



National Highway Traffic Safety Administration  
**Click It or Ticket May 2008 Mobilization**  
**Strategic Media Work Plan**  
3/24/08

### Enforcement Period

May 19th to June 1st

### Advertising Period

- Paid advertising will run from May 12th to May 26th (15 days)
- Added value and bonus weight may run after the May 26th end date for paid media, and can run until Sunday June 1st

### Working Media Budget

\$7,500,000 net

### Audience Segment Profiles

- Primary Segment – *Influence segment to always use a seat belt*
  - White males, 18 to 34 years old**
  - Largest demographic that does not wear seat belts
  - Seat belt use remains lower for those who drive pickup trucks than for drivers of other vehicle types
  - Male teens, 15 to 17 years old**
- Secondary Segment – *Raise awareness and influence segment to always wear a seat belt*
  - Newly arrived immigrant Latino males, 18 to 34 years old**
  - Hispanic drivers have lower seat belt use rates than non-Hispanic Whites, and higher fatality rates
- Tertiary Segment – *Sustain general use increases while mainly influencing young males to always use seat belts*
  - African American males, 18 to 34 years old**
  - One out of every four African Americans still do not buckle up on every trip



## 2007 Plan

In 2007 the *Click It or Ticket* media plan budget was allocated as follows:

### Broadcast TV

Late Night:	\$ 340,000	
Prime:	\$ 2,388,500	
Sports:	\$ 391,757	
	\$ 3,120,257	31.3%
Cable TV:	\$ 3,250,786	32.6%
Hispanic:	\$ 888,915	8.9%
Alternative:	\$ 664,450	6.7%
Radio:	\$ 1,892,500	19.0%
Misc.:	\$ 155,082	1.5%
<b>Total:</b>	<b>\$ 9,971,990</b>	

## Media Strategy

Fund the \$2.5 million budget reallocation by allocating no budget dollars to broadcast prime. In 2007, broadcast prime accounted for \$2,810,000 of the \$10 million budget. The scatter prime market in May 2008 will be very expensive and also non-guaranteed.

We'll continue to be involved with broadcast television via sports and late night programming.

Cable dollars will not be reduced, and we will continue with our primarily prime, late night, and sports day part strategy. Cable weight will be guaranteed.

Maintain the use of radio in the same relationship to the overall budget as in 2007.

Via the expanded use of alternative media, hold or increase our delivered impressions versus the *Click It or Ticket* campaign in 2007.

The migration to alternative media continues, especially among younger people and younger men. Our strategy of using the Internet and video games will continue. We will also integrate broadband video into the plan as well. Broadband video is network TV programming that appears on the Internet. Some programming is re-purposed from the television networks, and other is produced for Internet use only.



We will execute a broadband buy via a group called Revision3.

- Online television network for the Internet generation
- HD broadcast quality content
- All original programming
- Over four million monthly views
- Anywhere, anytime, on any device and through any service

**Below are their current programs:**

Dignation – Talk soup for top tech news

XLR8RTV – Alternative MTV

PixelPerfect – Bob Ross for the digital age

iFanboy – Adult Swim for comic fans

System – This Old House for geeks

Web Drifter – Borat meets the Internet

The Totally Rad Show – Ebert & Roeper for modern culture

Internet Superstar – Conan O’Brien for Internet celebs

Tekzilla – The big ten for tech

The Digg Reel – Top 10 videos from the Web

Giga Om Show – Charlie Rose meets Web 2.0

Revision3 Gazette – Reality TV behind the scenes

**Tactics for 2008**

In order to fund a \$2.5 million budget reallocation to the Labor Day crackdown we will make the following changes to the 2008 plan:

1. Drop the use of broadcast prime
  - FOX scatter priced very high in order to keep inventory for upfront make goods
  - CW scatter prime requiring a very large buy (bigger than we want to do) at a high price
2. Continue with broadcast late night and Sports via NBC or FOX
3. Maintain cable TV budgets using the following networks:
  - BET
  - Comedy Central
  - ESPN
  - FX
  - FOX Reality
  - FOX Soccer
  - Fuel
  - G4
  - Speed
  - Spike
  - Turner Entertainment (TBS, TNT, Tru TV)
  - Adult Swim
  - Turner Sports
  - Vs

4. Maintain the use of the Spanish language broadcast networks Univision and Telfutura, but drop the Spanish cable network Galavision
5. Continue to use network TV sites such as:
  - ESPN.com
  - FOX.com
  - NBC.com
6. Continue to use gaming, sports, and peer-to-peer and portal sites such as:
  - IGN.com
  - Yahoo
  - NASCAR.com
  - Break.com
  - Facebook
7. Continue advertising via online video games such as Anarchy Online, Need for Speed, Splinter Cell, Ghost Recon, and Tiger Woods
8. Use other Web sites that are highly targeted to young men, but new to NHTSA:
  - Hulu
  - Break Men's Ad Network
  - Tremur Internet Network

## Hulu

What exactly is Hulu? Hulu is a:

- Web site – Hulu.com;
- Network distributing NBC and FOX programming to other Web sites/distribution partners including AOL, Comcast, Yahoo, MSN, and MySpace; and
- Viral distribution network where users will have the ability to take the content they watch on Hulu.com and e-mail it to friends and embed content on their blogs, MySpace pages, etc.

## Break Men's Ad Network

The Men's Ad Network consists of wholly owned sites and an affiliated ad network that targets young men through various genres such as comedy, sports, and gaming.

Break Media owned sites are:

**HolyTaco.com** – Men's lifestyle site offering daily features on stuff relevant to guys – gear, gadgets, how-to, and celebrity gossip.

**CagePotato.com** – Cutting edge, topical, and brutally funny. Cage Potato offers news, information, and gossip about mixed martial arts.



### Tremur Internet Network

Tremur has a network of more than 800 top-tier publishers that spans 18 vertical channels with an effective reach of over 54 percent of the U.S. Internet audience.

Tremur's Sports sites have an average composition index of 161 for males 18-34, while their gaming sites have an index of 130 for males 18-34. The Teen sites enjoy an index of 125 for male teens 15-19 years old.

#### 9. Add the use of Broadband video to the plan via Revision3

- Aging audience for traditional TV
- Viewers shifting to Internet video
- 18- to 34-year-olds prefer online video shows over entertainment clips and shows
- Revision3 has 12 shows with over 4 million program views
- 78 percent of Revision3 viewers are 18 to 34 years old
- 95.6 percent of Revision3 viewers are male

#### 10. Use capsulas, targeted radio programs such as Bienvenidos a America and Epicentro Politico, the Internet, and calling cards to reach the newly arrived Latino audience.

#### 11. Partner with our major network radio partners of Westwood One, Premiere, Media America, and Dial Global.

### 2008 Budget Allocation

Broadcast TV			
Late Night:	\$ 382,500		
Sports:	\$ 340,000		
	<u>\$ 722,000</u>	9.6%	
Cable TV:	\$ 3,234,250	43.1%	
Hispanic:	\$ 850,000	11.3%	
Alternative:	\$ 1,203,250	16.0%	
Radio:	\$ 1,445,000	19.3%	
Misc.:	\$ 45,500	0.7%	
<b>Total:</b>	<b>\$ 7,500,00</b>		

### Impressions Delivered 2008 versus 2007

	2007 (000)	2008 (000)	% Diff
Broadcast	42,212	14,843	-65
Cable	92,432	84,038	- 9
<b>Total TV</b>	<b>134,644</b>	<b>98,881</b>	<b>-27</b>
Alternative	65,800	195,783	+197
<b>Overall</b>	<b>200,444</b>	<b>294,664</b>	<b>+47</b>