



Florida 2017

Click it or Ticket

Media Survey

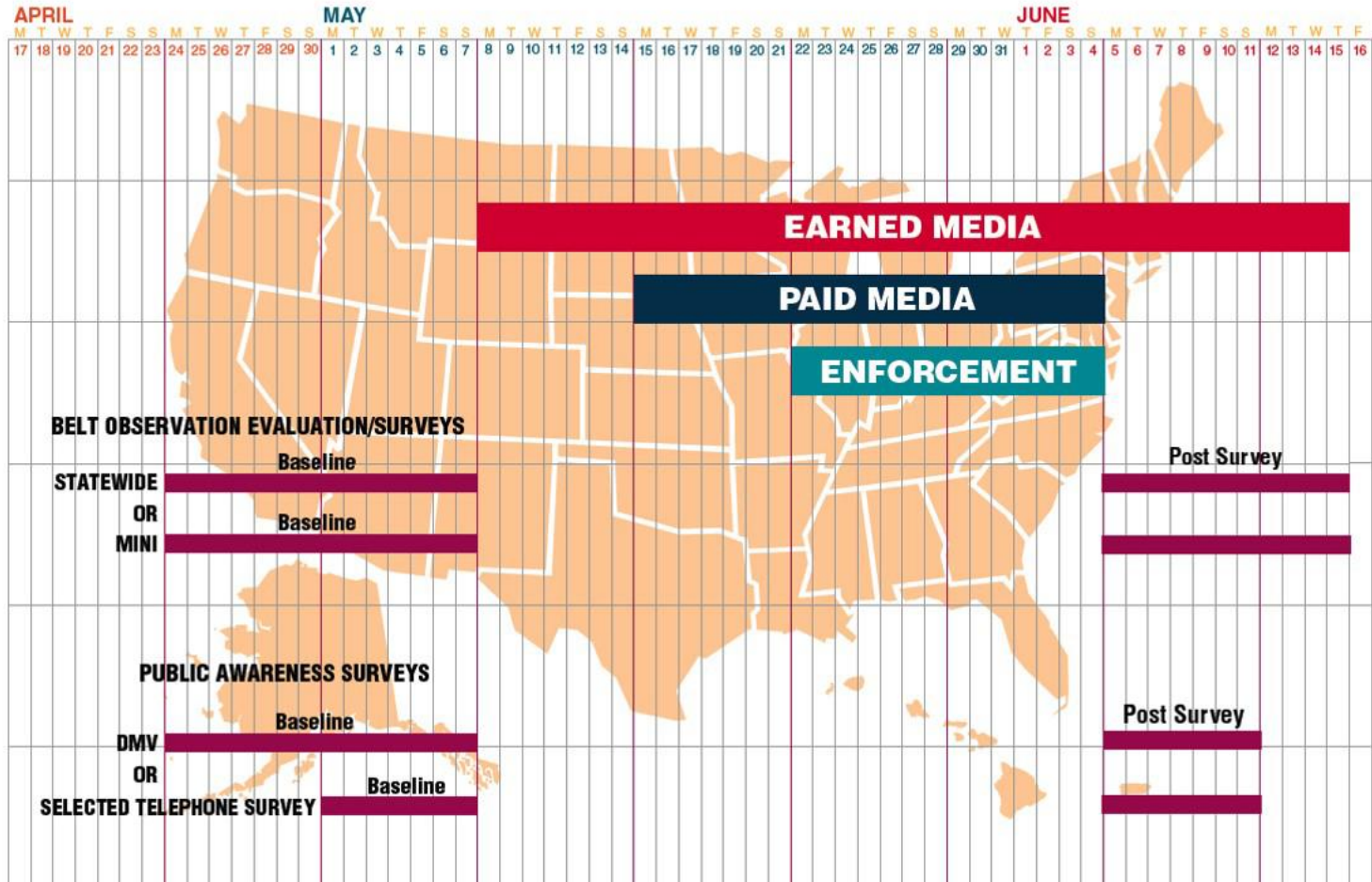
By Chris Craig, FDOT Traffic Safety Administrator



Funded by the Florida Department of Transportation



Memorial Day 2017 *Click It or Ticket* Timeline



St. John & Partners – Jacksonville FL.



Our Brand Experience



Helping fans tell the brand's story and fuel industry-leading growth.



Enhancing SEO into a social, branded experience.



Creating an engaging race-day experience through social media.



Transforming a product category into a sales-driving portfolio of brands.



Helping fans tell the brand's story and fuel industry-leading growth.



A PRESENTATION TO
FDOT/TCC
2017 MEMORIAL DAY "CLICK IT OR TICKET" MEDIA PLAN

A close-up photograph of a seatbelt buckle is shown, split vertically. The left side shows a red plastic button with the word "PRESS" embossed on it, set against a black background. The right side shows a silver metal tongue and a black fabric strap, also against a black background. The text "IT'S A REALLY BIG DEAL." is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

IT'S A REALLY BIG DEAL.

2017 MEMORIAL DAY

PLANNING PARAMETERS

TARGET AUDIENCE

- > Primary: Men 18-34
 - > Pick-up truck drivers
- > Secondary:
 - > African American Men 18-34
 - > Hispanic Men 18-34

GEOGRAPHY (DMA'S)

- > All 10 Florida DMAs as budget permits
 - > Ft. Myers-Naples, Gainesville, Jacksonville, Miami-Ft. Lauderdale, Orlando-Daytona Beach-Melbourne, Panama City, Pensacola, Tallahassee, Tampa-St. Petersburg (Sarasota), West Palm Beach



2017 MEMORIAL DAY

PLANNING PARAMETERS

SCHEDULING/TIMING

- › May 15 – 29, 2017
- › Added-value/PSAs can run through June 15th

ADDED-VALUE REQUIREMENT

- › 1:1 Paid media/PSA added-value (broadcast)
- › For Digital and OOH media, added value (bonus impressions) will be requested but not guaranteed based on typical industry practices.

BUDGET

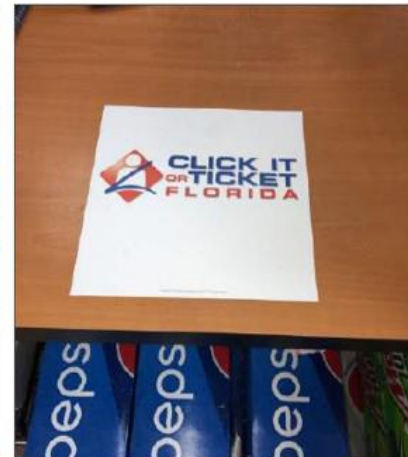
- › \$972,222 net



PLAN SUMMARY BY CHANNEL

| Media Channel | Spending (\$) | Estimated Impressions | Start Date | End Date | Ad Units |
|--|------------------|-----------------------|----------------|--|---|
| TV/Cable (Incl. Spanish Language) | \$336,278 | 1,203,838 | 5.15.17 | 5.28.17 | :30 |
| Spot Radio (Incl. Spanish Language) | \$232,379 | 3,374,700 | 5.15.17 | 5.29.17 | :30 audio |
| Digital Audio (Pandora/Spotify) | \$20,000 | 1,365,968 | 5.15.17 | 5.29.17 | :15 or :30 (based on creative availability) |
| Paid Social (Facebook/Instagram) | \$21,500 | 2,687,500 | 5.15.17 | 5.29.17 | Sponsored Ads, Video |
| Outdoor (Digital Bulletins) | \$199,679 | 54,800,661 | 5.15.17 | 5.29.17 | Digital Bulletins |
| Gas Station (Pump Toppers, Clings, Graphics) | \$99,900 | 43,456,500 | 5.15.17 | 6.11.17 (plus 1 month AV over-ride) | Gas Pump Toppers, Window Clings, Counter Graphics |
| Print (Black College Today) | \$3,000 | 89,000 | May/June Issue | | Full Page, Color + Advertorial |
| Edits/Dubs/Shipping/Misc. | \$20,000 | | | | |
| Agency Fee (Estimated) | \$38,889 | | | | |
| TOTALS | \$971,624 | 106,978,167 | | | |

Sunoco
2465 27th Ave SW
Vero Beach, FL 32968



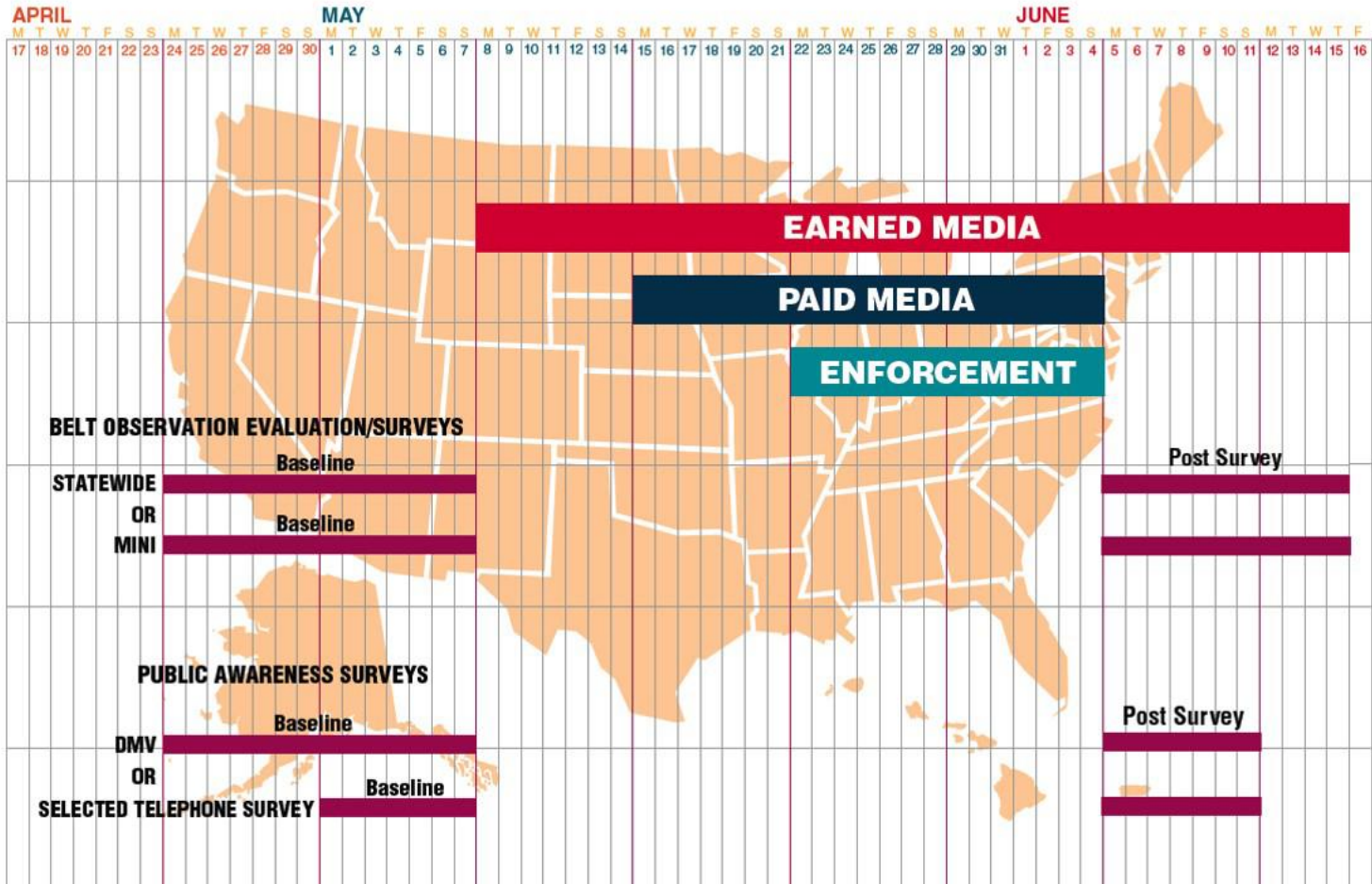
ALLOVER







Memorial Day 2017 *Click It or Ticket* Timeline







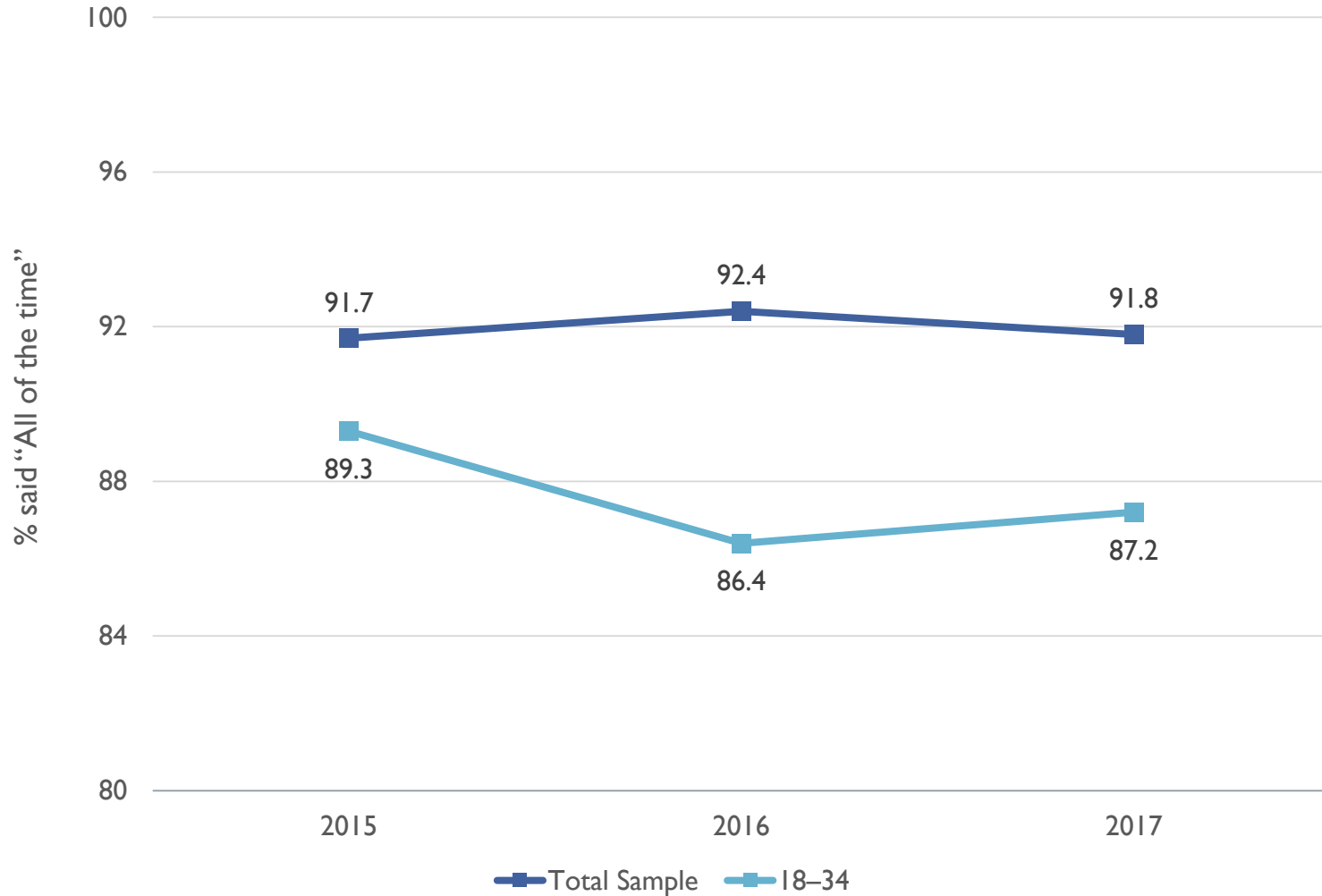
UNF | Public Opinion Research Laboratory
College of Arts and Sciences



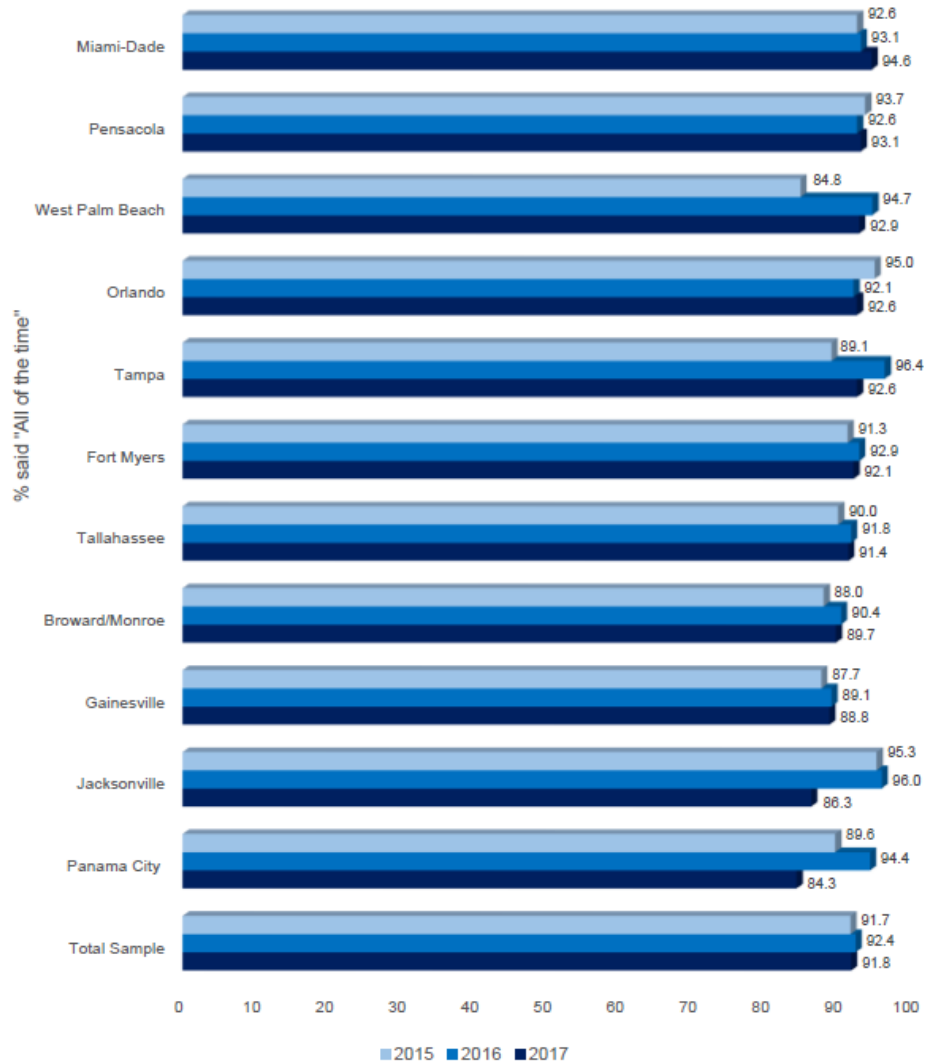
1,500 Completed Surveys

| Designated Market Area | Sample Size |
|-------------------------------|--------------------|
| Pensacola | n=98 |
| Panama City | n=94 |
| Tallahassee | n=99 |
| Jacksonville | n=109 |
| Gainesville | n=105 |
| Orlando | n=234 |
| Tampa | n=274 |
| West Palm Beach | n=107 |
| Fort Myers | n=100 |
| Broward/Monroe | n=118 |
| Miami-Dade | n=162 |
| Total | n=1,500 |

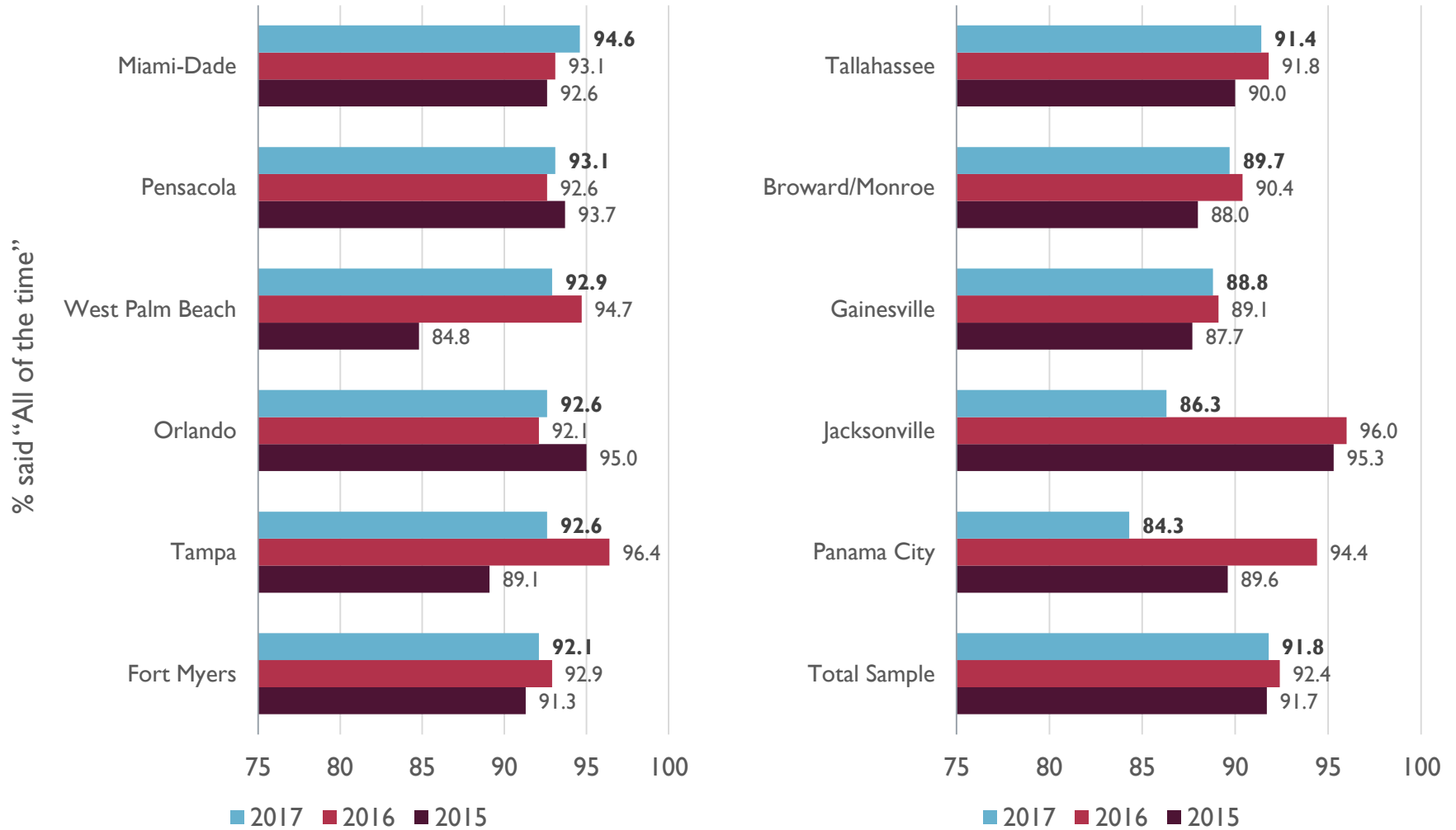
When driving, how often do you wear your seat belt?



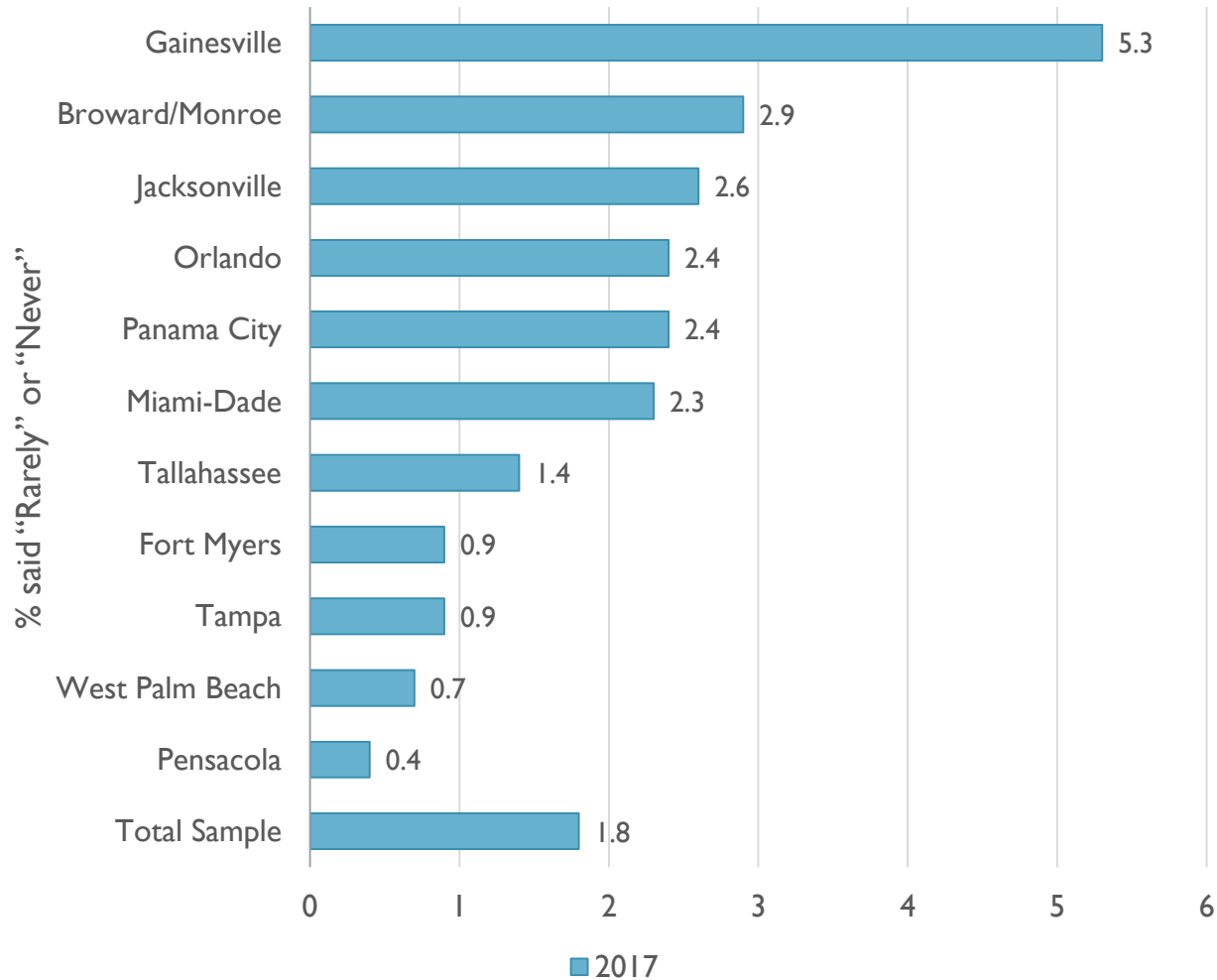
When driving a motor vehicle, how often do you wear your seat belt?



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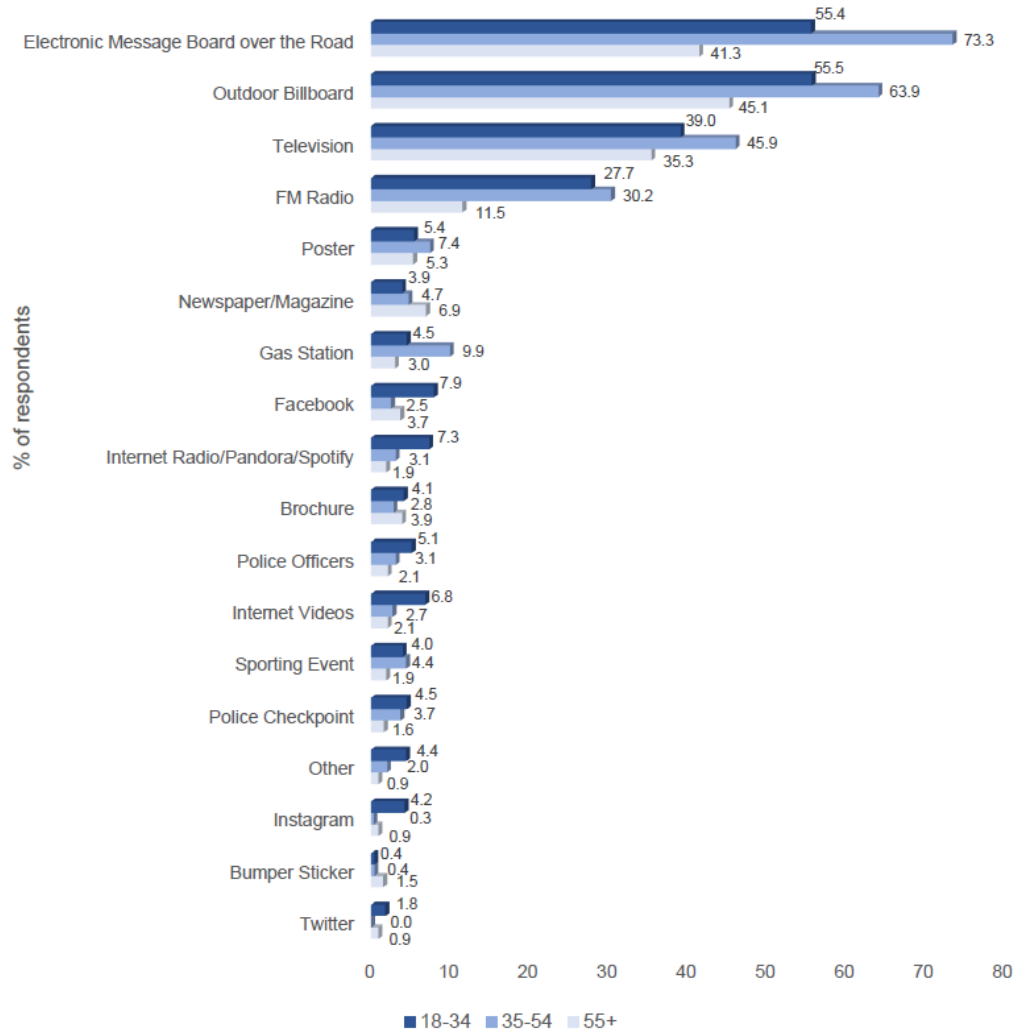


When driving a motor vehicle, how often do you wear your seat belt?



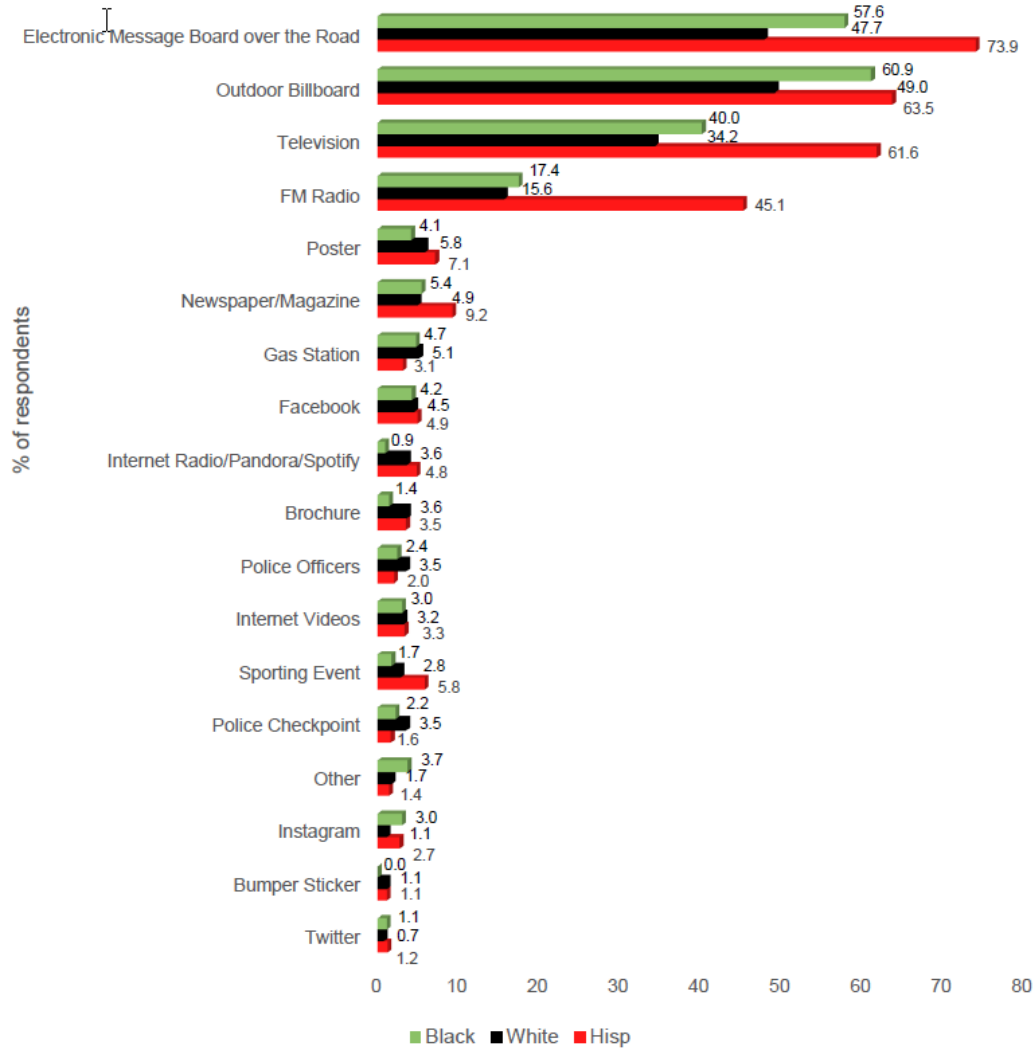


I'm going to read you a list, please tell me where you read, saw, or heard about it?

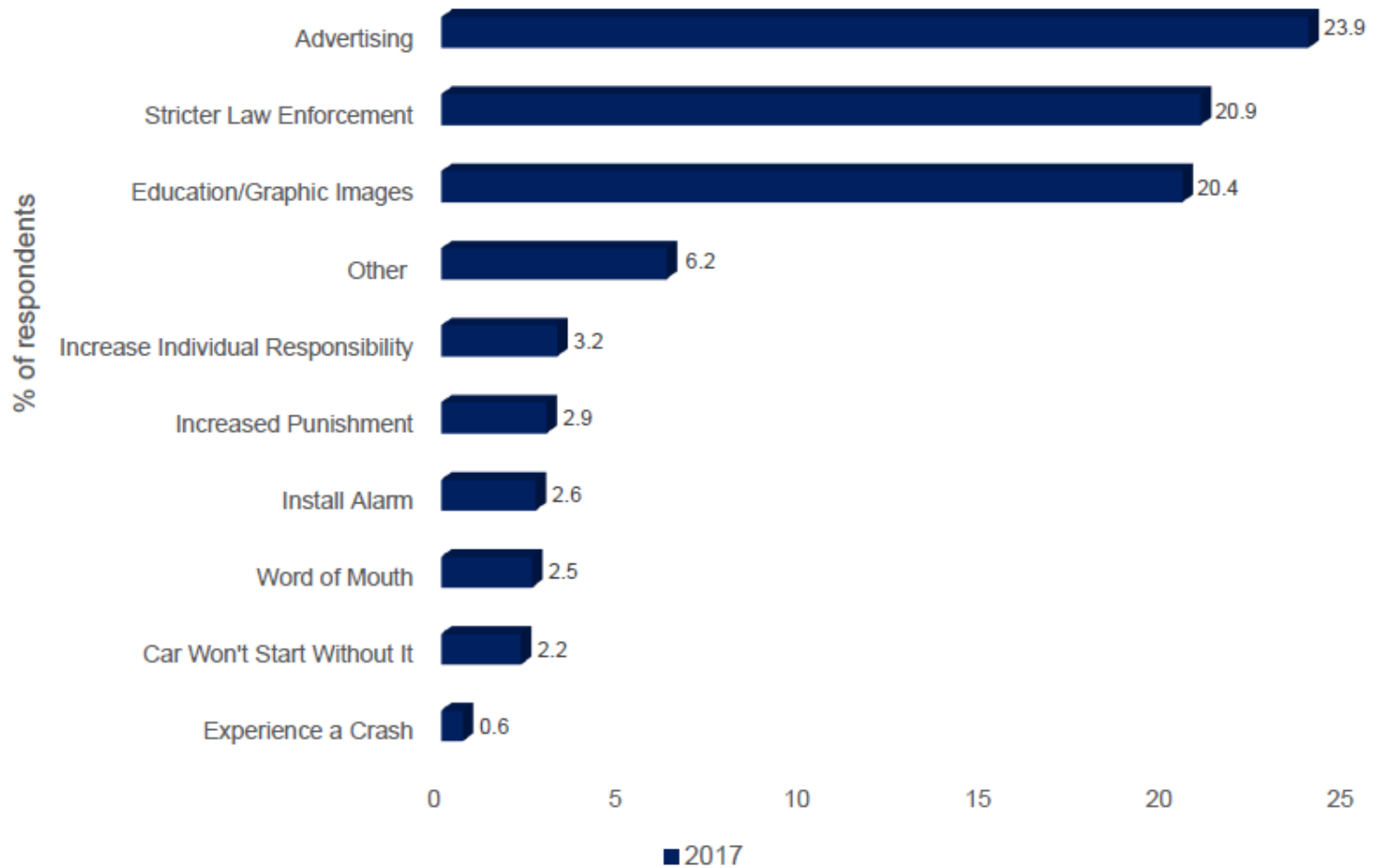




I'm going to read you a list, please tell me where you read, saw, or heard about it?



In your opinion, what would be the most effective way of encouraging individuals to use their seat belt?



Executive Summary

- A vast majority of all respondents, 91.8%, claim to wear a seat belt “All of the time” when driving a motor vehicle.
- The Gainesville DMA contains the most respondents that claim to “Rarely” or “Never” wear a seat belt when driving a motor vehicle at 5.3% of respondents.
- Compared to the total sample, individuals ages 18-34 were less likely to respond that they wear their seat belts “All of the time” at 87.2%.
- Respondents ages 55 and older are the most likely to wear their seat belt “All of the time” compared to other ages groups (96.0%).
- Respondents are more likely to believe that they are “Very likely” to receive a ticket if they do not wear their seat belt in 2017 (34.1%) compared to 2015 (28.5%).

Executive Summary

- In 2015, 21.4% of respondents believed that seat belt laws were enforced “Very strictly”, which has increased in 2017 to 31.4%.
- Respondents believe they are more likely to have been stopped and ticketed for not wearing their seat belt if they “Rarely” or “Never” wear their seat belt (41.7%) than if they wear their seat belt “All of the time” (11.2%).
- **A majority of the sample has seen or heard the *Click It or Ticket* message (85.8%).**
- Over half of the sample has seen the *Click It or Ticket* message on an “Electronic Message Board over the Road” (53.1%) and on an “Outdoor Billboard” (52.6%).
- Of all respondents, 23.9% believe that “Advertising” would be the most effective way of encouraging seat belt use.

Questions

