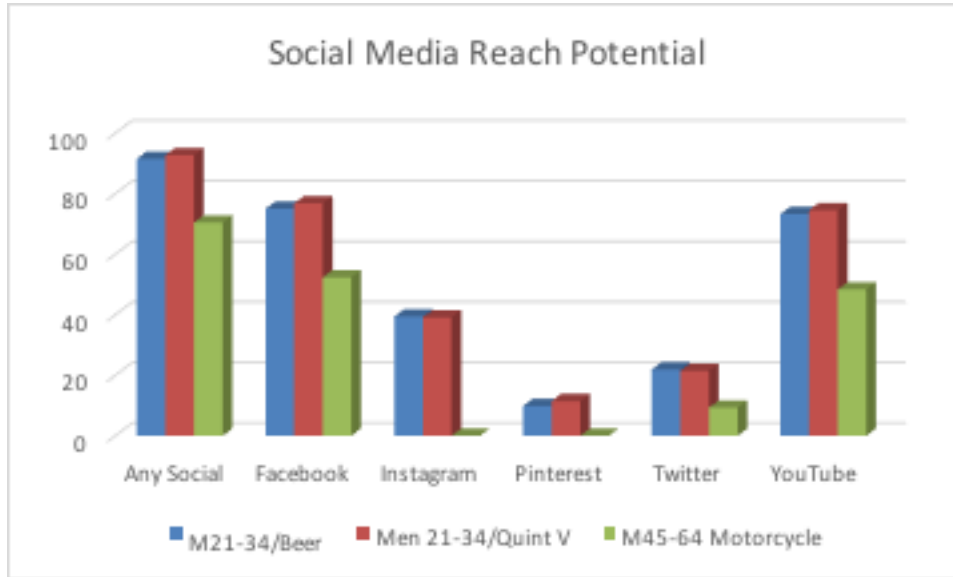
We will continue to use video, with some banner advertising, on those sites and networks reaching our primary audience of young men with appropriate content. That content will include gaming, sports, entertainment and music.

In the realm of online sports sites many of the following index very well against NHTSA's various audience segments. Of these, ESPN will provide the greatest reach by far.



Source: 2017 GfK MRI Double Base

Including the online activities sited previously the members of NHTSA's target audiences are heavily involved with social media. On the following page is the reach potential of social media usage overall, as well as, specific social media sites. We will look to increase the NHTSA presence on social platforms to take advantage of the reach potential.



Source: 2017 GfK MRI Double Base



### Media Dollar Allocation

Dollars will be allocated as close to as follows to achieve the communication goals for the segmented targets. Market conditions at time of negotiation may cause these allocations to change.

#### Labor Day Campaign

##### Medium

|                            |     |
|----------------------------|-----|
| Broadcast/Cable Television | 30% |
| Radio                      | 12% |
| Cinema                     | 3%  |
| Hispanic                   | 15% |
| Digital/Streaming/OTT      | 40% |

#### Holiday Campaign

|                            |     |
|----------------------------|-----|
| Broadcast/Cable Television | 40% |
| Radio                      | 10% |
| Cinema                     | 6%  |
| Hispanic                   | 15% |
| Digital/Streaming/OTT      | 40% |



This allocation should deliver the following reach & frequency by measured medium against men 18-34 –

Labor Day Campaign

| <u>Medium</u> | <u>% Reach</u> | <u>Average Frequency</u> | <u>Total GRPs</u> |
|---------------|----------------|--------------------------|-------------------|
| TV (Inc. OTT) | 68             | 4.0                      | 272               |
| Radio         | <u>72</u>      | <u>6.8</u>               | <u>492</u>        |
| Total         | 91             | 8.4                      | 764               |

Reach @ 8+ = 38%

Holiday Campaign

| <u>Medium</u> | <u>% Reach</u> | <u>Average Frequency</u> | <u>Total GRPs</u> |
|---------------|----------------|--------------------------|-------------------|
| TV (Inc. OTT) | 62             | 3.3                      | 204               |
| Radio         | <u>72</u>      | <u>5.8</u>               | <u>420</u>        |
| Total         | 90             | 7.0                      | 624               |