

# FLORIDA 2022 CLICK IT OR TICKET NATIONAL MOBILIZATION

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*presented to*

*Florida Occupant  
Protection Coalition*

*presented by*

*Chris Craig, Traffic  
Safety Administrator*



*May 18, 2022*



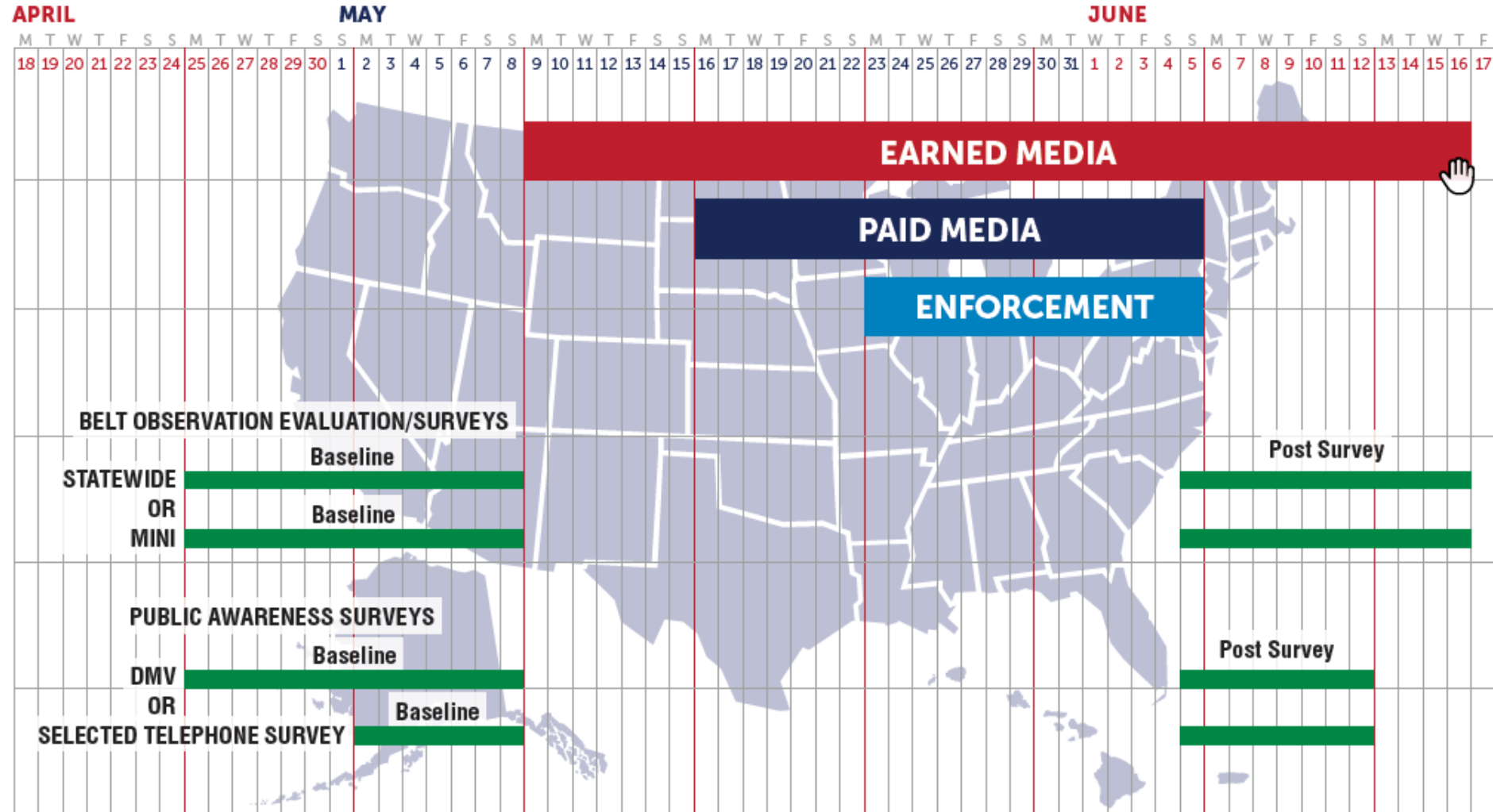


# CLICK IT OR TICKET FLORIDA



# Memorial Day 2022

## Click It or Ticket Timeline



# ST. JOHN & PARTNERS – JACKSONVILLE FL.

## our client experience



Johnson & Johnson



ROOMS TO GO

Ruby Tuesday



Winn-Dixie



# PLANNING PARAMETERS

## **TARGET AUDIENCE:**

Men 18-34

## **GEOGRAPHY:**

All 10 Florida DMAs

## **SCHEDULE/TIMING:**

May 16 - June 5, 2022

## **MEDIA BUDGET:**

\$2,000,000



# TELEVISION & CABLE

## :30 Spots

Include cable networks such as Adult swim, MTV, ESPN, FX, Fox Sports, TruTV Comedy Central and ESPN

Seek opportunities for exposure during in-season sports programming such as NBA, MLB, MLS (with emphasis on Florida-based teams).

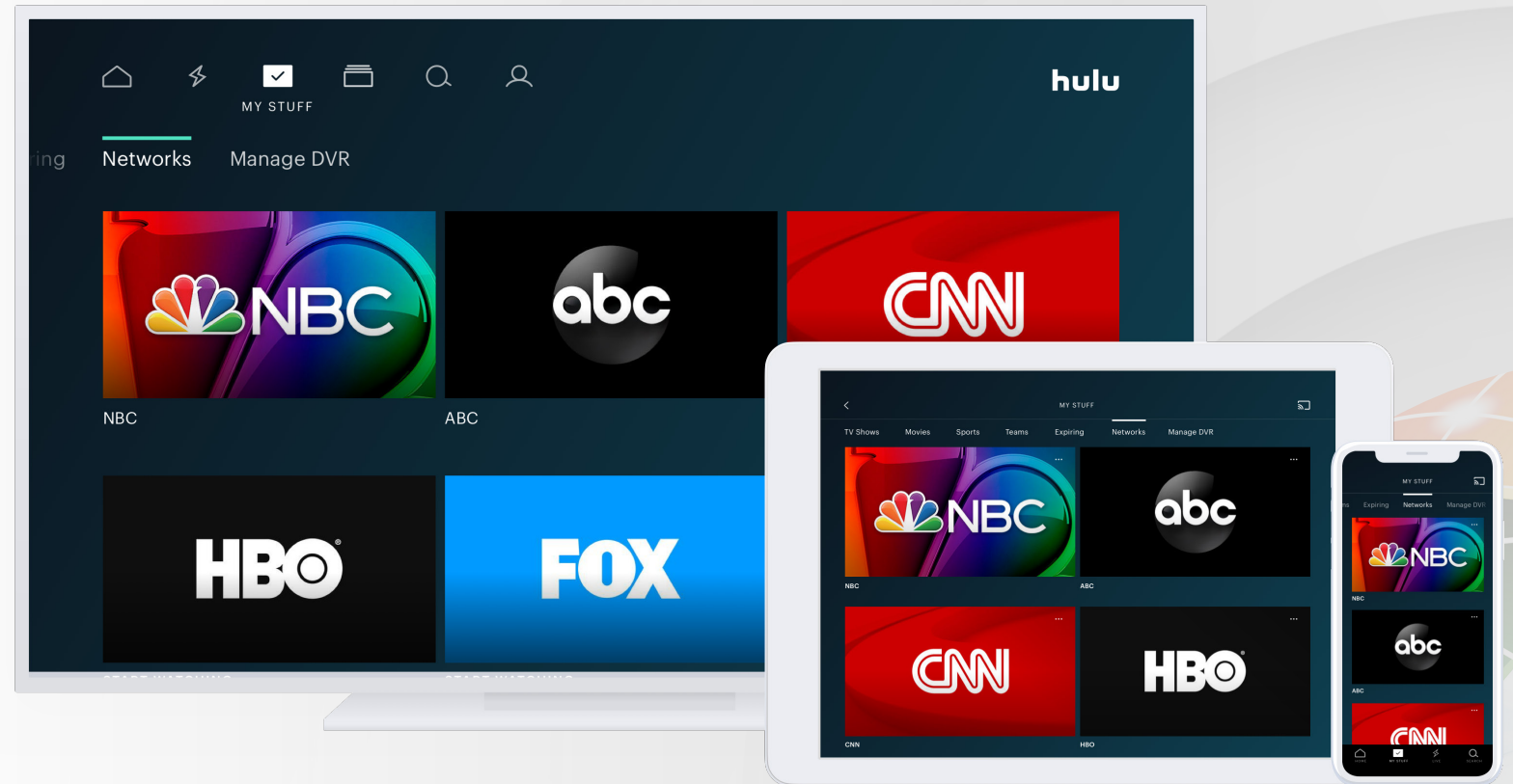
Include Spanish-Language TV/Cable in Miami, Orlando, and Tampa



# DIGITAL VIDEO (HULU)



- » State of Florida
- » :30 commercials



# DIGITAL VIDEO (AMAZON STREAMING TV)

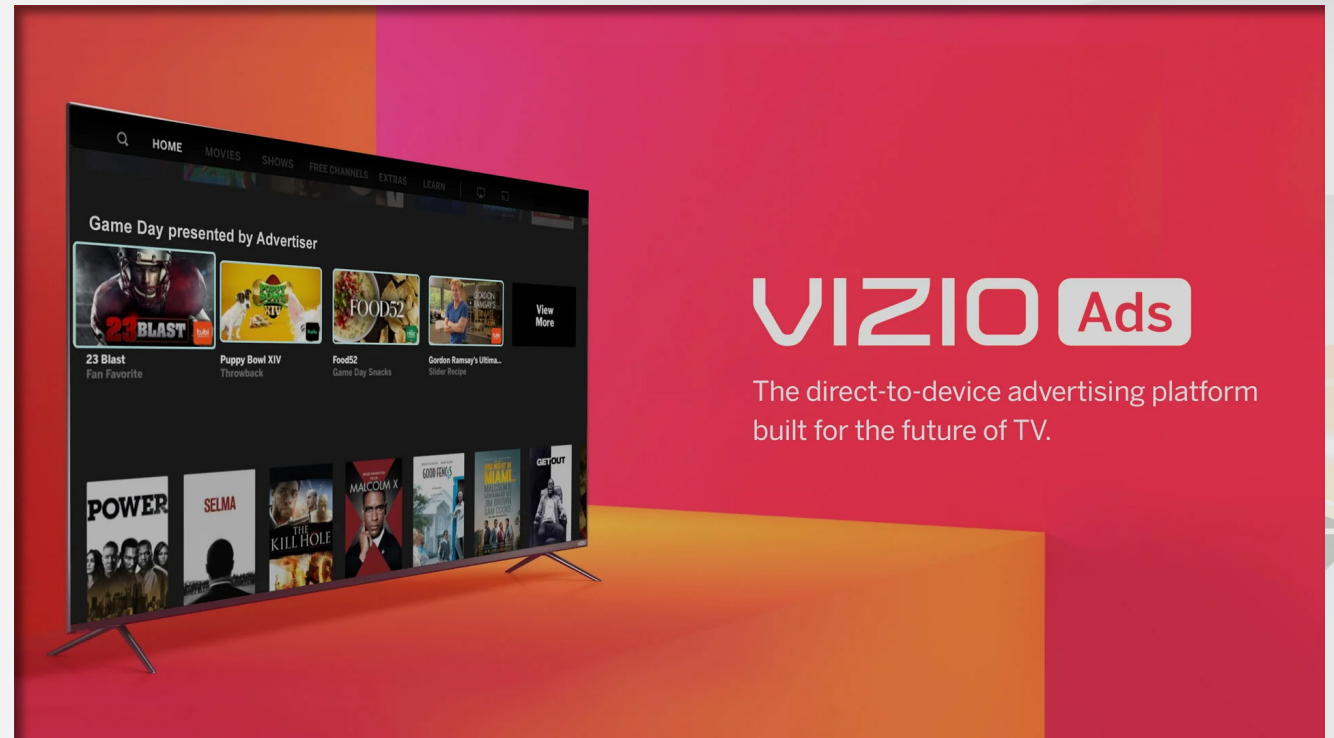
- » IMDbTV
- » FireTV News
- » APS includes inventory in over 70 apps from premium, top publisher apps (Examples: CNNgo, Pluto TV, DiscoveryGo, TNT, History, Sling TV, NFL, MLB, AMC, Comedy Central and more)
- » Twitch is a video live streaming service for content that focuses on gaming, entertainment, sports, and music. It has a highly engaged audience with a concentration of users aged 18-34, particularly male
- » :30 video ads





# DIGITAL VIDEO (VIZIO)

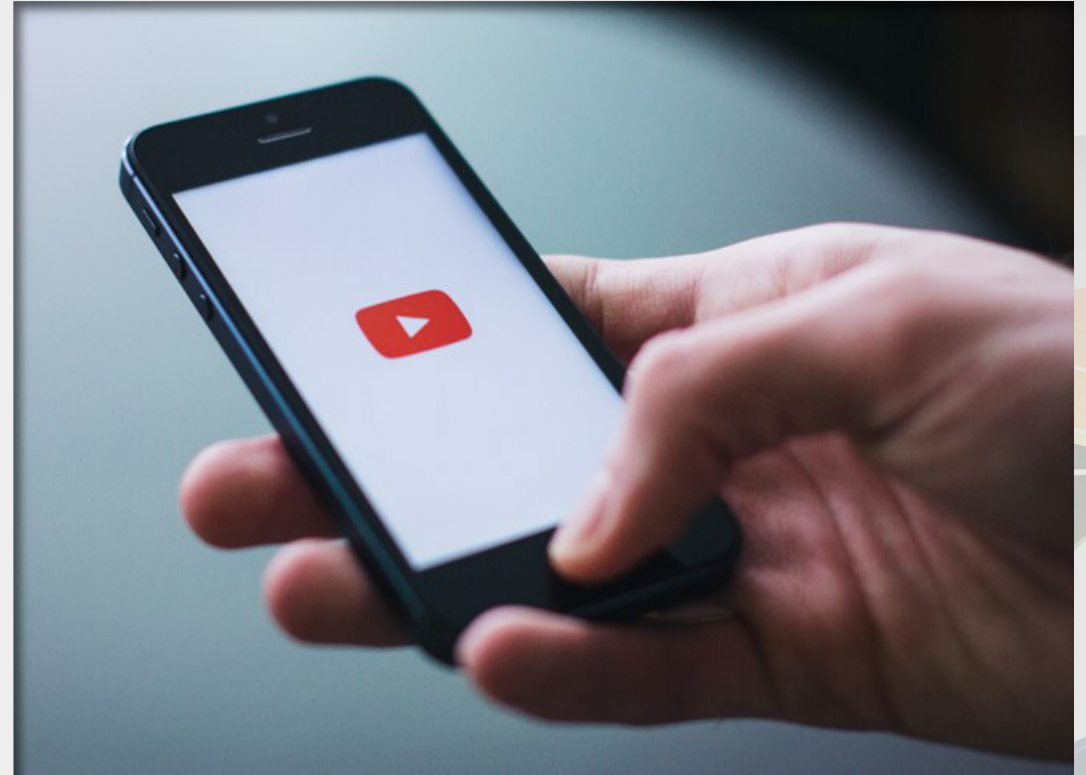
- » 2nd best selling smart TV brand in the U.S.
- » Exclusive premium ad inventory
- » Less than 5 percent of VIZIO's users rely on 3rd party HDMI plug in devices. Including VIZIO extends reach to target audience while avoiding duplication
- » :30 video ads



# DIGITAL VIDEO (YOUTUBE)



- » Opportunity to showcase video messaging where the target audience is already viewing content
- » Targeting capabilities allow us to efficiently reach our audience with no waste
- » :15 or :30 video ads (based on availability)



# ENGLISH TV COMMERCIAL



# SPANISH TV COMMERCIAL



# RADIO

**:30 Spots**

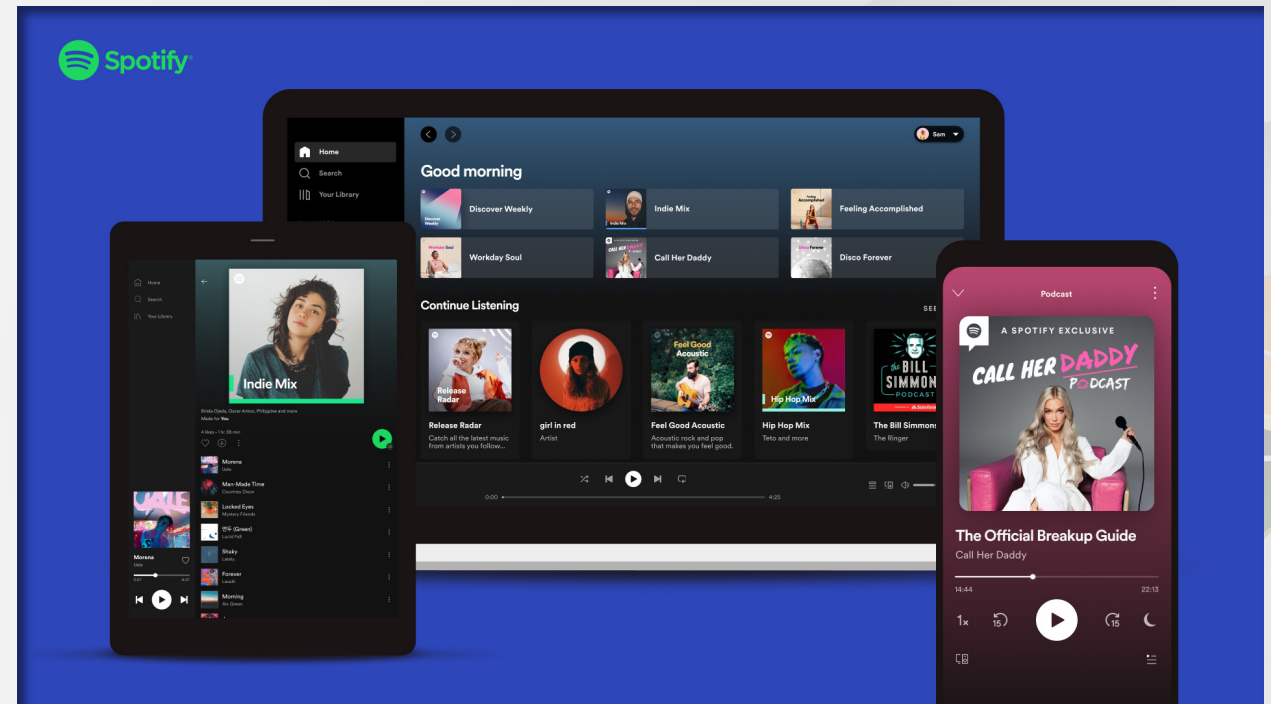
Contemporary Hits Radio, Alternative Rock, Urban, Country, and others that align best with target audience in each market.

Include Spanish-Language Radio in Miami, Orlando, and Tampa



# DIGITAL AUDIO

- » Spotify is the single most popular ad-supported digital audio platform among men 18-34.
- » Pandora buy includes inventory on ad-supported SiriusXM content, as well as SoundCloud and podcasts
- » :30 audio, companion banners



# PERFECT DAY RADIO COMMERCIAL



# STUPID JOEY RADIO COMMERCIAL





# PAID SOCIAL (FACEBOOK & INSTAGRAM)

- » 68 percent of men 18-34 use Facebook or Instagram.
- » video ads



# PAID SOCIAL (SNAPCHAT & TIKTOK)

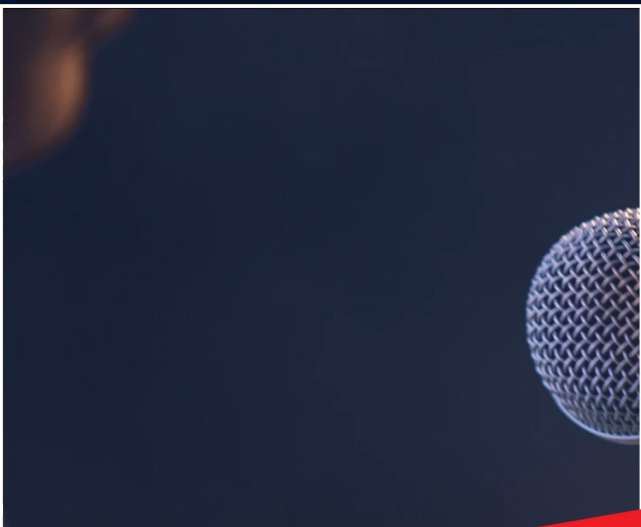
- » 32 percent of men 18-34 living in Florida use Snapchat
- » 34 percent of men 18-34 living in Florida use TikTok
- » :15 sec Video ads (9:16 aspect ratio)



# SOCIAL MEDIA VIDEO



**CLICK IT  
OR TICKET  
FLORIDA**

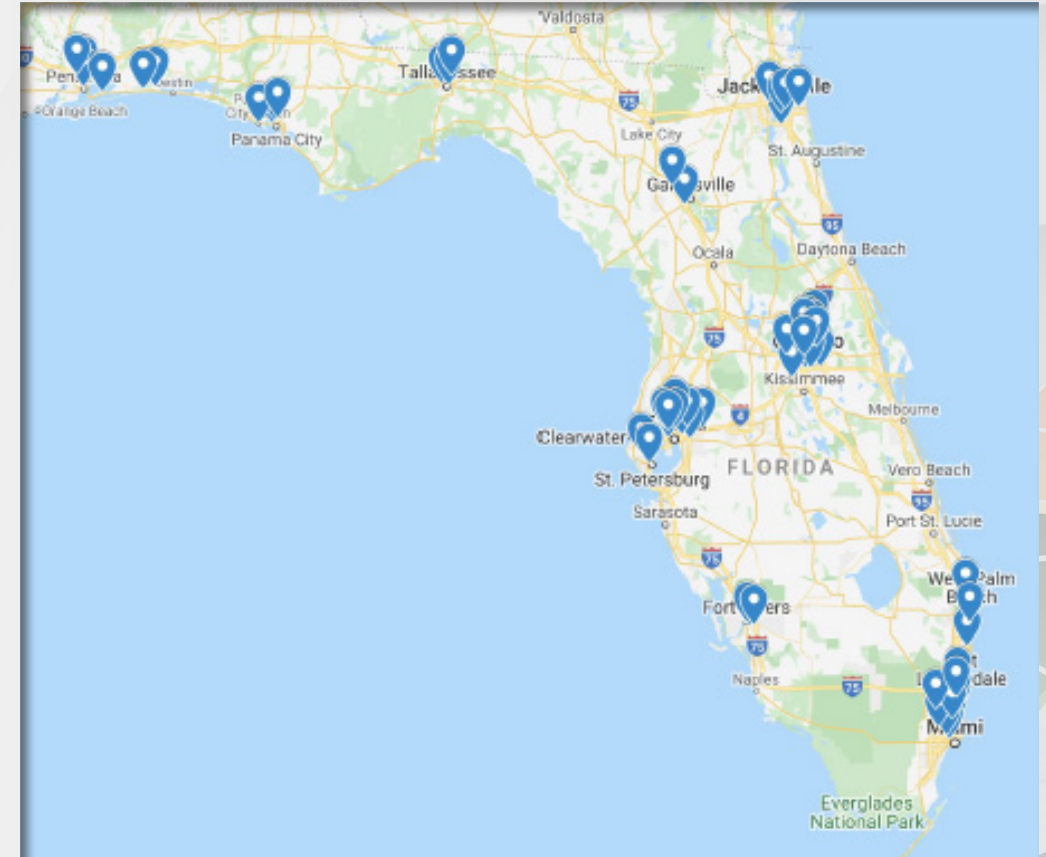


**Law Enforcement Writes  
Tickets to Save Lives!**



# OUT-OF-HOME (BILLBOARDS)

Market	Estimated # of Units	Estimated Budget
Ft. Myers	3	\$6,825
Gainesville	2	\$4,019
Jacksonville	5	\$135,955
Miami	10	\$43,611
Orlando	14	\$40,639
Panama City	4	\$10,741
Pensacola	6	\$28,350
Tallahassee	4	\$8,190
Tampa	13	\$42,116
West Palm Beach	4	\$13,921
<b>GRAND TOTAL</b>	<b>65</b>	<b>\$212,007</b>





# OUT-OF-HOME (TRANSIT)

Market	Estimated # of Vehicles	Estimated Budget*
Gainesville	15	\$6,457
Jacksonville	10	\$3,150
Miami	110	\$50,925
Orlando	40	\$10,500
Tampa	17	\$7,497
Production	NA	\$12,900
<b>GRAND TOTAL</b>	<b>192</b>	<b>\$91,429</b>



# OUT-OF-HOME (GSTV)

Market	Estimated # of Gas Stations	Estimated Budget*
Gainesville	37	\$5,871
Ft. Myers	25	\$4,290
Jacksonville	99	\$15,579
Miami	63	\$12,241
Orlando	169	\$23,996
Panama City	19	\$1,536
Pensacola	30	\$3,825
Tallahassee	31	\$5,087
Tampa	143	\$22,711
West Palm Beach	32	\$4,684
<b>GRAND TOTAL</b>	<b>648</b>	<b>\$100,000</b>



# GAS STATION TV COMMERCIAL





# INVESTMENT BY CHANNEL

Channel	Media Investment (Planned)	Estimated Impressions	Start Date	End Date*	Ad Units
Television (General Market + Spanish)	\$796,680	1,613,722*	5/16	6/5	:30 Video
Radio (General Market + Spanish)	\$228,172	3,143,550*	5/16	6/5	:30 Audio
Digital Video	\$150,000	6,819,461	5/16	6/5	:15 or :30 Video
Digital Audio	\$107,000	6,529,471	5/16	6/5	:30 Audio + Banner
Paid Social	\$170,000	24,833,333	5/16	6/5	Image/Video
Out-of-Home (Billboards)	\$212,007	8,273,276	5/16	6/5	Digital/Static Bulletins
Out-of-Home (Transit)	\$91,429	11,406,311	5/16	6/6	Transit Billboards
Out of Home (GSTV)	\$100,000	3,333,350	5/16	6/5	:30 Video
Agency Fee	\$144,712	N/A	N/A	N/A	N/A
<b>GRAND TOTAL</b>	<b>\$2,000,000</b>	<b>65,952,474</b>			



# INVESTMENT BY MARKET



Market	Estimated Budget
Ft. Myers	\$58,731
Gainesville	\$31,278
Jacksonville	\$84,027
Miami	\$440,284
Orlando	\$308,033
Panama City	\$26,639
Pensacola	\$69,772
Tallahassee	\$33,527
Tampa	\$279,953
West Palm Beach	\$83,142
Pandora (State of Florida)	\$60,000
Spotify (State of Florida)	\$47,000
VIZIO TV (State of Florida)	\$30,000
Amazon TV (State of Florida)	\$50,000
Hulu (State of Florida)	\$30,000
YouTube (State of Florida)	\$40,000
Facebook/Instagram (State of Florida)	\$60,000
Snapchat (State of Florida)	\$55,000
TikTok (State of Florida)	\$55,000
Transit Production	\$12,900
Agency Fee	\$144,712
<b>GRAND TOTAL</b>	<b>\$2,000,000</b>



# DMS SIGNS



# DMS SIGNS DURING OTHER HOLIDAYS

TRICK OR TREAT  
BUCKLE  
YOUR SEAT

YOUR DAD SAID  
BUCKLE UP

ROAD TRIP  
BUCKLE UP  
ARRIVE ALIVE

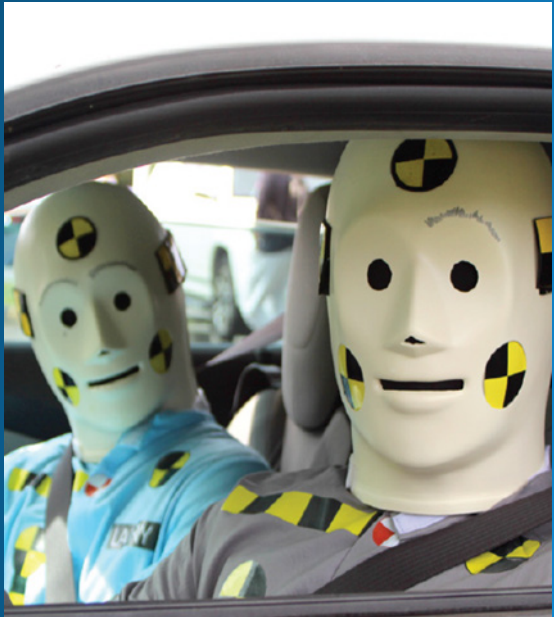
BUCKLE UP  
ELECT TO  
STAY SAFE

LOVE MEANS  
WEARING YOUR  
SEAT BELT

YOUR SEAT BELT  
IS YOUR  
LUCKY CHARM

YOUR MOM SAID  
BUCKLE UP





# QUESTIONS?

