

# FLORIDA 2023 CLICK IT OR TICKET NATIONAL MOBILIZATION

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*presented to*

*Florida Occupant  
Protection Coalition*

*presented by*

*Chris Craig, Traffic  
Safety Administrator*



*May 10, 2023*





# CLICK IT OR TICKET FLORIDA





# 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 15 - June 4, 2023

## **MEDIA BUDGET:**

\$1,700,000



# 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.

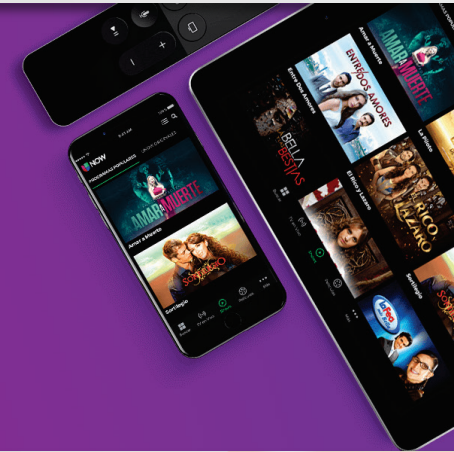


# DIGITAL VIDEO (UNIVISION)

- » **Target:** Spanish Speaking Audience in Miami, Orlando, and Tampa Markets
- » Research indicates 87% of Hispanic audience streams content regularly.
- » 70% of all impressions delivered across other streaming services are not delivered to U.S. Hispanic population.
- » Univision has the ability to reach 93% of all Spanish speaking households
- » :30 video ads

**Univision is available  
on all your favorite  
devices.**

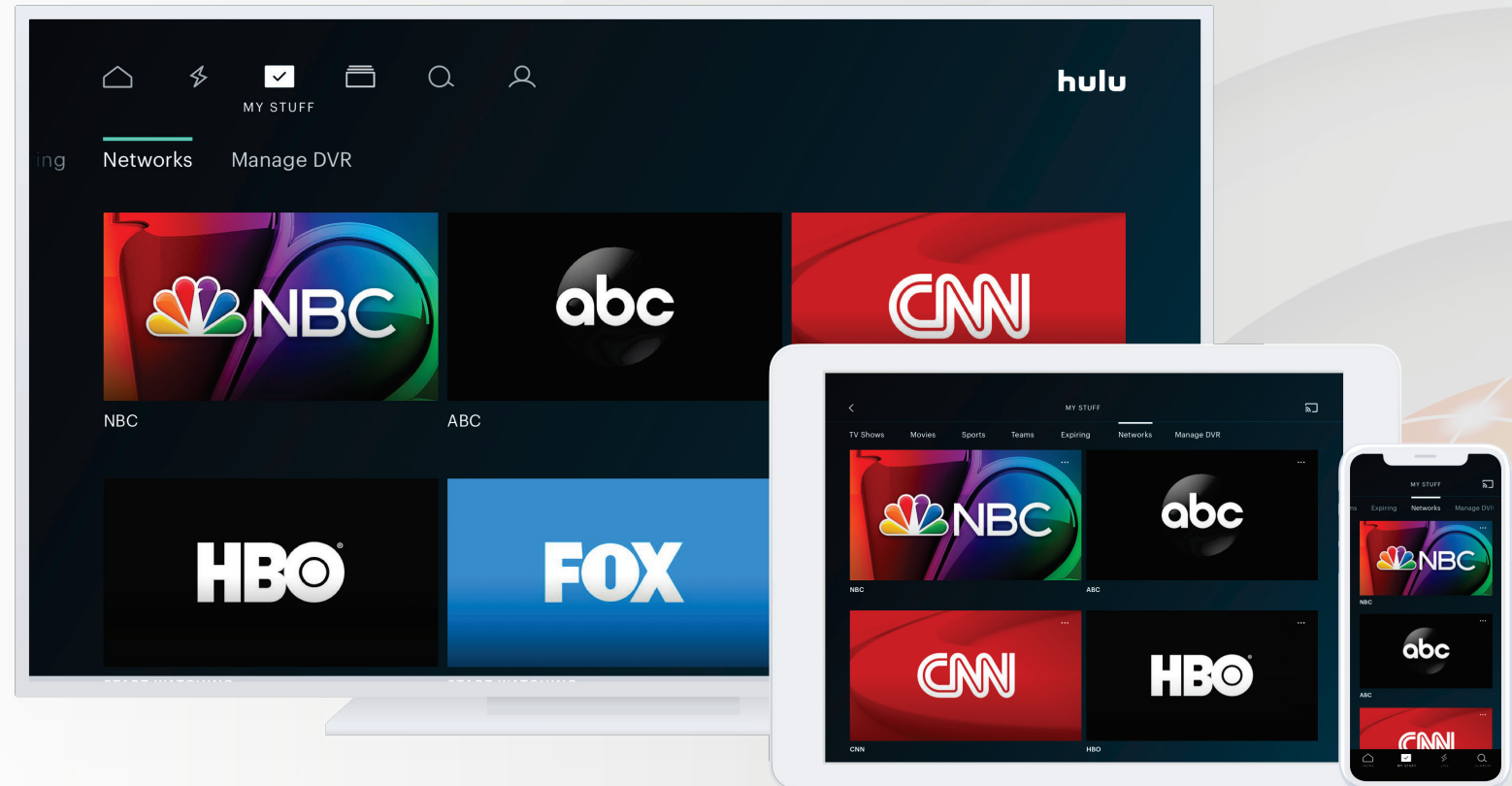
Univision lets you connect and watch shows on all your devices: TV, tablet and mobile, from home or anywhere. Enjoy your favorite shows at any time.



# DIGITAL VIDEO (HULU)

hulu

- » State of Florida
- » :15 or :30 video ads





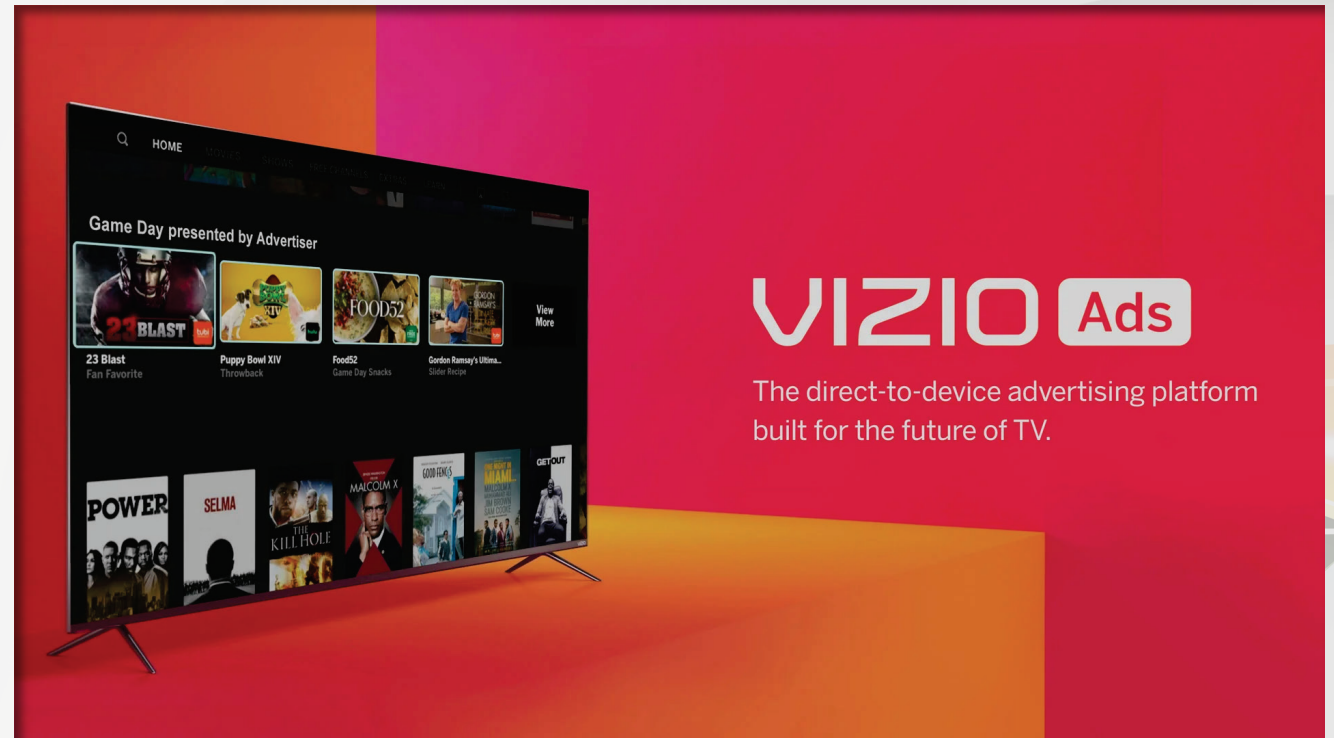
# DIGITAL VIDEO (SAMBA TV)

- » Access to Connected TV streaming devices (Roku, Apple TV, Sling, Gaming Consoles, etc.)
- » Impressions are highly focused on target audiences.
- » The opt-in nature of Connected TV content leads to exceptional video completion rates, ensuring users are exposed to the full creative message.
- » :30 video ads



# DIGITAL VIDEO (VIZIO)

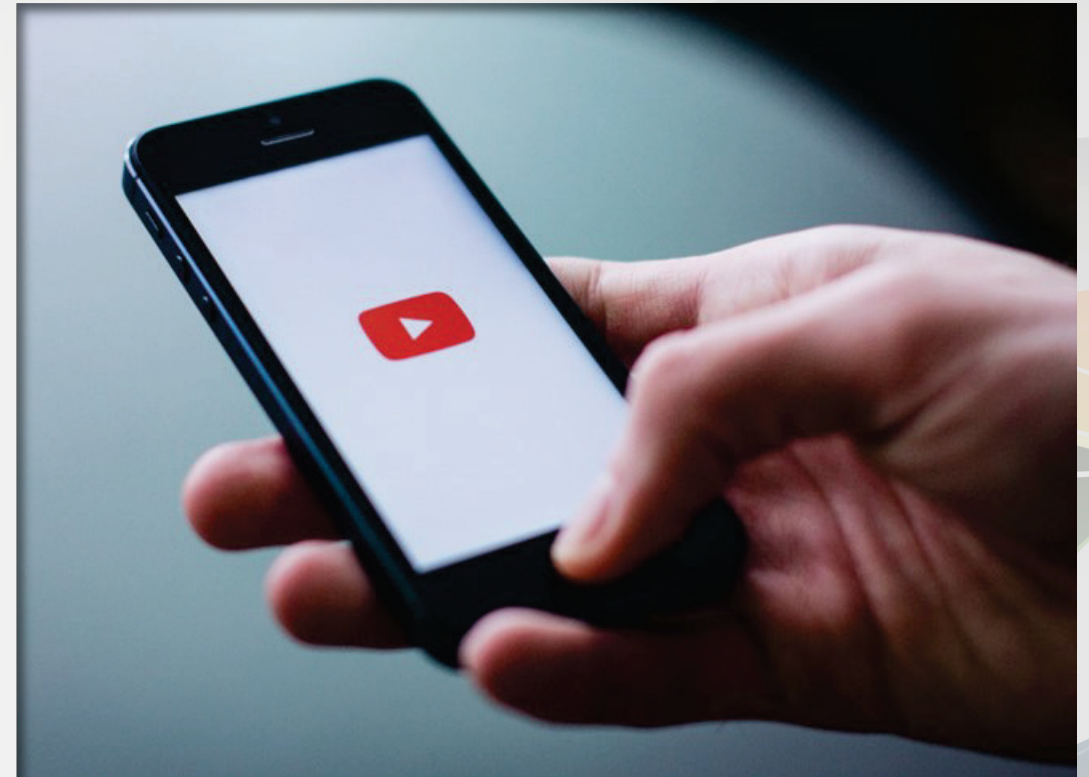
- » 2nd best selling smart TV brand in the U.S.
- » Exclusive premium ad inventory
- » Less than 5 percent of VIZIO's users rely on 3rd party HDMI plug in devices. Including VIZIO extends reach to target audience while avoiding duplication
- » :30 video ads



# 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

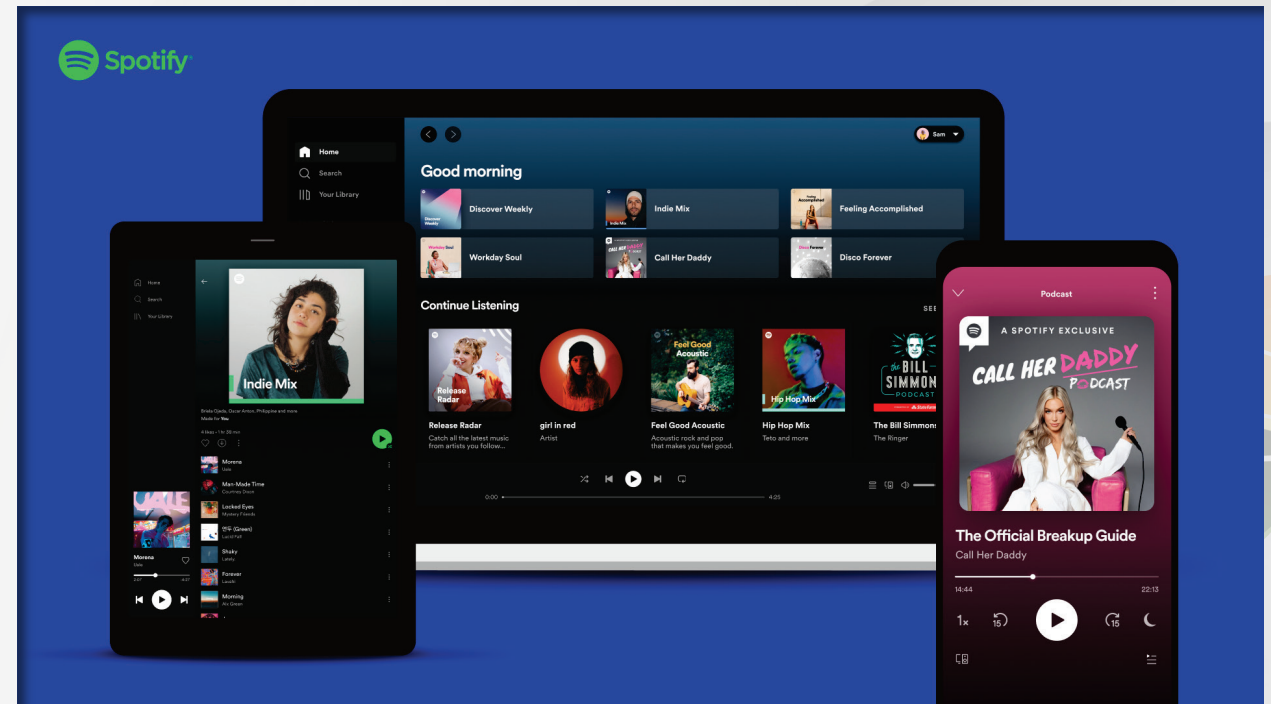
Contemporary Hits Radio, Alternative Rock, Urban, Country, and others that align best with target audience in each market.

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.
- » Image ads, video ads



# PAID SOCIAL (SNAPCHAT)

- » 32 percent of men 18-34 living in Florida use Snapchat
- » :06 - :15 sec Video ads (9:16 aspect ratio)



# SOCIAL MEDIA VIDEO



Law Enforcement Writes Tickets to Save Lives!

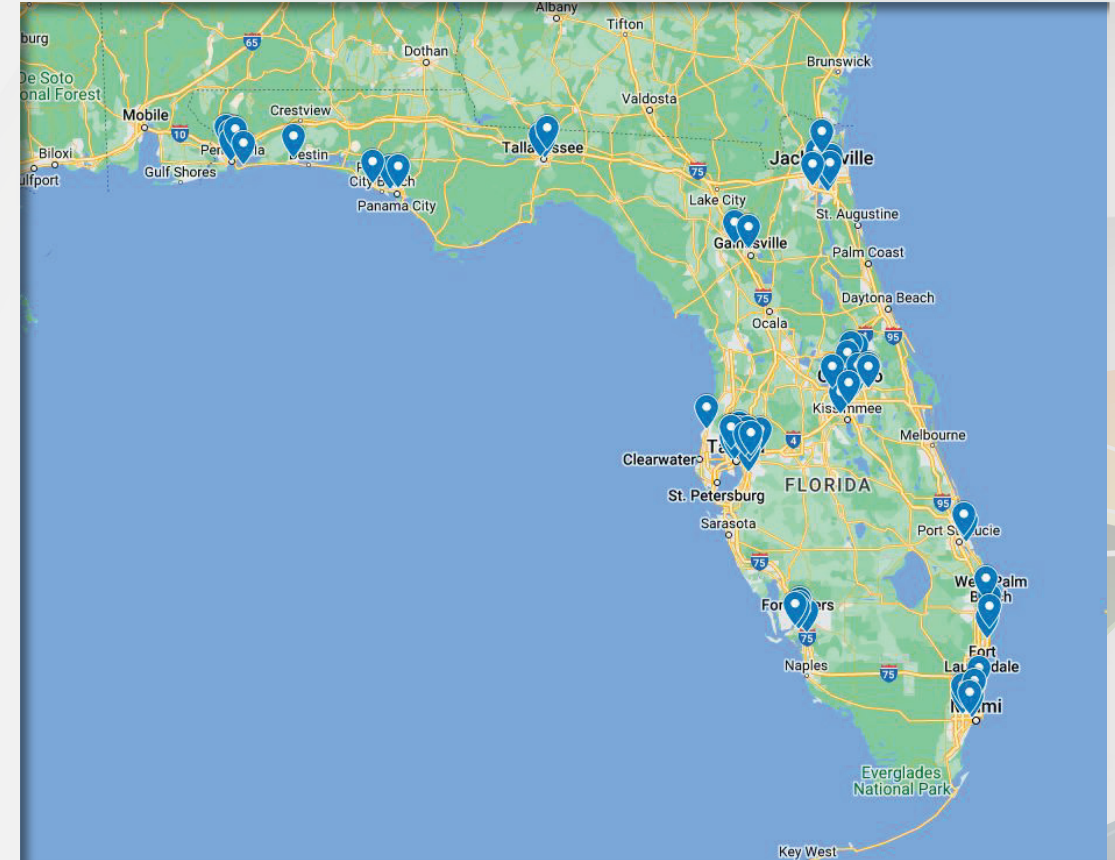


# OUT-OF-HOME (BILLBOARDS)



# OUT-OF-HOME (BILLBOARDS)

Market	Estimated # of Units	Estimated Budget
Ft. Myers	5	\$11,760
Gainesville	2	\$4,276
Jacksonville	6	\$16,104
Miami	7	\$30,815
Orlando	14	\$41,669
Panama City	3	\$10,815
Pensacola	7	\$26,880
Tallahassee	3	\$6,150
Tampa	14	\$41,592
West Palm Beach	7	\$23,001
<b>GRAND TOTAL</b>	<b>65</b>	<b>\$213,065</b>



# OUT-OF-HOME (TRANSIT)

Market	Estimated # of Vehicles	Estimated Budget*
Gainesville	15	\$6,457
Jacksonville	10	\$3,150
Miami	110	\$40,590
Orlando	5	\$4,441
Tampa	25	\$9,174
West Palm Beach	10	\$4,567
Production	NA	\$9,955
<b>GRAND TOTAL</b>	<b>175</b>	<b>\$78,335</b>



# OUT-OF-HOME (GSTV)

Market	Estimated # of Gas Stations	Estimated # of Screens	Estimated Budget*
Gainesville	33	252	\$5,871
Ft. Myers	4	37	\$568
Jacksonville	123	1,230	\$16,325
Miami	148	1,455	\$26,718
Orlando	139	1,180	\$15,048
Tallahassee	48	406	\$5,964
Tampa	87	742	\$11,015
West Palm Beach	5	48	\$642
<b>GRAND TOTAL</b>	<b>589</b>	<b>5,350</b>	<b>\$80,000</b>





# GAS STATION TV COMMERCIAL



# INVESTMENT BY CHANNEL

Channel	Media Investment (Planned)	Estimated Impressions	Start Date	End Date*	Ad Units
Television (General Market + Spanish)	\$643,332	1,612,643	5/15	6/4	:30 Video
Radio (General Market + Spanish)	\$228,994	2,817,591	5/15	6/4	:30 Audio
Digital Video	\$180,000	8,131,848	5/15	6/4	:15 or :30 Video
Digital Audio	\$90,000	6,188,455	5/15	6/4	:30 Audio + Banner
Paid Social	\$63,265	6,935,333	5/15	6/4	Image/Video
Out-of-Home (Billboards)	\$213,065	7,679,320	5/15	6/4	Digital/Static Bulletins
Out-of-Home (Transit)	\$78,335	49,302,669	5/15	6/4	Transit Billboards
Out of Home (GSTV)	\$80,000	2,666,667	5/15	6/4	:30 Video
Agency Fee	\$123,006	N/A	N/A	N/A	N/A
<b>GRAND TOTAL</b>	<b>\$1,700,000</b>	<b>85,334,526</b>			



# INVESTMENT BY MARKET



Market	Estimated Budget
Ft. Myers	\$63,182
Gainesville	\$30,445
Jacksonville	\$86,689
Miami	\$380,438
Orlando	\$261,792
Panama City	\$24,123
Pensacola	\$46,872
Tallahassee	\$32,781
Tampa	\$216,021
West Palm Beach	\$91,427
Pandora (State of Florida)	\$40,000
Spotify (State of Florida)	\$50,000
VIZIO TV (State of Florida)	\$35,000
Samba TV (State of Florida)	\$35,000
Hulu (State of Florida)	\$35,000
Univision (Miami, Orlando, Tampa)	\$30,000
YouTube (State of Florida)	\$45,000
Facebook/Instagram (State of Florida)	\$33,265
Snapchat (State of Florida)	\$30,000
Transit Production	\$9,955
Agency Fee	\$123,006
<b>GRAND TOTAL</b>	<b>\$1,700,000</b>



# DMS SIGNS



CLICK IT  
OR TICKET

CLICK IT  
OR TICKET

BUCKLE UP  
BE A GOOD  
ROLE MODEL

BUCKLE UP  
THERE'S NO  
SECOND CHANCE

BUCKLE UP  
EVERY CHILD  
EVERY TRIP

DRIVE SAFELY  
MAKE TODAY  
A GOOD DAY

SEAT BELTS  
SAVE LIVES



SEAT BELTS  
SAVE LIVES

# DMS SIGNS 2 PHASE

BUCKLE  
UP

SAVE  
LIVES

NO WORK  
DURING  
HOLIDAYS

BUCKLE  
UP

BUCKLE  
UP

XXXX  
COUNTY

# DMS SIGNS DURING OTHER HOLIDAYS

YOUR MOM SAID  
BUCKLE UP

YOUR DAD SAID  
BUCKLE UP

YOUR SEAT BELT  
IS YOUR  
LUCKY CHARM

ROAD TRIP  
BUCKLE UP  
ARRIVE ALIVE

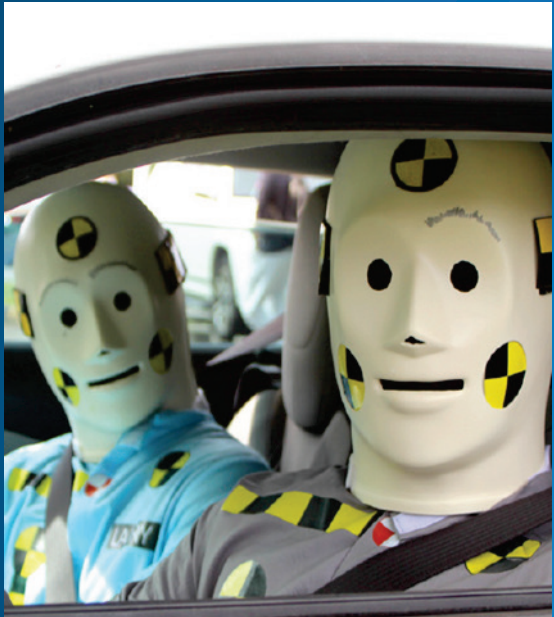


BUCKLE UP  
ELECT TO  
STAY SAFE

TRICK OR TREAT  
BUCKLE  
YOUR SEAT

BUCKLE UP  
ELECT TO  
STAY SAFE





# QUESTIONS?

