



U.S. Department
of Transportation
**National Highway
Traffic Safety
Administration**

400 Seventh Street, S.W.
Washington, D.C. 20590

November 4, 2004

Dear NHTSA Partners:

We are very excited to introduce and share with you NHTSA's 2005 integrated National Communications Plan.

While this document remains dynamic and will continue to change as new challenges and opportunities arise, we wanted to share this with you and our many other partners in advance so you will know what our plans are and to coordinate our work more closely since what we can do collectively is so much more powerful and effective than what any of us could do on our own.

The new year-round messaging strategy outlined in this plan depends heavily on leveraging the special media attention and public focus already surrounding key holidays and national events throughout the year. Our goal is to use these preexisting events to keep our key messages in front of our target audiences as often as possible.

These promotional ideas are offered only to support and assist state and local partners in developing their own unique promotional programs and activities. It is our hope that you will review the themes and activities provided in this plan, and then tailor these ideas and resources to fit your own unique marketing objectives, situations and needs.

In addition to sharing this plan with you, we will also be offering regular updates and support materials online for your timely retrieval and use in advance of each calendar event, including:

- Mini-Planners with fresh new ideas for each calendar event
- Downloadable templates with special designs focused on each event for use in your promotional materials
- Earned media planning and support materials to help you take these key event messages to the public.

We hope you will join with us in promoting these important occupant protection and impaired driving messages between the major national enforcement mobilizations and crackdowns.

Once you review this plan, please feel free to contact our team should you have any questions or need any additional information. We are very pleased about this opportunity to take our partnership with you to an even higher level as we work together to save more lives and prevent more injuries on our nation's highways. Thank you in advance for your help and support.

Sincerely,

Sue Gorcowski



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Introduction and Overview

Defining the Challenge

Despite significant gains since the enactment of federal motor vehicle and highway safety legislation in the mid-1960s, the annual human, financial and emotional toll of traffic crashes in America remains tragically high.

More than 42,000 people died in highway crashes across America during 2003. That's a body count of more than 115 Americans each and every day who did not have to die.

In the U.S. today, traffic crashes are the leading cause of injury deaths – and the sixth leading cause of death overall. And sadly, motor vehicle crashes remain the number-one cause of death and disability for Americans between the ages of 4 and 34.

In addition, more than three million more American crash victims suffer injuries each year.

These traffic crashes not only create a grave public health burden and cause emotional devastation to the victims and their families, but they also place an enormous drain on the U.S. economy, costing America an estimated \$230 billion each year.

The U.S. economic cost of the average highway fatality is now \$977,000 and the average economic cost of each critically injured crash survivor is \$1.1 million over their lifetime. These represent the hard cost estimates and do not reflect the added toll of physical and emotional suffering imposed on the victims and their families.¹

This is a financial burden shared by all Americans since nearly 75 percent of the costs of highway crashes are not paid by those directly involved in a crash.

Of the total cost of highway crashes in America, about 9 percent is paid from public tax dollars. Private insurers

through insurance premiums pay about 50 percent. Other third parties, like charities, health care providers and uninvolved motorists, pay about 14 percent. That means individual crash victims pay only about 26 percent of the total economic cost of their crashes.

Yet thousands of these crashes, and the fatal, financial and emotional impacts that result from them, could easily be prevented through an increase in the regular use of motor vehicle safety belts and a significant reduction in the number of impaired drivers driving on America's highways.

The Goal Is Clear – Saving Lives

Our overriding objective is clear: to reduce death and injury from crashes on our nation's highways.

The best means to that end can also be very simply stated: to save the most lives and to prevent more injuries, we must increase the number of people regularly using safety belts and reduce the number of impaired drivers on our nation's roadways.

But despite being so simply stated, there is still much work to be done by all of the nation's highway safety professionals and supporters to achieve these objectives.

More than 42,000 people died in highway crashes across America during 2003. That's a body count of more than **115 Americans** each and every day who did not have to die.

The Department of Transportation's overall safety objective is to reduce the national highway fatality rate to not more than 1.0 person per 100 million vehicle miles traveled by 2008.

By working closely with our national, state and local partners, if we can get 90 percent of all Americans to

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wear their safety belts regularly, then one-third of the lives that might be lost can be saved in working toward that important national goal.

Moreover, if we can also help reduce the impaired driving rate by just a third, then we can save yet another one-third of the lives needed to achieve the goal.

Therefore, our communication priorities are clear: to set in motion the series of public communication tactics, coalitions and activities needed to significantly increase national safety belt use and to significantly reduce impaired driving in America.

The National Communications Plan

The following represents an integrated national communications plan in support of increased safety belt use, including child passenger safety, and the reduction of impaired driving for calendar year 2005. It is designed to help us focus and achieve our national communication goals as we seek to boost public awareness of these critical issues, but most importantly, to help us encourage more Americans to regularly use their safety belts, put their children in appropriate child safety seats, and to stop driving while impaired.

The intent of this plan is to develop a series of year-round integrated marketing communications activities that build upon, leverage and maximize the impact of our two pre-existing major enforcement and advertising campaigns.

The plan's aim is not merely to communicate broad messages to the public, but to proactively encourage, create, and achieve measurable behavioral change that will save American lives.

The intent of this plan is to develop a series of year-round integrated marketing communications activities that build upon, leverage and maximize the impact of our two pre-existing major enforcement and advertising campaigns (the national "Click It or Ticket" mobilization and the national *You Drink & Drive. You Lose.* crack-down.) These bridging events and activities are centered around key national holidays and events already in the public and media consciousness in a way that helps boost the year-round awareness and the impact of our core highway safety campaign messages.

The plan that follows is built upon two separate programmatic tracks – impaired driving and occupant protection – but with ONE integrated, year-round calendar of synergistic tactics and activities. We believe these new tactics and activities will not only help expand our efforts, but hopefully help unite our broad network of advocates, alliances and partnering organizations to amplify the collective national message.

Creating Real Behavioral Change

The plan recognizes the lessons we've learned from past experiences: integrated marketing communication campaigns that combine strong mass media advertising with strong enforcement, significant publicity about that enforcement, and strong community-action and interpersonal approaches by grassroots coalitions and activists appear to work best in creating real behavioral change.²

Preventive behavioral change is very difficult to achieve through advertising only because Americans are being asked to alter their behaviors today – which may run counter to their habit or their perceptions of the threat level.

Research has shown that publicity without enforcement may run the risk of not being credible, but enforcement without publicity has too little reach or impact to truly alter behaviors or create real social change.

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Moreover, we have learned that segmenting and designing initiatives to reach out to highly defined target audiences is the best way to achieve maximum behavioral change.

Targeting the Right Audiences

This plan has been developed only after a very thorough review and analysis of the extensive existing research to help segment and target the key audiences.

By carefully segmenting the target audiences psychographically, as well as demographically, and then using multiple media, paid and unpaid, to deliver simple and direct messages over and over again, we can best gain the target audience's attention and hopefully create and sustain new behavioral change. Our messages must con-

desired attitudes. That's why recurring bridging activities are so important, and why sustained, explicit and repetitive direct messages are needed to maximize the impact of our messages.

To help guide our planning, numerous research sources and reports have been used, including these:

Traffic Safety Facts reports and fact sheets published annually by NHTSA's National Center for Statistics and Analysis (NCSA). NCSA compiles, analyzes and reports comprehensive data regarding highway safety based on two primary sources: the Fatality Analysis Reporting System (FARS) and the National Automotive Sampling System - General Estimates System (NASS-GES). NCSA reports cover all aspects of highway safety, including impaired driving and occupant protection.

Our aim is to **understand and respond to the targets' pre-existing knowledge, beliefs, values, motivations, perceived constraint and willingness to hear, accept and process our campaign messages.**

National Occupant Protection Use Survey (NOPUS), an annual observation study to measure safety belt use rates. Selected demographic variables are included in the analyses and reports. NOPUS is NHTSA's only probability-based survey that observes belt use on the road in the U.S. NOPUS is conducted by the NCSA.

vince the target audiences that there are sufficient benefits, or consequences, to outweigh their existing beliefs, habits and barriers preventing their behavioral change.

Our aim is to understand and respond to the targets' pre-existing knowledge, beliefs, values, motivations, perceived constraint and willingness to hear, accept and process our campaign messages. We must also understand the preferred dissemination channels to best and most cost-effectively reach those targets.

Once defined, the target audiences must then be repeatedly exposed to our core campaign messages throughout the year to help the targets internalize the

Motor Vehicle Occupant Safety Survey (MVOSS), a biennial national telephone survey on occupant protection issues. MVOSS data are analyzed and reported according to a variety of demographic, behavior-based, and attitude-based variables by the NCSA and Program Development and Delivery.

Prevention of Impaired Driving: Research and Recommendations, a report regarding impaired driving target audiences prepared in 2002 by Porter Novelli. This report covers the culmination of a multi-phase research project that encompassed (1) a secondary research review of literature identifying high-risk

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impaired driving populations, (2) focus groups with professionals in the hospitality and related industries where alcohol is served/sold, (3) target audience profiling using data from Simmons National Consumer Survey of American Consumers, and (4) analysis of FARS data.

PRIZM geo-demographic lifestyle segmentation system (from Claritas, Inc.). The proprietary PRIZM model segments the U.S. population into 62 distinct clusters based on combinations of geography (defined specifically as ZIP Codes or census tracts), demographic variables, lifestyle preferences, media preferences and product preferences. From a database that we provide (for example, zip codes where fatal accidents involving pickup truck drivers occurred), the PRIZM system segments the database into the 62 different geo-demographic lifestyle clusters. In addition to identifying the highest priority clusters for the overall database, each cluster's profile provides useful, actionable information about the lifestyle, media and product preferences of the people falling within it.

Various other NHTSA-sponsored research studies and reports have been referenced. These include:

- "The Economic Impact of Motor Vehicle Crashes, 2000"
- Highway Safety in Black/African-American Communities: Issues and Strategies (September 2002)
- Highway Safety Needs of U.S. Hispanic Communities: Issues and Strategies (September 1995)
- Program Strategies for Increasing Car Seat Usage in Rural Areas (March 1995)
- Misuse of Child Restraints (March 2004)
- The Premature Graduation of Children from Child Restraints to Vehicle Safety Belts (October 2000)
- The Facts to Buckle Up America, a series of 2003 "white papers" focusing on safety belt usage among African-Americans, Hispanics and Teens
- Increasing Seat Belt Use Among Part-Time Users: Messages and Strategies (February 1998)

Overcoming Inherent Social Norming Challenges

Traditionally, social norming marketing programs have faced serious hurdles.

1. Lack of funding for the marketing effort often results in a reliance on PSAs (public service announcements) and media relations rather than paid advertising. The success of these campaigns is left in the hands of the media. The result is campaigns in which the commercials run in time periods with low audience ratings. The reach and frequency achieved against the target audience are not sufficient and the desirable awareness levels are not obtained.
2. There are often multiple organizations and coalitions sharing a common goal of changing target audience behavior in a certain way. Typically, these organizations' marketing communication programs are underfunded and uncoordinated. As a result, these organizations must rely on each other to help create awareness. Yet their communications programs are uncoordinated with one another and the overall marketing effort is noncohesive.
3. Social norming campaigns are typically sponsored by government or nonprofit organizations that have little or no actual marketing experience. The communications programs are intended to increase awareness among the public, and although some of these programs do succeed in achieving that goal, many fail to actually change behavior. Behavioral changes are achieved more readily when the emphasis is placed on marketing rather than communications. Marketing programs must be fully integrated. But due to lack of marketing expertise, many communication programs fail to achieve the desired results.
4. Underfunding of marketing communication programs is common among government and nonprofit organizations that have social norming goals. Therefore, the communication programs are usually of short duration, as are the awareness levels achieved among the public. Quite often momentum is lost as soon as the campaign is over due to inability to deliver a year-round message. The target audience then reverts back to the behavior the communications effort was intended to change.

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We want to overcome these hurdles by taking an even more comprehensive, integrated and aggressive marketing approach to increasing safety belt and child passenger safety seat use and reducing alcohol-related fatalities. The strategies we've developed are based on a thorough study of the target audiences and how they think and act in their decisions relative to impaired driving, safety belt and child passenger safety seat use. These strategies, when implemented, will result in a year-round, fully integrated marketing program – one that is, hopefully, fully supported and embraced by our many national, state and local marketing partners.

Unifying the Partners

We hope that through the proactive development of this national plan, many more of our national, state and local partners will join us in participating in this recommended year-round calendar of activities.

We have always collaborated with many key alliances, coalitions and partnerships very effectively to amplify our national messages, expand our reach and boost the critically important face-to-face educational and interpersonal communication of our messages to create the kind of tangible social and peer pressure needed for real behavioral change.

This plan, through its integrated calendar of events, recommended activities and pre-designed series of new themed event mini-planners and support materials, will hopefully provide even more tangible marketing support for our many national, state and local partners as we collectively work to boost the regular use of safety belts, child passenger safety seats, and decrease the numbers of impaired drivers on our roadways.

This plan, through its integrated calendar of events, recommended activities and pre-designed series of new themed event mini-planners and support materials, will hopefully provide even more tangible marketing support for our many national, state and local partners as we collectively work to boost the regular use of safety belts, child passenger safety seats, and decrease the numbers of impaired drivers on our roadways.

National Outreach with Local Support

The intent of this national communications plan is to provide partners with the materials to generate a steady stream of earned media activities resulting in news coverage across the nation, influencing as many Americans as possible to never drive impaired and to always wear their safety belts.

By establishing this year-round communications program, we also hope to assist and create added momentum and coverage for the earned media programs and activities being deployed by state and local partners seeking these same programmatic objectives.

In addition, we intend to make available to our partners a media outreach mini-planner or toolkit of multimedia materials centered around the calendar events selected for special emphasis in this plan. We also are prepared to offer technical advice and support to our partners in support of this outreach program.

NHTSA will also offer our partners culturally appropriate resources and materials to help them reach newly-immigrant Latinos who may not be reached with sufficient frequency through the general media to counter their relatively high impaired driving and low safety belt usage rates.

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Strategic Summary

In summary, the following represents many of the guiding principles and strategic objectives we have utilized in forming this national plan:

1. Through aggressive enforcement activities, paid media advertising and media publicity, continue to build high levels of public awareness and behavioral change during the “Click It or Ticket” national mobilization and You Drink & Drive. You Lose. national crackdown.
2. Use research to further define the target audiences and their perceptions on impaired driving and safety belt use.
3. Build awareness between national mobilizations and throughout the year with a series of calendar-specific marketing events supported by national media relations and aggressive grassroots marketing programs to reach these target audiences.
4. Provide state and coalition partners with this national plan, additional research information, more calendar-driven mini-planners and new year-round campaign activities and marketing tools to help them develop more communications activities coordinated with our national marketing program.
5. Increase the timeliness, helpfulness and utilization of our existing marketing Web portals for the easy retrieval of messages and materials by our many national, regional and local partners.
6. Use more guerrilla marketing and non-traditional media to drive out our messages during the calendar-driven marketing events that take place between the national enforcement mobilizations and crackdowns.
7. Explore opportunities with corporate partners to provide significant new promotional support for safety belt and impaired driving initiatives.
8. Create, leverage and expand new sports marketing partnerships to better reach the often-tough-to-reach male 18-34 target audience.

Staying Focused and Coordinated

After significant review, discussion and refinement, this national communications plan is intended to guide and keep us focused on our activities in support of our existing major mobilizations and crackdowns, on major coalition and partnership initiatives, and on a new year-round calendar of national communication tactics and bridging activities.

We also hope this plan will help our many highway safety partners simultaneously and synergistically focus with us around these events and around the ongoing series of simple, direct and consistent national messages we believe will help us best reach and motivate our target audiences.

If successful in mobilizing such a well-planned, coordinated, national communications approach, we are confident we can achieve even greater success in creating real measurable change across America in reducing impaired driving and increasing the regular use of safety belts and child passenger safety seats.

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Impaired Driving – An Overview

Despite the tireless efforts of thousands of advocates, every 30 minutes someone dies in an alcohol-related crash, nearly 50 people a day, and about 17,000 citizens a year – representing approximately 41 percent of all traffic fatalities in the U.S. Our goal is to reduce the percentage of alcohol-related fatalities to 0.53 per 100 million vehicle miles traveled by 2005.

After declining in the 1980s and early 1990s, the number of alcohol-related fatalities on the nation's highways each year has remained essentially the same for the past decade, with the exception of a small decline in 2003. More must be done.

In addition, more than half a million people are injured each year in crashes where police reports indicated alcohol was present. That means one American is injured every two minutes in an alcohol-related crash somewhere in the nation.

- Unless we reverse the trend, about three in every 10 Americans will be involved in an alcohol-related crash at some time during their lives.³
- Alcohol-related fatalities are caused primarily by the consumption of beer (80 percent) followed by liquor or wine (20 percent).⁴
- The rate of alcohol involvement in a fatal crash is more than three times as high at night (63 percent) as during the day (19 percent).
- For fatal crashes occurring from midnight to 3 a.m., 76 percent involve alcohol.
- In 2002, 44 percent of all fatal crashes over a weekend were alcohol-related as compared to 24 percent during the week.

Alcohol-related fatalities as a percentage of all traffic fatalities jump dramatically during national holidays and celebrations. Alcohol is involved in nearly 50 percent of all traffic fatalities on Super Bowl Sunday and New Year's night, slightly more than 44 percent of fatalities over Labor Day weekend, and between 40 and 50 percent on St. Patrick's Day, Memorial Day, the Fourth of July, Halloween, and Thanksgiving weekend.

In 2000, alcohol-related crashes account for an estimated 18 percent of the \$103 billion in U.S. auto insurance payments.

One recent study suggests alcohol-related crashes in the U.S. cost the public an estimated \$114.3 billion annually, with roughly two-thirds – or more than \$70 billion – of that bill being paid by someone other than the impaired drivers.⁵

This plan is intended to provide strong, strategic communications support for the multi-pronged strategies being deployed to combat impaired driving. An aggressive communications program is but one leg of a four-legged stool that also includes highly visible enforcement; screening & treatment; and prosecution & adjudication.

Strategic Summary – Impaired Driving

During 2005, we will implement an impaired driving marketing program to deliver a year-round series of important messages.

The cornerstone of the program will, of course, be the national *You Drink & Drive. You Lose.* enforcement crackdown during the Labor Day period that includes paid national media advertising and national earned media activities to support the event. Interspersed around the crackdown will be a series of calendar-driven marketing events that will promote our messages year-round.

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Understanding the Target Audiences

Primary Audience During The Enforcement Crackdown

During the *You Drink & Drive. You Lose.* national enforcement crackdown, the primary target audience will continue to be men ages 18 to 34. Assessments of past crackdown efforts have shown that targeting this high-risk demographic group for paid-media buys for enforcement campaigns resulted in favorable outcomes.

Target Audiences During Non-Crackdown Periods

While the national enforcement crackdown serves as

cornerstone for our communications efforts, most of the year there is no national enforcement blitz or national advertising effort underway. During these periods we will address other sub-segment targets. These segments are based on extensive research by Porter Novelli. Four segments will be primary, two will be secondary, and one tertiary.

A brief description or profile of each of these target groups is outlined below to help us better understand who they are, how to reach them and some preferred ways to help motivate them.

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PRIMARY SEGMENT #1 – “RISK TAKERS”	PRIMARY SEGMENT #2 – “BLUE COLLARS”	PRIMARY SEGMENT #3 – “COLLEGE STUDENTS”	PRIMARY SEGMENT #4 – “HIGH SCHOOL STUDENTS”
<p>Demographics</p> <ul style="list-style-type: none"> Men, ages 18-29, single, without children 	<p>Demographics</p> <ul style="list-style-type: none"> Men, ages 25-35, low disposable income, low level of education, blue-collar occupations 	<p>Demographics</p> <ul style="list-style-type: none"> Men and women (male skew), ages 18-22, living in apartments or other rental housing (typically sharing living arrangements with other students) 	<p>Demographics</p> <ul style="list-style-type: none"> Adolescents (male skew), ages 16-18, still living with parents, wide range of household income levels
<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Drink to unwind and/or relax Drinking is perceived as a rite of passage Feel invincible Career-driven/success-driven workaholics Highly competitive Won't acknowledge limitations Considerable job-related travel 	<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Feel “stuck” in life due to limited financial resources or opportunities to improve their jobs, lifestyles or financial status Lives marked by “routines” which, during leisure periods, include frequenting the same places and regularly being with the same group of people Drinking is part of routines that offer “escape” 	<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Drink to socially conform with peers Drinking perceived as a rite of passage “Experimenting” - trying new things Feel invincible Competitive and success-oriented Won't acknowledge their limitations Don't think of long-term consequences of actions 	<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Drink to socially conform with peers and/or to get attention Drinking perceived as a rite of passage “Experimenting” and interested in finding out what extreme behaviors they can get away with Feel invincible Won't acknowledge their limitations (possibly not even aware of their limitations) Don't think of long-term consequences of actions
<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Sports, music and pop culture dominate their interests Internet-savvy Read magazines like <i>Sports Illustrated</i>, <i>Maxim</i>, <i>Rolling Stone</i>, <i>Car & Driver</i> and <i>Hot Rod</i> Watch TV programs on cable networks like HBO, ESPN, MTV and Comedy Central 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Negligible use of Internet Read magazines like <i>Sports Illustrated</i>, <i>Hot Rod</i>, <i>Field & Stream</i>, <i>North American Hunter</i> and <i>Guns 'n' Ammo</i> Watch TV programs on cable networks like ESPN, TNN, ESPN2, Country Music Television and Speedvision 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Music and pop culture dominate interests Internet-savvy. The Internet is a major source for news, information and forms of interactive entertainment Don't watch a lot of TV (especially men) “Elusiveness” and diverse range of interests make them difficult to reach through conventional media (i.e., TV, radio, magazines and newspapers). 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Music and pop culture dominate interests Internet-savvy. The Internet is a major source for news, information and forms of interactive entertainment Don't watch a lot of TV “Elusiveness” and diverse range of interests makes them difficult to reach through conventional media (i.e., TV, radio, magazines and newspapers).
<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> It's cowardly, irresponsible and/or immature It's a threat to your career and financial success/future Risk through impaired driving is a negative (not a positive) 	<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> It's a threat to your family and/or way of life It's a threat to your employment It's a threat to your vehicle – costly repairs, increased insurance rates You'll be identified socially in undesirable ways 	<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> Facts It's cowardly, irresponsible and/or immature It's a threat to your career and financial success and future It results in legal hassles, even jail time It can be costly – car repairs, increased insurance rates It creates an “uncool” social stigma 	<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> Facts It's cowardly, irresponsible and/or immature It's a threat to your acceptance to college and/or future success It results in legal hassles, even jail time It creates an “uncool” social stigma

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SECONDARY SEGMENT #1 – “SOCIAL CONFORMISTS”	SECONDARY SEGMENT #2 – “TYPE A’s”	TERTIARY SEGMENT – “NEWLY ARRIVED LATINO IMMIGRANTS”
<p>Demographics</p> <ul style="list-style-type: none"> Women, ages 21-25, in college or starting in their first professional positions 	<p>Demographics</p> <ul style="list-style-type: none"> Men, ages 35-59, high income, established in professional/managerial/high-level white collar jobs 	<p>Demographics</p> <ul style="list-style-type: none"> Men, ages 18-34, speak Spanish primarily, unaware of impaired driving laws and BAC levels
<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Having fun and trying new things Have active social lives, which include frequent drinking Insecure among peer groups Appearance-conscious Easily swayed by others, especially people perceived as successful 	<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Career-driven workaholics Highly competitive Won’t acknowledge limitations Feel infallible Driving is part of their work routines. In addition to daily commuting, they do a lot of job-related travel Grew up prior to major advocacy and education efforts by MADD and SADD 	
<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Music and pop culture dominate their interests Internet-savvy. The Internet is a major source for news, information and forms of interactive entertainment Don’t watch a lot of TV. When they do, it’s usually entertainment and music-oriented programming Read magazines such as <i>Glamour</i>, <i>Mademoiselle</i>, <i>Cosmopolitan</i> and <i>Vogue</i> 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Internet-savvy Read magazines like <i>Sports Illustrated</i>, <i>Time</i>, <i>Newsweek</i>, and <i>Consumer Reports</i> Watch TV programs on cable networks like ESPN, CNN, MSNBC and The Discovery Channel Frequent newspaper readers, especially for news, sports and financial information 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Use mostly Spanish-language media (including TV and radio) Latin music aficionados; enjoy listening to live music and dancing at clubs and bars Negligible Internet use
<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> Facts Empowerment; “make your own choices” Legal and moral accountability It’s a threat to your career and financial success/future 	<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> It’s a threat to your family life and over-all lifestyle It’s a threat to your career and financial success It’s a threat to your reputation – the person you’ve worked hard to become 	<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> Facts Impact of injury and/or arrest on your family Legal accountability (including threat of jail time) Authority of government/police

Impaired Driving

The National Crackdown

The cornerstone of our national communications program will, of course, be the national *You Drink & Drive. You Lose.* enforcement crackdown during the Labor Day period that includes paid national media advertising and national earned media activities to support the event.

2005 You Drink & Drive. You Lose. Crackdown

- Advertising Paid Media: 8/12 – 14 & 8/18 – 8/25
- Earned Media Period: 8/12 – 9/5
- Enforcement Period: 8/19 – 9/5

While other specific details for the 2005 crackdown have not been determined, it will closely follow the model established by the 2004 crackdown when the effort mobilized more than 10,000 state and local law enforcement agencies across the country for a two and a half week (17 day) enforcement crackdown on individuals who were driving impaired. This crackdown was supported by a 15 day paid media advertising campaign to help create widespread awareness of the enforcement period.

A summary of the 2004 Impaired Driving National Paid Media Plan used to support the crackdown is included in the Appendix of this plan under Exhibit 1, page A-1.

The primary target audience for the 2004 campaign was men ages 18-34. Assessments of past mobilization efforts have shown that targeting this high-risk demographic group with paid media buys for enforcement campaigns has resulted in favorable outcomes. Although a sub-segment of this group, Latino men, has been identified as a tertiary group for non-crackdown periods, during the You Drink & Drive. You Lose enforcement crackdown, Latino men (also in the 18-34 age group) rise to an important secondary target audience in the national media buy.

Should for any reason federal funding not become available to pay for the paid advertising portion of this national enforcement blitz, then the earned media components described in this plan will become even more important.

Highly visible kick-off events at the national level and in the priority states to showcase law enforcement's commitment and leadership will be critical in carrying the crackdown message to the target audience. An aggressive program of other national earned media activities, such as development and distribution of a national video news release, and an aggressive program of strategic broadcast appearances, interviews and satellite media tours with national television and radio will also be implemented.

Impaired Driving

Bridging the Crackdowns

Interspersed around the crackdown will be a series of calendar-driven marketing events that will promote our core messages year-round.

These marketing events, which are outlined in more detail beginning on page 17, are paired with one of NHTSA's three distinct message platforms. Listed below are those messages, along with a brief rationale behind their use.

PLATFORM	RATIONALE	AUDIENCE	TAGLINE
Enforcement/Criminal Justice	Anchored in enforcement efforts and should only be used during crackdowns. Supports creative elements that communicate “the real costs” of driving impaired and all you stand to lose: your license, your freedom, even your life. If used without a strong law enforcement push, the message could become diluted.	Males, ages 18-34	<i>You Drink & Drive. You Lose.</i>
Youth	Used to communicate anti-DUI messages to younger audiences. Primary intent is to communicate that underage drinking is illegal and getting a DUI is something that affects the rest of your life.	High school and college students, ages 16-20	New tagline to be developed
Intervention	An intervention message, asking friends to be aware of each other's actions and be a true friend and get designated drivers for each other. Supported by beer and alcohol companies, so use is appropriate at events and locations where those companies have high profiles – music or sports events, restaurants, convenience stores.	Males, ages 18-34 and high school & college students, ages 16-22	Friends Don't Let Friends Drive Drunk

Detailed event mini-planners or toolkits will be made available to our many partners in both English and Spanish versions on www.stopimpaireddriving.org. Each mini-planner will be available on the Web site three months prior to the beginning of the event in order to give partners time to initiate their own planning activities. The mini-planners will include helpful research, information, strategy, targets, and downloadable marketing tools to help our partners develop more effective communications activities coordinated with the national program. In many cases, the mini-planners will outline guerrilla marketing and nontraditional media ideas, which will make the programs more effective at minimal cost to our partners.

Opportunities for corporate and sports-marketing partnerships to provide promotional support for impaired driving initiatives in conjunction with certain calendar marketing events will also be recommended. These promotional partnerships will be announced in the mini-planners as appropriate.

Impaired Driving

A Schedule of Year-Round Marketing Activities To Counter Impaired Driving

To reach out to and remain in regular, recurring contact with targeted high risk populations for impaired driving, a variety of specific year-round event initiatives with potential activities, alliances and mini-planner materials are outlined on the following pages.

These promotional ideas are offered only to support and assist state and local partners in developing their own unique promotional programs and activities.

It is our hope that our many marketing partners will review the themes and activities provided in this plan, as

well as the ongoing series of mini-planner resources made available throughout the year in both English and Spanish versions on www.stopimpaireddriving.org, and then tailor these ideas and resources to fit their own unique marketing objectives, situations and needs.

For instance, there may be some cases where a “non-enforcement” theme line is suggested around a particular holiday or event opportunity in this plan, but if a local partner intends to include a strong and visible law enforcement blitz as part of their event effort, then clearly an enforcement-driven theme line such as *You Drink & Drive. You Lose.* should be considered or incorporated instead.

Impaired Driving

January 2005

Calendar Event

Super Bowl Sunday

Primary Purpose

To remind all Super Bowl partygoers of the dangers of impaired driving and to promote the use of designated drivers and safe/sober ride options.

Window of Opportunity

January 24 - February 6, 2005

Message of Emphasis

Friends Don't Let Friends Drive Drunk.
Designated Drivers and Sober Rides

Primary Audiences

All Men 18-34 (with emphasis on Risk Takers and Blue Collars)

College Students (male and female with male skew, ages 18-22)

Secondary Audiences

Men, ages 35-59, higher income, professional/managerial

Young Women, ages 21-25, just finishing college or starting first jobs

Event Theme

"Complete the Pass on Super Sunday. Give Your Keys to a Designated Driver. Friends Don't Let Friends Drive Drunk."

Suggested Partnerships and Alliances

TEAM Coalition with emphasis on National Football League – push for unique NFL/United Way spot focused on a player-supported community sober rides program.

AAA (American Automobile Association) and taxicab companies with local television and radio stations promoting use of designated drivers and publicizing sober ride options.

Sports bars and restaurants – special push for point-of-purchase displays and special "Designated Drivers Eat Free" or other deals to reward designated drivers.

ESPN – pre-game Super Bowl Week events and promotions at ESPN SportsZones.

Proposed Media Relations Activities

National and state-by-state same-day press release announcing Super Sunday initiative and listing state-by-state metro area resources for sober ride options.

Individual press releases throughout the period announcing specific partnership/alliance initiatives as outlined above.

Suggested Mini-Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for sports bars and restaurants
- Uniquely designed "Forward to Five Friends" viral marketing e-mail
- Art for guerrilla advertising indoor restroom boards

Customizable press materials for:

- Suggested talking points
- Basic news release
- Basic fact sheet
- Sample op-ed from state highway safety/law enforcement official
- Sample letter to editor
- Sample radio PSA script
- Sample print PSA

Impaired Driving

March 2005

Calendar Event

St. Patrick's Day

Primary Purpose

To remind all St. Patrick's Day revelers of the dangers of impaired driving, and to promote the use of designated drivers and safe/sober ride options.

Window of Opportunity

March 1-17, 2005

Message of Emphasis

Friends Don't Let Friends Drive Drunk
Designated Driver and Sober Rides

Primary Audiences

All Men 18-34 (with emphasis on Risk Takers and Blue Collars)

Secondary Audience

Young Women, ages 21-25, just finishing college or starting first jobs

Event Theme

*"Luck Won't Keep You Out of Jail This St. Patrick's Day, But a Designated Driver Will.
Friends Don't Let Friends Drive Drunk."*

Suggested Partnerships and Alliances

Local law enforcement agencies and officials

AAA (American Automobile Association) and taxicab companies with local television and radio stations promoting use of designated drivers and publicizing sober ride options.

Sports bars and restaurants – special push for point-of-purchase displays and special "Designated Drivers Eat Free" or other deals for designated drivers.

Proposed Media Relations Activities

National and state-by-state same-day press releases announcing holiday initiative and listing state-by-state metro area resources for sober ride options.

Individual releases throughout the period announcing specific partnership/alliance initiatives as outlined above.

Suggested Mini-Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for bars and restaurants
- Uniquely designed "Forward to Five Friends" viral marketing e-mail

Customizable press materials for:

- Suggested talking points
- Basic news release
- Basic fact sheet
- Sample op-ed from state highway safety/law enforcement official
- Sample letter to editor
- Sample radio PSA script
- Sample print PSA

Impaired Driving

April/May 2005

Calendar Event

Cinco de Mayo

Primary Purpose

To leverage this growing day of festivities to alert the target audiences of the real dangers of impaired driving, and to promote the use of designated drivers at all times.

Window of Opportunity

April 25-May 5, 2005

Message of Emphasis

Friends Don't Let Friends Drive Drunk.
Designated Driver and Sober Rides

Primary Audiences

All Men 18-34 (with emphasis on Risk Takers and Blue Collars)

College Students (male and female with male skew, ages 18-22)

Secondary Audience

Young Women, ages 21-25, just finishing college or starting first jobs

Event Theme

"A Slice of Lime Won't Make a DUI Go Down Any Easier."
Friends Don't Let Friends Drive Drunk.

Suggested Partnerships and Alliances

Local law enforcement agencies and officials

AAA (American Automobile Association) and taxicab companies with local television and radio stations promoting use of designated drivers and publicizing sober ride options.

Sports bars and restaurants – special push for point-of-purchase displays and special "Designated Drivers Eat Free" or other deals for designated drivers.

Proposed Media Relations Activities

National and state-by-state press releases announcing the special campaign.

Individual releases throughout the period announcing specific partnership/alliance initiatives as outlined above.

Suggested Mini-Planner Components

Unique collateral templates:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for bars, restaurants and convenience stores

Customizable press materials for:

- Suggested talking points
- Basic news release
- Basic fact sheet
- Sample op-ed from state highway safety/law enforcement/public school official
- Sample letter to editor
- Sample radio PSA script
- Sample print PSA

Impaired Driving

June/July 2005

Calendar Event

Summer Sports/Music Festivals including July 4th

Primary Purpose

To remind younger target audiences of the real dangers of impaired driving and to promote the use of designated drivers and safe/sober ride options at all times.

Window of Opportunity

June 13-July 4, 2005

Message of Emphasis

New youth tagline to be developed
Plan Ahead. Designate a Sober Driver Every Time.

Primary Audiences

High School and College Age – male and female with male skew, ages 15-20.

Secondary Audiences

All Men 18-34 (with emphasis on Risk Takers and Blue Collars)

Young Women, ages 21-25, just finishing college or starting first jobs

“Newly Arrived” Latino Immigrants – primarily male, ages 18-34

Event Theme

“Don’t Turn Your Summer Into a Bummer.”
Tagline TBD.

Suggested Partnerships and Alliances

Local law enforcement agencies and officials

RADD (Recording Artists, Actors and Athletes Against Drunk Driving) – with a special emphasis on reaching the targets and delivering the message at summer concert/music festival and sports venues.

TEAM Coalition with emphasis on major league and minor league baseball at the ballparks throughout the summer.

Summer Soccer to reach Latino audience

AAA (American Automobile Association) and taxicab companies with local television and radio stations promoting use of designated drivers and publicizing sober ride options.

Proposed Media Relations Activities

National and state-by-state same-day press releases announcing new youth tagline initiative and activities.

Explore the use of summer-long “Name and Shame” publicity campaigns in conjunction with daily newspapers where those arrested for impaired driving are listed in a special box in the newspaper each week as a further deterrent to driving while impaired.

National press conference, news release and video news release highlighting the weekend’s “Memorial on the Mall” tribute featuring the placement of one small American flag for each impaired driving fatality across the nation during the previous year. Similar same-day events can be held at each state capitol featuring state flags corresponding to the number of impaired driving fatalities in the state during the preceding year.

Individual releases throughout the period announcing specific partnership/alliance initiatives as outlined above.

Suggested Mini-Planner Components

Unique collateral templates for:

- Art for guerrilla marketing indoor restroom boards at summer music and sports venues
- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for bars, restaurants and convenience stores
- Uniquely designed “Forward to Five Friends” viral marketing e-mail
- Movie screen art

Customizable press materials for:

- Suggested talking points
- Basic news release
- Basic fact sheet
- Sample op-ed from state highway safety/law enforcement/public school official
- Sample letter to editor
- Sample radio PSA script
- Sample print PSA

Impaired Driving

August/September 2005

Calendar Event

You Drink & Drive. You Lose. National Enforcement Crackdown

Primary Purpose

To generate maximum exposure for national impaired driving enforcement crackdown.

Window of Opportunity

August 15-September 5, 2005

Message of Emphasis

You Drink & Drive. You Lose.

Primary Audiences

All Men 18-34 (with emphasis on Risk Takers and Blue Collars)

College Students (male and female with male skew, ages 18-22)

Secondary Audiences

Men, ages 35-59, higher income, professional/managerial

Young Women, ages 21-25, just finishing college or starting first jobs

Event Theme

You Drink & Drive. You Lose.
Your License. Your Freedom. Your Life.

Suggested Partnerships and Alliances

National, state and local law enforcement agencies

TEAM Coalition – with emphasis on Major League Baseball (MLB) and National Football League (NFL) – in conjunction with start of NFL season

Mothers Against Drunk Driving (MADD)

Proposed Media Relations Activities

National and state-by-state same-day press conferences and news releases announcing the mobilization.

Prepackaged video news release geared toward medium and small-sized markets.

National press interviews on programs like ABC Good Morning America, NBC Today, CBS Early Show, FOX Mornings, etc., and national radio shows and networks.

Satellite media tour focused on top national TV markets, etc.

Ideally release national state-by-state results of official alcohol fatality numbers

Individual releases throughout the period announcing specific partnership/alliance initiatives as outlined above.

Suggested Mini-Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays
- Uniquely designed “Forward to Five Friends” viral marketing e-mail

Customizable press materials for:

- Suggested talking points
- Basic news release
- Basic fact sheet
- Sample proclamation endorsing mobilization
- Sample op-ed from state highway safety/law enforcement official
- Sample letter to editor
- Sample radio PSA script
- Sample print PSA
- Fill-in-the-blank press release for Congressional office use in declaring support for crackdown

Impaired Driving

October 2005

Calendar Event

Halloween

Primary Purpose

To leverage the burst of holiday hype surrounding Halloween and layer on a new reminder of the real risk of death, disfigurement or disability that comes from impaired driving.

Window of Opportunity

October 17-31, 2005

Message of Emphasis

Friends Don't Let Friends Drive Drunk.

Primary Audiences

All Men 18-34 (with emphasis on Risk Takers and Blue Collars)

College Students (male and female with male skew, ages 18-22)

Secondary Audience

Young Women, ages 21-25, just finishing college or starting first jobs

Event Theme

*"Don't Turn Halloween Into a Nightmare.
Friends Don't Let Friends Drive Drunk."*

Suggested Partnerships and Alliances

Local law enforcement agencies and officials

AAA (American Automobile Association) and taxicab companies with local television and radio stations promoting use of designated drivers and publicizing sober ride options;

National restaurant and bar chains (Friday's, Bennigan's, Ruby Tuesday's, etc.) – "Designated Drivers Eat Free" or other special deals/benefits

Proposed Media Relations Activities

Press conferences in hospital emergency rooms or in front of severely wrecked cars from impaired driving crashes to announce the holiday initiative.

Individual releases throughout the period announcing specific partnership/alliance initiatives as outlined above.

Suggested Mini-Planner Components

- Unique collateral templates for:
 - Handout card art
 - Window static clings/bumper stickers
 - Coaster/napkin art
 - Poster art
 - Point-of-purchase displays for sports arenas
 - Uniquely designed "Forward to Five Friends" viral marketing e-mail

Customizable press materials for:

- Suggested talking points
- Basic news release
- Basic fact sheet
- Sample op-ed from state highway safety/law enforcement official
- Sample letter to editor
- Sample radio PSA script
- Sample print PSA

Impaired Driving

December 2005

Calendar Event

Holiday Season/New Year's Eve

Primary Purpose

To remind all New Year's holiday partygoers of the real dangers of driving while impaired– and to promote the use of designated drivers – and safe/sober ride options.

Window of Opportunity

December 1, 2005 – January 2, 2006

Message of Emphasis

Friends Don't Let Friends Drive Drunk.

Primary Audiences

All Men 18-34 (with emphasis on Risk Takers and Blue Collars)

College Students (male and female with male skew, ages 18-22)

Secondary Audiences

Men, ages 35-59, higher income, professional/managerial

Young Women, ages 21-25, just finishing college or starting first jobs

Event Theme

*"This Holiday Season, If You Catch a Buzz, Catch a Ride."
Friends Don't Let Friends Drive Drunk."*

Suggested Partnerships and Alliances

State and local law enforcement agencies and officials;

Mothers Against Drunk Driving

National partners of Drunk & Drugged Driving Prevention Month

National movie theater chains – to unveil anti-impaired driving movie preview screens during this peak holiday movie season

AAA (American Automobile Association) and taxicab companies with local television and radio stations promoting use of designated drivers and publicizing sober ride options;

National restaurant and bar chains (Friday's, Bennigan's, Ruby Tuesday's, etc.) – "Designated Drivers Eat Free" or other special deals/benefits

Proposed Media Relations Activities

National and state press releases highlighting proclamations of Drunk and Drugged Driving Prevention Month and announcing active support for MADD's Tie One on for Safety "Project Red Ribbon" holiday memorial campaign (that features use of red lapel ribbons, red ribbons on cars, red ribbons wrapping public places, etc.) throughout the month.

Work with national and state partners to set up same-day multiple state memorials in state capitals or major market cities to memorialize the victims of impaired driving crashes. Use personal testimonials to underscore the human tragedy and visual symbols such as candlelit luminaries, strategic placement of empty shoes, etc., symbolizing each fatality to underscore the number of lives lost in each state each year to impaired driving.

Individual releases throughout the period announcing specific partnership/alliance initiatives as outlined above.

Suggested Mini-Planner Component

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for sports arenas
- Uniquely designed "Forward to Five Friends" viral marketing e-mail
- Art for movie preview screens

Customizable press materials for:

- Suggested talking points
- Basic news release
- Basic fact sheet
- Sample op-ed from state highway safety/law enforcement official
- Sample letter to editor
- Sample radio PSA script
- Sample print PSA
- Sample proclamation for National 3D Month

Occupant Protection

Occupant Protection – An Overview

Safety Belts

Safety belt use clearly saves lives and prevents injuries. Yet our observational research (NOPUS, 2004) indicates that 20 percent of all U.S. drivers choose not to wear their belts.

We estimate that 15,000 deaths were prevented in 2003 through belt use.

In saving lives and preventing injuries, belt use saves an estimated \$50 billion annually in costs to society (medical costs, lost productivity, and other injury-related costs).

An estimated 5,700 more lives could be saved and 143,000 needless injuries could be prevented each year if all Americans wore their belts on every highway trip.

Approximately 60 percent of those killed in highway crashes each year are not wearing their belts. The percentages are even higher for teenage victims (64%) and young adults (68%).

We estimate that 1,400 more lives could be saved each year if all 50 states had primary safety belt laws.

Child Passenger Safety

Just as importantly, there is still much work to do in ensuring the safety of America's children in our motor vehicles.

Although 94 percent of infants and toddlers up to age 4 are now riding restrained in child safety seats, less than 10 percent of kids age 4-8 – who should be riding in booster seats – are in them.

A 2002 study in six states reports that nearly 12% of children under 80 pounds were not restrained by either a Child Restraint System (CRS) or adult safety belt.⁶

Even when CRSs are used, the number of young child passengers in vehicles who are improperly placed/restrained in a CRS is at an alarmingly high rate of 72.6 percent.

CRS misuse or moving a child from a CRS into an adult safety belt prematurely exposes the young passenger to higher risk of serious injury in the event of a vehicle crash.

Young children (who are not large enough to wear an adult seat belt) are 3.5 times more likely to sustain a significant injury – and 4.2 times more likely to sustain a significant head injury – than children using child safety seats or booster seats.⁷

As children get older, the rate of CRS use drops. Furthermore, older children do not necessarily “graduate” to use of a safety belt, as many as 19% of children ages 8 to 15 travel unrestrained.

Child safety seats reduce the risk of fatal injury by 71 percent for infants and by 54 percent for toddlers in passenger cars. In light trucks, the corresponding reductions are 58 percent for infants and 59 percent for toddlers.

In 2002, the lives of an estimated 376 children under age 5 were saved as a result of child restraint use. If 100 percent of motor vehicle occupants under 5 years old had been protected by child safety seats, an estimated 485 lives could have been saved.

Continual communication with the target market is necessary due to a perpetual supply of new parents responsible for protecting child passengers. Further, such communication continuity is needed because of ongoing upgrades and design changes to CRS models (such as LATCH systems) and changes to occupant protection laws in states.

But what is clear is that child safety and booster seats are essential. In 2001, 84 percent of infants involved in a fatal crash who were restrained in a child safety seat survived; only 42 percent of those who were unrestrained lived.

Strategic Summary – Occupant Protection

During 2005, we will implement a marketing program to deliver a year-round series of important occupant protection messages.

Occupant Protection

The cornerstone of the program will, of course, be the national “Click It or Ticket” enforcement mobilization during the Memorial Day period, supported by paid national media advertising and national earned media activities. Interspersed around the mobilization will be a series of calendar-driven marketing events that will promote our core occupant protection messages year-round.

Understanding the Target Audiences

Safety Belts

Primary Audience During the Enforcement Mobilization

During the “Click It or Ticket” enforcement mobilization, the primary target audience for paid-media buys will continue to be men ages 18 to 34, which includes those who typically don’t wear safety belts, as well as part-time users. Assessment of past mobilization efforts have shown that targeting this demographic group for paid-media buys resulted in favorable outcomes.⁸

Target Audiences During Non-Mobilization Periods

Several additional audiences have been identified and will be targeted with specific outreach activities during the rest of the year. These include:

Segment #1 – 18-34 year-old rural males who drive pickup trucks

Segment #2 – Teens

Segment #3 – Tweens

Segment #4 – Hispanics

Segment #5 – Blacks

A brief profile follows on each of these to help us better understand who they are, how to reach them and preferred approaches in motivating them.

Occupant Protection

SEGMENT #1 – 18-34 YEAR-OLD MALES WHO DRIVE PICKUP TRUCKS

PRIMARY SEGMENT #2 – TEENS

Demographics

- Men, ages 18-34; live in rural areas; drive pickup trucks; generally mid-scale or lower household incomes and affluence; married with children; work in agricultural, industrial, mining, construction and other types of generally blue-collar occupations

Demographics

- Teenage drivers, ages 16-20

Lifestyle and social characteristics that lead to problem behavior

- Compared to non pickup truck drivers, more likely to not wear belts because they “don’t like being told what to do.”
- May consider belts as an abridgement of their sense of freedom
- Compared to non pickup truck drivers, they cite more reasons (i.e., excuses) for not wearing belts
- Generally engage in riskier behaviors, compared to most other adults
- Other factors that likely lead to non-use or only occasional use of belts:
 - Sense of invincibility
 - Less chance of being ticketed (especially in rural areas)- Physical size of truck leads to belief that it’s safe
 - Not in habit of wearing belt

Lifestyle and social characteristics that lead to problem behavior

- The “most important reason” for non-use of belts is “I forgot to put it on”; the second and third ranked reasons (respectively) are “I’m driving only a short distance” and “The belt is uncomfortable.”
- Compared to older drivers, they cite more reasons (i.e., excuses) for not wearing belts
- Males, in particular, generally engage in riskier behaviors, compared to most other adults
- Significantly more likely than older drivers to agree with these statements:
 - “Seat belts are just as likely to harm you as help you.”
 - “Putting on a seat belt makes me worry more about being in an accident.”
 - “An accident close to home is usually not as serious as an accident farther away.”
 - “I would feel self-conscious around my friends if I wore my seat belt and they did not.”

Selected media and lifestyle preferences

- Television is the primary medium for entertainment, news and other information
- Frequent use of the Internet (also for entertainment and information), particularly among wealthier and/or more highly educated sub-segments
- Enjoy watching major sports and NASCAR
- Enjoy participating in outdoor sports and recreational activities, such as hunting and fishing
- Computer game and video game enthusiasts

Selected media and lifestyle preferences

- Television is the primary medium for entertainment, news and other information
- Frequent use of the Internet (also for entertainment and information)
- View themselves as part of the MTV generation; not likely to be offended by messages that are off-beat, daring or politically incorrect
- Computer game and video game enthusiasts
- Comfortable with and skilled at using advanced telecommunications technology

What we should say or show about part-time belt usage that resonates with them

- Expense of paying a fine
- Hassles and costs related to being injured in an accident
- Possibility of job loss (and therefore, his and family’s primary source of income) due to injury in an accident; “wear it for your family”
- Facts (especially those reflecting high numbers of fatalities and injuries among this demographic group)
- Connote belt use as a smart thing to do, rather than something that’s required

What we should say or show about part-time belt usage that resonates with them

- Threat of having to pay a fine
- Threat of accident/injury caused by “the other driver”
- Reward or incentive program for wearing belts
- Peer “pressure” and promotion (including promotion of belt use by admired celebrities (but only if they have relevant stories to tell) and/or real victims)
- Possibility of loss of job skills or educational advancement, due to injury in an accident
- Among males, particularly: graphic messages and images that stimulate higher perceived risk and anxiety

Introduction and Overview

SEGMENT #3 – TWEENS	SEGMENT #4 – HISPANICS
<p>Demographics</p> <ul style="list-style-type: none"> Boys and girls ages 8 to 15 who, due to age and/or size, no longer are required to sit in child safety seats or booster seats 	<p>Demographics</p> <ul style="list-style-type: none"> First-generation Hispanics; especially males; live primarily in urban areas; states with the predominant share of the Hispanic population: California, Florida, New York, Texas
<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Safety belts are uncomfortable If parents don't always wear their safety belts, their children also are less likely to wear belts Self-conscious about wearing belt if other passengers (especially peers) aren't using belts Safety belts aren't "cool" Belief that restraint is not necessary for "short trips" Forgetfulness (on the part of the driver and/or the tween passenger) If tween passenger is in the back seat, perception that belts aren't really necessary in the back seat (i.e., no threat of windshield or dashboard injury) 	<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Unfamiliar with safety belt laws More likely than non-Hispanics to not use belts because of belief that "probability of being in a crash is too low" Significantly more likely than non-Hispanic drivers to agree with these statements: <ul style="list-style-type: none"> "Seat belts are just as likely to harm you as help you." "Putting on a seat belt makes me worry more about being in an accident." "An accident close to home is usually not as serious as an accident farther away." "I would feel self-conscious around my friends if I wore my seat belt and they did not." "If it's your time to die, you'll die, so it doesn't matter whether you wear your seat belt." (Comment: These mirror the same attitude statements of the Blacks segment) Some indication that Hispanic men perceive belts as "not macho" and that wearing belts make them look paranoid For some, the safety belts in their vehicles are damaged and inoperable
<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Depending on age, TV viewership ranges from Cartoon Network to MTV and VH1. Also attracted to comedy-type shows, as well as cable TV's Comedy Central. Music enthusiasts, with a repertoire of music preferences that includes rock, urban, Hispanic, contemporary hits and alternative. Computer game and video game enthusiasts Parents highly involved in the child's activities, ranging from youth sports to performing arts 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> TV networks with highest ratings of Hispanic viewers: Univision and Telemundo Televised sports of high interest: Major League baseball, NBA basketball, college football, and professional soccer Frequent radio listeners; top formats are news/talk, adult contemporary and contemporary hit radio
<p>What we should say or show about part-time belt usage that resonates with them</p> <ul style="list-style-type: none"> Threat of injury that will interrupt participation in sports, music, dance, and various other quality-of-life activities School-based information/education programs and literature (for both children and parents) Facts about types of injuries, numbers of fatalities, etc. Reward or incentive program for wearing belts Peer "pressure" and promotion (including promotion of belt use by admired celebrities (but only if they have relevant stories to tell) and/or real victims) Leverage parents' longings and drives to "do the right thing," to be "good/smart parents," and to be protectors of their children 	<p>What we should say or show about part-time belt usage that resonates with them</p> <ul style="list-style-type: none"> Threat of being stopped by police and getting a ticket Educational/informational based programs implemented via faith-based organizations Use Spanish in all communication vehicles; include relevant Spanish images Present real stories of how safety belts saved Hispanic drivers/passengers from injuries Threat of job-ending injury

Introduction and Overview

SEGMENT #5 - BLACKS

Demographics

- African-American adults, with emphasis among men ages 18-34

Lifestyle and social characteristics that lead to problem behavior

- Some consider that buckling a safety belt is a statement of no confidence in the driver's abilities, whether the driver is oneself or another
- Significantly more likely than White drivers to agree with these statements:
 - "Seat belts are just as likely to harm you as help you."
 - "Putting on a seat belt makes me worry more about being in an accident."
 - "An accident close to home is usually not as serious as an accident farther away."
 - "I would feel self-conscious around my friends if I wore my seat belt and they did not."
 - "If it's your time to die, you'll die, so it doesn't matter whether you wear your seat belt."
 - (Comment: These mirror the same attitude statements of the Hispanics segment)
- Some indication that young Black men perceive belts as "not cool" among their peers
- Generally, Blacks have many of the same reasons for non-use as the general population, including driving only a short distance, forgetfulness, discomfort, and concern about wrinkling clothes.

Selected media and lifestyle preferences

- Avid fans of televised professional and college basketball and football. Also watch professional wrestling and boxing.
- Enjoy music (particularly urban, rap and R&B styles) offered via radio, CDs, downloads and live concerts
- Although not motorsports fans, high interest in enhancing their own vehicles (including motorcycles)

What we should say or show about part-time belt usage that resonates with them

- Reminder messages that "it's the law." Also, implication of threat of being stopped by police and getting a ticket.
- Emphasis on the unpreventable and unpredictable risks involved when drivers don't buckle up
- Educational/informational based programs implemented via faith-based organizations, community religious leaders, local health and medical providers, and schools; no one of these single sources is universally trusted, so parallel messages with different messengers may be warranted
- Use culturally relevant themes, images, and media vehicles. Including Black people in the messages is important.
- If enforcement is portrayed, use Black officers so as to not reinforce Blacks' concerns about racial profiling

Occupant Protection

Child Safety Seats

In addition, two other target audiences have been identified for our marketing efforts geared specifically toward increasing the regular and proper use of child safety and booster seats.

Segment #1 – Parents and grandparents of infants and toddlers

Segment #2 – Parents and grandparents of children old/large enough for booster seats

Again, a brief profile and description of each of these two target audiences follows:

Occupant Protection

SEGMENT #1- PARENTS & GRANDPARENTS OF INFANTS AND TODDLERS

Demographics

- Adults; ages 18-34 (parents) and 50+ (grandparents); child(ren) ages 0 to 4; emphasis on residents in rural areas and on people in lower income brackets;

Lifestyle and social characteristics that lead to problem behavior

- Seat misuse. Although the vast majority of parents and grandparents are using child safety seats (and think they are being used properly), many of the seats are being used incorrectly; for example:
 - Loose and/or poorly attached straps
 - Damaged straps, seat shells and other parts
 - Retainer clip misuse
 - Positioned in front seat
 - Facing the wrong direction
 - In a hurry and/or dealing with inclement weather; don't take time to properly adjust straps, etc.
 - Economic constraints
 - General indifference to safety; correlation between adult driver not wearing safety belt and child passenger(s) being unrestrained/improperly restrained
- Among parents of toddlers, perception that a regular safety belt is sufficient

Selected media and lifestyle preferences

- Highly attentive to information, topics, how-to's and tips on raising children

What we should say or show about non-use and/or misuse of child safety seats that would change behavior

- Appeal to parents'/grandparents' desires to do whatever is best for the child's well-being and safety
- Present proper use of safety seats as a serious, life-or-death matter
- Explain how misuse of a safety seat can be as dangerous as non-use
- Via a variety of community outreach programs and venues (e.g., faith-based organizations, public health centers, medical providers, major media) inform and educate people about the importance of proper use and how to ensure proper use
- Enlist support from health insurance and auto insurance companies to remind policy holders of the importance of proper use
- Provide facts about the types and numbers of injuries associated with non-use and misuse

SEGMENT #2 – PARENTS & GRANDPARENTS OF CHILDREN NEEDING BOOSTER SEATS

Demographics

- Adults; ages 25-39 (parents) and 50+ (grandparents); child(ren) ages 5 to 8 (approximately 40 to 80 pounds in weight); emphasis on residents in rural areas and on people in lower income brackets;

Lifestyle and social characteristics that lead to problem behavior

- Economic constraints
- Booster seat not needed for "short trips"
- General indifference to safety; correlation between adult driver not wearing safety belt and child passenger(s) being unrestrained/improperly restrained
- Perception that a regular safety belt is sufficient
- Extra passengers in vehicle, limiting available space for the booster seat
- Child knows how to "escape" from seat
- Child complaints (especially regarding comfort and/or not wanting to have to be "in a baby seat")

Selected media and lifestyle preferences

- Highly attentive and interested in information, topics, how-to's and tips on raising children
- Children at this age are active in organized sports, recreational activities, scout groups, performing arts, etc. Parents are responsible for transportation to/from activities.

What we should say or show about booster seat non-use that would change behavior

- Threat of having to pay a fine
- Threat of accident/injury caused by "the other driver"
- Reward or incentive program for wearing belts
- Peer "pressure" and promotion (including promotion of belt use by admired celebrities (but only if they have relevant stories to tell) and/or real victims)
- Possibility of loss of job skills or educational advancement, due to injury in an accident
- Among males, particularly: graphic messages and images that stimulate higher perceived risk and anxiety

Occupant Protection

The National Mobilization

The cornerstone of our national communications program will, of course, be the national "Click It or Ticket" enforcement mobilization during the Memorial Day period supported by paid national media advertising and national earned media activities.

2005 National Mobilization – "Click It or Ticket"

- Earned Media Period: 5/13 – 6/5
- Advertising Paid Media: 5/16 – 29
- Enforcement Period: 5/23 – 6/5

While specific details for the 2005 mobilization are still to be determined, it should closely resemble the activities surrounding the 2004 National "Click It or Ticket" mobilization, which mobilized state and local law enforcement agencies across the country for a two-week enforcement blitz targeting individuals who were not wearing their safety belts. The mobilization was supported by a two-week paid media advertising campaign to create widespread awareness of the enforcement period.

As noted above, the primary target audience for the mobilization period was men ages 18-34, skewed towards young men who drive pickup trucks. In addition, for this campaign newly-arrived male Latino immigrants and African American men were considered secondary and tertiary targets respectively. Assessments of past

mobilization efforts have shown that targeting these high-risk demographic groups with paid media buys for enforcement campaigns has resulted in increased safety belt use.

For reference, a summary of the 2004 "Click It or Ticket" National Paid Media Plan is included in the Appendix of this plan under Exhibit 2, page A-6.

Bridging the Mobilizations

Our efforts for 2005 will also feature a series of calendar-specific marketing events that help us deliver our core occupant protection messages year-round. These calendar-specific marketing events are outlined in more detail beginning on page 44.

Over the course of the year, specific events and messages will address a number of different target-audience segments. For safety belts, five segments will be targeted including 18 to 34 year-old rural males who drive pickup trucks, teens, tweens, Hispanics and blacks. For child passenger safety emphasis, two additional segments will be targeted: parents and grandparents of infants and toddlers, and parents/grandparents of children old/large enough for booster seats.

Core Campaign Messages

Throughout these activities, we will utilize several different creative taglines to promote our core occupant protection messages to different audiences.

Occupant Protection

Listed below are our core campaign messages, along with rationale behind their use. For examples of when these messages might be used throughout the year, and for examples of how they might be executed, please refer to the Proposed Calendar of Year-Round Marketing Activities beginning on page 44.

PLATFORM	RATIONALE	AUDIENCE	TAGLINE
Enforcement/Criminal Justice	Anchored in enforcement efforts and should only be used during mobilizations. Communicates a strong, straightforward message: If you don't wear a safety belt, you will get a ticket, no second chances, no excuses. If used without a mobilization, this message could become diluted, especially in states with only secondary safety belt laws.	Males, ages 18-34	"Click It or Ticket"
Social norming	Soft-sell message that does not mention enforcement. Includes both safety belts and child passenger safety seats, so it has more of a family focus. Also has a "road trip" emphasis, telling the audience to buckle up every time, regardless of how short the trip may be.	Families (males and females ages 25-54)	Buckle Up America. Every Trip. Every Time.
Social norming	This breaks down how children move through the various safety seat stages into four segments, making it easy to digest and remember: infant, toddler, booster and safety belt. By following these steps, parents can help prevent their children from injury or death.	Families with children ages birth to eight.	4 Steps for Kids
Social norming	This is designed to educate parents of young children who have outgrown their toddler seat that a booster seat is a lifesaving transition to an adult seat belt.	Parents of children ages 4-8	NHTSA-Ad Council booster seat campaign

Detailed event mini-planners or toolkits will be made available to our partners on www.buckleupamerica.org three months prior to the beginning of the event in order to give our partners time to initiate their own planning activities. The mini-planners will include helpful research, information, strategy, targets and downloadable marketing tools to help our partners develop more effective communications activities coordinated with the national program.

In many cases, the mini-planners will also outline guerrilla marketing and nontraditional media ideas that will make the programs more effective at minimal cost to our partners, as well as corporate and sports marketing partnerships to be explored for additional promotional support. These promotional partnerships will be announced or included in the mini-planners as appropriate.

Occupant Protection

A Proposed Calendar of Year-Round Marketing Activities in Support of Safety Belts and Child Safety/Booster Seats

To reach out to and remain in regular, recurring contact with a targeted majority of America's part-time safety belt users and non-users, as well as parents and grandparents of young children who need to be using child passenger safety seats and booster seats correctly, a variety of specific year-round event initiatives with proposed alliances and activities is outlined on the pages that follow, beginning with Valentine's Day and Child Passenger Safety Week.

These promotional ideas are offered only to support and assist state and local partners in developing their own unique promotional programs and activities.

It is our hope that our many marketing partners will review the themes and activities provided in this plan, as well as the ongoing series of mini-planner resources made available throughout the year in both English and Spanish versions on www.buckleupamerica.org, and then tailor these ideas and resources to fit their own unique marketing objectives, situations and needs.

For instance, there may be some cases where a "non-enforcement" theme line is suggested around a particular holiday or event opportunity in this plan, but if a local partner intends to include a strong and visible law enforcement blitz as part of their event effort, then clearly an enforcement-driven theme line such as "Click It or Ticket" should be considered or incorporated instead.

Occupant Protection

February 2005

Calendar Event

Valentine's Day/Child Passenger Safety Week

Primary Purpose

To leverage the holiday hype and commercial promotion centered around Valentine's Day to remind all parents to always "protect the ones you love" by wearing their own safety belts and by making sure their children are always safe and restrained in moving vehicles.

Window of Opportunity

February 13-February 19, 2005

Message of Emphasis

Buckle Up America

Primary Audiences

All parents of young children

Part-time belt users and their family members: (Elite Suburbs, Affluentials, Urban Mid-Scale, 2nd City Centers, 2nd City Blues)

Event Theme

*"Nothing Says I Love You Like a Booster Seat Click."
Buckle Up America. Every Trip. Every Time."*

Suggested Partnerships and Alliances

The Advertising Council (NHTSA-Ad Council's Booster Seat campaign)

National, state and local law enforcement agencies and officials

Stores that sell seats

In-store displays and/or shopping bag/carts PSA ads with major national grocery store chains (e.g., Safeway, Kroger, Giant, Harris Teeter, etc.)

National hospital chains (e.g., HCA) and local regional hospitals

Proposed Media Relations Activities

National and state-by-state simultaneous same-day news releases announcing the special Valentine's Day initiative and proclaiming National Child Passenger Safety Week.

Individual press releases throughout the period announcing specific partnership/alliance initiatives as outlined above.

Suggested Mini-Planner Components

Unique collateral templates for:

- Handout card
- Static cling art
- In-store poster art
- Point-of-purchase displays for use in stores
- Uniquely designed "Forward to Five Friends" viral marketing e-mail message

Customizable press materials for:

- Suggested talking points on the Valentine's Day initiative
- Basic news release
- Basic fact sheet
- Sample op-ed from state highway safety official
- Sample letter to editor
- Sample radio PSA script

Occupant Protection

May/June 2005

Calendar Event

"Click It or Ticket" National Mobilization

Primary Purpose

Maximum enforcement visibility and publicity about enforcement blitz

Window of Opportunity

May 13-June 5, 2005

Message of Emphasis

"Click It or Ticket"

Primary Audiences

All Men, aged 18-34 with special emphasis on rural pickup truck drivers, Hispanics and African Americans

Secondary Audience

Part-time belt users and their family members (Elite Suburbs, Affluentials, Urban Mid-Scale, 2nd City Centers, 2nd City Blues)

Event Theme

"Click It or Ticket"

Suggested Partnerships and Alliances

National, state and local law enforcement agencies and partners (IACP, NOBLE, HAPCOA, etc.)

TEAM with special emphasis on NASCAR – to expand on preexisting partnership to involve more racetracks and more drivers and publicity opportunities – as well as Major league baseball – to build on existing NHTSA relationship to stretch throughout major league cities, but also through the minor-league club cities

Proposed Media Relations Activities

National and state-by-state simultaneous same-day press conferences and news releases announcing the mobilization.

Prepackaged video news release geared toward medium and smaller-sized markets.

National press interviews on ABC Good Morning America, NBC Today, CBS The Early Show, FOX Fox and Friends, etc., national radio shows and networks, etc.

Satellite media tour focused on top national TV markets.

Individual releases throughout the period announcing specific partnership/alliance initiatives as outlined above.

Suggested Mini-Planner Components

Unique collateral templates for:

- Handout card
- Static cling art
- Poster art
- Uniquely designed "Forward to Five Friends" viral marketing e-mail message

Customizable press materials for:

- Suggested talking points
- Basic news release
- Basic fact sheet
- Sample proclamation endorsing mobilization
- Sample op-ed from state highway safety official
- Sample letter to editor
- Sample radio PSA script
- Fill-in-the-blank release for Congressional offices

Occupant Protection

July/August 2005

Calendar Event

Summer Sports and Recreation

Primary Purpose

To use the heavily traveled and active summer season immediately after the July 4th impaired driving focus as a reminder to non-belt users and part-time belt users, particularly teen drivers, young males and pickup truck drivers in hard to reach rural areas, to buckle up – every trip, every time.

Window of Opportunity

July 11-August 14, 2005

Message of Emphasis

Buckle Up America. Every Trip. Every Time.

Primary Audiences

All Men, 18-34, with special emphasis on rural pickup truck drivers

Teenage drivers, male and female, ages 15-20

Secondary Audiences

Hispanics and African Americans

Part-time belt users (Elite Suburbs, Affluentials, Urban Mid-Scale, 2nd City Centers, 2nd City Blues)

Event Theme

*“Windshields Should Smash Bugs. Not People.
Buckle Up America. Every Trip. Every Time.”*

Suggested Partnerships and Alliances

National, state and local law enforcement agencies and partners

National auto manufacturers and state auto dealer associations – for point-of-purchase displays/visor wraps/etc. as new vehicle models/trucks are pre-viewed at dealerships

State Outdoor Advertising Associations – for the donation of billboard space on the nation’s major thoroughfares

TicketMaster/Summer concert venues and festivals

Summer softball and soccer leagues

Proposed Media Relations Activities

National and state-by-state simultaneous same-day news releases announcing the special initiative.

National video news release package to announce initiative.

Individual releases throughout the summer announcing specific partnership/alliance initiatives as outlined above.

Suggested Mini-Planner Components

Unique collateral templates for:

- Handout card
- Static cling art
- Bumper strip art
- Point-of-purchase displays for use at convenience stores
- Outdoor advertising art
- Logo signage for local truck trailer placement
- Uniquely designed “Forward to Five Friends” viral marketing e-mail message

Customizable press materials for:

- Suggested talking points
- Basic news release
- Basic fact sheet
- Sample op-ed from state highway safety or law enforcement official
- Sample letter to editor
- Sample radio PSA script

Occupant Protection

September/October 2005

Calendar Event

Back at School/Family Routines

Primary Purpose

To use the settling-back-into-the-school-year routine as a time to remind all "tweens" and early teenage drivers (as well as parents of school-age children) of the need to always wear their safety belts every time and every trip.

Window of Opportunity

September 14-October 9, 2005

Message of Emphasis

Buckle Up America

Primary Audiences

Teens, "tweens" and children of part-time belt users (Elite Suburbs, Affluentials, Urban Mid-Scale, 2nd City Centers, 2nd City Blues)

Event Theme

"Show Up for School in the Belt Everyone's Wearing. Buckle Up America. Every Trip. Every Time."

Suggested Partnerships and Alliances

The Advertising Council

National, state and local law enforcement agencies and partners

Coca-Cola and McDonald's – or Pepsi and Taco Bell – for a Buckle Up for Bucks "free drink with purchase" coupon offer for drivers and all of their child/"tween" passengers observed in booster seats and/or wearing their safety belts when going through the drive-through windows of the participating local restaurants.

Wal-Mart, Staples or Office Depot for Buckle Up America/back-to-school supplies advertising and in-store promotions.

School PTAs and student newspapers promoting the Buckle Up message and promotional items outlined above.

Proposed Media Relations Activities

National and state-by-state simultaneous same-day news releases announcing the family-focused "back at school" initiative.

Individual releases throughout the period announcing specific partnership/alliance initiatives as outlined above.

Suggested Mini-Planner Components

Unique collateral templates for:

- Handout card
- Static cling art
- Bumper strip art
- School and in-store poster art
- Point-of-purchase displays for use in Buckle Up for Bucks promotions
- Uniquely designed "Forward to Five Friends" viral marketing e-mail message
- Book cover art

Customizable press materials for:

- Suggested talking points on the fall initiative
- Drop-in article for college/high school student newspapers
- Basic news release
- Basic fact sheet
- Sample op-ed from state highway safety official
- Sample letter to editor
- Sample radio PSA script

Occupant Protection

November 2005

Calendar Event

Thanksgiving Weekend Travel

Primary Purpose

To use the holiday hype and the heavily traveled Thanksgiving weekend as a way to remind part-time belt using adults of the need to always wear their safety belts and to ensure that all of their passengers are always buckled up.

Window of Opportunity

November 14 - 27, 2005

Message of Emphasis

Buckle Up America

Primary Audiences

Part-time belt users and their family members (Elite Suburbs, Affluentials, Urban Mid-Scale, 2nd City Centers, 2nd City Blues)

Event Theme

"Tighten Your Belt Before and After Thanksgiving Dinner. Buckle Up America. Every Trip. Every Time."

Suggested Partnerships and Alliances

National, state and local law enforcement agencies and partners

In-store displays and/or shopping bag/carts PSA ads with major national grocery store chains (e.g., Safeway, Kroger, Giant, Harris Teeter, etc.)

Proposed Media Relations Activities

National and state-by-state simultaneous same-day news releases announcing the Thanksgiving holiday safety belt initiative.

National video news release package "celebrity car crash survivor" to announce the Thanksgiving initiative.

Designate the Monday before Thanksgiving as "National Safety Belts Save Lives Day" and build toward a week of human interest feature stories/testimonials from crash survivors, including some celebrities who owe their survival, or that of their passengers, to the regular use of a safety belt. The testimonials should be geared to offer thanks during this time of thanksgiving.

Individual releases throughout the period announcing specific partnership/alliance initiatives as outlined above.

Suggested Mini-Planner Components

Unique collateral templates for:

- Handout card
- Static cling art
- In-store poster art
- Point-of-purchase displays for use in the grocery stores
- Uniquely designed "Forward to Five Friends" viral marketing e-mail message
- Artwork for grocery bags

Customizable press materials for:

- Suggested talking points on the Thanksgiving initiative
- Basic news release
- Basic fact sheet
- Sample state proclamation for "State Safety Belts Save Lives Day"
- Sample op-ed from state highway safety official
- Sample letter to editor
- Sample radio PSA script

References/Footnotes

References/Footnotes

www.nhtsa.dot.gov

- **Traffic Safety Facts** reports and fact sheets published annually by the National Center for Statistics and Analysis (NCSA)
- **National Occupant Protection Use Survey** (NOPUS), an annual observation study to measure safety belt use rates
- **Motor Vehicle Occupant Safety Survey** (MVOSS), a biennial national telephone survey on occupant protection issues
- **Prevention of Impaired Driving: Research and Recommendations**, a report regarding impaired driving target audiences prepared in 2002 by Porter Novelli
- **PRIZM geo-demographic lifestyle segmentation system** (from Claritas, Inc.)
- **Highway Safety in Black/African-American Communities: Issues and Strategies** (September 2002)
- **Highway Safety Needs of U.S. Hispanic Communities: Issues and Strategies** (September 1995)
- **Program Strategies for Increasing Car Seat Usage in Rural Areas** (March 1995)
- **Misuse of Child Restraints** (March 2004)
- **The Premature Graduation of Children from Child Restraints to Vehicle Safety Belts** (October 2000)
- **The Facts to Buckle Up America, a series of 2003 “white papers” focusing on safety belt usage among African-Americans, Hispanics and Teens**
- **Increasing Seat Belt Use Among Part-Time Users: Messages and Strategies** (February 1998)

Footnotes

¹ NHTSA News Release 38-02, May 2, 2003, entitled “Economic Impact of U.S. Motor Vehicle Crashes.”

² NHTSA’s study, DOT HS 809 404, “Evaluation of NHTSA’s Region IV Click It or Ticket Campaign, May 2001”

³ MADD Web site talking points; MADD attributes info to Dr. Runge in 2001

⁴ NHTSA’s 2003 talking points re: “You Drink & Drive. You Lose.”

⁵ MADD/Taylor, Miller and Cox/Public Services Research Institute Study, 2002

⁶ “Misuse of Child Restraints,” DOT HS 809 671

⁷ “The Premature Graduation of Children from Child Restraints to Vehicle Safety Belts,” June 2001, DOT HS 809 259

⁸ “May 2003 “Click It or Ticket” Safety Belt Mobilization Evaluation,” DOT HS 809 694

EXHIBIT 1

2004 Impaired Driving Campaign – You Drink & Drive. You Lose.

- I. Flight Dates
 - A. Advertising Campaign (Paid Media): August 20-22 & August 26-September 6
 - B. Enforcement Mobilization Period: August 27-September 12

- II. Budget
 - A. National: \$9 million
 - B. States: \$5 million

- III. Campaign Geography: This campaign ran nationally, and as directed by the administrator, was supported locally in the following states that have high alcohol-related crash and fatality rates: Alaska, Arizona, California, Florida, Georgia, Louisiana, Mississippi, New Mexico, Ohio, Pennsylvania, Texas and West Virginia.

- IV. Media Buying Target Demographic
 - A. Primary: Men 18-34, which included the two sub-groups of Risk Takers (men 18-29) and Blue Collars (men 25-34). Overall, the male 18- to 34-year-old demographic is a high-risk group. Since their behavior is strongly influenced by enforcement, they were the primary target audience for this enforcement crackdown campaign. Generally unaware of blood alcohol content (BAC) levels.

Media & Lifestyle Preferences:
 - TV: HBO, ESPN, Comedy Central, Spike TV, Speed Channel, CMT, etc.
 - Sports, music and pop culture
 - Internet savvy (especially Risk Takers)

 - B. Secondary: “Newly Arrived Latino Immigrants,” men 18-34 who speak primarily Spanish and are unaware of impaired driving laws and blood alcohol content (BAC) levels.

Media & Lifestyle Preferences (Spanish language media):
 - Radio
 - Univision, Telemundo, Telefuturo, etc.
 - Latin music (listening and dancing)
 - High Internet usage on Latino sites only

 - C. High School and College Youth: From an audience perspective, we also targeted high school and college youth, but they have many of the same media and lifestyle preferences as the Risk Taker and Blue Collar targets. Therefore, we considered MTV as a preferred network, which would serve a dual purpose of targeting youth and increasing reach and frequency for the Risk Taker and Blue Collar targets. However, MTV was not cost efficient from a network perspective, so it was considered on a local level for the state buys.

Appendix

- V. Media Strategy: Network broadcast television and cable television served as the primary mediums to deliver the You Drink & Drive. You Lose. campaign message nationally. Network radio was used as a secondary medium to build our message frequency against our target audiences. Network TV provided us with in-program (within the program) commercial placement, which delivers stronger audience numbers than at-the-break (on the half-hour breaks) spot TV commercial placement.
- A. Television Strategy: Despite the fact that our two primary target audience segments, Risk Takers (men 18-29) and Blue Collars (men 25-34), have different profiles, they both tend to have high indexes on the same broadcast and cable TV networks. (See Chart 1 on page A-5.)
1. Reach Through Network Programming: Programming on broadcast networks such as NBC, FOX, UPN and WB did an excellent job of reaching both of these male audience segments. (See Chart 1 on page A-5.)
 2. Reach & Frequency Through Cable Programming: Several cable networks were effective in adding reach and building frequency against both segments. The following cable networks indexed high against the male 18-29 and 25-34 targets and were considered for this campaign: Spike TV, Comedy Central, Fox Sports Net, ESPN, ESPN2, SpeedChannel and MTV. (See Chart 1 on page A-5.)
 3. Dayparts: According to MRI media research data, the following dayparts are the most effective in reaching both of these audiences: selected prime programming (M-SU, 8P-11P), late night (M-SA, 11:30P-1:00A), weekend sports and overnight (1A-6A)*. Therefore, where appropriate we focused our programming in these dayparts.
 4. Days of the Week: The greatest percentage of driver fatalities with a blood alcohol content (BAC) of .08 or higher occurs on weekends. In addition, alcohol consumption tends to skew towards the end of the week and the weekend. Therefore, whenever possible we skewed our media weight towards late-week, weekend and late-night programming. (See Chart 2 on page A-5.)
 5. Hispanic Audience: In order to effectively reach the Hispanic audience, we used a language-appropriate campaign and Hispanic broadcast networks such as Univision and Telemundo, plus cable networks like Galavision that have programming especially suited for our young male Hispanic target.

*The audience size in this time period is relatively small, but the audience composition of men 18-34 is very high and it is a very cost-efficient day part. Subsequently, it enabled us to generate excellent frequency against a very hard-to-reach audience.

Appendix

B. TV Programming Considerations

1. Broadcast TV Networks:

- Saturday Night Live
- Conan O'Brien
- Law & Order
- Fear Factor
- American Idol
- That 70's Show
- Cops
- Smallville
- WWE Smackdown

2. Cable TV Networks:

- NASCAR GFS Marketplace 400 (Michigan)
- NASCAR Sharpie 500 (Tennessee)
- NASCAR Pop Secret 500 (California)
- SportsCenter
- MLB Baseball
- Chappelle's Show
- Mad TV
- South Park
- Funkmaster Flex

C. Radio Strategy: As indicated earlier, radio was used as a secondary medium to increase our reach while generating higher levels of frequency. Radio ran on national networks that delivered a high concentration of all primary target audiences.

1. National Networks: The following networks indexed high for the male 18-29 (Risk Taker) and 25-34 (Blue Collar) targets, and with the exception of ESPN, also index very high for the College Youth target (Source: MRI Spring 2004):

Network	Risk Taker	Blue Collar	College Youth
ABC/ESPN	155	167	76
Premiere Emerald	122	126	87
Westwood One-Next	118	110	185
Westwood One-Source Max	121	114	177
Westwood One-The Edge	139	139	182

Appendix

2. Personality Based Networks: In addition to the national networks listed above we considered personality based networks such as:
 - Don & Mike Show
 - The Tom Leykis Show
 - John Boy & Billy
 - Rick Dees
 - Jim Rome
 - Bob & Tom Show
 - Ryan Seacrest
 3. Dayparts: We tried to take advantage of alcohol consumption habits and the heaviest consumption periods. Whenever possible, we skewed our media weight towards late-week, weekend and late-night dayparts.
 4. Hispanic Audience: Since our Latino target has a strong preference for Spanish-language media, we also focused on networks like Univision Radio and Hispanic Radio Network.
- D. Internet: Based on the information below, we considered several online options to generate additional reach and frequency for the campaign:
1. Overall Usage: According to an April 2004 report on Behavior Patterns of the Internet Generation from the Online Publishers Association (OPA), approximately 72 percent of all 18-34-year-olds are online, the highest percentage of any age group. This age group comprises 38 percent of the total time spent online and 40 percent of the total pages viewed. Additionally, this skew is even more pronounced among 18-34-year-old-men.
 2. Target Market Usage: Our college youth and “Risk” targets are very savvy online users. They not only visit Web sites frequently, but also tend to spend more time online than with any other medium. In addition, they use the Internet as a source of interactive entertainment, e.g., sports fantasy leagues, music sites, etc.
- VI. Media Budget Allocation: Dollars were allocated as closely as possible to the following breakdown in order to achieve our communications goals for our “Risk Taker,” “Blue Collar,” High School/College Youth and Hispanic targets:
- Broadcast television: 48 percent
 - Cable television: 30 percent
 - Radio: 15 percent
 - Hispanic: 5 percent
 - Internet: 2 percent
- VII. Support Activities
- A. Sports Marketing
 1. Sharpie 500 Nextel Series Race, Bristol Motor Speedway, August 28:
 - a. Promoted the YDDYL message on Speedway’s jumbotron.
 - b. Developed and posted a banner ad on Speedway’s Web site (site delivered over one million page views in August)
 2. NASCAR Nextel Cup Race Broadcasts: Running order logo and tagline on TNT during broadcast of the Michigan 400, Sharpie 500 and Pop Secret 500 races.
 - B. Bonus Spots: Taking full advantage of the negotiated PSA/bonus media weight offered by the networks (and SES State’s spot market stations) after the enforcement/crackdown period, we used non-enforcement PSA spots developed by the Ad Council. This added over \$150,000 in PSA/bonus media weight to the national campaign.

Appendix

CHART 1:
Broadcast and Cable Viewing (for YDDYL audience)
(Source: Spring MRI 2004)

Programming	Risk Taker	Blue Collar	College Youth
Cable Networks	Index	Index	Index
Comedy Central	129	126	161
ESPN	147	155	96
FOX Sports	148	156	87
MTV	122	108	210
Speed Channel	160	170	61
Broadcast Networks			
Cops (Fox)	116	117	66
8 Simple Rules (ABC)	103	105	110
Enterprise (UPN)	128	134	128
Fear Factor (NBC)	104	105	145
George Lopez (ABC)	112	110	131
King of the Hill (FOX)	118	115	100
Police Videos (FOX)	129	134	123
The Simpsons (FOX)	128	124	173
24 (FOX)	104	107	87
Smackdown (UPN)	143	144	89

CHART 2:
Percent of Driver Fatalities with BAC of .08 or Higher
Weekday vs. Weekend

(The greatest percentage of driver fatalities with a blood alcohol content (BAC) of .08 or higher occurs on weekends.)

Weekday	24%
Weekend	44%
Weekday, Daytime	10%
Weekday, Nighttime	46%
Weekend, Daytime	19%
Weekend, Nighttime	57%

EXHIBIT 2

2004 Occupant Protection Campaign – "Click It or Ticket"

I. Flight Dates

- Advertising Campaign (Paid Media): May 17-30
- Enforcement Mobilization Period: May 24-June 6

II. Budget

- A. National: \$10 million
- B. States: \$8 million

III. Campaign Geography: This campaign ran nationally, and as directed by the administrator, was supported locally in the following states that have low safety belt usage rates: Arizona, Arkansas, California, Florida, Illinois, Maine, Maryland, Mississippi, Nebraska, Nevada, New Mexico, North Carolina, Oregon, Pennsylvania, Utah, Vermont and Wisconsin.

IV. Media Buying Target Demographic

- A. Primary: Young men, 18-34, with a subgroup including young men who drive pickup trucks. Overall, the male 18- to 34-year-old demographic is a high-risk group. Since their behavior is strongly influenced by enforcement, they were the primary target audience for this enforcement mobilization campaign.

Media & Lifestyle Preferences:

- TV: Late Night, Sports, FOX Prime, Comedy Central, ESPN, Spike TV
- Radio: Alternative, Classic Rock, Sports
- Lifestyle: Attend rock concerts and sporting events, surf the net and play video games

- B. Secondary: "Newly Arrived Latino Immigrants," men 18-34 who speak primarily Spanish and are unaware of the importance of wearing safety belts and unaccustomed to wearing one.

Media & Lifestyle Preferences:

- TV: Strong preference for Spanish language media – Univision, Telemundo, Telefutura, etc.
- Lifestyle: Enjoys Latin music (listening and dancing), soccer and boxing. Avid radio listeners and high Internet usage on Latino sites only.

- C. Tertiary: African American men 18-34

Media & Lifestyle Preferences:

- TV: Late Night, Music, FOX Prime, UPN, BET, Cartoon Network Radio: Alternative, CHR, Rock, Urban
- Lifestyle: Watch NBA, attend rock concerts, go to night clubs, play video games

Appendix

V. Media Strategy: Network broadcast and cable television served as the primary mediums to deliver the 2004 “Click It or Ticket” campaign message nationally. Network radio was used as a secondary medium to build message frequency against our target audiences. Network TV provided us with in-program (within the program) commercial placement, which delivers stronger audience numbers than at-the-break (on the half-hour breaks) spot TV commercial placement.

A. Television Strategy

1. Reach: It is important to reach all members of our male 18-34 demographic, but we wanted to ensure delivery to those in the demographic group who drive a pickup truck. Programming on broadcast networks such as NBC, FOX, UPN and WB not only reaches the male 18-34 audience, but is also effective at reaching those men in the age bracket who drive pickup trucks.
2. Frequency: There are also a number of cable networks that index high and will be effective in building frequency against men 18-34. Those networks include: Spike TV, Comedy Central, Turner Sports/Turner Entertainment, TBS, Adult Swim, and ESPN. Of these networks Spike TV, ESPN and Comedy Central enjoy the highest composition of men 18-34 who drive a pickup truck.
3. African-American Audience: While the Black Entertainment Network (BET) is an effective method to reach the African-American audience, the viewing habits of this group are very similar to those of the general 18-34 male target. Since many of the other broadcast and cable TV networks are well suited to reach this audience, the dollars allocated to this cable network were somewhat limited.
4. Hispanic Audience: The Hispanic audience needs a language-appropriate campaign. Therefore, television networks such as Univision and Telefutera, which have programming suited for our young male Hispanic target, were included in the buy.

B. TV Programming Strategy

1. Reach Through Network Programming: In order to build reach with our target, we used the broadcast networks due to their higher ratings performance over the cable networks. Programming listed below generated the highest ratings against our men 18-34 target:
 - Saturday Night Live
 - Conan O’Brien
 - Law & Order
 - Fear Factor
 - American Idol
 - That 70’s Show
 - Cops
 - Smallville
 - WWF Smackdown
 - NASCAR Coke 600

Appendix

2. Frequency Through Cable Television Programming: To build frequency we turned to the cable television networks. Their program ratings are not as high as broadcast television networks and their rates are lower. Therefore, we were able to add significant frequency to the campaign through programming such as:

- Turner Movies
- The Daily Show
- Seinfeld/Friends/Drew Carey
- Law & Order
- SportsCenter
- NBA Games
- NHL games
- Major League Baseball

3. Maximizing Cable Programming: There are a number of other cable programs that were highly effective in reaching our target of men 18-34, as well as those who drive a pickup truck. The programming we considered is on the Comedy Central cable network. Comedy Central brought some qualities with it that were very helpful in delivering some real advantages in reaching our specific target.

- a. Comedy Central is one of the few networks that specifically targets adults 25-34 with a male skew.
- b. Men 18-34 are typically light viewers of television, and Comedy Central is one of the few cable networks offering a high concentration of this hard to reach audience. These viewers are selective, discriminating and are likely to pay more attention for these reasons. In fact, Comedy Central ranks #1 among measured cable networks for "paying full attention" to the programs on the network.
- c. The programming we considered on Comedy Central, and their male 18-34 ratings are:

Program	Day/Time	Rating
South Park – Premier	Wed 2-10:30p	3.0
South Park – Encore	Wed 10-10:30p	2.1
South Park – Late	Wed 12-12:30a	1.3
Chappelle – Prime	M-Su 7-11p	2.1

These ratings are very significant. For example, the mix of Seinfeld/Drew Carey/Friends on TBS delivers a .9 rating for Men 18-34. Very little programming on cable will deliver ratings like these, with the exception of special sports programming such as the NBA and NHL.

- C. Radio Strategy: As indicated earlier, radio was used as a secondary medium to increase our reach while generating higher levels of frequency.
 1. Radio ran on national networks like Westwood One, ABC Radio Networks, Premiere Radio and Media America that deliver a high concentration of our primary target audience.
 2. In regions where research indicates significantly lower safety belt usage we considered scheduling networks that have a high concentration of affiliate stations in those respective regions.
 3. Overall, the buy focused on network stations with FM signals because they typically reach our male 18-34 target more effectively than AM stations.
 4. Since our Latino target has a strong preference for Hispanic language media, music and radio, we also recommend focusing on networks like Univision Radio that reach the high Hispanic population markets throughout the country.

Appendix

VI. Media Budget Allocation: Dollars were allocated as closely as possible to the following breakdown in order to achieve our communications goals and deliver the general male 18-34, African-American and Hispanic targets.

- Broadcast television: 50 percent
- Cable television: 25 percent
- Radio: 15 percent
- Hispanic: 10 percent

VII. Support Activities

A. Sports Marketing

1. ESPN Sport Zone Ticker
2. ESPN SportsCenter PSA
3. Coca-Cola 600 Nextel Series Race at Lowe's Motor Speedway: Running order logo and tagline on FOX's broadcast
4. INDY 500 on Memorial Day weekend: Animated billboard on ABC's broadcast