



MEDIA BUY SUMMARY

CLICK IT OR TICKET

2021 High-Visibility Enforcement Campaign



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Executive Overview

The goal of the Click It or Ticket (CIOT) high-visibility enforcement (HVE) campaign is to get drivers to wear their seat belt. Based on FARS data provided by NHTSA, the largest demographic for fatal crashes involving an unbelted person is 18- to 34-year-old men, making them the primary target audience for this campaign. Paid advertising will run during a 21-day period from Monday, May 17, through Sunday, June 6, 2021 and is supported by an \$8 million media budget. The plan will run nationally with concentrated efforts in strategically relevant geographic areas that see a higher unrestrained fatality rate.

State departments of transportation (DOTs) and state highway safety offices (SHSOs) may wish to reference these paid media recommendations to guide their own media buys during the HVE period, or to adapt tactics and approaches for their own campaigns. States should pay special attention in their markets to ensure adequate reach, especially in areas with limited broadband accessibility. Detailed recommendations for state DOTs and SHSOs can be found at the end of this document. Downloadable creative materials developed to support this national campaign can be found at TrafficSafetyMarketing.gov.

The 2021 media buy will use television, radio, out-of-home (OOH), digital and paid social media tactics to reach the target audience. Strategies are based on the most current research as well as insights gleaned from past campaign performance.

Because nearly 100% of the target audience is connected to the internet, the media buy focuses heavily on digital tactics. These will be led by mobile delivery methods, including smartphones and tablets, to increase overall impressions from what was planned in 2020. The digital media buy includes custom native content via direct publisher partners, programmatic video, streaming, display and social media channels.

The digital buy will be supplemented by traditional TV and radio advertising, as well as some OOH tactics, since more time is being spent than ever before consuming media through multiple methods. This comprehensive strategy will allow for a variety of touchpoints using consistent creative across each tactic to reach consumers repeatedly and build brand awareness.

For TV, the media buy will reflect recent changes in how consumers are watching content. Over-the-top/connected TV (OTT/CTV) use has replaced traditional cable, but many users still watch a large amount of livestreamed content during the popular prime time hours. Therefore, the TV buy includes both linear TV and OTT/CTV tactics. Linear TV, bought programmatically, will reach the target audience on their most-watched cable networks—and OTT/CTV will be heavily weighted to reach increasing numbers of cord-shifters from linear TV.

Terrestrial radio has tremendous reach among the target audience and is an important component of the media buy for both the general market and Spanish-speaking Hispanic market. Digital audio and podcast ads will reach these audiences in their cars where they are not buckling up. Finally, OOH tactics will extend the reach of the TV and video elements of the campaign.

Campaign At-A-Glance

With a relatively short campaign window of only three weeks, the national 2021 CIOT campaign will include a combination of traditional broadcast (TV and radio), OOH ads, digital and paid social media to ensure that the target audience is seeing and hearing the CIOT message as many times as possible during the flight. The plan seeks to quickly build reach and frequency to connect the target audience with the CIOT message as many times as possible.

Planned Campaign Assets

Figure 1: Campaign Assets

Campaign	Language	Asset	Where Used
CIOT 2021 HVE	English	No Good Excuse	Digital, Radio, TV
CIOT 2021 HVE	English	One Life	Digital
CIOT 2021 HVE	Spanish	Pausa	Digital, Radio, TV
CIOT 2021 HVE	Spanish	Dinged	Digital

Advertising Period

Paid advertising will launch on Monday, May 17 and run through Sunday, June 6—a 21-day flight period.

Figure 2: Campaign Calendar

May 2021

Su	M	T	W	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

*Dates highlighted indicate planned flight dates for the campaign.

June 2021

Su	M	T	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

*Dates highlighted indicate planned flight dates for the campaign.

The campaign is national in scope, but will place additional weight in states that suffer higher unrestrained fatalities. Figure 3 details the unrestrained fatalities at or above the national average of 47%.

Figure 3: Unrestrained Fatalities

State	Unrestrained Fatalities	State	Unrestrained Fatalities
Arkansas	52%	Nebraska	57%
Colorado	54%	New Hampshire	64%
Connecticut	50%	North Dakota	58%
District of Columbia	56%	Ohio	54%
Idaho	52%	Oklahoma	52%
Kansas	49%	Pennsylvania	55%
Louisiana	57%	Rhode Island	55%
Maine	48%	South Carolina	51%
Massachusetts	62%	South Dakota	55%
Mississippi	57%	Tennessee	47%
Missouri	65%	Virginia	54%
Montana	59%	West Virginia	48%

Source: NHTSA National Center for Statistics and Analysis (NCSA); Fatality Analysis Reporting System (FARS) 2019

Target Audience

The campaign’s primary target audience is 18- to 34-year-old men. The secondary target audience is 18- to 34-year-old Hispanic (Spanish-reliant) men.

Working Media Budget

The total budget for the 2021 CIOT campaign is \$8 million.

Television

The general market TV ad buy focuses on sports that are expected to be played during the CIOT campaign and will be supported by NHL and NBA programming on sports networks and general entertainment programming primarily supplied via audience targeting.

Unlike traditional linear TV platforms, audience targeting technology adds a layer of data so NHTSA can go beyond age/gender targeting to include additional attributes, such as car ownership or mobile phone use, to be more precise in delivering the message. The programmatic plan will reach the audience on an unwired basis using local inventory across the country pulled together into a network buy. Unwired refers to the method of delivery that allows access to consolidated inventory at a fixed price point on otherwise unrelated networks.

OTT/CTV will be used to reach audiences who do not view content via a cable-connected TV.

General Market Linear TV

NBC Sports Network

Ads on NBC Sports Network (NBCSN) will run during the NHL Quarter Finals, Semi Finals and the Premier League Championship, with the championship being dual-cast on CNBC and USA. NBCSN includes a digital element as well, with spots running on live-streamed NHL games. NHL is one of the youngest-skewing major sport leagues and will allow NHTSA to reach the 18- to 34-year-old male target audience. The plan will deliver **more than 4.1 million impressions**.

NBCSN will run digital companion banners and display ads as added value. The added bonus will deliver **266,000 added value impressions**.

Turner Sports

The CIOT flight is perfectly timed with NBA playoffs. Turner Sports is the leader in NBA programming, delivering the most-watched games via linear TV. According to Nielsen Media Research, the 2020 NBA playoff games played on TNT and NBATV reached more male 18- to 34-year-olds than any other network. Turner Sports will run a cross-platform campaign during NBA games on TNT and NBATV, which will include pre-game, in-game and post-game spots in the NBA playoffs as well as a robust run-of-show schedule that will target the highest-indexing programming with the target audience. The plan will deliver **more than 5 million impressions**.

As added value, Turner Sports will create an “On the Road” studio enhancement, branded with the CIOT messaging. This feature will discuss the upcoming away games.

Audience Targeting via Simulmedia

Simulmedia is an automated TV buying platform that reaches over 120 million Nielsen households in the United States. Simulmedia includes units in all cable networks and dayparts, including advertising in video-on-demand services. Audiences are built using data that predicts where and when the target audience will be watching TV and what programming they will be watching. The buy is designed to maximize reach by using a large number of networks across several dayparts. One of the benefits of Simulmedia is that the impressions are guaranteed and result in a much lower cost per impression (CPM) than buying directly with the networks. This ensures NHTSA is reaching more of the target audience more efficiently.

Audience targeting via Simulmedia has proven successful with previous NHTSA campaigns, delivering over 100% of the guaranteed impressions in the most recent campaigns.

Network allocation percentages will be optimized approximately five to seven days prior to the campaign start date.

This plan with Simulmedia will deliver **more than 5.6 million guaranteed impressions** to the target audience using a mix of the :30 message (85%) and the :15 message (15%).

Programmatic via Continuum Media Network

Continuum Media Network is a national programmatic advertising platform, reaching 20 million homes in the United States, including both set-top-box and smart TV devices. Continuum provides inventory from the top 150 cable networks and over 600 broadcast stations nationally.

Continuum uses local inventory across all major affiliate groups along with strong independent station inventory—as well as daily viewing data from the Nielsen Sigma performance tracking combined with MRI data—to produce a unified database that allows NHTSA to execute a highly targeted plan. This plan will use approximately 30 high-performing networks running across four dayparts. The programmatic buy will use a mix of :30 messages (85%) and :15 messages (15%).

The plan with Continuum will deliver **12.5 million impressions** to the target audience over the flight.

Spanish-Language Linear TV

NBC Universal-Telemundo

NBC Universal reaches 26.4 million Spanish-language speakers every month, making it one of the most-viewed Spanish-language TV networks in the United States, according to Nielsen TV data. Telemundo will reach the Spanish-reliant target audience with a daypart mix that will include the full broadcast day. “Un Nuevo Dia,” Telemundo’s popular morning talk show with the latest news of the entertainment industry, will be included in the programming. Telemundo will deliver **more than 1.1 million impressions**.

Univision

Univision is a leading Hispanic media company that provides Spanish-reliant audiences with news, sports and entertainment content across broadcast and cable TV as well as audio and digital platforms. Univision owns or operates 65 TV stations in major U.S. Hispanic markets.

The Univision plan will run a mix of :30 and :15 spots with a daypart mix that will include early morning, news, prime time and late night. The programming includes units on the popular programs “Despierta America” and “Contacto Deportivo.” Univision will deliver a total of **427,000 impressions**.

Estrella TV

Estrella TV is a multi-platform, Spanish-language media company operating across the largest U.S. Hispanic markets. It is one of the largest producers of Spanish-language TV content.

Estrella TV will help extend the reach with the target audience using their entertainment programming. CIOT spots will run daytime, early fringe, prime time, weekend daytime and late fringe in top-rated programming, including movies (Cine Clasico) and entertainment programs with well-known Latin celebrities like Chiquis Rivera, Don Cheto and Luis Coronel. Spots will also run in a new reality show to premiere in 2021 as well as “Sports Update” on the weekend. Estrella TV will deliver a total of **526,000 impressions**.

beIN Sports

beIN Sports, a new partner, is a Spanish-language international sports network, delivering live games, news and analysis of top leagues all over the world.

The beIN Sports plan will include the sports content that is a passion point for the target audience with the majority of the programming running in live soccer and sports news programming. beIN Sports will deliver **602,000 impressions**.

Audience Targeting via Simulmedia

NHTSA will use Simulmedia as a new tactic to reach the Spanish-reliant target audience. The campaign will run across programming on approximately 27 Spanish-language networks and cover all seven dayparts. The buy will exclude Univision and Telemundo for an unduplicated delivery of the network TV plan.

As with the general market ad buy, network allocation percentages will be optimized approximately five to seven days prior to the campaign start date. This plan with Simulmedia will deliver **2 million guaranteed impressions** to the target audience using a mix of the :30 message (85%) and the :15 message (15%).

General Market Over-the-Top/Connected Television (OTT/CTV)

OTT/CTV like Hulu, VideoAmp and The Trade Desk will be used to extend the linear TV campaign to those customers who have cut the cord and target them on the platforms they use the most. In-flight monitoring and optimizations will ensure the schedules reach the desired frequency level for maximum effectiveness. Through OTT/CTV, NHTSA will receive increased incremental reach to those using streaming TV offerings or full-episode players.

Hulu

Hulu is a subscription video-on-demand service providing TV shows, movies and original programming. Subscribers can view content across an array of devices, including smart TVs, mobile devices and gaming devices and on their linear TVs by casting via Roku, Apple TV or another digital media player.

NHTSA will use Hulu for its OTT/CTV inventory, providing increased incremental reach to the target audience using streaming TV offerings.

Hulu will deliver **nearly 2.3 million impressions** with video spots as well as premium slates, which will promote the CIOT message when a user selects a program.

VideoAmp

VideoAmp, a new partner, is a demand-side platform (DSP) that allows NHTSA to increase the impact of its video investment by reaching a new audience on digital that is not reached in the linear campaign. VideoAmp uses TV ad exposure data to avoid overlap of the linear and digital audiences while applying third-party data to make sure every impression is pre-qualified to reach cord-cutters and hard-to-reach male 18- to 34-year-olds to expand the overall unique reach.

NHTSA will use VideoAmp's TV Maximizer solution, which leverages proprietary commingled TV viewership datasets to suppress audiences who have seen an NHTSA ad on linear TV to drive incremental reach on digital. VideoAmp will also use third-party audience and attribution data to gain a deeper understanding of and hone in on the primary target audience.

As added value, VideoAmp will provide a TV Maximizer Report, which will help NHTSA understand deduplicated reach and frequency across the linear TV and VideoAmp digital buy and will detail reach and frequency, audience and competitive insights.

VideoAmp will deliver **10.7 million impressions**.

The Trade Desk

The Trade Desk is a demand-side platform (DSP) that allows NHTSA to use data-driven technology to reach the target audience across non-linear devices. By using The Trade Desk, NHTSA will receive increased incremental reach to those within the target audience using streaming TV offerings or full-episode players.

The Trade Desk will serve **4.7 million impressions** across all ad-supported video content viewers that a segment of our audience may be watching.

Spanish-Language OTT/CTV

Hulu

Hulu will be used for its OTT/CTV inventory and provide increased incremental reach to the Spanish-language target audience using streaming TV offerings.

The plan with Hulu will deliver **1 million impressions** to the Hispanic target audience.

Radio

Terrestrial radio, along with accompanying streaming services and podcasts, will amplify the entire campaign by adding frequency to the messaging. High-reach networks will be used to garner the highest reach potential with the target audience. Additionally, radio show hosts popular with the target audience will lend their voices to the campaign and add credibility to the message.

To add extra media weight to the rural markets that fall under the national average for seat belt compliance, a recommended 20% of any short-form or added value spots will be directed to those markets.

General Market Radio

iHeartMedia

iHeartMedia and the NHTSA will team up to take a new approach to help convince the last 10% of the population to finally buckle up before they must pay up with their wallets or worse. NHTSA will tap into the most tried and true way to get through to hundreds of millions of listeners daily: humor.

iHeartMedia will tap into its roster of premiere comedic talent to create a series of breakthrough messages that humorously convey the potential price they could pay for not buckling up in contrast with the most common excuses for not buckling up like “I wasn’t going that far” or “Seat belts are just uncomfortable.” This is not just an “actions have consequences” PSA campaign—the messages will use the CIOT ethos and expand it, playing into young adults’ fear of missing out.

For the CIOT campaign, Will Ferrell and the Ron Burgundy Podcast Network will be activated to strike the right tone to help break it down for these seat belt holdouts through extended mid-roll videos. These :30 and :60 spots will run across iHeartMedia’s terrestrial radio, streaming audio and podcast networks—reaching drivers wherever they listen.

This program is being offered as added value in conjunction with a multi-platform package that will include English and Spanish-language properties. NHTSA will receive:

- ▶ Commercial messaging (:15) targeted to males aged 18-34 that will run in 119 markets using SmartAudio programmatic buying to ensure maximum delivery.
- ▶ Spot placement (:30) on Premiere Networks, distributed on national networks that over-index with males aged 18-34.
- ▶ Spanish-language commercial messaging (:15) targeting Hispanic males aged 18-34 in 13 markets using SmartAudio programmatic buying.
- ▶ Traffic Network—Nationally placed English and Spanish messages (:15) designed to increase reach and frequency; will include a “brought to you by” message from CIOT.
- ▶ iHeartMedia’s Sports Network nationally placed units and name mentions (:15) running on sports stations across the network.
- ▶ Paid social media using iHeartMedia’s digital property—Includes photo and video placements across Facebook, Instagram and YouTube; will be distributed to English and Spanish-speaking male audiences aged 18-34 with interest layers such as podcasts, mobile gamers, tech savvy, social media enthusiasts, Hulu, Pandora and sports. This mix of interests emulates what a male driver may be interested in both while driving and in daily life.

The paid portion of the iHeartMedia plan will deliver **more than 215.1 million paid impressions**. Approximately **11.2 million** will be delivered on Spanish-language stations.

Added Value

- ▶ Black Information Network (BIN)—A new iHeartMedia property, BIN is a comprehensive national audio news service dedicated to providing an objective, accurate and trusted source of coverage with a Black voice and perspective. This network does not normally accept commercial advertising, but sees the value in the CIOT messaging for their listeners and is offering the inventory as an added value.
- ▶ Podcast content creation (outlined above) and talent-produced promotional support, which includes a 1:1 ratio of paid impressions.

The added portion of the iHeartMedia plan will deliver more than **144.7 million impressions** and represents 108% of the paid value. Approximately **11.2 million** will be delivered on Spanish-language stations.

This custom content package with iHeartMedia will deliver a total of **approximately 359.9 million impressions**. Of these, **22.4 million impressions** will be delivered on Spanish-language stations.

Westwood One

Westwood One is one of the largest audio networks in the United States. It is the national-facing arm of Cumulus Media and offers syndicated sports, news and entertainment content to over 250 million listeners across a network of 8,000 affiliated broadcast radio stations and media partners. As a longtime NHTSA partner, the network performed very well in past campaigns, providing NHTSA with significant added value.

Westwood One Terrestrial Radio Network

The plan will be driven by sports content, including the NHL Stanley Cup Playoffs and the PGA Championship, both of which run during the CIOT flight. Units will run in play-by-play and as live mentions and other short-form messages. CBS Sports Radio programming will include 24/7 sports talk, social media engagements, :60 segments voiced by sports personalities and :10 sports flashes. Multi-channel distribution via AM/FM stations, satellite radio, streaming audio and smart speakers will be used to guarantee maximum reach.

Podcasts and on-demand audio will supplement the terrestrial radio campaign, extending reach and adding frequency to the messaging. The CIOT message will be integrated into sports, wrestling, sports entertainment and lifestyle programming that over-indexes with the target audience. Integrations will include :60 mid-roll and post-roll host reads.

The paid portion of the Westwood One plan will deliver nearly **39.6 million paid impressions**.

Added Value

The added value portion of the plan from Westwood One is valued at 90% of the total paid plan. Added value includes live announcer reads, in-program mentions, social posts and features from syndicated talent participating in the campaign. Bonus spots will also run in NHL and podcast programming.

The added-value portion of the Westwood One plan will deliver an additional **12.6 million impressions** to the target audience.

Westwood One will deliver an estimated **52 million total impressions**.

Compass Media Networks

Compass Media Networks is a national network that will be used to supplement the larger network buys to gain reach within urban formats and add frequency to the overall plan.

The paid schedule will primarily run in prime time dayparts and will also include “DeDe in the Morning,” a top R&B/Hip-Hop national morning show. DeDe will act as an ambassador for the CIOT campaign with :30 live reads as well as :10 promotional reads.

The paid portion of the Compass Media plan will deliver **17.1 million impressions**.

Added Value

Compass Media added value includes :10 promotional spots, which will be matched 1:1 with paid spots. Additionally, “DeDe in the Morning” will run 100% bonus paid live reads.

The added-value portion of the Compass Media plan will deliver **17.1 million impressions** and represents 62% of the paid value.

In total, Compass Media will deliver an estimated **34.2 million impressions**.

Spanish-Language Radio

SBS AIRE

SBS AIRE is one of the largest Hispanic-controlled media and entertainment companies in the United States. They offer an efficient CPM against the Spanish-reliant target audience, which helps to increase the overall efficiencies of the Hispanic portion of the plan. The SBS AIRE plan includes all major music networks that over-index against the target, including the highly rated shows “Alex Sensation” and the “Al Aire con el Terrible.”

The paid portion of the SBS AIRE plan will deliver **4.6 million impressions**.

Added Value

SBS AIRE will run additional :30 spots within each daypart of the paid schedule. In addition, added value spots on the “Alex Sensation Show” will include :10 presenting sponsor billboards as well as in-show segment billboards voiced by the host.

The total added value portion of the plan will deliver an estimated **5.8 million impressions** and represents approximately 50% of the paid value.

In total, SBS AIRE will run approximately **10.4 million impressions**.

Univision

The Univision plan will deliver 115 units on all major radio networks, including Futbol Liga Mexicana, across stations with different formats and in all top Hispanic markets. The Univision plan will deliver **5.8 million impressions**.

Added Value

Univision will run additional :30 spots within the paid schedule.

The total added value portion of the plan will deliver an estimated **137,000 impressions** and represents approximately .02% of the paid value.

In total, Univision will run approximately **6 million impressions**.

Out-of-Home

General Market In-Stadium Signage

Major League Baseball (MLB) is conducting a 52-game regular season that will be active during the CIOT campaign. The OOH effort for the CIOT campaign will use home plate signage in MLB stadiums.

This plan will place home plate signage in stadiums for the following teams:

- ▶ Arizona Diamondbacks
- ▶ Chicago White Sox
- ▶ Kansas City Royals
- ▶ Los Angeles Angels
- ▶ Miami Marlins
- ▶ Oakland Athletics
- ▶ Pittsburgh Pirates
- ▶ San Diego Padres
- ▶ St. Louis Cardinals
- ▶ Tampa Bay Rays

With the teams listed above playing other teams, this plan will cover 24 of the 30 MLB teams within the flight.

The majority of the national coverage will come from MLB.TV, but some games will be carried nationally on ESPN and FS1. Local coverage will come from regional sports networks.

This plan will deliver more than **12.6 million impressions** over the flight.

General Market GSTV

GSTV is a sophisticated national video network that allows advertisers to target motorists in a captive environment: while they are pumping gas. Viewers are offered brand-safe, premium content, including sports from ESPN, news and entertainment, weather updates and trending topics—and ads will be served to appropriate target audiences. One Nielsen research study indicates that 89% of people who visit a GSTV station report watching the videos and have a 72% higher recall than TV and 36% higher recall than other forms of online video (Source: Nielsen Demo Study, Q2 2020).

GSTV is an efficient way to reach motorists while they are standing next to their vehicles before heading back out on the roads.

To add extra media weight to the rural markets that fall under the national average for seat belt compliance, the added value portion impressions of this plan will be directed to those states.



NHTSA will use GSTV's technology to target consumers by age/gender demographics as well as geographic and behavioral data in strategic locations to deliver the CIOT message. Re-targeting strategies will allow NHTSA to deliver banner ads and other engaging content to the consumer after they have visited a GSTV location to remind them of the messaging and increase frequency.

The GSTV plan will deliver more than **3.2 million impressions** through :15 digital video and an additional **742,000 impressions** through digital re-targeting.

Added Value

GSTV will provide a total of **1.4 million added value impressions**.

Digital

General Market Digital

Publisher Direct

Fandom

Fandom is an entertainment site where fans come for their daily source for all things TV, movies and games, including Star Wars, Fallout, Marvel, DC and more.

Fandom will run a rotational video takeover targeted to top trending communities for the target audience, as well as rotational display media. NHTSA will leverage Fandom's knowledge of the franchise and 100% share of voice of the article being run surrounding the new release.

In the NHTSA 2020 CIOT campaign, the video fan takeover effort received a click-through rate (CTR) of 0.38%—on par with Fandom benchmarks—and the 300x250 creative drove the highest CTR for display at 0.37%.

The 2021 CIOT plan includes 4.9 million impressions delivered with **100,000 added value impressions**.

Twitch

Twitch is the fastest-growing and one of the largest platforms for e-gaming. Users spend an average of 95 minutes on Twitch, and it is the third most-consumed video platform after Netflix and YouTube. Twitch will be used to reach those with an affinity for gaming and esports. During the NHTSA 2020 CIOT campaign, Twitch over-delivered by 128% with more than **2.29 million impressions** and a CTR of 0.14%.

Influencer Campaign

Branded livestreams encourage dialogue, interaction and engagement between influencers and their communities. The proposed concept puts the Twitch influencer's channel at the forefront, using their tight-knit community as a centralized hub to drive home the CIOT message. Throughout an entire month, Twitch will designate a lucky Twitch influencer with a strong male fan base aged 18-34 as their CIOT ambassador, gifting them a special "seat belt" for their gaming chair that they can buckle up before the gaming gets rough and use to demonstrate the importance of a "click it" routine in each and every stream. Twitch will create a special "buckle up" emote button for their channel that their audience will use to spam in chat when the going gets tough or the action heats up.

NHTSA will receive:

- ▶ A two-hour livestream with a Twitch influencer
- ▶ Social post
- ▶ Homepage carousel promotion
- ▶ Omnipresent branding

The plan will use non-skip premium cross-device live video that is woven directly into broadcasts as well as homepage headliners. Twitch will deliver **15.6 million impressions**.

Streaming Audio

Streaming audio continues to provide significant reach with the CIOT driving target audience, with the field dominated by Pandora and Spotify. These two platforms will leverage in-car and mobile-only placements to reach the target demographic audience at the most opportune moment: while they are in the car or on the go. In addition, NHTSA will supplement the streaming audio plan with programmatic buys through The Trade Desk.

Pandora

Pandora's plan will use the following methods to reach adults aged 18-34, skewing male.

Mobile audio will play NHTSA's audio spot between songs that a user is listening to. These ads are a great way to reach users when they are a captive audience while driving or being active throughout the day, delivering the CIOT message at an opportune moment on the mobile device that they use frequently. Ads served to adults aged 18-34 skewing male include audio messages and a clickable 300x250 companion (display) banner when the user has their phone unlocked and is engaging with the app, but not while the app detects a vehicle driving.

Connected car allows NHTSA to deliver the CIOT message to those who are using apps that are built into the infotainment systems of the driver's vehicle.

In total, Pandora will deliver **11.9 million impressions**.

Spotify

The plan will use the below methods to reach adults aged 18-34, skewing male.

Mobile audio will play NHTSA's audio spot between songs that a user is listening to. The plan on Spotify will use Audio Everywhere, supported by a no-charge 640x640 banner unit.

The Audio Everywhere package (audio and banner) allows NHTSA to reach adults aged 18-34 on any device, in any environment, during any moment of the day. The audio ads are played between songs during active sessions, ensuring that NHTSA will achieve 100% share of voice.

In addition to the audio spot, NHTSA will take ownership of a clickable companion display unit.

In-car audio has targeting capabilities to reach users who are driving through their In-Car Everywhere technology. This targeting is delivered to users who are using the app through connected car devices by utilizing the phone's GPS and accelerometers to determine when the user is driving. If it is determined they are driving, then the CIOT message will play to users in the demographic ensuring they are hearing the NHTSA message at the best time: when they are driving. Notably, 44% of Spotify users connect their phones either through Bluetooth or their car's interface to listen to music.

Spotify will deliver more than **12.2 million impressions** through audio in total, with over **11.8 million impressions** being delivered to those who are driving through in-car audio.

Digital Video

Due to changing media habits, NHTSA will use online video (OLV) to reach the target audience in an ever-changing fragmented video space.

The Trade Desk

OLV will be bought programmatically to reach the target audience across all sites they are consuming to increase the reach and frequency of the campaign. OLV will be mobile heavy to reach the 18- to 34-year-old demographic on the device they use the most. Using The Trade Desk for OLV, connected TV and display will allow for real-time optimizations to reduce frequency, preventing waste and increasing reach by achieving an efficient frequency around six to eight times across all tactics.

NHTSA's 2020 CIOT campaign saw an average video completion rate of 79% on The Trade Desk, which is well above the 70% benchmark.

The online video buy with The Trade Desk will deliver an estimated **8 million guaranteed impressions**.

YouTube

YouTube will be used to supplement the online video impressions included in the iHeartMedia social media component delivered through the custom content activation.

This separate YouTube buy will deliver an additional **2.6 million impressions**.

Display

Waze

Waze users use the app on average twice a week with 60% using the app within 12 miles of their home and 77% driving 20 miles or fewer. Users even use the app 50% of the time for familiar destinations to save time and find the best route. Waze will be utilized to deliver high-impact, zero-speed takeovers to reach the target audience in their vehicle. These display banner ads (images) only populate on the map once the user is at a complete stop and is not in motion.

NHTSA's 2020 CIOT Waze effort drove 10,733 ad downloads. Based on this excellent performance, the 2021 CIOT plan will include a high-impact, zero-speed takeover to run at the national level in order to reach more males aged 18-34.

In total, Waze will deliver **1.2 million impressions**.

The Trade Desk

The Trade Desk will be leveraged to increase reach and frequency at scale. Display banners will be served to the target demographic through The Trade Desk for potential CPM savings, and full transparency into programmatic buys as mentioned earlier, controlling frequency across channels run in the platform. The targeting for programmatic display will include adult males aged 18-34 who own a vehicle and will be mobile-only, as that is the device this demographic segment uses most frequently and is the last touchpoint before getting into a car.

The mobile display plan with The Trade Desk will deliver more than **47.3 million impressions**.

Undertone

The 2020 NHTSA CIOT campaign saw the Page Grabber unit generate an impressive 16.53% engagement rate and more than 40,000 clicks, driving the over-delivery for Undertone. In 2021, NHTSA will use similar tactics to leverage high-impact units to increase awareness and reception to the CIOT message. High-impact units will include:

- ▶ Page Grabber—A cross-screen, full-page format that can house video content or display images.
- ▶ Expandable Adhesion—A smartphone-only unit that expands from a 320x50 to a full screen expansion and delivers additional messages or the consequences of not wearing a seat belt.
- ▶ Brand Reveal—A cross-screen unit that shows upon user-initiated scroll, encouraging interaction with highly viewable display or video integration.

The above high-impact units will deliver a total of **11.7 million impressions** throughout the campaign.

Paid Social Media

Paid social media is included in the iHeartMedia custom content package and will be managed and optimized in-house through the subcontractor's internal social media team.

Paid social media includes a mix of photos and/or videos across Facebook, Instagram and YouTube. This mix of platforms will ensure NHTSA is reaching the desired target audience of male drivers aged 18-34.

Platforms

- ▶ Facebook and Instagram offer the broadest reach and the greatest campaign controls. This will ensure maximum impact and ability to scale during this campaign's flight. These platforms are the most effective in reaching the target audience.
- ▶ An estimated 72% of male internet users in the United States use YouTube, making it the perfect platform for this campaign. Additionally, many users flock to YouTube to watch content aligned with the interests of those NHTSA is trying to target.
- ▶ Approximately 15% of the budget for this campaign is allocated toward a Spanish-speaking audience (this budget is split evenly between Facebook/Instagram and YouTube). The remaining 85% of the budget is allocated for English speakers, with this portion also split evenly between Facebook/Instagram and YouTube.
- ▶ These platforms have a large scale among Spanish-language speakers and will reach a highly engaged audience.
- ▶ According to a Facebook study, Facebook is the number one platform for U.S. Hispanics' communication and 71% of respondents use Facebook to connect with loved ones every day.
- ▶ With a desire to incorporate influential podcast talent, YouTube and Facebook/Instagram are a perfect place to run the CIOT campaign because these platforms often are leveraged as an extension of podcasts. Many podcasts upload a filmed version of their show on YouTube, and often podcasts are promoted on Facebook and Instagram.

Audiences

To reach the desired audiences, location and language targeting will be implemented across all platforms with a male-only demographic layer.

Approximately 15% of the total budget has been allocated toward male Spanish-language speakers, with 85% allocated toward male English speakers. Layered interests will be related to ongoing education, podcasts, mobile gamers, tech savvy, social media enthusiasts, Hulu, Pandora and sports. This mix of interests emulates what a male driver may be interested in both while driving and in daily life.

The paid social media plan will generate an estimated **63.7 million impressions** in English and **21.2 million impressions** in Spanish.

Spanish-Language Digital

Streaming Audio

Pandora

The Hispanic plan with Pandora will also make use of mobile audio. As with the general market plan, the ads will include audio messages and a clickable 300x250 companion (display) banner when the user has their phone unlocked and is engaging with the app, not while driving. This plan will deliver **5.7 million impressions**.

Spotify

The Hispanic plan with Spotify will also make use of mobile audio, in-car audio and podcasts.

This will result in **5 million impressions**.

The Trade Desk

Use of The Trade Desk will allow NHTSA to have incremental reach of those who use other streaming services, such as iHeartMedia, TuneIn, Radio.com, Deezer, etc., delivering **3 million impressions**.

Display

The Trade Desk

The Trade Desk will be leveraged to increase reach and frequency at scale. Display banners will be served to the target demographic through The Trade Desk for potential CPM savings and full transparency into programmatic buys as mentioned earlier, controlling frequency across channels run in the platform. The targeting for programmatic display will include adult Hispanic males aged 18-34 who own a vehicle and will be mobile-only, as that is the device the demographic uses most frequently and is the last touchpoint before getting into a car. Mobile display will deliver more than **16.9 million impressions**.

Paid Social Media

The Hispanic market plan will run in conjunction with the general market plan outlined above and will generate an estimated **21.2 million total impressions** on Facebook, Instagram and YouTube.

Detailed Campaign Breakdown

Channel	Tactic/Partner	Paid Impressions	Added Value	Target Impressions
TV				Total: 32,335,314
	beIN Sports	602,000	-	602,000
	Continuum TV Network	12,547,524	-	12,547,524
	Estrella	526,000	-	526,000
	NBC Sports Network	4,128,667	266,667	4,395,334
	Simulmedia	7,612,456	-	7,612,456
	Telemundo	1,173,000	-	1,173,000
	Turner Sports	5,052,000	-	5,052,000
	Univision	427,000	-	427,000
Radio				Total: 377,970,370
	Compass	17,119,500	17,119,500	34,239,000
	iHeartMedia—Premiere	130,189,340	144,789,630	274,978,970
	SBS AIRE	4,625,000	5,808,000	10,433,000
	Univision	5,872,600	137,100	6,009,700
	Westwood One	39,698,800	12,610,900	52,309,700
Out-of-Home				Total: 18,144,426
	MLB In-Stadium Signage	12,680,000	-	12,680,000
	GSTV	4,036,975	1,427,451	5,464,426
Digital (Direct)				Total: 20,656,349
	Fandom	4,950,000	100,000	5,050,000
	Twitch	15,606,349	-	15,606,349
Streaming Audio/Podcasts				Total: 38,023,459
	Pandora	17,619,048	-	17,619,048
	Spotify	17,340,686	-	17,340,686
	The Trade Desk—Spanish Podcasts	3,063,725	-	3,063,725
Digital Video				Total: 10,675,254
	The Trade Desk—Open Exchange	8,000,000	-	8,000,000
	YouTube	2,675,254	-	2,675,254
Display				Total: 77,163,626
	The Trade Desk	64,212,500	-	64,212,500
	Undertone	11,701,126	-	11,701,126
	Waze	1,250,000	-	1,250,000
OTT/CTV				Total: 18,823,221
	The Trade Desk—Hulu	3,372,093	-	3,372,093
	The Trade Desk—Open Exchange	4,736,842	-	4,736,842
	VideoAmp	10,714,286	-	10,714,286

Channel	Tactic/Partner	Paid Impressions	Added Value	Target Impressions
Paid Social Media				Total: 85,000,000
General Market	Facebook, Instagram, YouTube (via iHeartMedia)	63,750,000	-	63,750,000
Hispanic Market	Facebook, Instagram, YouTube (via iHeartMedia)	21,250,000	-	21,250,000
Grand Total		494,132,771	184,659,248	678,792,019

State-Level Media Extensions

The state-level media buys can execute a number of strategies to build upon the base paid media reach provided in the national media buy summary.

Television

The national plan will use linear and programmatic TV and OTT/CTV to reach the target audience with entertainment and targeted sports programming. This will run on appropriate cable inventory, network apps via full episode players and OTT services. The national plan will run a total of approximately 75 GRPs across the three-week flight, allowing for additional GRPs/impressions from state-level efforts on cable and broadcast outlets. States can use local programming that efficiently reaches the target audience, including cable if penetration is sufficient. Zoned cable in rural markets that have low seat belt compliance can be a very efficient, low-cost way to add frequency to the national buy.

Radio

The national plan will use radio to take advantage of the high reach, efficiency and heavy in-vehicle use the medium provides. The national radio plan includes three network partners and will include a custom content influencer activation, which will deliver an aggressive level of radio weight across terrestrial radio, streaming audio and podcast networks. With a heavy level of radio on iHeartMedia, state plans can consider putting radio dollars to another ownership group. They may also use other audio streaming opportunities to extend reach potential, such as Pandora and Spotify. Alternatively, States may want to use their local radio media dollars to engage local radio personality influencers to extend the reach of the campaign, particularly in rural areas where seat belt compliance might be lower. Moving those dollars into non-audio opportunities can be considered as well.

Digital

State-level plans should include digital and paid social media as the target audience uses both heavily. Digital opportunities offer sufficient inventory for States to increase reach and/or frequency within their geography on top of the national plan in a way that is most locally appropriate. This can include utilizing any of the publisher sites that are created to reach young men geotargeted by market or engaging a programmatic digital effort that builds off the national plan and exposes other sites to the CIOT message to increase reach and frequency. Geotargeting is an efficient way to reach rural areas that have low seat belt compliance, providing coverage is adequate and reliable.

Rural Markets

Americans in rural areas have made large gains in adopting digital technology, but they remain less likely than adults in urban or suburban areas to have home broadband or own a smartphone. States should pay special attention to broadband penetration in rural markets to ensure adequate reach into those areas. States and regions with areas of low broadband penetration should consider supplementing the national campaign with traditional TV and radio buys. OOH opportunities, including digital, can also be explored as long as messaging does not extend past the paid media campaign end date.

Glossary

Television

Linear TV: TV service where the scheduled program must be watched at a specific time and on a specific TV channel.

Programmatic TV: A TV ad buy that uses data and automation to more precisely target specific consumer audiences.

Synched: Uses a technology platform to automatically trigger a digital ad campaign based on what was viewed on TV. This could extend to video ads on laptops, mobiles and tablets; display ads; ads seen on social media or search marketing.

Connected TV (CTV): Another term for Smart TV; refers to any TV that can be connected to the internet and access content beyond what is available via the normal offering from a cable provider. Connected TVs are designed to provide a more immersive experience for TV viewers by delivering interactive features such as web browsing, social networking, video-on-demand and video streaming in addition to regular TV content.

Over-the-Top (OTT): A device connected to a TV that provides streaming media as a stand-alone product directly to viewers over the internet, bypassing telecommunications, multichannel TV and broadcast TV platforms that traditionally act as a controller or distributor of such content. Popular examples are Roku, Chromecast, Amazon Fire Stick, Apple TV and the major gaming consoles.

TV Everywhere: A feature of broadcast TV services that lets users access live and on-demand content via mobile devices as part of their subscription to a paid TV provider. For example, if you have a cable subscription, you can download the ESPN Watch app and watch ESPN programming on your computer, table or phone—everywhere.

Radio

Terrestrial: Any radio signal that travels along the land, is broadcast from a land-based station and is received by land-based receivers (AM/FM radio).

Audio Streaming: Delivering real-time audio through a network connection.

Digital

Second Screen: A mobile device used while watching TV, especially to access supplementary content or applications.

Programmatic Digital: Automated bidding on advertising inventory in real time for the opportunity to show an ad to a specific customer within a specific context.

ThruPlay: The number of times a video is played to completion, or for at least 15 seconds.

TrueView: A YouTube video ad format that gives the viewer options, the most common of which is the ability to skip the advertisement after five seconds. Sponsors pay only for ads that are viewed in their entirety or until 30 seconds have elapsed.

Gaming

Esports: A multiplayer video game competition played for spectators that is often team-based and played for prize money. Esports are also livestreamed and involve commentators and analysis similar to “traditional” sports.

Livestreaming: A gamer sharing his or her gaming experience with fans/followers by live broadcasting the game that they are playing. Some streamers consistently play the same games and others try different games or follow trends.

Overall

Flight: Advertising timing strategy where ads or commercials are run during a period (called a flight). The higher the weight of the advertising, the more often it is seen.

Reach: The number of people you touch with your marketing message or the number of people that are exposed to your message during a given time.

Frequency: The number of times you touch each person with your message.

Audience Targeting: Using data points to target specific segments of the population based on their demographics, interests and behaviors.

Native Advertising: A form of paid media that matches the look, feel and function of where the ad appears. Native ads are often found in social media feeds or as recommended content on a webpage.