National Highway Traffic Safety Administration

2024 August/Labor Day Impaired Driving Campaign

Media Buy Summary

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1.0   Executive Summary

The National Highway Traffic Safety Administration's (NHTSA) 2024 August/Labor Day Impaired Driving high-visibility enforcement (HVE) campaign aims to remind drivers that the safest way home after drinking is to plan for a sober ride. This document provides an overview of the media channels, media partner selection and tactics that will be activated to reach the target audience.

Based on FARS data, the most significant demographic involved in drug-impaired driving crashes is 18- to 34-year-old males, and in alcohol-impaired driving crashes, 21- to 34-year-old males, making them the primary target audience for this campaign. These demographics comprise two distinct generations—Gen Z, 18 to 27 years old, and Millennials, 28 to 34 years old, in 2024. An additional audience for the campaign is 35- to 54-year-old male motorcyclists. This demographic consists of Millennials, 35 to 47 years old, and Gen X, 48 to 54 years old.

National paid advertising for the August/Labor Day flight will start Wednesday, August 14, and run through Monday, September 2, 2024. The campaign will establish broad reach and frequency optimized toward engagement to drive message penetration during the flight. Media selection is based on the research and trends explored in the Impaired Driving media work plan, media consumption among the target audience and past campaign performance.

Observing the current media environment and target audience usage, there has been a shift in time spent and consumers using multiple channels to view content. NHTSA will activate an omnichannel paid media strategy of video, audio, out-of-home (OOH), digital display and paid social media five to seven times across all channels throughout the campaign.

The overall media partner selection focuses on balancing the most efficient, high-reach tactics to meet reach and frequency goals while equally focusing on considerations of high-quality, integrated content that increases engagement and ultimate penetration of messaging. This is balanced with innovative suggestions for additional key performance indicators (KPIs) to measure success dependent on the tactic, including increased engagement via high-impact placements measured by video completion rate (VCR) and click-through rate (CTR) on digital assets.

Campaign materials are available at TrafficSafetyMarketing.gov. State departments of transportation (SDOTs) and state highway safety offices (SHSOs) may wish to reference this paid media strategy and subsequent media buy details to develop their media plans during the HVE period or adapt tactics and approaches for their campaigns.

2.0 Campaign at a Glance

2.1 Media Strategy and Goals

The 2024 August/Labor Day Impaired Driving campaign aims to keep our roadways safe from impaired drivers by reminding them that impaired driving is illegal and law enforcement is actively enforcing DUI laws to deter them from getting behind the wheel.

The primary media strategy is to quickly build broad reach and frequency to connect the target audience with the message five to seven times throughout the three-week campaign. Selecting tactics that connect with the audience through key affinities to drive engagement will be a KPI for campaign optimization. NHTSA will focus on quality impressions and overall campaign impact to ensure the campaign's message engages the audience.

2.1.1 Planned Campaign Assets

Figure 1: Campaign Assets—Drive Sober or Get Pulled Over

Language	Asset Title	Types/Lengths	Additional Assets
English	Change Your World	Video (:30, :15 and :06)	Web banners (available in standard sizes)
		Audio (:30 audio spot and live reads copy :05, :10, :15, :30 and :60)	
English	Press Conference	Digital Video (:30, :15 and :06)	Web banners (available in standard sizes)
Spanish	No Seas Tonto	Video (:30, :15 and :06)	Web banners (available in standard sizes)
		Audio (:30 audio spot and live reads copy :05, :10, :15, :30 and :60)	

Figure 2: Campaign Assets—If You Feel Different, You Drive Different. Drive High, Get a DUI.

Language	Asset Title	Types/Lengths	Additional Assets
English	I Can Tell	Video (:30, :15 and :06)	Web banners (available in standard sizes)
		Audio (:30 audio spot and live reads copy :05, :10, :15, :30 and :60)	
Spanish	I'm OK to Drive	Video (:30, :15 and :06)	Web banners (available in standard sizes)
		Audio (:30 audio spot and live reads copy :05, :10, :15, :30 and :60)	

Figure 3: Campaign Assets—Ride Sober or Get Pulled Over

Language	Asset Title	Types/Lengths	Additional Assets
English	Don't Roll the Throttle*	Video (:30, :15 and :06)	Web banners (available in standard sizes)

This new asset will be released during the 2024 August/Labor Day flight for the general market audience.

2.1.2 Advertising Period

National paid advertising for the August/Labor Day flight will start Wednesday, August 14, and run through Monday, September 2, 2024.

2.1.3 Working Media Budget

The total budget for the 2024 August/Labor Day Impaired Driving campaign is $15.064 million.

2.1.4 Target Audience

The primary target audience is split into three demographics for the August/Labor Day Impaired Driving campaign: 18- to 34-year-old males who consume marijuana, 21- to 34-year-old males who consume alcohol and 35- to 54-year-old male motorcyclists who consume alcohol. The secondary target audience is 18- to 34-year-old Hispanic males who primarily speak and consume Spanish media at home and consume marijuana, and 21- to 34-year-old Hispanic males who primarily speak and consume Spanish media at home and consume alcohol.

The target audience for the campaign comprises two distinct generations: Gen Z, 18 to 27 years old, and Millennials, 28 to 34 years old, in 2024. An additional audience for the August/Labor Day Impaired Driving flight is 35-to 54-year-old male motorcyclists. This demographic consists of Millennials, 35 to 47 years old and Gen X, 47 to 54 years old.

Note: In the following charts, references to "Hispanic men" refer to the secondary target audience of those who primarily speak and consume Spanish media at home.

3.0 Partner Channel Strategy

By tracking overall trends in media consumption and affinities among the target audience and the shared interests, passions and affinity groups within the target market, the campaign will inform the tactics selected for the effort. As referenced in the August/Labor Day Impaired Driving media work plan, among 18- to 34-year-old men and 35- to 54-year-old motorcyclists, three areas emerge as key passion points for the campaign engagement: online experiences and gaming, sports and music and film. Each area reaches the overall age segment differently, but all provide strong platforms to connect safety messaging with the audience.

This media plan identifies delivery tactics that connect with the full breadth of the target age group for both primary and secondary audiences. It also aims to increase engagement and impact by connecting campaign activation to audience interests and passion points.

In 2024, the high-level planning approach for the August/Labor Day Impaired Driving campaign is to allocate 50% of the budget to vendors whose specialty is the male 18- to 34-year-old target audience and use the remaining budget to focus on tactics that speak to each generation by following their interest and media consumption habits and by considering each vendor's target demographic strengths, including the older motorcyclist audience.

The 18- to 34-year-old Hispanic male audience (primarily speaking and consuming Spanish media at home) skews 71% more toward the 25- to 34-year-old age bracket compared to the 29% who fall into the 18- to 24-year-old age range. The 2024 August/Labor Day Impaired Driving media plan also considers the media usage of the Hispanic male audience and targets buys toward the older audience bracket to reach most of the audience.

3.1 Channel Overview

NHTSA will activate an omnichannel paid media strategy consisting of video, audio, OOH, digital display and paid social media with selected media partners to extend reach and limit frequency per individual while maximizing engagement to ensure the impaired driving safety message resonates.

Video—Video encompasses media placements that use video creative and can run on linear (traditional) TV, connected TV (CTV)/over-the-top (OTT) or online video (OLV) tactics, including mobile video. Since the target audience watches video across multiple platforms, these tactics are planned holistically to consider the viewer's journey with the messaging across platforms.

The success of linear TV will be measured by reach and frequency. CTV/OTT and digital video tactics will be evaluated by view-through rate (VTR) and VCR.

Audio—Audio encompasses media placements that include audio creative across terrestrial radio, digital audio (streaming) and podcasts. Since the target audience listens on traditional and digital audio platforms, these tactics are planned holistically to consider the listener's journey with the messaging across platforms. The success of terrestrial radio and podcasts will be measured by reach and frequency. Digital audio success will be evaluated by listen-through rate (LTR) and CTR on audio companion banners.

Out-of-Home—Out-of-home (OOH) advertising is a form of advertising that people see as they go about their day outside their homes. Traditionally, this includes billboards, bus shelters, benches, restaurants, gas stations, grocery stores, stadiums and everything in between. The success of these placements is measured by reach and impressions.

Digital Display—Digital display media consists of image ads rendered on websites and apps to reach users across the web. These ads can appear in standard sizes or larger formats with rich media features. Display ad engagement is measured by CTR and, in the case of rich media, by the engagement rate (ER).

Paid Social Media—Paid social media continues to be a key channel to reach the target audience. The success of paid social media will be measured by VCR, VTR and ER for video creative and CTR for display.

4.0 Selected Media Partners

The 2024 August/Labor Day Impaired Driving media plan includes the media partners listed below. Because NHTSA is activating an omnichannel paid media strategy, some vendors are activated across multiple channels to maximize reach and ensure optimal message penetration. Frequency will be five to seven times across all partners.

Channel	KPI Goals	Partners
Video	Linear TV—Reach and Frequency OLV and CTV/OTT—VTR: 35%+ / 30% for social VCR: 80%+	• AdTheorent • Ampersand • banMe • Canela TV • Condé Nast • EXTE • Fandom • IGN • Live Nation • My Code • Sinclair • Telemundo • WWE
Audio	Terrestrial Radio—Reach and Frequency Digital Audio—LTR: 85%+ CTR: .05%+	• AURN • Compass Media • Entravision • Nueva Network • Pandora • SBS AIRE • Sinclair • Skyview
OOH	Reach and Frequency	• Atmosphere • Entravision • GSTV • Live Nation • MiQ • Van Wagner
Digital Display	CTR: .14%+	• Adludio • Adsmovil • AdTheorent • banMe • Condé Nast • Exte • Fandom • IGN • Live Nation • MyCode • Pandora • Sinclair • Venatus • WWE • Zeta

Channel	KPI Goals	Partners
Paid Social Media	CTR: .10%+ VTR: 30%-40% ER: .50-15%	• Adsmovil • Meta • Live Nation • Relevant+ • Whistle • WWE • YouTube

*Additional tactical details for each media partner are provided in alphabetical order.*

Adludio—General Market

Adludio's specialty is sensory-focused mobile advertisements that deliver high rates of engagement. Sensory-focused means creating rich media units that link into intuitive mobile actions (swiping, holding down on the screen, etc.) that impact what is happening within the ad unit to boost interest and satisfaction. By utilizing their proprietary, first-party mobile data with a combination of contextual, cross-device, look-alike and interest-based targeting alongside custom assets tailored towards the message and target audience, they have delivered results during previous NHTSA campaigns. Their rich media units focus on driving high engagement rates between 12–18% to the audience as well as high CTRs between .85–2.00%. This combination of high engagement rates within the unit and traffic driven to the website indicates continued interest from the target audience in these units. Adludio will avoid serving impressions in moving vehicles by specifically geotargeting within buildings.

Display

Adludio will utilize its technology and targeting to align with the messaging for alcohol, drug and motorcycle impairment. Based on consumer behaviors, contextual targeting as well as cross-channel and cross-device targeting, Adludio will serve ads with brand safety in mind, ensuring that messaging is only delivered in brand-safe environments and blocking undesirable and sensitive content. Target messages will have dedicated creative and targeting to ensure that each gets appropriate impressions to amplify the message.

**Figure 4: Example of NHTSA Sensory Engagement Tap and Hold Unit**
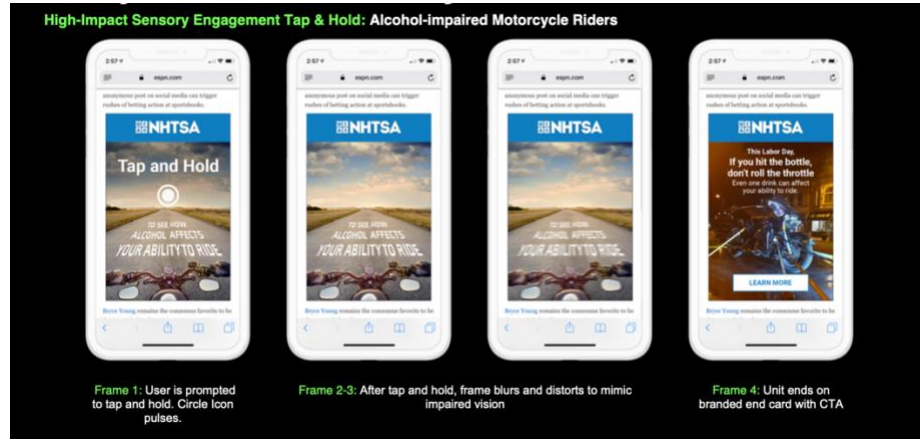
Users are encouraged to press down on the "Tap and Hold" circle. As they do, the circle will vibrate to emulate riding the motorcycle. Then, the screen begins to appear blurred to mimic their vision when they're impaired. The end card reveals a branded message and call to action (CTA).

**Figure 5: Example of NHTSA Sticky Silhouette**
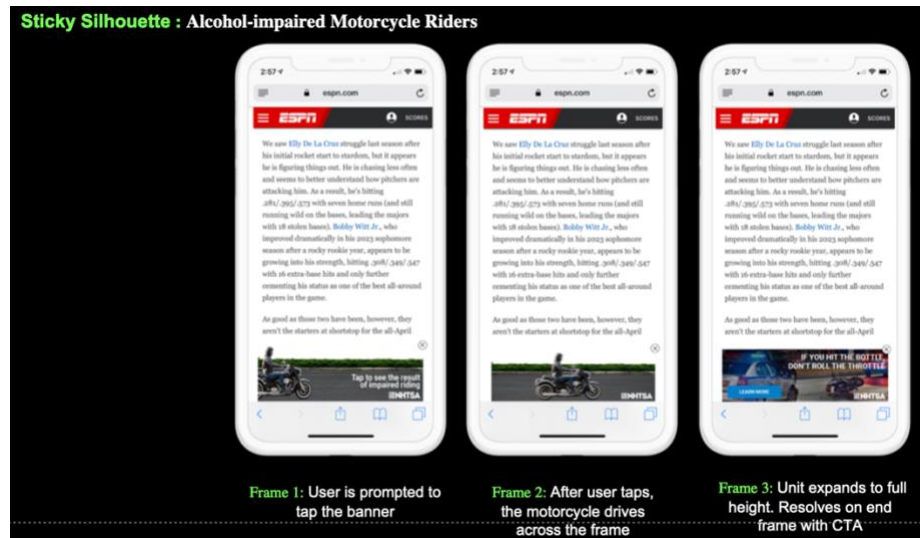
The user is prompted to tap on the ad, and the motorcycle moves across the screen as they do. The unit then expands to full height and lands on the branded end card and CTA.

Figure 6: Example of NHTSA Sensory Video User Choice
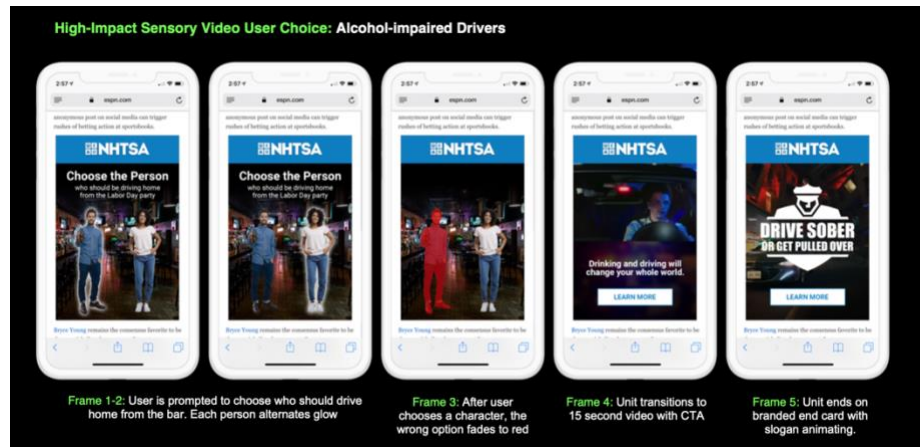
In the ad, users are prompted to choose who should drive home: someone who's clearly been drinking or who's clearly sober. Each person alternates glowing, indicating the user to pick one. A wrong character pick will make that character fade to all red. Once the choice is made, a :15 video will run with the CTA. The unit ends with the Drive Sober or Get Pulled Over logo.

Figure 7: Example of NHTSA Sensory Swipe Left
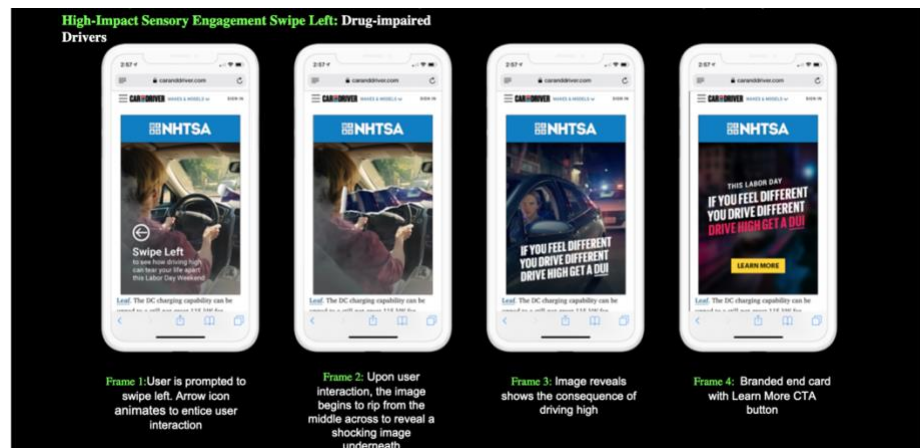
An arrow prompts users to swipe left. Once they swipe, the ad animates to appear as if it ripping down the middle to reveal an image underneath. The reveal shows the consequences of driving high. Then, it pans to the branded end card with CTA.

Adsmovil—Hispanic Market

Adsmovil is a pioneer in Hispanic digital advertising and is the number-one minority-owned digital partner based on monthly unique visitors to their properties. With the largest Hispanic market reach (48%) of online Hispanic users, Adsmovil will be a great partner to introduce to the NHTSA brand and test with the impaired driving messaging through its programmatic efforts and social influencer campaign.

Digital Display

The display portion of the Adsmovil plan will identify Hispanics by leveraging machine-learning algorithms in real time. Contextual targeting will be layered in to further identify where the Hispanic audience is based on their search patterns. Additionally, audiences will be located based on their geo-locational data, which will show what locations where they frequent.

Figure 8: Example of Interstitial/Quickslider

The interstitial is an interactive, full-page ad unit. It is loaded over the content in mobile web environments. Interstitial format ads appear automatically after the page loads and cover the mobile screen. Users tap the close button to exit the full screen unit. In addition, this unit runs on culturally relevant Hispanic content, creating a cultural connection between the users and the brand.

Paid Social Media

As credible, influential voices have shown to be beneficial for raising awareness and earning trust, Adsmovil will utilize influencers for the August/Labor Day Impaired Driving campaign. Focusing on influencers who post content that speaks to the target and in-language, as well as leaning into both entertainment and lifestyle affinities, will ensure the NHTSA message feels more authentic.

AdTheorent—General Market

AdTheorent's capabilities extend across the digital ecosystem to reach the alcohol- and drug-impaired primary audiences and motorcyclists who consume alcohol when they are most receptive to brand messaging.

AdTheorent's proprietary machine-learning platform analyzes all available data to predict a desired engagement outcome, such as a video view or click. They do this by using custom-built models to home in on the target audience based on topics that matter to them the most and then assign each impression opportunity a predictive score. A predictive score is the likelihood an impression will lead to a successful campaign outcome and encourage behavioral change. These capabilities have helped AdTheorent deliver strong performance across video messaging, with a 99% VCR across CTV on another recent NHTSA campaign.

The August/Labor Day Impaired Driving campaign will utilize historical campaign points of interest (POIs) that show where the target audience engaged in NHTSA ads are also frequenting. POIs for this audience include bars, restaurants and dispensaries.

Video

The AdTheorent video plan includes CTV and OLV components to reach viewers across tactics and reduce duplication. Within the target audience, they will focus on sports fans and gaming enthusiasts, framing the impaired driving message with a branded unit specifically for CTV. The mockup below is a branded minimizer unit and is entirely customizable. OLV will amplify the campaign using the same targeting parameters.

**Figure 9: Example of NHTSA CTV Branded Minimizer**
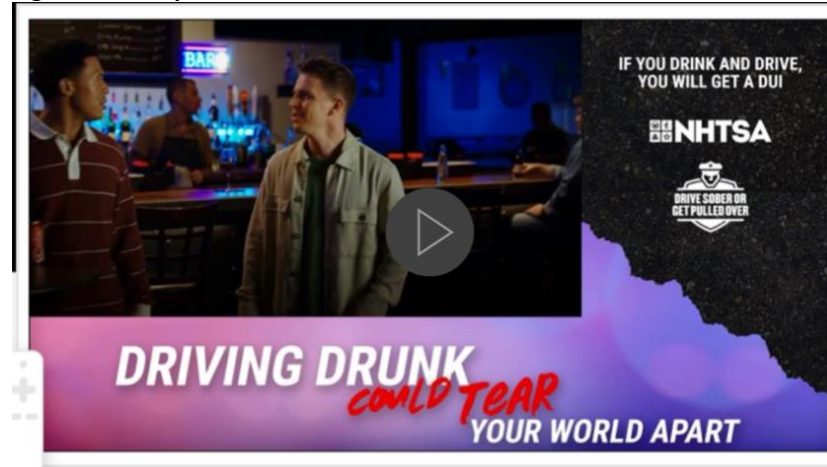
Digital Display

AdTheorent has also been a high performer across both standard and rich media display assets. With an average of seven seconds of engagement for similar units across the general market and a benchmark engagement rate of 12%, AdTheorent has consistently doubled those benchmarks in performance during other recent NHTSA campaigns.

For the August/Labor Day Impaired Driving campaign, AdTheorent will use predictive modeling to target the three target audiences when they are most receptive to brand messaging with standard and high-impact units. AdTheorent has an in-house studio that will work directly with NHTSA to create custom-rich media units and tap-to-expand creative assets.

Figure 10: Example of OLV Rich Media Unit
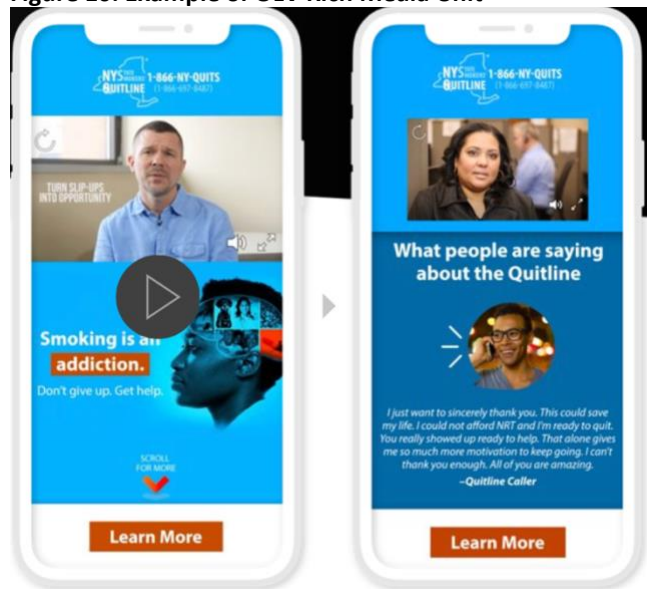
Figure 11: Example of NHTSA Rich Media Expandable Unit
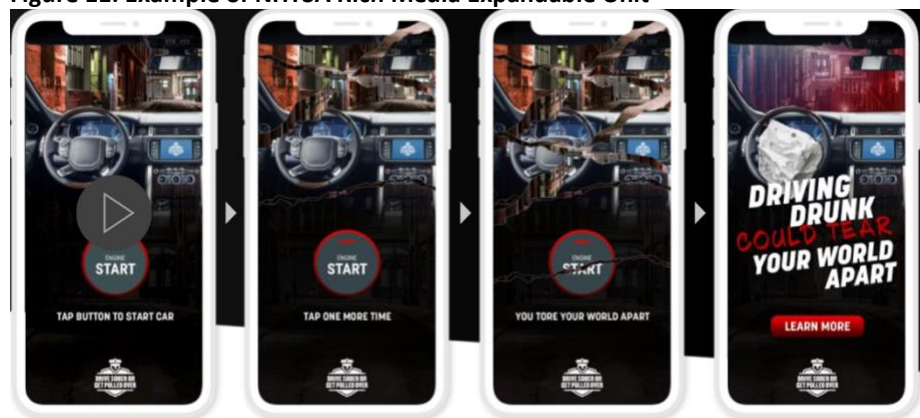
The user taps on the start button and is asked to hit the start button again, and the ad or screen "shatters," with the end card showing the campaign messaging and CTA.

Ampersand—General Market

Ampersand is a data-driven cable TV advertising sales and technology company that reaches 80 million households, providing viewership insights and planning on 42 million households in 200+ designated market areas (DMAs) across more than 165+ networks and in all dayparts. Ampersand is owned by the three largest cable providers across the country (Comcast, Spectrum and Cox). They offer audience-based buying and automation through a single interface that supports local and national cable TV buying across premier commercial pod inventory.

Video

The plan with Ampersand will be executed and measured to the target audience over a cross-screen TV campaign, meaning they will input on linear television and CTV while being aware of frequency caps per household to minimize waste.

In addition to running the campaign asset, the Ampersand plan will include a :10 taggable as added value, served at the end of a network spot (like post-roll in digital video). Below is an image of the full-screen NHTSA ad at the end of the :10 post-roll. These are fully customizable, and Ampersand will work directly with NHTSA to create the message. It will also feature a QR code on the taggable to track scans for engagement.

Figure 12: Example of NHTSA Full-Screen Post-Roll Ad


Atmosphere—General Market

Atmosphere TV is the unique intersection of digital out-of-home (DOOH) and CTV. Atmosphere is a streaming TV platform in locations where the target audience is spending time outside of the home.

The August/Labor Day Impaired Driving campaign will run Atmosphere's in-house content-produced video spot from 2023 that will bring NHTSA's messages to life in a way that resonates with 18- to 34-year-old males who consume marijuana and 21- to 34-year-old males who consume alcohol. Location data has shown that the target audience spends time at restaurants, bars, shopping areas, barber shops and gyms.

OOH

The OOH plan with Atmosphere uses intentional placements of NHTSA messaging in locations where the target audience spends their time. While they are out and about in their daily lives, the campaign messaging will be displayed on the TV screens.

Figure 13: Example of NHTSA OOH Location-Based Ad
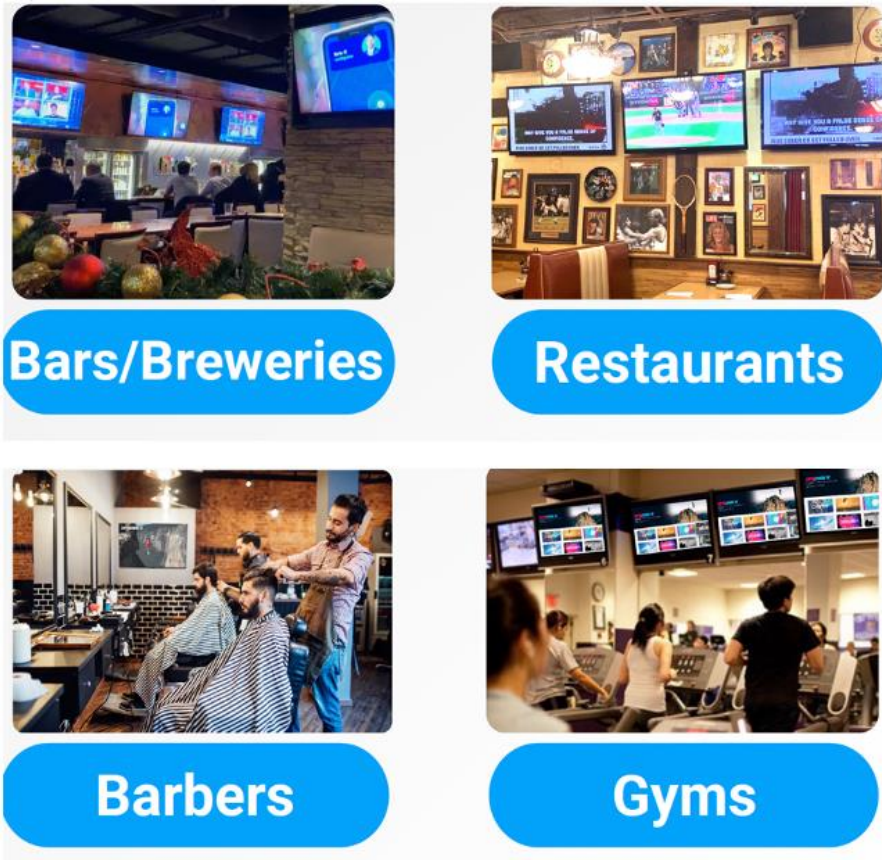
Digital Display

Atmosphere will retarget those who have attended the noted locvations to extend the reach of the impaired driving message. The target audience will be served an ad after they leave the venue as another reminder of the consequences of their decisions. Atmosphere has software that detects that the user is outside of their vehicle and won't be served as they are operating a vehicle.

AURN—General Market

AURN is the number-one Nielsen-rated national audio network company that reaches African Americans. With over 40 million weekly listeners on 6,000 affiliates, AURN provides unique, compelling and star-studded programming that harnesses the African American culture's creative energy, vision and power.

Audio

The campaign will be utilizing network radio to help target African American males 18 to 34 years old who consume marijuana, African American males 21 to 34 years old who drink alcohol and African American men 35 to 54 years old who ride motorcycles. There will also be an added value element, using :15 in-program reads across network radio programming that has a targeted penetration of the African American population.

A digital audio component and a digital audio companion banner will also run, complementing the network radio portion of the audio buy.

Paid Social Media

AURN will bolster the paid audio elements with social media support as added value.

banMe—General Market

banMe is a programmatic digital partner that seamlessly connects audiences across multiple channels and platforms. Their omnichannel approach ensures a consistent brand experience cross-device and across multiple platforms. They stand on their insights-driven approach, diving into analytics to refine strategies, optimize campaigns and ensure campaign efforts are effective and efficient.

Video

A cross-device OLV approach will reach the target audience during their elevated video consumption throughout the campaign, delivering the drug- and alcohol-impaired messaging through pre-, mid- and post-roll. The focus will be on geotargeting locations that correlate with the target audience's passion points and daily online consumption. Engagement will be the key KPI when testing this new partner to help find additional audience affinities with the alcohol- and drug-impaired primary audiences and motorcyclists who consume alcohol.

Figure 14: Example of NHTSA OLV Ad

Digital Display

Digital display will utilize a cross-device strategy that adds a targeting overlay to effectively and efficiently reach the target audience. The banMe approach is separate from other programmatic activations within the buy, focusing on specific and strategic state-level budget allocations. These budget allocations are based on the number of impaired driving violations per capita and the percentage of the audience who consumes alcohol or marijuana within each state for the general market. This is an approach used in a previous NHTSA campaign.

Canela TV—Hispanic Market

Canela TV is the first addressable video-on-demand (AVOD) platform for Hispanics in the United States. They have curated a large mix of Spanish-language video content from multiple countries and various genres. With a focus on Hispanic males who primarily speak and consume Spanish media at home, NHTSA needs to have a presence within authentic, Spanish-language content that is not currently available via linear TV partners. In addition, first-party targeting of those who have watched specific programs and content on Canela TV will ensure better accuracy and reach of the target across OLV.

Video

Utilizing a mix of :15 and :30 non-skippable pre-roll and mid-roll videos, these NHTSA-branded message units will be contextually aligned with male-skewing programs like sports, comedies, music, lifestyle and entertainment across Canela TV.

Condé Nast—General Market

Condé Nast is a well-established publisher across all forms of media that leans into specific affinities of the Millennial audience and where they consume media for entertainment, current trends and insights. The Condé Nast media plan will focus on the target audience through their key brands GQ, Pitchfork and Wired. GQ is the flagship publication of men's fashion and style, consistently being a major source of culture for the target audience. Wired is a digestible guide on how emerging technology affects culture, the economy and current events. Pitchfork is a leader in music and provides content to an audience of highly engaged fans looking to discover and experience new music trends and reviews. These sites index over 200 with the target audience. Condé Nast is a prime partner for exploring the NHTSA audience's passions.

Video

Audience-targeted videos will run across Condé Nast's YouTube collection and online collection of sites to continue video visibility of campaign messaging with rich media units.

Digital Display

Wired, Pitchfork and GQ will launch highly visible and engaging rich media units to extend NHTSA's messaging throughout the flight. These three publications resonate and index well with the target audience's passion points. These rich media units will also be included across a collection of other Condé Nast sites to test engagement across their properties, allowing flexibility to highest engagement performers, including The New Yorker, Vanity Fair, Ars Technica, Architectural Digest, Bon Appetit, Epicurious, Condé Nast Traveler and SELF. This full collection indexes high with the target audience and will hit across various passion points and audience sub-groups within the target demographic. Rich media units will test across four high-impact units, each having benchmark CTRs between 0.15–0.52%, optimizing towards the best-performing creative units.

This combination and testing of multiple rich media units and site lists will test how the audience engages across the Condé Nast properties to maximize engagement with this buy and leverage knowledge for potential future opportunities.

Compass Media—General Market

Compass Media has a growing portfolio of well-branded audio programs broadcast on thousands of radio stations and emerging digital platforms, reaching millions of listeners daily. Compass Media's representation of syndicated shows and their access to on-air personalities that speak directly to 18- to 34-year-old males and 35- to 54-year-old motorcyclists positions them for impactful delivery of the campaign message.

Audio

The August/Labor Day Impaired Driving media plan will utilize their syndicated shows and customized mass-reach networks to deliver across multiple music genres, including added value to boost messaging across social platforms and continue organic conversation on impaired driving in an authentic voice from trusted radio personalities. Research shows that males 18 to 34 years old over-index for adult hits, contemporary hits radio (CHR), soft adult contemporary and urban. Men 21 to 34 years old also over-index for rhythmic and rock formats. The motorcycle target of males 35 to 54 years old over-index for classic rock and rock formats. Compass Media will produce custom spots for each audience to run along with NHTSA-branded audio spots and live reads.

Top syndicated talent will organically produce content on air and in social extensions via the Compass Media network. The top shows that reach the three audiences include the "Greg Beharrell Show" (rock), "Big D & Bubba" (country), "David & Mahoney" (alternative rock) and "Anna & Raven" (AC and hot AC). In conjunction with NHTSA, Compass Media will develop and record three emotion-focused spots to target each audience segment: impaired marijuana consumption, impaired alcohol consumption and impaired motorcyclists (alcohol).

The Weekday and Evening Network will leverage three established male-skewing and brand-safe hosts to target the 18- to 34-year-old male audience with voiced :30 live reads, added value :10 billboard live reads and social media posting across show channels. Matt Wardlaw, Evan Paul and Chuck Armstrong cover classic rock, country music and top hits through their syndicated shows "Loudwire" and "Ultimate Classic Rock," which will provide an authentic and brand-safe additional voice to the impaired driving message.

Compass Media will also leverage their country stations to create a Country Weekend Network, leveraging their most popular talent and award-winning country show, "Big D & Bubba." This custom integration will include :15 and :30 live reads, weekly social media posts and a "Weekend Travel" segment that discusses what people are doing over the weekend and reminds listeners to have a safe and sober ride home.

For added value, Compass Media will run three :30 reads along with social media posts from each of the seven syndicated show hosts.

Entravision—Hispanic Media

Entravision will be a key Spanish-language radio partner with a 360-degree, in-language campaign that includes terrestrial and streaming audio, digital OOH and DJ reads. Entravision provides an efficient cost per impression (CPM) and added value, continuing to be a strong partner in delivering the impaired driving message. Entravision has had a 35% growth in listenership, including a 14% growth specifically with the younger 18- to 34-year-old male demographic. Previous audio campaigns have delivered in full or over-delivered on planned impressions.

Audio

The August/Labor Day Impaired Driving campaign will leverage the Entravision Network and the Amigos Network. The Amigos Network is Entravision's influencer network, with more than 5 million monthly listeners. It offers a blend of music, entertainment, comedy and sports. Leading Hispanic radio personalities, including Shoboy, Piolin, Erazno and El Flaco, power the network. Live reads of the impaired driving message will run during their shows, reaching 68 DMAs and 73% coverage of U.S. Hispanic households.

Entravision will also create custom :30 units. These units will highlight the impaired driving message using two different messaging themes: *Dichos* (roughly translates to "sayings") and *A que no sabias* (translates to "bet you didn't know"). An example of *dichos* could be the saying, "if you have to ask if you're okay to drive, you're probably not." An example of *A que no sabias* could be, "bet you didn't know that driving high is just as illegal as driving drunk."

OOH

To round out the activation, Entravision will include a variety of billboards near freeways and other street thoroughfares. All placements will be in Spanish and in Hispanic-dense areas in NHTSA's key DMAs. Below is a map of the placements across the United States.

Figure 15: Map of NHTSA OOH Locations
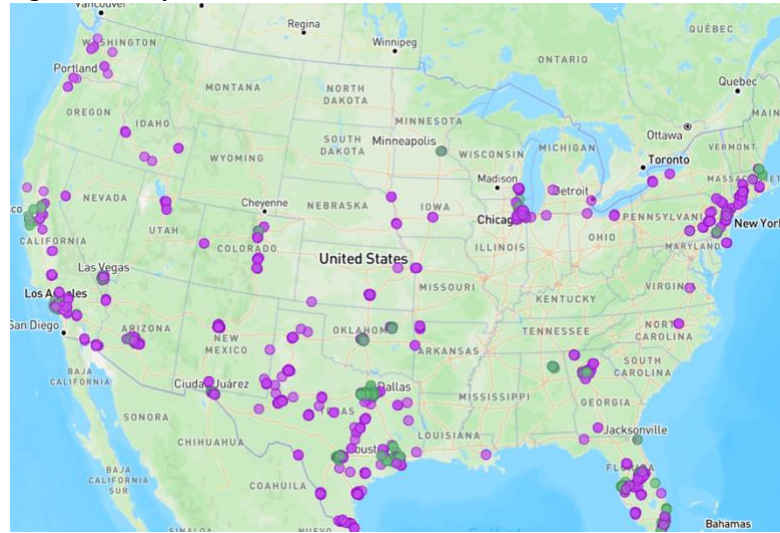
EXTE—Hispanic Market

EXTE is a platform that bridges culture and technology to connect with Hispanics authentically. EXTE leverages its EXTE Hub to identify the Hispanic male target audience and deliver personalized in-context messaging. Leveraging the world's best publishers, such as Futbol Total, depor.com, Fox Sports, Mundo Deportivo and others, EXTE ensures access to its relevant in-language inventory to allow for maximum reach and influence.

Video

High-impact cross-device units will run in custom video and rich media format. These custom units (shown below) will be displayed across EXTE's Spanish-language inventory, focusing on affinities the audience highly engages in.

Figure 16: Example of NHTSA Video Rich Media Ads

Interactive Canvas   Dual Interactive
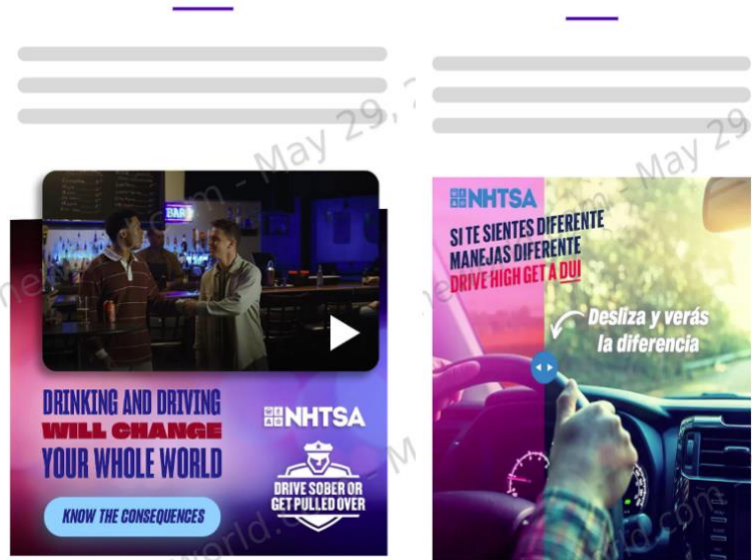
Digital Display

To extend the video units, high-impact and standard rich display cross-device units will run across the display portion of the plan. These units will be as shown below and displayed across EXTE's Spanish-language inventory.

Figure 17: Example of NHTSA Display Rich Media Ads

Interactive Canvas   Parallax Classic
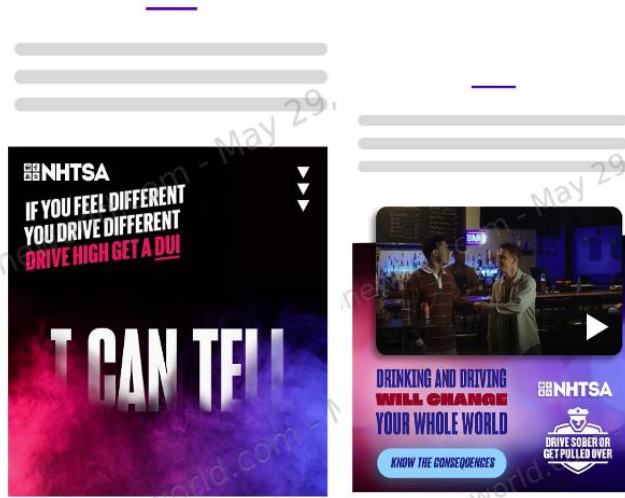
Fandom—General Market

Fandom and NHTSA will educate the target audience on the costly consequences of impaired driving or riding through a custom campaign, encouraging them to plan for a sober ride home while speaking to their passion points and authentically connecting them with the campaign message.

Honest Trailers are one of Fandom's most popular content pieces. For the August/Labor Day Impaired Driving custom campaign, NHTSA will align with the content of the most popular entertainment and gaming releases, including a "House of the Dragon" concept. Men 18 to 34 years old follow "House of the Dragon" 3–3.5 times more than other age groups. The motorcycle target is also in tune with the show, with men 35 to 54 years old 1.7 times more likely to follow the show.

The custom content strategy will be tied to the Honest Trailer for the dragon-heavy fantasy show "House of the Dragon" (season 2), where the ad follows a group of friends casually drinking and playing a tabletop role-playing game (RPG). One of the players chooses to make his character fly a dragon home after drinking at the local tavern; the game master rolls the dice to determine the immediate consequences, such as serious injury or running afoul of the city guards.

The player thinks that was the worst, but the hits keep coming. His character must use up all his gold on court fees, he's been kicked out of the adventure's guild and he has to clean out the royal stables for community service. The player gets frustrated and grabs his keys to go home, but given his character's recent experience in-game, he looks at his half-empty drink, decides to make a better choice and asks a sober friend to drive him home. The end of the ad will close with branded messaging and CTAs.

Video

NHTSA will reach the highly engaged Fandom platform and audience through custom platform takeovers. The takeovers are high-impact, cross-device ads that generate robust performance and engagement. The cross-platform takeover comprises an auto-play video skybox and companion banner unit, allowing the takeover of an audience and fan community. This allows the NHTSA messaging to display content already consumed by the target audience and build a relationship with them to strengthen awareness through a trusted platform.

As added amplification, NHTSA will run a pre-roll video leveraging Fandom's cross-platform premium video to reach the target audiences as they consume relevant content. The pre-roll's "follow" feature keeps fans engaged with NHTSA's brand video messaging as they read through content while progressing down the page.

Figure 18: Example of NHTSA Video Cross-Platform-Takeover
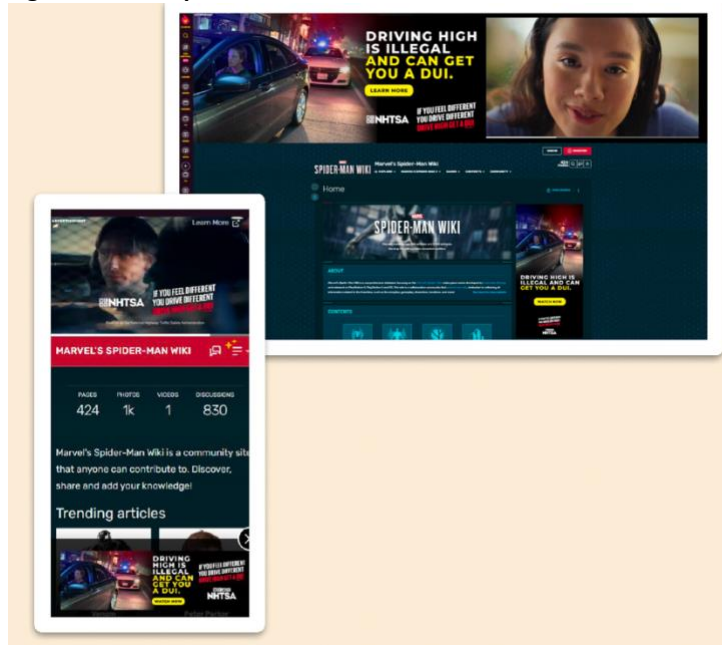
Digital Display

In addition to video, NHTSA will run high-impact digital display cross-device messaging to extend reach and engagement across the campaign. Contextual and 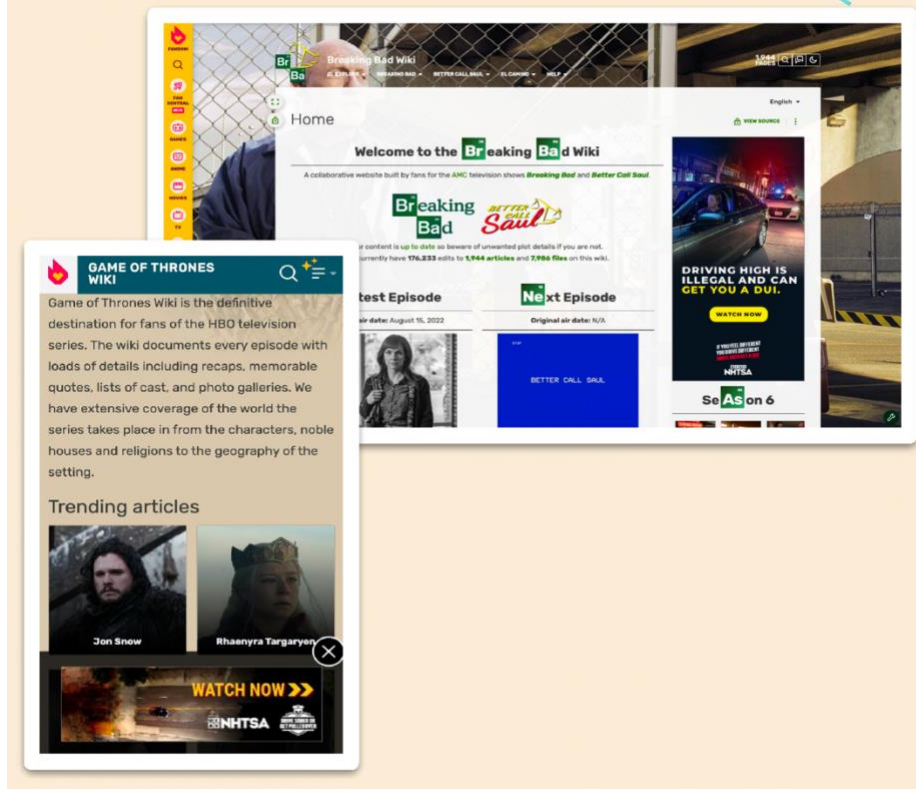interest-based targeting will help align the NHTSA messaging with the target audience's passion points to ensure the messaging is within their content consumption.

Figure 19: Example of NHTSA Digital Display Ads

GSTV—General Market and Hispanic Market

GSTV is a national network allowing advertisers to target motorists in an engaging environment while pumping gas. They can reach consumers by leveraging demographic, geographic and behavioral data to reach the target audience. In past NHTSA campaigns, GSTV has efficiently been able to consistently provide efficiency, over-deliver and extend projected reach.

GSTV will also use its robust consumer targeting to contextually target content to the Hispanic market in alignment with its in-language Hispanic content segments. This in-language content spans food, sports, music and education from authorities in Hispanic culture and Hispanic-owned publishers. This content will air within locations with a density of over 50% Hispanic population, aligning with the content of our general market spots.

OOH

Using their contextual targeting data, GSTV will deliver NHTSA-branded August/Labor Day assets across 3,100 gas stations nationally to hit the general market and 400 to hit the Hispanic market. Within recent NHTSA campaigns, GSTV over-delivered 10–30% additional added value impressions in addition to pre-negotiated ones. Those exposed to 2023 messaging through GSTV indicated they were 5% more likely to engage in safe driving choices when re-entering their vehicle from pumping gas.

Dwell times at the pump average 2 minutes, and drivers are engaged with the pump advertising as they wait. While at the pump, there will be a campaign-specific L-Bar, as seen in Figure 21, to help amplify the creative message at the pump along with the NHTSA-branded messages to all targets.

Figure 20: Example of GSTV OOH Unit

Figure 21: Example of GSTV L-Bar Unit

L-Bar units will be used, which can be fully animated and updated to pair with tailored creative reflecting August/Labor Day Impaired Driving campaign messaging.

Digital Display

To complement the OOH buy for both markets, digital retargeting assists in increasing the frequency and measuring the engagement of those reached by GSTV. GSTV has consistently been successful in past retargeting efforts, delivering CTRs over benchmarks of standard display units between 0.15–0.25%.

IGN—General Market

IGN is an authoritative voice in mainstream gaming and entertainment and has an extensive audience that spans 36 different platforms. With IGN's scale, NHTSA's messaging will reach its intended audience across its preferred platforms while aligning with its primary passion—gaming.

By aligning NHTSA's brand messaging with IGN's high-performing media and custom content options, NHTSA will effectively target its core audience as they continue to come back to IGN for all the latest news and reviews for games and entertainment. This custom content package allows NHTSA to reach a highly engaged audience through turnkey yet effective integrations distributed across IGN's platforms.

Video

For the August/Labor Day Impaired Driving campaign, IGN will partner with NHTSA for a wave of content urging the gaming community to stay safe on the road over the holiday weekend. Across a series of entertaining yet informative short-form videos integrated into fan-favorite core programming, the IGN audience will be reminded at every turn to "Drive Sober or Get Pulled Over."

IGN will produce distinct custom videos of in-game pullovers and DUIs, one tailored to each of their core showcasts (running as a custom segment within each video podcast). These videos will feature a variety of video game cars, motorcycles, trucks and other vehicles, illustrating how driving or riding impaired, even in a game, can have implications. These videos will be accompanied by custom ad reads from the hosts.

The custom segments created for the showcasts will also appear within each new episode of "The Fix: Games" during NHTSA's week-long partnership leading to Labor Day. "The Fix: Games" is one of IGN's tentpole core programs, giving top headlines in gaming news five days a week. For one week leading up to Labor Day, every episode of "The Fix: Games" will feature a custom gaming wipeout montage along with a custom ad read from hosts reminding viewers of the core message behind the campaign. During the week-long partnership, NHTSA will also own all new and archived "The Fix: Games" episodes, resulting in significant reach across IGN.

Figure 22: Example of IGN "The Fix: Games"

The content from all showcast segments will be compiled into one all-encompassing supercut video posted across IGN channels, supported by IGN's cross-platform :15 pre-roll, which will aid in highlighting NHTSA's messaging for the August/Labor Day Impaired Driving campaign. This pre-roll will be featured on IGN's website and YouTube channels.

Figure 23: Example of IGN Supercut Video from Showcasts

Digital Display

Lastly, IGN will leverage its mobile inter-scroller and video quick-slider units to bring awareness to the front and center of the campaign objective. As an added value, IGN will provide a standard display run-of-site (ROS) campaign to boost NHTSA's reach and efficiency, maximizing the scale of NHTSA's impaired driving messaging.

Live Nation—General Market

Live Nation is one of the leading live entertainment companies that works with artists to bring their creativity to life on stage. Live Nation has cultivated a fan base and can extend its reach to audiences through video, display and social media.

Live Nation has a broad reach with the world's largest walled garden fan database with Ticketmaster and social media properties, including millions of addressable fans that amplify messaging beyond live events and 5.7 million fans in the target audience. They have proprietary data that allows them to reach and target the August/Labor Day Impaired Driving audience based on their interests and can focus on quality engagement, not solely reach, to drive measurable results.

Video

Live Nation will place video pre-roll ads across contextually relevant Live Nation-operated YouTube music channels to drive awareness, content views and engagement for the August/Labor Day Impaired Driving campaign's three target audiences who consume alcohol and are interested in sports, music and entertainment using the campaign video creative. Live Nation delivered a 57% VTR through their video network on another recent NHTSA campaign, which is above the benchmark.

OOH

NHTSA will integrate digital video placements into the live music experience on Live Nation's concert vision screens at amphitheaters, clubs and theaters nationwide to extend its reach with the Live Nation campaign. The August/Labor Day Impaired Driving drive sober ad will speak directly to OOH audiences within pre- and post-concert loops to engage concertgoers in a way that achieves brand safety. Loops are 30 minutes long, run two to three times per show and will show at events that over-index for the alcohol- and drug-impaired primary audiences and motorcyclists who consume alcohol across 43 markets, with heavy-up placements in key markets where Live Nation has venues.

Digital Display

Live Nation will place impaired driving digital display ads on the Live Nation and Ticketmaster owned-and-operated network of sites—event pages, team pages, venue pages and concert listings—and target the three male audiences across music, sports, entertainment and arts using standard display banners on mobile and desktop.

Paid Social Media

The campaign will leverage Live Nation's social reach and specific targeting capabilities to communicate with the target audience on a platform where they are already engaged organically. Live Nation will boost posts using Live Nation's custom audience segments to ticket purchasers and browsers of nationwide music, sports and family content interest.

Meta (Facebook/Instagram)—General and Hispanic Markets

To drive retention of the impaired driving message during the campaign, NHTSA will promote content on Facebook and Instagram, driving video views across platforms through multiple campaign types and leveraging three different campaign objectives across both platforms. These will be video views, engagement and traffic (landing page views). The campaign includes in-feed posts with static and video assets, scaling to optimize toward best-converting placements and videos.

Paid social media will remain a key channel for Hispanic males who primarily speak and consume Spanish media at home. Over 50% of the general and Hispanic market audiences are medium-heavy or heavy users of social media platforms. The plan will be consolidated with Meta, the widest-reaching social network. The campaign will reach those with Facebook and Instagram settings in their respective languages.

MiQ—Hispanic Market

NHTSA has used MiQ's precise digital capabilities in the past for OLV and display and will now use these same precise targeting capabilities to reach the target via OOH. In addition to digital audience data, MiQ will utilize Census data, zip code data, location journeys and points of interest data for the Hispanic target audience. The campaign will use high-impact static assets.

OOH

For the August/Labor Day Impaired Driving campaign, the plan will focus on key DMAs and use MiQ's advanced targeting to digitally serve the impaired driving message outside the home on relevant billboards, roadside shelters and office buildings in optimum environments to reach the Hispanic male target audience. Below is a map of the OOH locations that will show the impaired driving ad across the United States.

Figure 24: Map of OOH locations
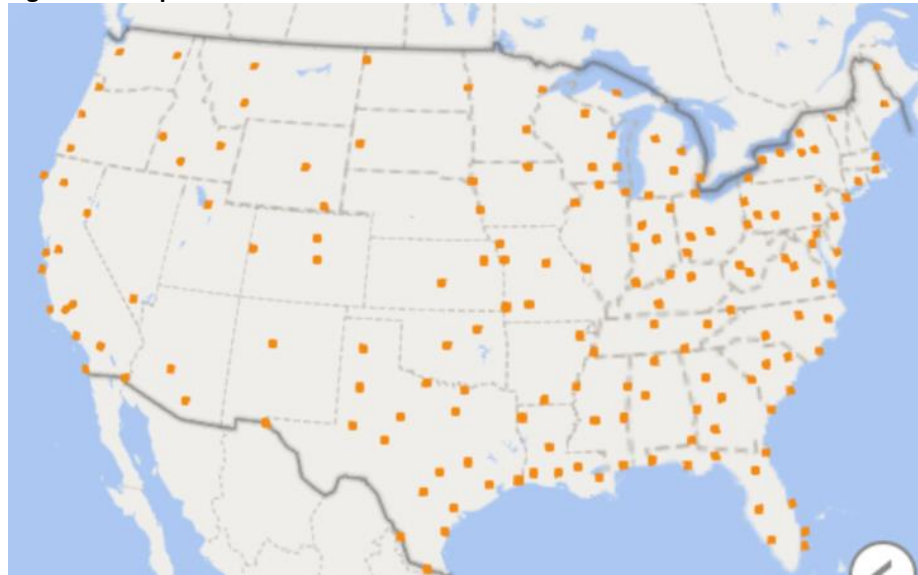
MyCode—Hispanic Market

MyCode is the largest multicultural digital media company in the United States. The HCode division of MyCode targets Hispanic audiences and has top streaming publishers across 12+ owned-and-operated digital companies. In addition to their owned and operated publishers, they purchase relevant in-language digital inventory across various demand-side platforms (DSPs) and suppliers.

Video

The MyCode OLV plan will run premium :15 and :30 videos across inventory on HCode to reach the Hispanic target audience. The video plan will work with the MyCode display plan to maximize impact and reach for heightened amplification of the messaging. Recent NHTSA campaigns had a VCR of 78.4%, which was on par with the benchmark.

Digital Display

The display plan will align with the OLV plans using standard display banners and high-impact units, such as skins/scroller and adhesion units, for more significant impact and to build more interactivity. The 2023 August/Labor Day Impaired Driving campaign had a CTR of 0.14%, which was on par with the benchmark.

Nueva Network—Hispanic Market

Nueva Network is the largest independently owned and minority-certified Spanish-language audio network in the United States. Nueva Network offers premium daypart inventory across a vast network of stations with a cost-efficient CPM and provides additional bonus weight to support social initiatives. The network includes 425 stations with 95% U.S. coverage in 103 markets.

Audio

The August/Labor Day Impaired Driving campaign will air on the number-one nationally syndicated Spanish-language morning show "El Genio Lucas" and "Los Jefes," the undisputed champion of syndicated sports radio, hosted by two-time Emmy Award winner Alvaro Morales. "Los Jefes" is a one-hour daily sports program that includes legendary soccer star Juan Carlos Gabriel de Anada and a large team of top journalists from the United States and Mexico.

Within Los Jefes, Nueva Network will create a special live-read sports update for listeners to keep them updated on all the big games and sporting events. Los Jefes will share positive sports stories throughout August, leading to peak holiday timing.

Paid Social Media

Additionally, featured on-air personalities will amplify the August/Labor Day Impaired Driving campaign with social media posts for their audiences, emphasizing the importance of safety.

Pandora—General Market

Pandora is a personalized digital audio service that helps users find new music based on their old and current favorites. Users can create custom web radio stations, build playlists and more, including staying up to date on music and artist news, concert events and upcoming music drops.

Audio

The impaired driving messaging will run across Pandora/SoundCloud platforms through streaming audio and podcasts. Podcasts will be designed with brand safety in mind to reach the target audiences. Digital streaming will have curated playlists based on genres and the most downloaded songs for bands/artists by the three target audiences. Additionally, the NHTSA-branded message will run on the digital audio platform, including podcasts that fit the audience's passion and interests, to make another connection point and discuss the importance of making good decisions when consuming alcohol.

Relevant+—Hispanic Market

Relevant+ is a certified minority-owned media partner specializing in being at the forefront of culture and media. Their owned-and-operated properties include Turismo and Aspacio Live. The Relevant+ mission is to elevate and create positive change for U.S. Hispanic and multicultural communities that empower both brands and consumers to make meaningful connections and contributions, connecting across key content themes: entertainment, sports, music, health and wellness, and lifestyles.

Paid Social Media

Relevant+ will create a custom influencer program for the impaired driving message. The content will feature one Spanish-language content creator, Luan Palomera. He will use relatable situations focused on Hispanic families that have no shame in calling out family members at holiday gatherings. Ultimately, this story will convey that there is nothing funny about driving impaired and encourage the target audience to be safe this Labor Day. This :60 video will be distributed on Facebook, Instagram and Relevant+ owned-and-operated properties. Luan Palomera will also post on his social feeds to his 412,000 followers.

Figure 25: Example of Relevant+ Influencer Laun Palomera

SBS AIRE—Hispanic Market

SBS AIRE is one of the primary Spanish-language radio networks, with many high-rated stations across the country. The SBS network reaches over 25 million Hispanics weekly across over 250 affiliates. AIRE is the second-largest network in total impressions for Hispanics 18 to 34 years old. For NHTSA campaigns, SBS AIRE consistently delivers in full or over-delivers.

Audio

The SBS Artist 360 talent that will be leveraged is a renowned celebrity and previously NHTSA-approved DJ, Alex Sensation. He has a powerful influence on NHTSA's impaired driving target audience and will encourage the audience to plan for a sober ride home during the Labor Day holiday period. SBS AIRE will build on last year's collaboration and create an official "NHTSA x Alex Sensation Impaired Driving Livestream Music Mix Series."

Alex Sensation is the number-one Latin DJ in the country and a music producer renowned for his vibrant collaborations with top Latin artists and electrifying performances across global stages. His strong social media presence includes 3 million followers on Instagram, 1.5 million subscribers on YouTube and 1.6 million listeners on Spotify. He hosts the highly rated syndicated weekend show and livestream, "La Mezcla," where he spins a mix of everyone's favorite tunes, from salsa and bachata pop to reggaeton and freestyle.

The "Impaired Driving Livestream Music Mix Series" will be featured within Alex Sensation's highly popular live streams, which will be promoted to target the Hispanic audience. The live stream "Fiesta de Despedida de Verano" (Labor Day) will include live reads with in-program and social media promotion.

Sinclair—General Market

Sinclair is a diversified media company and national sports and news leader. The company owns and operates 21 sports network brands nationwide, providing services to 185 television stations in 86 markets. Sinclair's content is delivered via various platforms, including over-the-air, multi-channel video program distributors and digital streaming.

The August/Labor Day Impaired Driving campaign messaging will run on Sinclair's platform, a national sports network covering high-profile sporting events at the professional, collegiate and high school levels.

As a one-stop platform for viewers looking for sports highlights and news, their videos have 6 billion monthly viewers and have advanced targeting capabilities. Their direct targeting capabilities, close relationship with their fans and access to influencers who speak directly to the target audience across multiple activations will be essential to delivering the impaired driving message.

This close relationship with players will be leveraged by creating a custom branded video called "Defining Moments." This custom video will run across their linear television channels, online video, CTV, digital audio and social media for maximum impact.

"Defining Moments" will aim to promote sober driving choices through the influence of Sinclair's roster of star athletes, coaches and talent. Sinclair will create sit-down interviews (both :30 and :60) with their marquee talent that raise awareness and discuss the life-changing consequences of driving under the influence. These talents include Mark Ingram II, Urban Meyer and Rob Stone. There will also be additional cut-downs for other channel tactics to ensure the custom content and branded spots are working in tandem across all channels.

Video

The campaign will run nationwide across Sinclair's linear broadcast stations and CTV platforms. Inventory will focus on programming that indexes well for viewership with the campaign's three target audiences. To extend the message and awareness through a tactic with high visibility, like video, NHTSA will use a mix of the brand spot and the "Defining Moments" custom video. Messaging will run in programs like NFL, NCAA football, WWE and MLB, amongst others.

Audio

Sinclair will utilize its partnership with Blue Wire (podcast network), which will include a custom segment on the "4th and 1" podcast with former NFL player Cam Newton. The in-show content will include Newton speaking about the importance of preparation during the NFL season and safe driving by looking ahead to key moments and games in the NFL season. Host-read ads will also be in both the "4th and 1" and "Funky Friday" podcasts.

There will also be social clips and segment amplification, utilizing "4th and 1" social media pages for Instagram, Facebook and YouTube. This leverages our younger audience's passions for social media, podcasts and sports.

There will also be :60 reads by Newton that will be run on the network (across approved brand-safe Blue Wire Podcasts). These will be dynamically inserted, as they will be targeting the alcohol- and drug-impaired primary audiences and motorcyclists who consume alcohol and their interests.

Digital Display

The digital and display portion of this buy will include the Gameday City Guide, which has proved to be highly successful in past NHTSA campaigns. Engagement levels have exceeded benchmarks by three to five times. Content will surround all facets of pre-season and in-season fall sports.

Other elements of this package included targeted high-impact takeovers, targeted display/rich media, targeted pre- and mid-roll video and run of network display/rich media.

This content will live on all Sinclair owned-and-operated station sites in the city guide/sports section.

Figure 26: Example of Gameday City Guide Ads
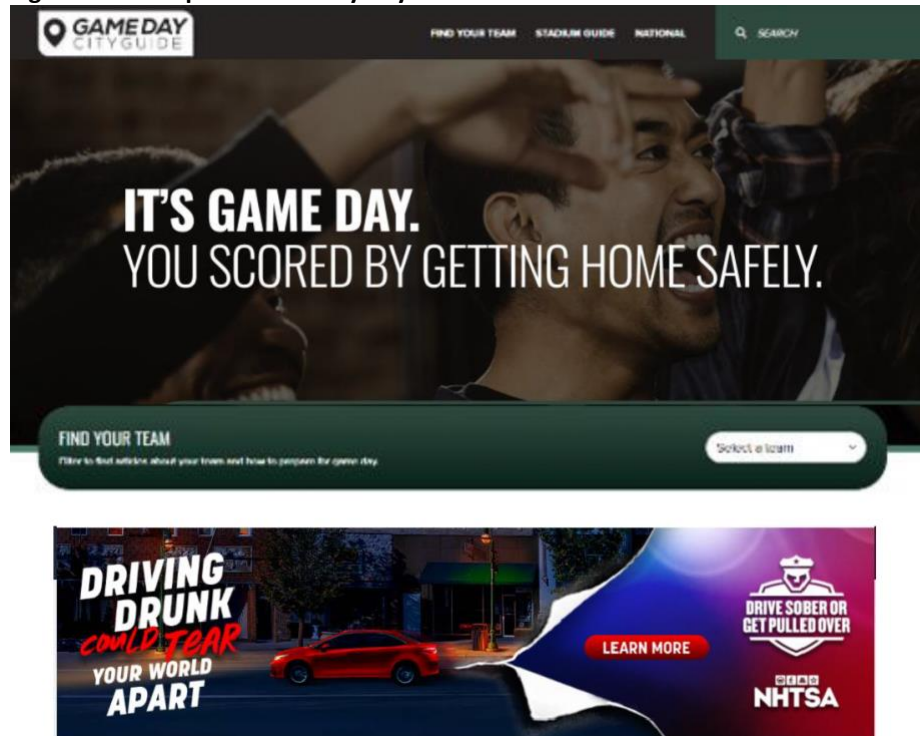
Skyview—General Market

Skyview is one of the top network radio affiliates that can reach a diverse and wide audience across their vast audio formats. They offer an array of tactics to add to an omnichannel strategy and approach through terrestrial radio, digital audio (streaming and podcasts), social influencers of on-air talent and digital display across their network.

Audio

NHTSA will take a multipronged approach to network radio with Skyview, utilizing different formats to reach each target audience. Custom networks will be formulated based on the target audiences' different affinities and interests. These custom networks will feature host reads, social posts and video components to ensure a full 360-degree activation approach.

Live reads will be leveraged for Skyview's sports offerings and news, weather, traffic, sports and entertainment reports. The live reads will be voiced for teams in games, often between batters or pitches in MLB or during a timeout at the end of a quarter or halftime in NFL games, with up to 10 live read copies provided by NHTSA. The impaired driving messaging will run across American and National League MLB games and NFL rotators on top of the live reads to ensure higher frequency levels. Skyview's news, weather, traffic, sports and entertainment reports will feature :15 live reads that will run nationally across the target audience's designated formats and stations.

Skyview's syndicated on-air talent, B-Dub, is a motorcycle rider who leads professional and personal motorcycle events for community projects. B-dub will interview fellow riders and gather their real-life stories about the importance of being safe when riding, which will be incorporated into a series of vignettes to air during the campaign. Some stories may be sad, as people talk of tragedies they have experienced or witnessed specific to drunk driving, while others may be stories of life-changing moments, like receiving a DUI and the consequences that follow. B-Dub will also record B-roll from his 360 cameras and create a video with scrolling NHTSA-approved messaging, which will be posted on Instagram. Skyview will also produce custom audio ads to run with NHTSA-branded spots.

Lastly, streaming audio will extend the reach of Skyview terrestrial's plans and include contextual and behavioral targeting to ensure the campaign's three target audiences are reached based off their listening affinities.

Telemundo—Hispanic Market

Telemundo, owned by NBCUniversal, is one of two broadcast Spanish-language TV stations. According to research, messaging running within Telemundo programming had a 17% higher message memorability and 13% higher brand favorability of the two stations. In recent campaigns, nine out of 10 respondents said they had a more improved opinion of NHTSA based on seeing messaging on Telemundo programs.

Video

Telemundo Deportes is the perfect place for impaired driving messaging to incorporate into high-profile sports programs like U.S. men's soccer, Chivas and La Liga Premier.

Two custom elements will run in the different sports programming to elevate the impaired driving message—super spots and marquees—which will be overlaid on the screen while the game is on a break from action.

Additionally, NHTSA will be featured as part of the "Zone Mixta" segments on Telemundo. "Zone Mixta" is a show that talks about sports trends. The segment will air on the Friday night leading into Labor Day weekend with a reminder to Hispanic sports fans that they could get pulled over if they drive impaired by alcohol or marijuana. As part of this segment, NHTSA will receive logo inclusion and live "Zone Mixta" talent reads.

Figure 27: Example of "Zone Mixta" Segment

Van Wagner—General Market

Van Wagner is the global leader in TV-visible signage across sports. They own and operate the physical signage machines in stadiums and, in turn, become a rights-holder for these highly visible, in-game signage placements. Sports fans are among the top demographics for NHTSA's campaigns and messaging.

OOH

The OOH effort for this campaign will include TV-visible home plate signage placement during 68 MLB games. In total, the impaired driving message will be seen across an estimated 204 telecasts. Telecasts include the home team's TV broadcast, the away team's TV broadcast and digital/streaming broadcasts of each game.

Throughout the campaign, NHTSA's message will receive national exposure across all MLB team markets. This OOH platform's engagement, reach and frequency delivers on efficiency and effectiveness. In addition to the live, in-game signage exposure, post-game video highlights provide significant additional impressions via national and local highlight shows (ESPN SportsCenter, local news) as well as online/social media posts on MLB.com, NBA.com, Facebook, X (formerly Twitter), Instagram, etc. These highlights are not predictable or quantifiable before the start, but they certainly add value to the campaign and have been successful in past NHTSA campaigns. These organic impressions typically add 20–25% to delivered impressions.

Figure 28: Example of MLB Home Plate Signage

Venatus—Hispanic Market

Venatus is a global provider of advertising solutions to the gaming and entertainment sector. Venatus is a new Spanish-language partner that will target the Hispanic target audience through its exclusive inventory, which includes top/reputable games/sites such as Real Racing, Football Manager, Fortnite, UFC Mobile and many others.

Video

The Venatus OLV plan will leverage rich media units. The OLV plan will work in parallel with the display plan to enhance reach and impact.

Figure 29: Example of Gaming Units and Opt-In Reward

Digital Display

The display plan will align with the OLV plans using premium expandable takeover units to raise massive awareness across the Hispanic male audience while generating CTR traffic and creating awareness. The August/Labor Day Impaired Driving campaign ads will have a 100% share of voice with the takeovers.

Figure 30: Example of Premium Expandable Takeover
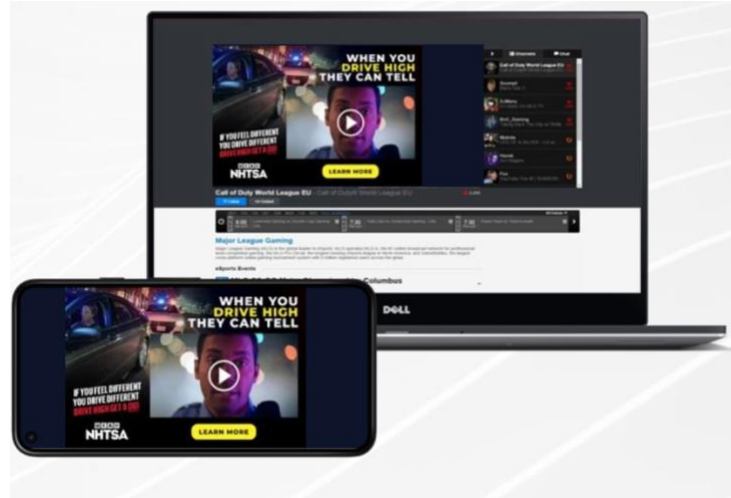
Whistle—General Market

Whistle is a digital media company that creates and distributes sports and entertainment content across various platforms, including social media, YouTube and streaming services. It is now known as the second-largest U.S. sports publisher, with a total digital population of 30.2 million users. Whistle specializes in producing and promoting content featuring lesser-known or "alternative" sports and athletes.

Whistle will ensure that the talent represented is brand safe and plans to layer on targeting to align with NHTSA's priority audiences and affinities in addition to the organic content performance.

Paid Social Media

Whistle will build custom short-form content across NHTSA-approved social channels. This includes several episodes that will reach the desired target audience and educate them on the risks and consequences that impaired driving causes. The purpose behind each episode is to showcase how planning during the Labor Day holiday is the safest way of getting home. Talent will consist of a brand-safe NBA or NFL athlete, depending on talent availability and resonance. The talent that NHTSA decides to run with will also post one to two social posts designated to promote the campaign.

Video

The Whistle plan will run :15 non-skippable and :30 skippable pre-roll video units on YouTube across Whistle's exclusive media inventory. In past campaigns, YouTube activation across Whistle has driven high VCRs and VTRs, all of which were above industry benchmarks. Based on past performance, YouTube media benchmarks fall at an 85% VCR with 93% viewability.

Figure 31: Example of Whistle Paid Social Influencers
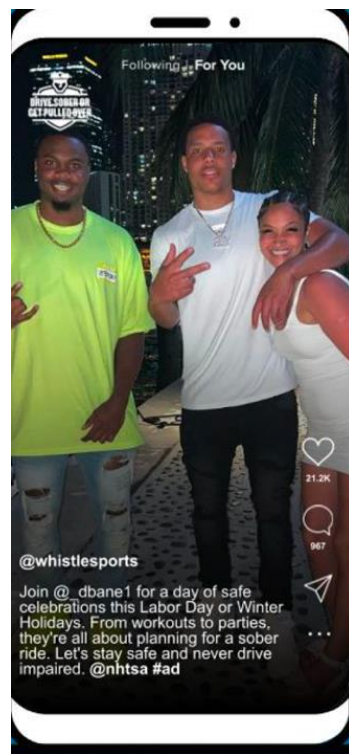
WWE—General Market

WWE is a year-round entertainment event that is popular with the target audience. WWE has 80 million fans nationwide. While fans love WWE matches, they love special elite events more. During the August/Labor Day Impaired Driving campaign, there will be a live event on August 31 called "Bash in Berlin."

Video

For the WWE Universe, their favorite superstar is not only a character, but also a role model to whom they look up to and with whom they build relationships. This is what makes WWE superstars the perfect influencers to deliver lifesaving messaging to their fans. During the "Countdown to Bash in Berlin," NHTSA will receive a sponsored segment featuring two WWE mash-ups of the branded impaired driving creative combined with clips of a WWE superstar delivering the sobering message of making the right choices to the target audience.

Figure 32: Example of WWE Kick-Off Show

In addition to the "Countdown to Bash in Berlin," NHTSA will tap into WWE superstar Xavier Woods and his love for gaming. When he's not competing for his record-breaking 12th Tag Team Championship title with his fellow New Day members, Xavier Woods is dedicated to WWE's premiere gaming channel, UpUpDownDown (UUDD). For over seven years, Xavier has become synonymous with the gaming world as he's propelled UUDD to the second-largest celebrity-led gaming channel on YouTube, with 2.4 million subscribers.

Like all of WWE's ecosystem, UUDD is constantly producing evergreen content. NHTSA will partner with Xavier and the gaming content on the UUDD channel to reach WWE's diehard gaming audience of "My Rise" or "Battle of the Brands." At the episode's opening, the Impaired Driving logo will be accompanied by "presented by" message read by a WWE superstar and feature picture-in-picture frame graphics visible for most of the episode. Social posts will be delivered on UUDD social platforms to extend the messaging.

Figure 33: Example of WWE UpUpDownDown
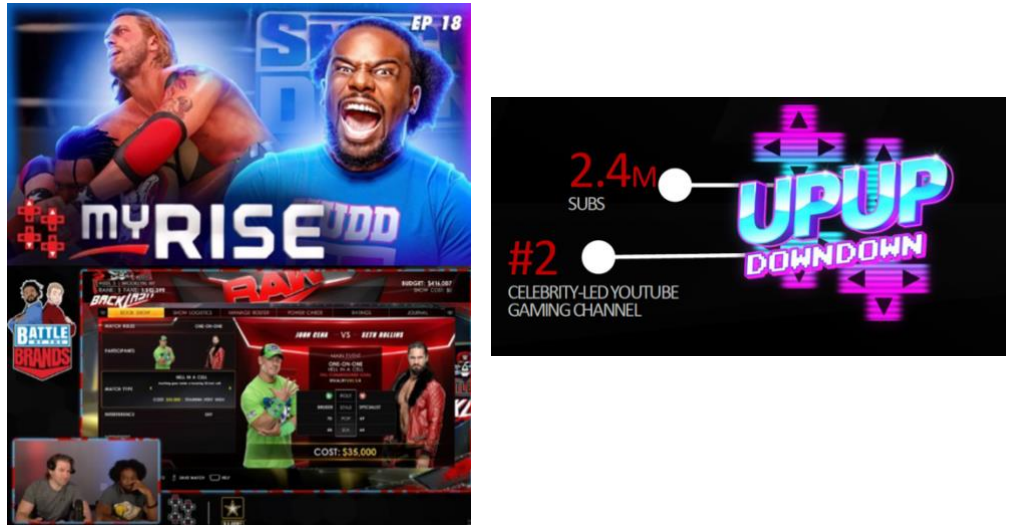
Paid Social Media

WWE superstars perform and travel 52 weeks a year and understand the importance of safety on the road. They also know a thing or two about how decisions can lead to consequences, both in and out of the ring. Together with NHTSA, superstars will create and promote custom-shot social posts highlighting lifesaving messaging.

The WWE social team will capture and produce the content with Xavier Woods as the voice of the posts to be released across social media during the flight. WWE social amplification via co-branded posts from WWE's official brand handles will help as extensions of the campaign. Social posts will be posted on the WWE superstar handles. There will be four custom superstar social posts during the flight.

The final custom content piece is aligned with "WWE NOW," WWE's news roundup airing weekly ahead of "Monday Night Raw," "Friday Night Smackdown" and the monthly live event previews. All episodes are distributed across WWE.com, WWE YouTube and WWE social media platforms.

Figure 34: Example of "WWE NOW"
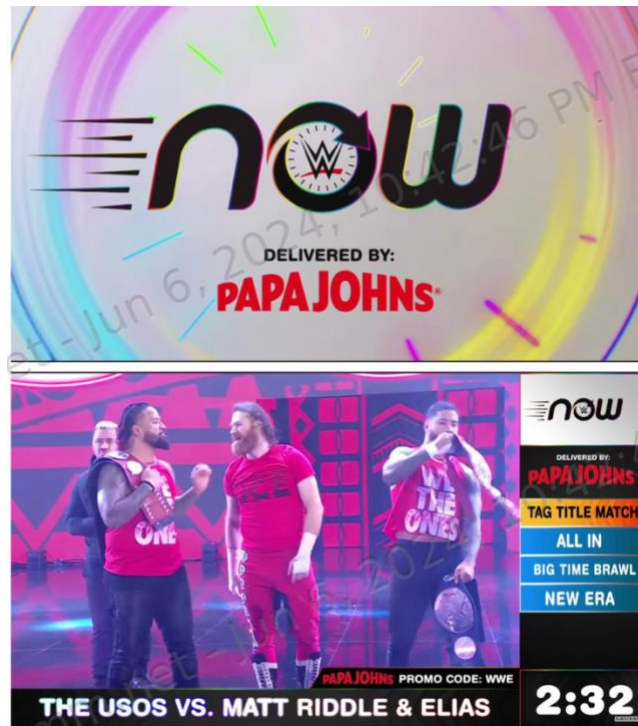
YouTube—General Market

YouTube continues to be a strong video partner for NHTSA campaigns to reach the impaired driving audiences. YouTube offers custom and curated targeting to ensure this campaign reaches the target audience through various interests, habits and demographics in a brand-safe and highly accredited environment.

Paid Social

In 2024, the YouTube strategy will be to optimize toward engagement. The engagement strategy will increase views and view rate, resulting in nearly four times the number of qualified views with less year-over-year budget.

The plan will focus primarily on non-skippable video inventory, making up 80% of the campaign. Additionally, a video view campaign will run that includes all video lengths utilizing skippable inventory. Together, these campaign structures function to achieve efficient cost-per-views (CPVs) and CPMs that vary the messaging for the target audience.

Zeta—Hispanic Market

Zeta's programmatic buildout creates a holistic view of NHTSA's target audiences, garnering more actionable insights over time. Additionally, Zeta focuses on "moment scoring," a real-time calculation for each ad opportunity to determine the likelihood the target audience will engage in the desired action across all devices.

As Zeta is a new partner for the Hispanic target market, it will initially enter the market in a "test" capacity to gauge how the Hispanic market reacts to Zeta's efforts. Zeta will reach Spanish speakers at scale by aligning with tentpole moments across pop culture, gaming and sports. Benchmarks for this new-to-market channel will be a CTR of 0.10–0.38%.

Digital Display

Rich media gamification display units will be served across Zeta's Spanish-language inventory featuring impaired driving messaging. Some examples of the gamified display units are quizzes, puzzles and reveal.

The gamification quiz unit is a tap/click-to-expand experience that allows users to answer a series of questions and receive a result based on their answers.

Figure 35: Example of Zeta Quiz Gamification Unit

The puzzle unit is a tap/click-to-expand experience that allows users to move puzzle pieces around. The puzzle resolves and displays as completed once all pieces are in the correct position. Impaired driving messaging will appear on the end card with a CTA.

Figure 36: Example of Zeta Puzzle Gamification Unit
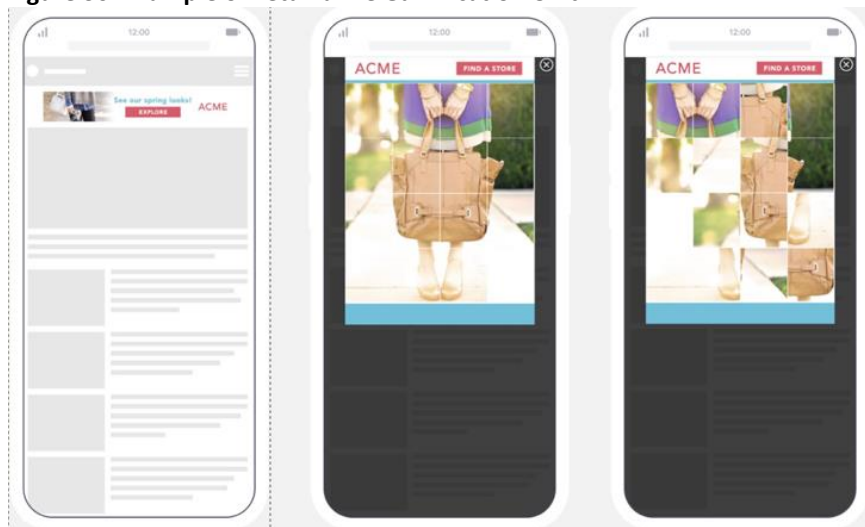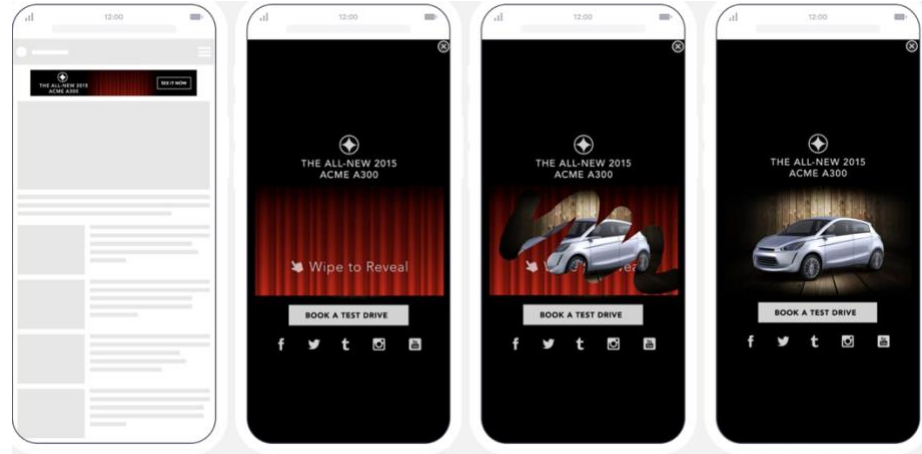
The reveal unit is a tap/click-to-expand experience that allows users to reveal a hidden image by wiping an overlaid image away. After a percentage of the top layer has been wiped away, the final image is fully revealed. Campaign messaging will be incorporated on the end card with a CTA or as part of the reveal game.

Figure 37: Example of Zeta Reveal Gamification Unit

5.0 Campaign Summary

Inventory is not guaranteed until insertion orders have been issued; therefore, all impressions are estimates only.

Channel	Tactic	Partner	2024 Budget	Estimated Paid Impressions	Estimated Added Value Impressions	Estimated Total Impressions
Audio			**$2,632,829.45**	**236,795,664**	**25,456,481**	**262,252,145**
	Radio	AURN	$303,064.95	30,351,400	2,163,000	32,514,400
	Radio	Compass Media	$400,000.00	35,564,300	6,516,700	42,081,000
	Radio	Skyview	$375,011.50	63,031,400	11,156,700	74,188,100
	Radio	Entravision—Hispanic	$100,000.00	5,390,836	718,000	6,108,836
	Radio	Nueva Networks—Hispanic	$150,000.00	7,888,000	1,704,000	9,592,000
	Radio	SBS AIRE—Hispanic	$144,645.00	11,935,800	496,900	12,432,700
	Digital Audio	AURN	$100,000.00	8,334,000	0	8,334,000
	Digital Audio	Pandora/SXM	$325,000.00	22,575,923	0	22,575,923
	Digital Audio	Skyview	$274,890.00	25,050,000	554,400	25,604,400
	Digital Audio	Entravision—Hispanic	$50,000.00	10,000,000	1,000,000	11,000,000
	Digital Audio	Nueva Networks—Hispanic	$50,000.00	3,565,000	350,000	3,915,000
	Digital Audio	SBS AIRE—Hispanic	$105,355.00	4,005,000	46,781	4,051,781
	Podcast	Pandora/SXM	$100,000.00	4,104,005	0	4,104,005
	Podcast	Sinclair	$154,863.00	5,000,000	750,000	5,750,000
Display			**$3,444,525.00**	**233,954,173**	**78,124,702**	**312,078,875**
	Display	Adludio	$200,000.00	5,000,000	750,000	5,750,000
	Display	AdTheorent	$375,000.00	66,023,691	32,760,000	98,783,691
	Display	banMe	$187,500.00	32,608,695	7,654,461	40,263,156
	Display	Condé Nast	$125,002.00	6,944,444	1,646,512	8,590,956
	Display	Fandom	$1,435,000.00	51,333,334	12,500,001	63,833,335
	Display	IGN	$28,798.00	2,762,529	14,400,000	17,162,529
	Display	Live Nation	$55,100.00	3,906,731	0	3,906,731
	Display	Pandora/SXM	$75,000.00	88,232	0	88,232
	Display	Sinclair	$293,125.00	20,072,083	2,500,000	22,572,083

	Display	WWE	$20,000.00	4,000,000	0	4,000,000
	Display	Adsmovil—Hispanic	$100,000.00	7,395,604	2,070,769	9,466,374
	Display	EXTE—Hispanic	$150,000.00	9,855,072	1,971,014	11,826,087
	Display	MyCode—Hispanic	$200,000.00	12,552,772	1,255,277	13,808,050
	Display	Nueva Networks—Hispanic	$0.00	0	200,000	200,000
	Display	Venatus—Hispanic	$100,000.00	3,077,652	0	3,077,652
	Display	Zeta—Hispanic	$100,000.00	8,333,333	416,667	8,750,000
OOH			**$1,328,445.00**	**77,120,900**	**20,661,637**	**97,782,536**
	OOH	Atmosphere	$300,000.00	19,666,667	9,193,333	28,860,000
	OOH	GSTV	$263,095.00	6,093,021	1,083,836	7,176,856
	OOH	Live Nation	$191,900.00	14,987,500	6,020,834	21,008,334
	OOH	Van Wagner	$400,000.00	28,700,000	3,486,000	32,186,000
	OOH	Entravision—Hispanic	$27,000.00	1,800,000	180,000	1,980,000
	OOH	GSTV—Hispanic	$71,450.00	1,328,258	243,088	1,571,346
	OOH	MiQ—Hispanic	$75,000.00	4,545,455	454,545	5,000,000
Paid Social			**$1,461,000.00**	**110,898,641**	**7,059,811**	**117,958,452**
	Paid Social	AURN	$0.00	0	720,000	720,000
	Paid Social	Fandom	$0.00	0	1,000,000	1,000,000
	Paid Social	IGN	$171,000.00	2,137,500	0	2,137,500
	Paid Social	Live Nation	$165,000.00	5,500,000	0	5,500,000
	Paid Social	Meta	$250,000.00	45,419,561	0	45,419,561
	Paid Social	Whistle	$150,000.00	7,692,308	2,750,000	10,442,308
	Paid Social	WWE	$105,000.00	9,166,667	0	9,166,667
	Paid Social	YouTube	$220,000.00	19,618,073	0	19,618,073
	Paid Social	Adsmovil—Hispanic	$150,000.00	4,000,000	0	4,000,000
	Paid Social	Meta—Hispanic	$100,000.00	13,793,103	0	13,793,103
	Paid Social	Relevant+—Hispanic	$150,000.00	3,571,429	178,571	3,750,000
	Paid Social	SBS AIRE—Hispanic	$0.00	0	2,411,240	2,411,240
Video			**$6,197,848.00**	**204,477,750**	**11,530,033**	**216,007,783**
	Linear TV	Ampersand	$300,000.00	2,587,768	0	2,587,768
	Linear TV	Sinclair	$1,818,352.00	57,524,416	6,563,062	64,087,478
	Linear TV	WWE	$150,000.00	2,000,000	0	2,000,000

	Linear TV	Telemundo—Hispanic	$150,000.00	862,000	0	862,000
	CTV	AdTheorent	$705,000.00	25,165,663	0	25,165,663
	CTV	Ampersand	$575,000.00	21,205,533	800,000	22,005,533
	CTV	Sinclair	$1,151,921.00	35,892,857	0	35,892,857
	CTV	Canela TV—Hispanic	$25,000.00	1,111,111	166,666	1,277,777
	CTV	Relevant+—Hispanic	$0.00	0	300,000	300,000
	OLV	AdTheorent	$90,000.00	6,777,108	0	6,777,108
	OLV	banMe	$262,500.00	18,421,053	0	18,421,053
	OLV	Condé Nast	$124,998.00	4,032,192	0	4,032,192
	OLV	Fandom	$185,000.00	9,273,183	500,000	9,773,183
	OLV	IGN	$195,202.00	2,931,398	1,899,998	4,831,396
	OLV	Live Nation	$98,000.00	3,500,000	0	3,500,000
	OLV	Sinclair	$41,875.00	1,675,000	0	1,675,000
	OLV	Whistle	$50,000.00	2,106,703	0	2,106,703
	OLV	WWE	$125,000.00	5,000,000	0	5,000,000
	OLV	Canela TV—Hispanic	$150,000.00	4,411,765	661,765	5,073,530
	OLV	Relevant+—Hispanic	$0.00	0	300,000	300,000
	OLV	Venatus—Hispanic	$0.00	0	338,542	338,542
			$15,064,647.45	863,247,127	142,832,663	1,006,079,791

Figure 38: Overview of Media Budget Allocation by Tactic

Audio — 18%
Display — 23%
OOH — 9%
Paid Social — 10%
Video — 41%
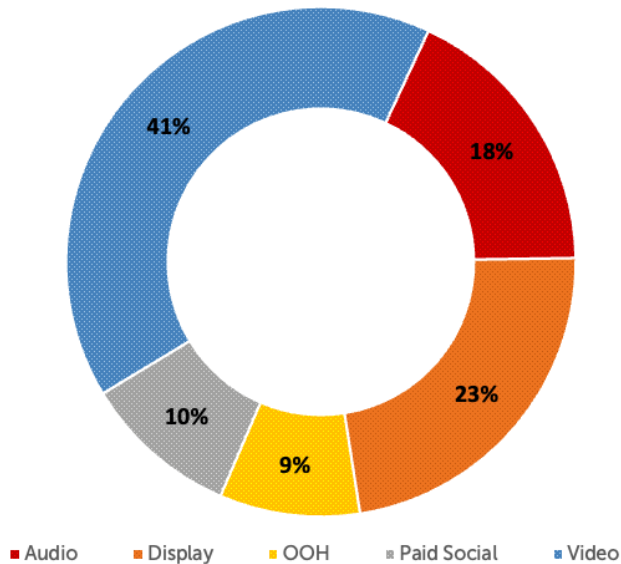
6.0 State-Level Campaign Extension Opportunities

The state-level plans can execute several strategies to build upon the base paid media reach provided in the national plan.

Video

The national plan will use linear and programmatic TV, CTV/OTT and online video to reach the target audience with entertainment, gaming and sports programming. This will run on appropriate cable inventory, network apps via full episode players, OTT services and across the web. The state-level plans can build off this base by including broadcast TV programming that efficiently reaches the target audience, including cable if penetration is sufficient, and geotargeting any problem areas in their local markets.

Audio

The audio plan includes both terrestrial and digital audio (streaming and podcasts) and may run in the 50 GRPs/week range. At the national level, audio will be used for its efficiency and, due to its in-vehicle strength, its ability to build frequency. States can consider local radio buys that allow local on-air talent to lend their voices and social networks to enhance the message further.

Digital Display

The target audience uses digital media heavily, and a digital display effort should be a significant part of state-level plans. This can include using publisher-direct efforts outside of those sites on the national plan or programmatic partnerships. States can consider utilizing rich media units for added display extensions.

Paid Social Media

Social media also plays a significant role in the lives of target audiences and is recommended for state-level plans. Social media plans can include video and/or display creative and are a good complement to enhance reach and engagement for the campaign.

Out-of-Home

One of the main benefits of OOH advertising is its ability to reach a large audience, which can be seen by anyone who passes by an ad. OOH offers the ability to reach people with NHTSA messaging throughout their day and perhaps in critical moments while they are actively driving. OOH should be considered to extend reach and amplify awareness of NHTSA messaging on state-level plans.

Rural Markets

If state-specific data indicates that the August/Labor Day Impaired Driving campaign should include rural areas, attention should be paid to broadband penetration to ensure adequate reach into those areas for digital tactics. States and regions with areas of low broadband penetration should consider supplementing the national campaign with traditional TV, audio and OOH buys. This should only be considered applicable for states with rural market issues to factor into plans.

7.0 Glossary

Video

Advertising-Based Video on Demand (AVOD): Ad-supported video streaming.

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

Automatic Content Recognition (ACR): ACR is a technology that leverages a content database to recognize and identify video and audio content with which a user is actively engaging.

Brand Safety: Keeping a brand's reputation safe when they advertise by ensuring that ads do not run adjacent to content that goes against brand guidelines.

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

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

Over-the-Top (OTT): A device connected to a TV that directly provides streaming media as a stand-alone product to viewers over the internet, bypassing telecommunications, multi-channel 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 other major gaming consoles.

TV Everywhere: TV Everywhere refers to a type of subscription business model wherein access to streaming video content from a television channel requires users to "authenticate" themselves as current subscribers to the channel.

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

Subscription Video on Demand (SVOD): Similar to traditional pay-tv packages, SVOD allows consumers to access an entire content catalog for a flat rate, typically paid monthly. Examples of SVOD include Netflix, HBO Max, Disney+ and Amazon Prime. Typically, they do not offer advertising opportunities.

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, mobile devices, tablets, display ads, ads seen on social media or search marketing.

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

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 viewed in their entirety or until 30 seconds have elapsed.

Audio

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

Average Quarter-Hour (AQH): The average number of persons listening to a particular station for at least five minutes during 15 minutes.

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).

Digital

Esports: A multiplayer video game competition played for spectators, often team-based and played for prize money. Esports are live-streamed and involve commentators and analyses like "traditional" sports.

Free-To-Play Games: Free-to-play (F2P) is a business model for online games in which the game designers do not charge the user or player to join the game. Instead, they generate revenue from advertisements or in-game sales, such as payment for upgrades, special abilities, unique items and expansion packs.

Live-Streaming: A gamer shares their gaming experience with fans/followers by live broadcasting their game. Some streamers consistently play the same games, and others try different games or follow trends.

Metaverse: A universal and immersive virtual world.

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.

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

User Generated Content (UGC): This refers to any form of content, videos, text, testimonials and audio, that has been posted by users on online platforms.

General

Cost Per Thousand (CPM): The cost of delivering 1,000 gross impressions.

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.

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

Quintile: Viewers, listeners, readers or consumers of a particular medium are ranked according to their usage and then divided into five equal groups, or quintiles, ranging from the heaviest to the lightest in media consumption.

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