SAE International Government Industry Meeting Meeting
Washington, DC
January 22, 2015

Jim Schulte
Office of Communications, Digital Strategies Team
National Highway Traffic Safety Administration
Case Study: Reaching the Millennials
Who are we talking to?

• Primary: Adults (men and women) 18 to 34
• Slight skew toward women
• Campaign national in scope with no regional emphasis
• Spanish language included
April 2014 National Campaign

• 4/3/2014 - US Department of Transportation's launches its first-ever, national advertising campaign and law enforcement crackdown to combat distracted driving.

• This $8.5 million national advertising campaign featured English and Spanish TV, radio, and digital ads w/the U Drive. U Text. U Pay. tagline that ran from April 7-15. The high-visibility enforcement (HVE) crackdown ran from April 10 to April 15.

• The new ads reminded the public about texting’s deadly consequences, and the penalties for getting caught violating the state distracted driving laws.
National Press Event

- NHTSA unveiled “U Drive. U Text. U Pay.” ads
- Release of California/Delaware distracted driving pilot program results
- Featured Secretary Foxx, “Wall of Blue,” and personal survivor stories from Betty Shaw and her daughter, Liz Marks
If you’re texting, you’re not driving.

- April Distracted Driving Awareness month
- Social norming outside of brief enforcement period
  “If you’re texting you’re not driving.”
- Real-time social engagement increased the reach and awareness of the texting and driving message
  – @messages had a nearly 25% engagement rate
- The social strategy drove 16,332 online conversations about “Texting and Driving.”
  – Online mentions of “texting and driving” increased by 19%
GEN-Y – AGES 16 – 34 – 80 MILLION Strong

SEGMENTS

HIP-ENNIAL 29%
MILLENNIAL MOM 22%
ANIT-MILLENNIAL 16%
GADGET GURU 13%
CLEAN & GREEN 10%
OLD-SCHOOL 10%
HIP-ENNIAL
29%

“I CAN MAKE THE WORLD A BETTER PLACE.”
MILLENNIAL MOM
22%

“I LOVE TO WORK OUT, TRAVEL AND PAMPER MY BABY.”
Tactic: YouTube Star

76K VIEWS
Tactic: Vine videos
Victim’s story
ANTI-MILLENNIAL

16%

“I’M TOO BUSY TAKING CARE OF MY BUSINESS AND FAMILY TO WORRY ABOUT MUCH ELSE.”
Tactic: Broadcast Ad
"IT'S A GREAT DAY TO BE ME."

GADGET GURU
13%

4th largest Segment
Tactic: Buzzfeed

11 Of The Dumbest Things You Do With Your Phone
Phones are great, but sometimes they make us do things we might regret. Don't hurt others with your foolishness. If you're texting, you're not driving.
posted on April 4, 2014 at 4:58pm EDT

1. Spending hours and hours trying to get the perfect selfie.

14 Types Of Drivers We've All Seen On The Road
Lots of people on the road: good, bad, and possibly crazy. But whatever type of driver you are, don't be the one who texts while driving.
posted on April 4, 2014 at 4:58pm EDT

1. The person who is obviously moving:

10 Facts You Might Not Know About Texting While Driving
There is no safe way to text while driving. Because if you're texting, you're not driving.
posted on April 4, 2014 at 4:58pm EDT

1. The average time your eyes are off the road while texting is five seconds...
**Tactic: BuzzFeed**

- **Buzzfeed**
  - 11 of the Dumbest Things You Do With Your Phone – 229K+ total views
  - 10 Facts You May Not Know About Texting While Driving – 113K+ total views
  - 15 Types of Drivers We’ve All Seen On the Road – 156K+ total views
  - $23K in added value media
  - Surpassed 200K views in less than 3 days
Tactic: YouTube Star

2.5M VIEWS
“I TAKE CARE OF MYSELF AND THE WORLD AROUND ME.”
Tactic: Online social norming spot
“CONNECTING ON FACEBOOK IS TOO IMPERSONAL. LET’S MEET UP FOR SOME COFFEE INSTEAD!”
Tactic: Surround Sound

- BuzzFeed
- Advertising Age
- Daily Mail
- Adweek
- Mashable
- Yahoo!
- The Huffington Post
- The Washington Post
- TIME
Cops write tickets to save lives. See why.

WATCH THE SPOT

JOIN THE CONVERSATION
• Campaign tools
• Statistics and facts
• State laws
• Research
• Media resources
• Material for parents/educators
• “Faces of Distraction”
Resource:

- www.trafficsafetymarketing.gov