



Florida 2019

Click it or Ticket

National Mobilization

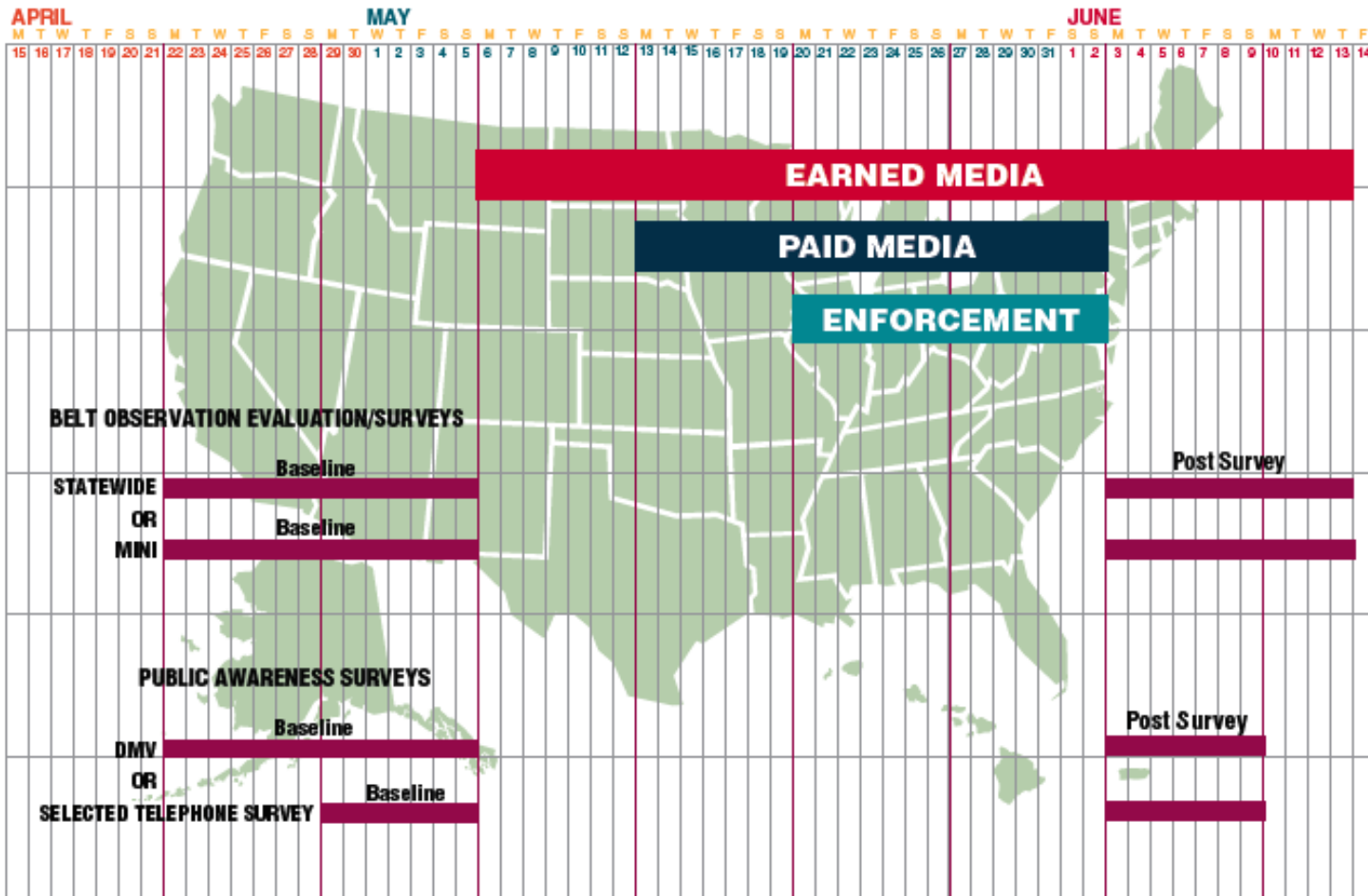
By Chris Craig, FDOT Traffic Safety Administrator



Funded by the Florida Department of Transportation



Memorial Day 2019 *Click It or Ticket* Timeline



2019 MEMORIAL DAY

PLANNING PARAMETERS

TARGET AUDIENCE

- › Primary: Men 18-34
- › Secondary:
 - › Hispanic Men 18-34
 - › African American Men 18-34

GEOGRAPHY (DMA'S)

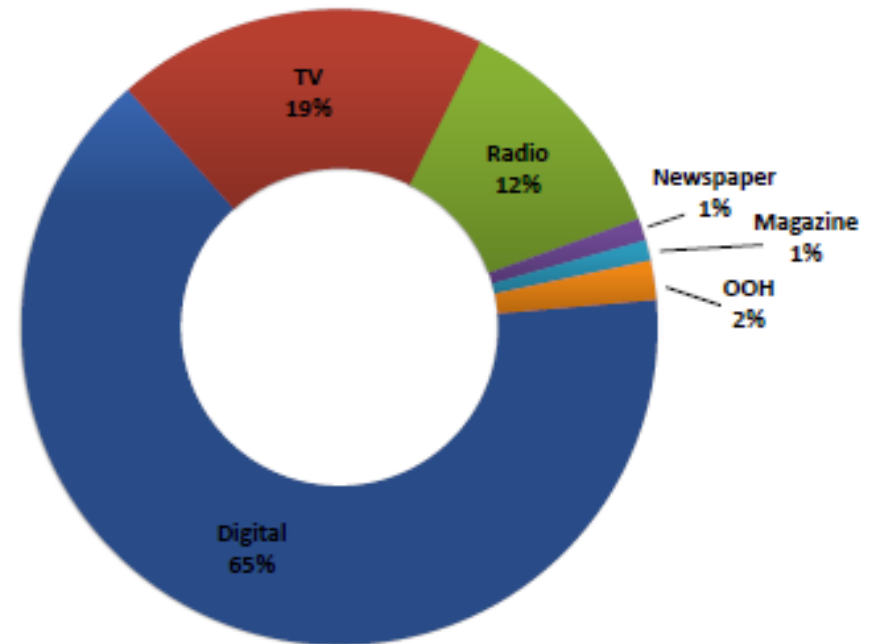
- › All 10 Florida DMAs
 - › Ft. Myers-Naples, Gainesville, Jacksonville, Miami-Ft. Lauderdale, Orlando-Daytona Beach-Melbourne, Panama City, Pensacola, Tallahassee, Tampa-St. Petersburg (Sarasota), West Palm Beach



MEDIA USAGE

- > "Digital" in the chart includes time spent with all digital formats including video, radio, social networking, and other activities on mobile, desktop/laptop, and other connected devices
- > Traditional TV viewership remains the largest single part of the "media day"
- > Compared to the general population, men in Florida between the ages of 18-34 spend, on average, 50% more time per day consuming digital media (including Connected TV and Streaming Audio)

TIME SPENT PER DAY WITH MAJOR MEDIA,
MEN 18-34 (FLORIDA)



The background of the slide is a blue-tinted photograph of a person driving a car, wearing a seatbelt. Overlaid on this image is the text "TELEVISION/CABLE" in a large, white, sans-serif font. A small yellow underline is positioned under the first few letters of the word "TELEVISION".

TELEVISION/CABLE

TELEVISION/CABLE

- › Utilize Television and Cable to drive broad awareness through the sight, sound and motion of video advertising

Tactics

- › :30 units
- › Include cable networks such as Spike, MTV, FX, TBS, Comedy Central, and ESPN that align with target audience viewership
- › Seek opportunities for exposure during sports programming such as NBA and MLB (with emphasis on Florida-based teams)
- › Include Spanish-Language TV/Cable in Miami, Orlando, and Tampa

A banner image with a blue tint showing a person's hands on a steering wheel. Overlaid on this is the text "DIGITAL VIDEO – CONNECTED TV" in white, bold, sans-serif capital letters. A thin yellow horizontal line is positioned below the text.

DIGITAL VIDEO – CONNECTED TV

Partner with Samba TV in order to incorporate pre-roll and in-stream digital video into campaign strategy. Access live and on-demand inventory on Connected TV streaming devices and apps (Roku, Apple TV, Sling, etc.) in order to reach users who may not be exposed to traditional broadcast or cable advertising. The opt-in nature of Connected TV content leads to exceptional video completion rates, ensuring users are exposed to the full creative message.

TARGETING

- › State of Florida
- › Age and Gender (Men 18-34)



AD UNITS

- › :30 video ads (based on creative availability)

English TV Commercial



Spanish TV Commercial



DIGITAL VIDEO – YOUTUBE

Include YouTube as a way to showcase a video message in a setting where our audience is already viewing video content. Targeting capabilities allow us to efficiently reach our audience with no waste.

TARGETING

- › State of Florida
- › Age and Gender (Men 18-34)

AD UNITS

- › :15 or :30 video ads (based on creative availability)



PAID SOCIAL

Utilize Facebook and Instagram display and video ads to add frequency to campaign messaging, reaching users as they access their social media feeds across all of their devices.



TARGETING

- › Demo: M18-34
- › Statewide coverage

AD UNITS

- › Display ads with click-through link
- › :15 or :30 video ads (based on creative availability)
- › SJ&P recommends testing multiple image/video assets in order to maximize performance



What are the Chances Web Video



What are the Odds Web Video





RADIO & STREAMING AUDIO

TERRESTRIAL RADIO

- › Leverage radio as a frequency driver when decisions on safety belt usage are critical.

Tactics

- › :30 units
- › Include formats such as Alternative, Rock, Urban/Urban Contemporary, and CHR that align best with the target audience listenership
- › Include Spanish-Language radio in Miami, Orlando, and Tampa

STREAMING AUDIO

- › Include Pandora, SoundCloud and Spotify to reach users who may not typically listen to traditional radio.
- › Targeted to Men 18-34
- › Statewide coverage

Tactics

- › :30 units
- › Companion Display Banners (added value)
(Pandora/SoundCloud: 500x500, 300x250;
Spotify: 640x640)

Perfect Day Radio Commercial



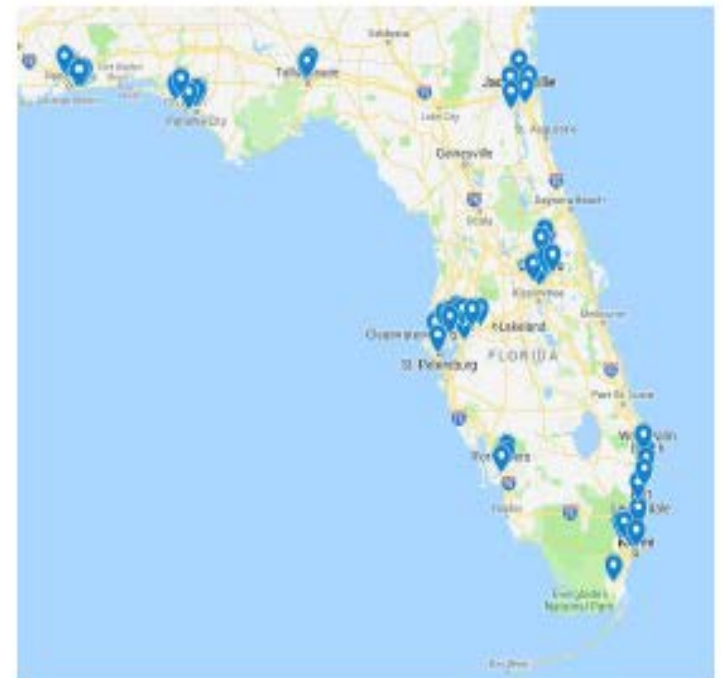
Stupid Joey Radio Commercial



OUT OF HOME

Utilize Digital Bulletins to provide high impact, broad reach, and flexible messaging. Reinforce safety belt usage at a critical time while drivers are in their cars.

Market (DMA)	Estimated # of Units
Ft. Myers-Naples	4
Gainesville	No Digital Units Available
Jacksonville	9
Miami-Ft. Lauderdale	13
Orlando	10
Panama City	5
Pensacola	5
Tallahassee	3
Tampa-St. Petersburg	12
West Palm Beach	4
Total	65







PRINT

Utilize Black College Today, the largest black college magazine in Florida, to raise awareness of safety-belt usage

CIRCULATION

- › 686,700 copies distributed in Florida to college campuses, high schools, churches, libraries, and civic organizations

TIMING/INSERTION DATE

- › May/June Issue
- › Deadline: 4/10

AD UNIT

- › Full Page (Color) 8 ½ x11
- › Full Page Advertorial available to run next to ad (minimum 700 words) with photo





Click It or Ticket: Enforcing the Law to Save Lives

Florida Department of Transportation's State Safety Office

Would you ever ride a roller coaster without the harness down or skydive without a parachute? Of course not! Then why would you ride in a motor vehicle without a safety belt? If there is one thing we could urge all motorists—drivers, passengers, front seat, back seat, all ages—to do every time you get in a vehicle, it's buckle up. A safety belt is your best defense in the event of a crash, and it can protect you from getting stuck with an expensive ticket. When you ride in a motor vehicle without wearing a safety belt, you're taking a huge risk. One you can't afford.

From May 20 to June 2, Florida law enforcement agencies are joining NHTSA and law enforcement agencies nationwide for the 2018 Click It or Ticket enforcement mobilization. They will be out in full force, cracking down on safety belt violations, issuing citations to anyone caught traveling without a buckled safety belt or transporting unrestrained children. We are determined to get the message across: Safety belts save lives. In fact, from 2012 to 2016, they saved nearly 67,000 lives... enough to fill a football stadium!

In addition to increased patrols and zero-tolerance enforcement, we want to get the right information out to motorists. There are too many false notions out there about safety belts:

- **AIR BAGS**—Air bags are designed to work in combination with safety belts, and are not designed to deploy in all crashes. Safety belts should always be used, even in vehicles with air bags.
- **DAY AND NIGHT**—Think you won't get a ticket at night? Law enforcement is trained to spot the tricks drivers use to avoid a ticket—even at night. More people are being killed in nighttime crashes than ever before, and Florida law enforcement agencies are going to be targeting nighttime safety belt violators as a result.
- **PICKUP TRUCKS**—Think you don't need to buckle up because you're in a pickup? The numbers say otherwise. Don't depend on the size of your vehicle to protect you. No matter the vehicle type, safety belt use is the single most effective way to stay alive in a crash.
- **SEATING POSITION**—Sitting in the back doesn't excuse you from using a safety belt. Unbuckled rear-seat passengers are eight times as likely as buckled rear-seat passengers to be injured or killed in a crash. No matter where you sit, wear your safety belt.

Florida law enforcement agencies are not cracking down to stick you with a ticket. They are doing it to save lives. So when you head out on the road, make sure you and everyone in your vehicle are buckled up every trip, every time, even after the enforcement period is over. Don't just do it to avoid a costly ticket, do it so you arrive at your destination safely. It's our job to help protect Florida motorists and we're taking Click It or Ticket seriously. Consider yourself warned: If police catch you not wearing your safety belt, you will get a ticket—no excuses, no warnings. Wearing your safety belt is required by law. Day and night, Click It or Ticket.

You can find out more about the National Click It or Ticket mobilization at www.nhtsa.gov/ciot or for information about Florida's Click It or Ticket mobilization at www.ClickItFLA.com.

DID YOU KNOW?

The 67,000 lives saved would fit:

- Raymond James Stadium in Tampa with over 1,000 people left over
- FAMU's Bragg Memorial Stadium over 2 and a half times
- Florida International University's Stadium in Miami almost 3 times
- Fil Bethune-Cookman University's Larry Kelly Field

PLAN SUMMARY BY CHANNEL

Media Channel	Planned Spending	Estimated Impressions	Start Date	End Date	Ad Units
TV/Cable (including Spanish Language)	\$345,063	1,208,178	5/13/19	6/2/19	:30
Spot Radio (including Spanish Language)	\$172,326	2,736,129	5/13/19	6/2/19	:30 audio
Digital Audio (Pandora, SoundCloud, Spotify)	\$50,025	3,291,708	5/13/19	6/2/19	:30 audio & companion banner
Digital Video (Connected TV, YouTube)	\$35,000	1,507,576	5/13/19	6/2/19	:30 video
Paid Social (Facebook/Instagram)	\$22,003	2,933,733	5/13/19	6/2/19	Image/Link & Video Ads
Outdoor (Digital Bulletins)	\$183,081	7,252,933	5/13/19	6/2/19	Digital Bulletins
Print (Black College Today)	\$3,000	686,700	May/June Issue		Full Page Color & Advertorial
Agency Fee	\$89,500	N/A			
TOTALS	\$900,000	19,616,957			

PLAN SUMMARY BY MARKET



Market	Spending (\$)
Ft. Myers	\$28,008
Gainesville	\$10,342
Jacksonville	\$52,243
Miami	\$226,584
Orlando	\$140,591
Panama City	\$15,241
Pensacola	\$32,071
Tallahassee	\$15,646
Tampa	\$151,086
West Palm Beach	\$53,685
Digital Audio (Spotify) – State of Florida	\$25,000
Paid Social (Facebook/Instagram) – State of Florida	\$22,003
Digital Video (Connected TV, YouTube) – State of Florida	\$35,000
Print – State of Florida	\$3,000
Agency Fee	\$89,500
TOTALS	\$900,000



Questions

