



IMPAIRED DRIVING 2019 HVE CAMPAIGN LABOR DAY

MEDIA BUY SUMMARY

August 7, 2019



**IF YOU FEEL DIFFERENT
YOU DRIVE DIFFERENT
DRIVE HIGH GET A DUI**

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Executive Summary

During the Labor Day period, there is a marked spike in impaired driving fatalities year after year. To combat this cyclical pattern, NHTSA coordinates a national paid media campaign targeted at 21- to 34-year-old men – those most likely to be involved in fatal impaired driving crashes – to educate them on the consequences and risks of impaired driving.

The Labor Day campaign will use a mix of television, radio, digital, out of home and social media outlets to deliver the Impaired Driving message effectively and efficiently to our target audience.

States may consider local investment above and beyond the national plan to build additional frequency with the target audience during the buy period. This can be accomplished by securing complimentary placements – particularly via local broadcast television affiliates, local radio talent, streaming audio and digital channels.

Media Strategy

The primary media strategy will be to build frequency in order to convey NHTSA's Impaired Driving message. In order to affect behavioral change, the message must be seen many times within the campaign period. The goal will be to reach at least 25% of men in the 21-34 target audience at the 8+ effective frequency level over the three-week flight with traditional media (TV and radio). Digital and paid social will build off of the base created by the traditional portions of the media plan by extending reach and through their ability to engage the audience with our Impaired Driving message.

Campaigns

There are three independent messages and sets of creative assets that will be promoted during the Impaired Driving high visibility enforcement campaign:

- ▶ Drive Sober or Get Pulled Over (alcohol)
- ▶ If You Feel Different, You Drive Different. Drive High Get a DUI. (marijuana/drug-impaired)
- ▶ Ride Sober or Get Pulled Over (alcohol/motorcycle focused)

Advertising Period

Labor Day Campaign:

8/14/19 – 8/18/19;

8/21/19 – 8/25/19;

8/28/19 – 9/2/19

Paid advertising will run from Wednesday, August 14th to Monday, September 2nd (Labor Day). The plan will generally run on a Wednesday – Sunday flight pattern, but Monday and Tuesday can be used selectively to take advantage of high-value opportunities.

Aug / Sept 2019

SU	M	TU	W	TH	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
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Media Budget

Labor Day Campaign	
General Market Media Budget	\$11.05MM
Hispanic Market Media Budget	\$1.95MM (15% of total media budget)
Total Media Budget	\$13MM
Allocation between Alcohol & Marijuana	65% Alcohol :35% Marijuana

Target Audience

Audience targets vary slightly between each campaign



► Drive Sober or Get Pulled Over

- Primary: 21- to 34-year-old English-speaking males
- Secondary: 21- to 34-year-old Spanish-reliant males
- These young men drink liquor, but the primary alcohol of choice is beer



► If You Feel Different, You Drive Different. Drive High Get a DUI.

- Primary: 21- to 34-year-old English-speaking males
- Secondary: 21- to 34-year-old Spanish-reliant males
- These young men are recreational marijuana users



► Ride Sober or Get Pulled Over (Labor Day only)

- Mid-Life Motorcyclists – Men 45- to 64-years-old who own a motorcycle

Television

Background

The television platform creates an opportunity to build reach against our target audience using a combination of network direct buys, audience targeting at the program level and programmatically at the network level.

The television budget, including general market and Hispanic, will represent 33% of the total paid media budget for the Labor Day plan.

Networks for the campaign are detailed below:

General Market:

- ▶ ESPN
- ▶ Fox Sports
- ▶ MLB Network
- ▶ NFL Network
- ▶ Revolt
- ▶ SEC Network

Spanish Language:

- ▶ USA
- ▶ Azteca
- ▶ ESPN Deportes
- ▶ Estrella
- ▶ Univision
- ▶ Telemundo

General Market

ESPN

The Labor Day plan on ESPN will deliver 28 GRPs over the flight which equates to 9.7 million impressions.

Programming will include studio programs such as *SportsCenter* and a presence in college football games during the opening weekend of college football.

Fox Sports

The plan on Fox Sports will use Fox and FS1.

The Fox plan will run NHTSA on two preseason NFL games on Sunday 8/18 (1x spot) and Thursday 8/22 (2x spots) and deliver 13 GRPs.

For each game on 8/18 and 8/22 NHTSA will receive 1x branded in-game feature (2x total) where they will have on-screen logo placement and voice-over. This feature will be replay-based and could be called "NHTSA's Safe Play of the Drive" where announcers breakdown a safe-play made by the quarterback during a high-pressure situation.

The plan on FS1 is robust and will have NHTSA on the following programming –

- ▶ NFL Shoulder
- ▶ MLB
- ▶ Big 10 College football
- ▶ NASCAR
- ▶ Premiere Boxing
- ▶ FS1 studio programming

Within the programs *First Things First*, *Undisputed* and *Speak for Yourself*, FS1 on-air talent will read a :15 PSA copy on-air about safe driving in each of these shows. Using specific buzz words and talking points provided by NHTSA the live-read can be focused around football and say something similar to “Football and tailgate season is here, as we head to and from our favorite stadiums let’s remember to drive responsibly and safely...”

Nothing will be read on-air without NHTSA’s approval and copy contribution.

This live read will be executed 9x total times during our flight and include logo placement and custom branding. NHTSA will receive commercial adjacency for each of the executions.

MLB Network

The plan on Major League Baseball’s network will deliver 4 GRPs. Programming includes in-game positions as well as MLB Network studio programs.

NFL Network

The NFL Network plan will include studio programming as well as preseason games units.

This very NFL focused plan will deliver 7 GRPs.

USA

The plan with USA will primarily run on WWE wrestling program *Raw*. The *Raw* presence is offset by an overnight rotation that keeps the plan efficient.

The USA plan will deliver 13 GRPs.

SEC Network

The SEC Network (Southeastern Conference) is an ESPN owned network covering all things SEC.

This plan will deliver 4.3 GRPs/1.5 million impressions and with a large number of spots to build frequency.

The plan includes college football, soccer and the studio programs *SEC Now* and *The Paul Finebaum Show*.

Revolt

Revolt, the Hip Hop music network, will have NHTSA running throughout their broadcast day. Prime and Late Night will receive the greatest amount of weight of any daypart.

The linear TV effort will be supported by a social effort. The social plan will include 34 posts across Facebook, Instagram and Twitter. This will include 2x posts from P Diddy (Sean Combs) the network founder, who has 15 million followers. In total, the social plan will deliver over 39 million impressions.

In addition to the linear and social plans NHTSA will receive an added-value custom video. Tying into NHTSA's Feel Different creative, REVOLT will tap an on-the-rise Hip Hop artist to create a custom Q&A piece with their host Rodney Rikai – where the two catch up after a night out, and discuss the importance of NOT driving impaired when “the let out” happens at the end a night of partying. Throughout this casual late-night Q&A, Rodney and the artist touch on NHTSA's talking points – stressing that a DUI includes more than just alcohol. The two touch on why they never get behind the wheel after they have been smoking marijuana – and so when the let out happens, why you should never either.

CONTENT DETAILS:

Length:

- ▶ 90-seconds
- ▶ :60 cutdown version

Branding:

- ▶ Open is branded REVOLT & NHTSA
- ▶ Includes Feel Different campaign branding
- ▶ Transitions into ‘The Let Out’ Q&A piece

Content Distribution

- ▶ Social: REVOLT IG, FB, Twitter
- ▶ Linear TV

Spanish Language

ESPN Deportes

The Labor Day plan on ESPN Deportes will include in-game Monday Night Football positions and a lot of soccer. This premium sports programming is rounded out with studio programming including *SportsCenter*.

The Labor Day plan will deliver 3 GRPs in Spanish.

Azteca

Azteca is a Spanish language network targeted to the Hispanic and Latin American communities in the U.S. Azteca has access to over 200,000 hours of original programming and news content from local bureaus in 32 Mexican states. Azteca runs in over 60 U.S. markets reaching 89% of the Hispanic population.

The plan on Azteca for Labor Day will deliver 2 GRPs and 900,000 Spanish speaking young men in the target audience.

ESPN Deportes

The Labor Day campaign on ESPN Deportes will focus on MLB (Labor Day) and the NFL (Holiday) and both plans will focus heavily on soccer. Also included will be studio programs such as *SportsCenter*.

The Labor Day plan will deliver about 3 GRPs and 942,000 impressions.

Estrella

Estrella primarily features programs, the vast majority of which are produced by the network itself. Programming features a mix of variety and sketch comedy series, music programming, reality, scripted series, news and sports.

The Labor Day plan will deliver almost 3 GRPs and 921,000 impressions.

Telemundo

Telemundo is the second largest provider of Spanish language content nationally behind competitor Univision.

The network broadcasts programs and original content aimed at Latin American audiences in the U.S. consisting of telenovelas, sports, reality, news and films.

The Labor Day plan will generate about 7.5 GRPs and 2,735,000 impressions.

The plan will cover dayparts including the high reach primetime daypart and the high young male composition daypart of late night.

Also included is a custom segment using Telemundo talent from the program *Titulares y Mas*, a sports and entertainment program and the segment will also run on this program.

Univision

Univision is the country's largest provider of Spanish-language content, followed by Telemundo. The network's programming is aimed at Hispanic Americans and includes telenovelas and other drama series, sports, sitcoms and reality programming and variety series, news programming, and imported Spanish-language feature films.

The Labor Day plan will deliver nearly 7 GRPs and 2.4 million impressions over the 3-week Labor Day flight.

Programming will include news, primetime and late-night series including the very popular novelas and sports.

Univision will also create a custom segment that will run on the sports program *Contacto Deportivo*.

A digital effort using Univision.com will run video pre-roll delivering 1.4 million impressions during the Labor Day plan.

Motorcycle Audience

For the Labor Day campaign, television will also be used to reach the motorcyclist target. These mid-life motorcyclists represent men 45-64 years old. For this campaign, NHTSA will run in two of the better performing cable networks that provide reach and efficiency for the motorcycle target audience – The Discovery Channel and The History Channel. This effort will deliver 47 GRPs over the Labor Day flight.

The Discovery Channel

The plan on Discovery will run throughout their broadcast day Wednesday – Sunday.

Discovery will deliver the majority of the GRPs to this effort by providing 30 GRPs over the flight.

The History Channel

The plan on History Channel will use primetime placements with a presence on programming such as *Ax Men*, *Forged in Fire* and *Strongest Man*. Other dayparts include Day, Fringe and Weekends.

This plan will deliver 17 GRPs over the flight.

Audience Targeting

This plan conducted at the program level, rather than the network level, is designed to use those key programs with a high composition of the Impaired Driving target audience and to extend reach. Programming used will cover 68 networks.

This plan will generate 27 GRPs and 7.5 million impressions.

Programmatic

The programmatic (automated) plan and the audience targeting plan are similar, but the programmatic plan is at the network level, versus the program level for audience targeting.

The programmatic plan will deliver 34 GRPs and 11.9 million impressions using the following networks

- ▶ Adult Swim
- ▶ Cartoon Network
- ▶ Comedy Central
- ▶ ESPN
- ▶ ESPN2
- ▶ FX
- ▶ MLB Network
- ▶ NFL Network
- ▶ TruTV
- ▶ Viceland

Radio

Background

Radio as a platform has large reach potential with our young male target audience. In addition to reach, the radio medium has the ability to build frequency during our campaign due to its overall efficiency.

For the Impaired Driving Labor Day media plan, radio will be used to reach the general market target as well as the Spanish speaking target.

The total radio budget comprises just over 11% of the total paid media budget and includes the following networks.

General Market Networks

- ▶ Westwood One
- ▶ Premiere/iHeart
- ▶ Sun Broadcast Group

Spanish Language Networks

- ▶ Aire
- ▶ Sky View Network
- ▶ Entravision
- ▶ Sun Broadcast Group – Hispanic
- ▶ Univision

The General Market radio plan will generate 135 GRPs per week over the 3-week flight in terrestrial radio.

The Spanish language radio plan will generate 81 GRPs per week over the 3-week flight.

The following highlights each of the network plans.

General Market

Westwood One - Terrestrial

The plan on Westwood One will deliver 256 GRPs over the Labor Day flight.

The plan will include music networks such as Music Weekend, Country Connection, Rock Reach, Urban Reach and the Weekend Music Special Westwood One creates specifically for NHTSA for the Labor Day weekend.

Personality driven networks will be used with a variety of radio talent reading the script to make the spot more memorable and to receive the talent's implied endorsement.

Personality radio programming will include –

- ▶ Rick & Bubba Show – A syndicated comedy radio program
- ▶ The Tino Cochino Show – Tino & crew share their energy, fun and personal passions
- ▶ Lia – Plays Country music and interviews Country music performers
- ▶ Big Time w/Whitney Allen – Music intensive Country show
- ▶ Zach Sang Show – Interactive show with stars from music, movies and TV

Additionally, a large portion of the buy is dedicated to Sports coverage.

Sports programming will include –

- ▶ CBS Sports
- ▶ CBS Sports Flashes
- ▶ NCAA Football
- ▶ NFL Preseason
- ▶ NBC Sports News

Westwood One - Podcasts

The podcast plan with Westwood One will deliver nearly 1 million total listeners and nearly 3.2 million listens. The plan will include podcasts covering a variety of topics and interest that are relevant to our young, male audience such as music, sports, and comedy.

Podcast programming will include –

- | | |
|----------------------------|---------------------------------|
| ▶ Talk is Jericho | ▶ The Jim Rome Network |
| ▶ 83 Weeks | ▶ Team Never Quit |
| ▶ Grilling JR | ▶ The 2 Robbies |
| ▶ Rotoworld Football | ▶ The Leisuremen |
| ▶ PFT PM | ▶ Rapsheet & Friends |
| ▶ Zach Sang Show | ▶ The Jordan & Paterson Podcast |
| ▶ Curiosity | ▶ The Rubin Report |
| ▶ The Dennis Miller Option | ▶ Truth with Consequences |

Westwood One - Added-Value

Sports

NFL Preseason Primetime

- ▶ Drive Summary Feature
- ▶ In-game :10 liners: 1x per game over 6 games = 6x total

NCAA College Football

- ▶ Drive Summary Feature
- ▶ In-game :10 liners: 1x per game over 5 games = 5x total
- ▶ Extended distribution of select games on Sirius/XM and Tunein

CBS Sports Flashes

- ▶ :10 liners 3x per week for 3 weeks = 9x totalRadio

Westwood Music & Entertainment

Free Beer & Hot Wings

- ▶ In program mentions
 - 1x weekly :10 – 3x total

Rick & Bubba

- ▶ In program mentions
 - 1x weekly :10 – 3x total

Country Countdown USA with Lon Helton

- ▶ In program mentions
 - 1x weekly :10 – 3x total
- ▶ Social
 - 1x Facebook post each week – 3x total
 - 1x Tweet each week – 3x total

NASH Nights Live

- ▶ Talent Reads: :30 voiced reads by Elaina Smith
- ▶ In-program mentions
 - 2x weekly "Country Minute" feature inclusive of :Paid for by NHTSA + :10 tag – 6x total
- ▶ Social
 - 1x Facebook post heading into Labor Day weekend
 - 1x Tweet heading into Labor Day weekend
- ▶ Administrator Interview

Lia

- ▶ In-program mentions
 - 1x weekly :10 – 3x total
- ▶ Social
 - 1x Facebook post each week – 3x total
 - 1x Tweet each week – 3x total
- ▶ Administrator Interview

Zach Sang Show

- ▶ Talent reads: :30 voiced reads by show host Zach Sang
- ▶ In program mentions
 - 1x weekly :10 – 3x total
- ▶ Social
 - 1x Facebook post each week – 3x total
 - 1x Tweet each week – 3x total

The Big Time w/Whitney Allen

- ▶ In program mentions
 - 1x weekly :10 & :05 – 3x total
- ▶ Social
 - 1x Facebook post heading into Labor Day weekend
 - 1x Tweet heading into Labor Day weekend
- ▶ Administrator Interview

Podcasts

Also included as added-value are Administrator interviews, one per show, on the following podcasts –

- ▶ Grilling JR
- ▶ Truth with Consequences
- ▶ Rotoworld Football
- ▶ 83 Weeks
- ▶ The Dennis Miller Option
- ▶ The 2 Robbies
- ▶ The Leisuremen

Total added-value = \$596,250.

Premiere/iHeart - Terrestrial

The plan on Premiere/iHeart will deliver 94 GRPs over the Labor Day flight.

This plan is heavy with personality programming that includes talent such as –

- ▶ Crook & Chase – A talk show focusing on Country music
- ▶ Doug Gottlieb – Gives his perspective on current headlines and talks with big names in sport
- ▶ Jason Smith – A weekly sports talk show
- ▶ Little Steven – Rock & Roll and Garage Rock

Sports programming is made up of Fox Sports programming.

A notable plan introduction is the use of an audience cohort across iHeart's SmartAudio platform. This allows radio to be bought with robust targeting usually seen with just digital plans. For this plan, targeting will go beyond just age/gender and include Groceries Purchased: Beer.

Formats will focus in on Country, Urban and Rock formats.

As added-value along with the talent reads we have worked with Premiere/iHeart to create a segment called "On the Road to the Playoffs." This feature will run on the Fox Sports programs with each sports program host highlighting the latest developments across the MLB and track each team's chances of making it to the playoffs. NHTSA will receive a :15 spot to run within the report and will receive 1x feature per week.

Premiere/iHeart - Podcasts

iHeart recently acquired "Stuff Media" and is now the largest provider of podcasts. NHTSA will run in the following "Stuff Media" podcasts –

- ▶ Stuff To Blow Your Mind
- ▶ Stuff You Missed in History Class

Sun Broadcast Group

The plan with Sun Broadcast will deliver 56 GRPs over the Labor Day flight. The primary network will be their Adult Blend Mix over the broadcast day.

In addition, NHTSA will use the following :45 vignette programs followed by a :15 Impaired Driving message –

- ▶ Auto News
- ▶ Envision Weather
- ▶ GeekOut (for Techie's)

Digital Audio Streaming

To reach the Male 21-34 audience through audio that they are consuming on whatever device or platform they are using, we are recommending an audio plan that spans streaming audio and podcasts.

Streaming audio platforms that will be utilized include Spotify and running through The Trade Desk to utilize all ad supported ad exchanges including Pandora, Radio.com, DAX, iHeart, Slacker, and other smaller brand safe inventory sources. This will ensure NHTSA will be able to reach all males 21-34 on whatever their streaming platform of choice is.

Podcasts are one of the fastest growing mediums in the 21-34 demo and once again will be utilized to deliver the Impaired Messaging. Podcasts are chosen that index heavily for Males and are sports, gaming, culture, and music focused.

Sample shows include: *Conan O'Brien Needs a Friend*, *Adam Carolla Show*, *Bill Simmons Podcast*, *WTF with Marc Maron*, *Giant Bombcast*, *How Did This Get Made*, *Fantasy Footballers*, *Rewatchables*, *Brilliant Idiots*, *One Shining Podcast*, *Wolverine: The Lost Trail*, *Pardon My Take*, *Starting 9*, *NBA Ringer Show*, *Giant Beastcast*, *The Meateater*, *The Art of Manliness*, *Dual Threat with Ryen Russillo*, *The Ringer NFL Show*, *Dave Chang Show*, *Unspooled*, *Getting Doug With High*, *Doug Loves Movies*, *The Big Picture*, *Factually! With Adam Conover*, *Voyage to the Stars*, *Dunc'd On Basketball*, *Ringer MLB Show*, *Puck Podcast*, *Puck Soup*, *100 Words or Less*, and many more to increase reach and frequency to those who consume podcasts regularly.

Total Impressions: 54.04MM (28.67MM Streaming Audio Impressions, 25.37MM Podcast Impressions)

Spanish Language

Aire

The plan on Aire, a Spanish language radio group, will deliver 43 GRPs over the flight. The plan includes coverage on their *EL TERRI SHOW*, Impacto Network and Alex Sensation Show.

Sky View Network

The plan on SkyView will deliver 44 GRPs over the Labor Day flight. The plan is centered around sports, primarily MLB and NFL.

The plan with SkyView will include integrations on MLB and NFL game coverage. Integration will also include a :05 NHTSA intro/:15 of content/:10 NHTSA message.

Entravision

The plan with Entravision will deliver 20 target GRPs across Entravision's Select Network and radio personality program Erazno. Erazno will include a 9x schedule valued at \$25K.

Sun Broadcast – Hispanic

The Spanish language plan with Sun will deliver 38 GRPs over the Labor Day flight with the majority of the weight running on their *Tu Sonido* and *Latino Advantage* networks.

Univision

Univision is the primary network for the Spanish language effort and will deliver 100 GRPs across the flight, including Fútbol Liga Mexicana (Soccer) and Univision Deportes.

Digital

The digital portion of the Labor Day media campaign will represent about 51% of the total paid media budget. Sixteen percent of the total digital budget is allocated to the Hispanic (Spanish-reliant) audience.

The digital properties that will be included with this campaign are:

- ▶ Publisher Direct
- ▶ Video - Connected Television (CTV) and Online Video (OLV)
- ▶ Streaming Audio and Podcasts
- ▶ Programmatic Display
- ▶ Paid Social

Total Impressions: 409.24MM

Publisher Direct

We will leverage existing partners such as College Humor, Prisa, Bleacher Report, Complex, UPROXX, WWE, Fandom, Twitch, Oath (Yahoo/MSN) and theChive for their premium inventory and dedicated fan base.

For the Labor Day campaign, we are recommending a few new partners that will increase the reach and frequency to our Hispanic audience, along with delivering a message that resonates. These are recommended because they are publishers that focus on the Hispanic market and offer new ways to meaningfully connect with that audience. These partners are:

- ▶ Upwardly
- ▶ V3 Media
- ▶ NGL

College Humor

To reach the recreational marijuana user we recommend using College Humor. College Humor has a strong following across their social media accounts, YouTube channel, and their own site. We recommend delivering a mix of pre-roll and brand integrations to reach CH's audience and increase our presence on all of their channels.

Package includes:

- ▶ Pre-Roll on CH Media YouTube channels
- ▶ Social Distribution of NHTSA assets
- ▶ Home Page Takeover

Pre-Roll on CH's YouTube content is brand safe and targeted against the demo to eliminate waste while utilizing NHTSA's existing video assets.

Social Distribution will be utilized through CH's handle to deliver and amplify NHTSA message to CH's audience from a trusted voice.

For 4 consecutive days CH homepage will have 100% share of voice for the drug-impaired message through a **Home Page Takeover**.

Added value includes additional social promotional and an additional home page take over during the flight.

Total Impressions: 14.9MM

Bleacher Report

With the College Football and NFL seasons kicking off, MLS and MLB nearing the end of the season, Bleacher Report (B/R) will be leveraged to reach sports enthusiasts for any sport or team they root for. Forty-eight percent of Bleacher Report's 21-34 audience own a vehicle and have consumed a beer in the last week. Bleacher Report is a growing platform with double digit growth around NBA and College Football on both social engagements and site visits.

Package includes:

- ▶ Highlight Reel (2X presented by highlights)
- ▶ Bleacher Bu
- ▶ Deluxe Everywhere Content Partnership
- ▶ ROS Video

Highlight Reel will allow NHTSA to own 2 of the top college plays during the flight. College football doesn't start until the last week of the flight. Content will be distributed among B/R social channels which has 26.1MM followers across Facebook, Instagram and Twitter. NHTSA will have 100% share of voice and align the impaired message on partnering college conferences game winning plays, gravity defying touchdowns, or dramatic plays. The average College highlight in 2018 received 1.35MM views.

Bleacher Bu is a one-day takeover of the top 25 trending stories during 1 day of the Labor Day weekend. Day TBD.

Deluxe Everywhere Content Partnership utilizes high impact units across College Football and other sports content the target demo is consuming on the BR site and app.

ROS Video will surround B/R owned video content not only on their site but also on YouTube and B/R live.

Total Impressions: 10.52MM

Complex

Complex is a publisher who drives culture forward and is a leading source of content for music, sports, games, and lifestyle among men 21-34. High Impact display and video inventory will be leveraged to reach the 13.5MM males aged 21-34 who visit the site monthly. This audience is more likely to drink beer within the last 30 days, which is 1.9x more than the internet population. Display placements will be high impact while targeted pre-roll will be used to deliver the impaired message.

Total Impressions: 7.2MM

UPROXX

With a digital reach of 2/3 of males 21-34 and to reach the part of the demo who does not have as high of an affinity for sports, UPROXX will be used reach those who are the first to listen to the latest music. Leveraging UPROXX's large social following a custom social post – **Driver's Ed 2.0** will be made as a refresher course with facts about the effects of alcohol and marijuana on the brain and how it affects driving with personalities from UPROXX using their brand voice to their fans. This will be long form content on Facebook and UPROXX's site (1-3 minutes) and easily digestible Instagram posts (:30). UPROXX will also utilize their social handles to amplify NHTSA's video assets to their audience with data and interest targeting layered on to only reach the target audience.

NHTSA will take over the music section of UPROXX with a **High Impact Music Takeover** on one key day during the flight keeping the Impaired Driving message top of mind.

UPROXX is the official music video distribution for all Warner Music Artists, and NHTSA's message will be played to the target audience before their **artist's music content** on YouTube.

To further tie into the music culture NHTSA will also present **UPROXX's Drop with On the Rise** Artists surrounding one brand safe Warner Music Group artist's recent release.

Additional **run of site display banners** will run cross platform to increase frequency and reach throughout the flight to UPROXX's audience.

Total Impressions: 4.22MM

WWE

WWE's premium video inventory will be utilized to increase frequency to the WWE audience to compliment the TV buy. Pre-roll videos will be used on WWE.com, WWE mobile app, and WWE's YouTube page to capture the WWE audience as they are consuming on demand content on whatever device or platform they may be using.

Total Impressions: 5.16MM

Fandom

Fandom is one of the top 3 sites for males 21-34 who are drinkers and own a vehicle (source: comScore). As the leading source for fans of all shows, movies, and games NHTSA will reach the casual and hard-core fan through a mix of media on Fandom sites. This will include a High Impact Video Fan Takeover that is a high impact video ad that targets males 21-34 while they are engaging with the highest visited gaming and entertainment communities. Editorial Partnership allows 100% share of voice on one brand safe article on Fandom.com during the flight. Article will be determined based on alignment with impaired driving messaging, i.e. Best Cars in Pop Culture, Cars of the Fast and Furious, etc.

Total Impressions: 8.82MM

Twitch

Twitch is the fast-growing platform for e-gaming and a great platform to deliver the Impaired message. Users spend an average of 95 minutes per day on Twitch and is the third most consumed video platform after Netflix and YouTube; higher than Facebook and Hulu. Cross platform video will be used to reach the viewer no matter what screen they are watching on. Display banners will be displayed alongside the video as a companion banner and additional banners are added as Added Value to increase reach and frequency on the platform.

Total Impressions: 5.13MM

ChiveTV

ChiveTV is in over 2.8K bars and restaurants across country. To reach possibly impaired drivers before they get in the car, we recommend using ChiveTV as the last touchpoint. ChiveTV is viewed on average 5x when a patron is in a bar or restaurant. Ads will be run to dissuade the driver from driving home if he is drunk. To maximize reaching them at the right moment, ads will be shown only Wednesday-Friday 5PM-4:30AM and Saturday-Sunday open to close at all bar and restaurant locations. This will reach the night time drinker, Saturday/Sunday sports watcher and also the after-work drinker during happy hours who feel they can make it home safely.

Since ads on ChiveTV are silent and have no volume, ChiveTV will work with NHTSA to come up with eye catching and resonating spots as added value.

Additional editorial on Chive.com and amplification of post will be included as Added Value.

Total Impressions: 13.33MM Bar Impressions (impression is per ad shown in bar and restaurant, reach will be higher as multiple patrons will be at the location with spot showing) +1MM editorial impressions.

Whistle

Leverage Whistle's official NFL partnership to reach the Male 21-34 sports fan by inserting NHTSA's Impaired Driving message into a proven content format designed to entertain and excite on the platform they go to for sports info and entertainment.

Whistle entertains the Casual Male Football fan and has over 505MM cross platform content views. Whistle is a digital first platform that has an official partnership with the NFL to produce content that resonates with the younger football fan and has a higher concentration of younger viewers than Complex, ESPN, and BR (Source Comscore). Whistle has a 94%, 87% and 85% unduplicated audience with CBS Sports, Fox Sports, and ESPN respectively. This means NHTSA will not reach these young men on other sports sites.

NHTSA will partner with an original Whistle program and deeply integrate the Impaired Driving message natively into the show.

I Could Do That is an unscripted series that challenges NFL personalities to complete a series of football specific drills while "impaired." Examples of challenges will include being spun around numerous times than asked to run the 40 yard dash (vision), Quick Fire Catch where the NFL talent will not be warned when the QB throws the ball (reaction time) and target practice where one eye is covered and the player has to throw the football at the targets (depth perception). These are normal skills that the players constantly train for, but their abilities will be tested while "impaired."

Potential talent includes current and former players who still have a large presence in NFL media including Greg Olsen, Nate Burleson, George Kittle, Greg Jennings, Spice Adams and Quinnen Williams. Talent will also promote videos on their social feed extending reach to their dedicated fan bases.

Note: Talent may change due to availability and scheduling. Final talent selections to be approved by NHTSA.

Estimated Impressions: 6.2MM impressions (does not include Added Value)

Package includes: Custom integration and sponsorship of **I Could Do That** with at least 2 NFL personalities, Talent amplified social posts, promoted amplification of **I Could Do That**, unique social posts leveraging NHTSA assets, YouTube ad spots around other Whistle owned content.

Added Value: Custom **Whistle Worthy** NHTSA Edition episode (sources user generated content around sports that is viral, i.e. fans trick shots, youth sport highlights, rec league videos all centered around football), rights to content, additional YouTube Pre-Roll ads.

Spanish Language Publisher Direct

Prisa

Prisa is the premier network for the Spanish speaking market. They have global editorial teams creating high quality sports, information and entertainment content geared towards Bi-Cultural Hispanics. Ads will also run through their ad network- Mobvious which is the #2 Hispanic Ad Network by unique visitors. Ads will run on premium Spanish language sites in the U.S. that are Prisa owned and operated and also on the Mobvious ad network to increase reach. Additional data targeting will be applied with those who are party enthusiasts. Home Page Takeovers will be implemented alongside expandable mobile banners, mobile video with haptics, gamification ads, and traditional banners.

The Haptic mobile video includes Immersion Haptic Technology which causes vibrating effects so the user can feel the video ads. This has a 75% increase in ad awareness for these types of videos compared to those without haptic feedback.

Gamification ads are an interactive ad where the user is rewarded with a mobile experience that is immersive, engaging and informative.

Total Impressions: 7.89MM

Oath

Oath is the parent company of AOL/Yahoo and also manages MSN.com. Yahoo en Espanol and MSN Latino will be used with a Home Page Takeover on one day each to keep the Impaired Driving message top of mind to the Hispanic market and those who choose Spanish as their preferred language.

Total Impressions: 900K

Upwardly

Upwardly has access to some of the most exclusive content consuming audiences across desktop, mobile and social platforms. Upwardly has 1st party audience data from record labels to hone in on fans of the most popular Latin/Hispanic music genres and also focus on sports lovers through premium sports inventory. Video and Display assets will be used to deliver the Impaired Driving message to the Hispanic audience.

Total Impressions: 52.6MM

V3 Media

To reach the younger Hispanic male who may not be as receptive to traditional advertising placements, Influencers are recommended to reach this hesitant audience in a voice they actively follow and engage with. V3 will source and utilize 3 brand safe influencers that have a passionate following and post 4 stories each. Campaign will be using Macro Influencers on Instagram to raise consciousness and reasonability towards consuming alcohol/marijuana and driving. Each post will have a fact to further instill the messaging in the followers mind and discourage driving while impaired. A day or two later the influencer will share a series of stories where he explains he/she is highlighting the importance of everyone's responsibility to acting when someone has the intention of driving intoxicated.

To build up frequency additional native ads will be used to those who interacted with the influencer campaign.

Total Impressions: Unknown at this time. Post campaign results will be shared from the 12 posts the influencers shared.

NGL Collective

NGL Collective will utilize high impact ad units across their premium Latino video inventory to drive awareness of the dangers of driving while impaired. Through Video, Display Banners and High Impact Display, NGL will reach the Hispanic audience with one of the highest unique Hispanic viewers on premium Latino video content outlets. Display and video impressions are included as added value.

Total Impressions: 10.69MM

The Trade Desk

The Trade Desk is our programmatic buying platform, which is one of the leading Demand Side Platforms sitting on all the major exchanges and access to premium inventory programmatically. Running programmatic media through the Trade Desk for Audio, Video (OLV and CTV), and Display allows us to not only have transparency into the buy on where the ads are running in real time, but also allows tighter control of reach and frequency across all devices and formats by setting a holistic frequency cap as it is being bought through one platform to track who it is being delivered to and how often. Buying programmatic media through The Trade Desk not only allows us to optimize more efficiently but also allows us to buy at lower CPMs by cutting out middle men. This allows us to reach more males 21-34 within the same budget instead of going through a third party who have mark ups the media for their managed services.

We also have access to robust data sets that allow us to eliminate waste by targeting only Males 21-34, and for the recreational marijuana those that have partake in recreational marijuana. Through the Trade Desk they have identified 3MM uniques who fall into this targeting criteria.

Connected TV/Online Video

Programmatic video will be utilized to reach our target audience viewers on any device or any video platform they are using. Video platforms include Connected TV and Online Video. Online video is any ad supported video the target audiences is consuming across websites, apps and YouTube. Connected TV is used to not only reach cord cutters, but light TV viewers who are watching through internet TV services, Full Episode Players (On-Demand Apps), Streaming Apps, or Hulu on either their TVs or on their mobile devices.

Data targeting will be layered on to reach each target audience and remove waste to ensure we are reaching the demo at scale.

YouTube content will be focused on Sports, Music, and Gaming to reach those most likely to drive impaired.

Through certain data providers, including SambaTV and Samsung, the use of Automatic Content Recognition will increase reach and frequency. To increase frequency those who saw traditional TV ads will be retargeted across whatever device they are consuming video, and to increase reach those who were not exposed to an ad will be shown an ad through CTV or OLV.

Total Impressions: 70.81MM

Programmatic Display

Programmatic Display will be used to scale campaign to reach as many males 21-34 in the target audience groups. Besides standard data targeting including credit card purchase, and demo expanded data segments including bar and restaurant location data, social scraping for images and videos of alcohol, parties and marijuana will be used to reach those who are most likely to drive impaired.

Waze will once again be utilized to deliver a message when a car is at a complete stop to warn drivers of the dangers if they drive impaired while in their vehicle.

Total Impressions: 70.65MM Impressions

Paid Social

To drive maximum exposure of this initiative during the Labor Day Campaigns, we will promote content on Facebook, Instagram, and Twitter driving reach & awareness on the platform. We will leverage views and user engagement (post reactions, comments, and shares) as indications of strong performance as well.

Total Impressions: 45.78MM

Total Reach: 14.52MM

Out-of-Home Advertising

The Out-of-Home advertising portion of the Impaired Driving plan includes cinema on-screen advertising and MLB in-stadium advertising.

MLB In-Stadium Advertising

Van Wagner Sports represents TV-Visible Home Plate signage with all 30 MLB teams.

Advertisers typically receive one half-inning of home plate signage per game, receiving approximately 2:30 – 3:00 minutes of TV visible exposure. In terms of time, this is equivalent to running five to six :30 spots.

The signage is physically in-stadium and therefore seen on both home team and away team broadcasts of the game.

The plan has NHTSA in the TV-visible home plate position for the following teams –

- | | |
|------------------------|----------------------|
| ▶ Arizona Diamondbacks | ▶ Baltimore Orioles |
| ▶ Cleveland Indians | ▶ Kansas City Royals |
| ▶ Miami Marlins | ▶ Minnesota Twins |
| ▶ Texas Rangers | ▶ Tampa Bay Rays |

During the Impaired Driving flight, these teams will play the following teams –

- | | |
|-------------------------|------------------------|
| ▶ Philadelphia Phillies | ▶ Los Angeles Angels |
| ▶ San Diego Padres | ▶ Boston Red Sox |
| ▶ LA Dodgers | ▶ San Francisco Giants |
| ▶ Seattle Mariners | ▶ Chicago White Sox |
| ▶ St Louis Cardinals | ▶ Cincinnati Reds |
| ▶ NY Mets | ▶ Colorado Rockies |
| ▶ Detroit Tigers | ▶ Oakland Athletics |

DMA (TV Market) Coverage

Based on the home and away teams playing, and the markets those games run in, NHTSA will have 90.43% coverage of all U.S. Television markets.

Delivery

This plan is estimated to generate 15.1 million impressions with our young male target audience and has a television value of over \$3.8 million.

Cinema

The majority of television markets will be covered by the plans with NCM and Screen Vision. Those markets not covered by one of these theater groups (only 4 markets) will receive a digital campaign running video pre-roll. The digital campaign will deliver 1.1 million impressions.

The movies that will be released during the Labor Day campaign include –

- ▶ **47 Meters Down: Uncaged** – Think Jaws *Rated PG-13*
- ▶ **The Informer** – An ex-convict working undercover intentionally gets himself incarcerated again in order to infiltrate the mob at a maximum security prison Starring Common, Rosemund Pike, Clive Owen, Joel Kinnaman *Not Yet Rated*
- ▶ **Ready or Not** – A young bride joins her new husband's family in a time-honored tradition that turns into a lethal game with everyone fighting for their survival. *Rated R*
- ▶ **Angel Has Fallen** – Secret Service Agent is framed for the attempted assassination of the President. Starring Gerard Butler, Morgan Freeman, Jada Pinkett Smith *Rated R*

NCM

The plan with NCM will include a :30 paid ad and a :15 bonus ad, as well as exposure in the lobby entertainment network (LEN).

Theaters: 368 | Screens: 4,792 | Impressions: 2,889,938

Screen Vision

The plan on Screen Vision will include a :30 paid ad and the following as added-value:

- ▶ 1x :15 NHTSA spot and 1x :15 trivia spot created by Screen Vision with content provided by NHTSA

Theaters: 586 | Screens: 6.103 | Impressions: 3,087,405