



2024 Winter Holiday Season Impaired Driving Campaign

Media Buy Summary

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1.0 Executive Summary

The National Highway Traffic Safety Administration's (NHTSA) 2024 Winter Holiday Season 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.

National paid advertising for the Winter Holiday Season flight will start Wednesday, December 11, 2024, and run through Wednesday, January 1, 2025. 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 messaging penetration. 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 Winter Holiday Season 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 can provide audience reach while delivering audience 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 Only 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 1: 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)	



2.1.2 Advertising Period

National paid advertising for the Winter Holiday Season flight will start Wednesday, December 11, 2024, and run through Wednesday, January 1, 2025.



2.1.3 Working Media Budget

The total budget for the 2024 Winter Holiday Season Impaired Driving campaign is \$14.082 million.



2.1.4 Target Audience

The primary target audience is split into two demographics for the Winter Holiday Season Impaired Driving campaign: 18- to 34-year-old males who consume marijuana and 21- to 34-year-old males 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.

In 2024, the target audience for the campaign comprises two distinct generations: Gen Z, 18 to 27 years old, and Millennials, 28 to 34 years old.

**Note: In the following charts, where there is a reference to “Hispanic men,” this refers 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, NHTSA can inform the tactics selected for the effort. As referenced in the Winter Holiday Season Impaired Driving media work plan, among 18- to 34-year-old men, three areas emerge as key passion points for 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 Winter Holiday Season Impaired Driving campaign is to allocate 50% of the budget to vendors whose specialty is the 18- to 34-year-old male 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.

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 Winter Holiday Season 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 Winter Holiday Season 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	<p>Linear TV—Reach and Frequency</p> <p>OLV and CTV/OTT—VTR: 35%+/30% for social VCR: 80%+</p>	<ul style="list-style-type: none"> ● AdTheorent ● Ampersand ● Canela TV ● Condé Nast ● Fandom ● Sinclair ● Telemundo ● Vevo ● WWE
Audio	<p>Terrestrial Radio—Reach and Frequency</p> <p>Digital Audio—LTR: 85%+ CTR: .05%+</p>	<ul style="list-style-type: none"> ● AURN ● Compass Media ● Entravision ● Nueva Network ● Pandora ● SBS AIRE ● Sinclair ● Skyview
OOH	Reach and Frequency	<ul style="list-style-type: none"> ● Atmosphere ● GSTV ● MiQ ● Van Wagner
Digital Display	CTR: .14%+	<ul style="list-style-type: none"> ● Condé Nast ● Fandom ● Live Nation ● MiQ ● MyCode ● Pandora ● Sinclair ● Venatus ● WWE ● Zeta
Paid Social Media	<p>CTR: .10%+</p> <p>VTR: 30%–40%</p> <p>ER: .50–15%</p>	<ul style="list-style-type: none"> ● Condé Nast ● IZEA ● Live Nation ● Meta ● Relevant+ ● WWE

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

AdTheorent—General Market

AdTheorent’s capabilities extend across the digital ecosystem to reach 18- to 34-year-old males who consume marijuana and 21- to 34-year-old males 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 Winter Holiday Season Impaired Driving campaign will use historical campaign points of interest (POIs) that show where the target audience engaging in NHTSA ads are also frequenting. POIs for this audience includes 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 3: Example of NHTSA CTV Branded Minimizer



Digital Display

AdTheorent has also been a high performer with past NHTSA campaigns 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 during other recent NHTSA campaigns.

For the Winter Holiday Season Impaired Driving campaign, AdTheorent will use predictive modeling to target the two 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 4: Example of OLV Rich Media Unit

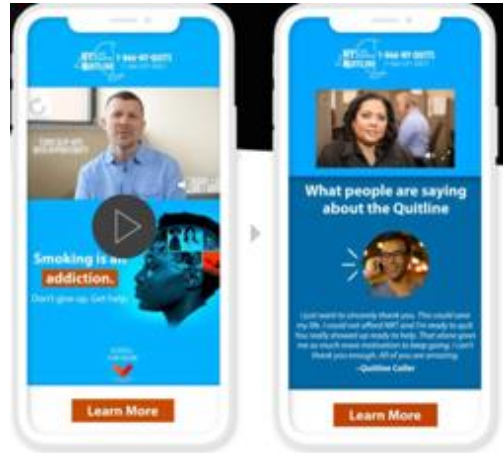


Figure 5: Example of NHTSA Rich Media Expandable Unit



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 call to action (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 paid 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 6: Example of NHTSA Full-Screen Post-Roll Ad



There will also be :10–:20 taggable videos that will run on the CTV portion of this campaign as added value.

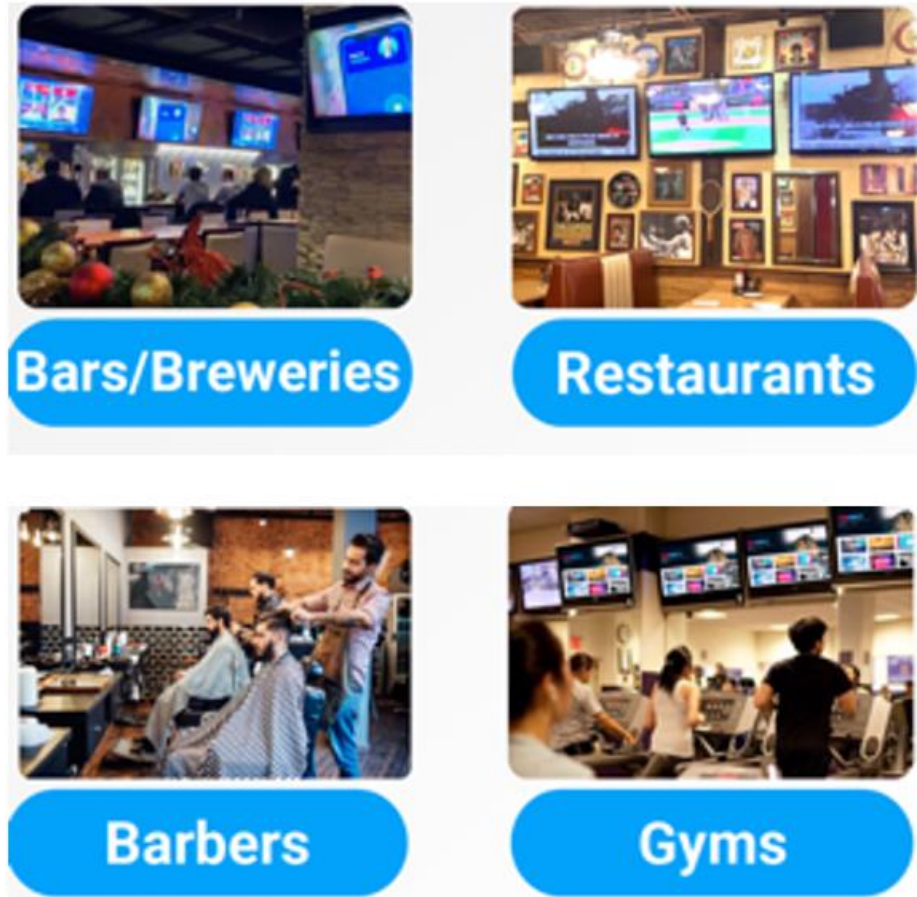
Atmosphere—General Market

The Winter Holiday Season 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. The Winter Holiday Season Impaired Driving campaign messaging will be displayed on TV screens while the audience goes about their daily routines or as they frequent entertainment venues.

Figure 7: Example of OOH Location-Based Ad



Previous Winter Holiday Season Impaired Driving campaigns have shown that the audience engages well with holiday programming and events. With that in mind, NHTSA will engage with Atmosphere’s exclusive “Holiday Channel,” a pop-up channel that is their most popular of the year. During this time, the Holiday Channel will feature festive content, snowy scenes, holiday party ideas, etc. Atmosphere would look to create a custom content unit to incorporate the impaired driving message into the content to remind the target audience of the importance of making safe driving choices when celebrating during the holidays.

Figure 8: Example of OOH Sponsored Holiday Bumper



Digital Display

Atmosphere will retarget those who have attended the noted locations to further 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 so ads won't be served when 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

NHTSA will utilize network radio to target African American males 18 to 34 years old who consume marijuana and African American males 21 to 34 years old who drink alcohol. 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 through Twitch and live streaming through their "AURN GAMING" segments as they play "NBA2K" and other NHTSA brand-safe games as added value.

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 reach of the target across OLV.

Video

Canela TV will use a mix of :15 and :30 non-skippable pre-roll and mid-roll videos. These NHTSA-branded messages 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 buy will focus on the target audience through their key brands GQ, Pitchfork and Wired. GQ is the

flagship 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 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 to lean into the NHTSA audience’s passions.

In conjunction with NHTSA, Condé Nast will develop a custom content segment to run during the Winter Holiday Season Impaired Driving campaign with Pitchfork. Pitchfork takes a different approach since its content centers around music, artists and trends. This custom content idea celebrates the drivers transporting the bands/artists to perform. This segment is called “Behind the Wheel,” and it’s a time to give love to the “DTDs” (designated tour drivers). Pitchfork would create videos that take fans onto the tour bus and into the world of popular bands/artists. The videos would tell brand-safe tour stories, with artists highlighting the critical role of their DTDs in keeping them safe and connecting the importance of being proactive when it comes to drinking and smoking. This engaging narrative will entertain and connect with music fans on the importance of planning a sober ride, aligning with NHTSA’s mission to prevent impaired driving.

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 rich media units will also be included across a collection of Condé Nast sites to test engagement across their properties, allowing flexibility to the highest-engaging 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 a variety of 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 for impactful delivery of the campaign message.

Audio

The Winter Holiday Season Impaired Driving plan will utilize Compass Media’s syndicated shows and customized mass-reach radio networks to deliver across multiple music genres, including added value to boost messaging across social platforms and continue organic conversation on the topic of impaired driving in an authentic voice from trusted radio personalities.

ABC Music will focus on top-ranked affiliates in all formats: adult contemporary (AC), contemporary hit radio (CHR), country and urban within prime dayparts. Playing across these stations, Compass Media will develop and record two emotion-focused spots to target different segments of the target audience—one related to drugs and one to alcohol.

The Weekday and Evening Network Music will leverage three established 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 that 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 drive sober.

For added value, Compass Media will run three :30 vignettes 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 Winter Holiday Season 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. The network is powered by leading Hispanic radio personalities, including Shoboy, Piolin, Erazno and El Flaco.

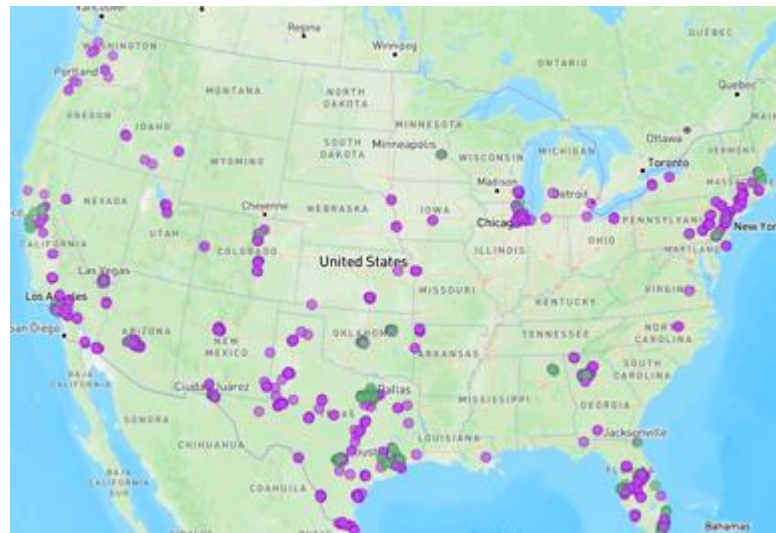
Entravision’s “Juntos” social impact initiative will deliver a high-frequency radio schedule of :30 units using culturally relevant *Dichos* (roughly translates to “sayings”) vignettes and *A que no sabias* (translates to “bet you didn’t know”) segments. These vignettes and segments will support the impaired driving message by featuring relevant topics, such as being cautious, planning and not trusting something as important as your life while under the influence.

The Winter Holiday Season Impaired Driving plan will also include 28 added value :30 live reads on the Amigos Network.

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 placed in Hispanic-dense areas in NHTSA’s key DMAs. Below is a map of the placements across the United States.

Figure 9: Map of NHTSA OOH Locations



Fandom—General Market

Fandom and NHTSA will educate the target audience on the costly consequences of impaired driving 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 and will continue from the August/Labor Day flight into the Winter Holiday Season flight. NHTSA will align with the content of the most popular entertainment and gaming releases. The Winter Holiday Season Impaired Driving campaign will center around the “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 Winter Holiday Season Impaired Driving campaign custom content strategy will be tied to continuing to run the Honest Trailer for the dragon-heavy fantasy show “House of the Dragon” (season 2) created as part of the August/Labor Day flight. The ad follows a group of friends casually drinking and playing a tabletop role-playing game (RPG).

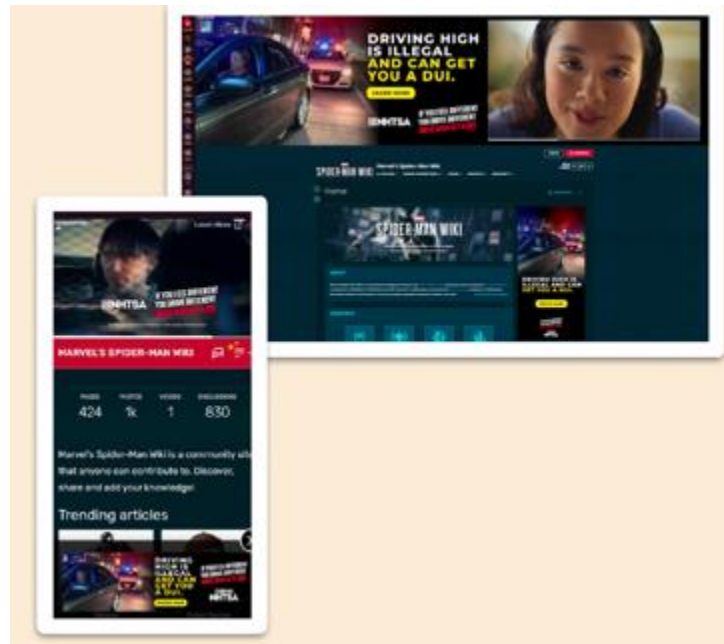
One of the players chooses to make his character fly a dragon home after drinking at the local tavern; the game master rolls the dice to determine the immediate consequences, such as serious injury or running afoul of the city guards. The player thinks that was the worst, but the hits keep coming. His 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 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.

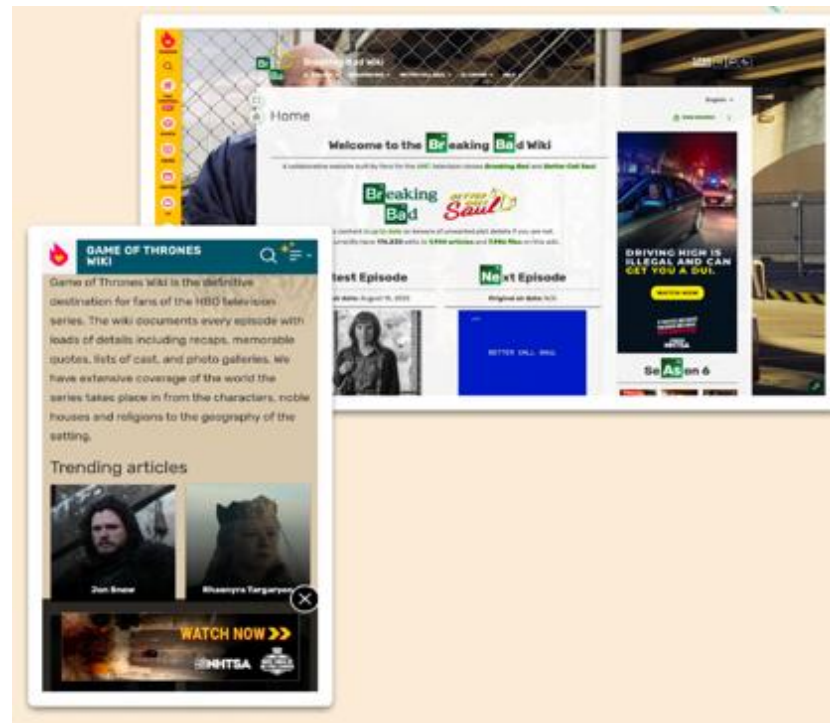
Figure 10: Example of NHTSA Video Cross-Platform-Takeover



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 11: 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 age, gender, geographic and behavioral data to reach the target audience. In past NHTSA campaigns, GSTV has consistently provided efficiency, over-delivery and extended projected reach.

GSTV will also use its robust consumer targeting ability 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 the general market spots.

OOH

The Winter Holiday Season Impaired Driving campaign assets will run 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 between 10–30% additional added value impressions in addition to added value impressions that were pre-negotiated. Those exposed to 2023 messaging through GSTV indicated they were 5% more likely to engage in safe driving practices when re-entering their vehicle. GSTV helps reach the target audience at a high travel time as people are fueling up for a night out with friends or family or traveling for the holidays to maximize drivers' attention.

Figure 12: Example of GSTV OOH Unit



Figure 13: 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 Winter Holiday Season Impaired Driving campaign messaging.

IZEA—General Market

Over the past five years, IZEA has partnered with NHTSA on at least 17 influencer campaigns for vehicle-focused campaigns. IZEA's experience with NHTSA standards and access will create a best-in-class influencer marketing campaign for the Winter Holiday Season Impaired Driving campaign. This influencer marketing campaign will have a multichannel activation, with threads across other media partner activations to tap into multiple passion points and extend reach.

According to a study published in the journal “Social Psychology and Personality Science,” close relationships, including family and peers, are the most influential factors in shaping individuals’ behaviors, values and beliefs. The study further highlights the significant impact of loved ones in guiding behavior and choices. Eighty percent of men surveyed say they turn to a close friend for advice and support. The study also shows that for many men, the women in their lives plan or help them prepare. NHTSA will tap into the top influencers to create new trends, or amplify trends like key drops at social events and providing sober rides.

Paid Social Media

IZEA will execute this strategy across social platforms, delivering across YouTube creator channels, YouTube Shorts, Instagram, Facebook and Twitch. Metrics of success will be different depending on post type and platform.

IZEA will engage with three to five influencers to create pieces of content across the above platforms, delivering both organic content and content boosted by paid media to the campaign. These three to five influencers will be split into macro- and micro-influencers depending on the story they can bring to elevate the impaired driving message.

A macro-influencer has 200,000 to 500,000 followers online, with a high level of production quality. They are consistent career influencers who regularly work with large, established brands and will deliver high reach and engagement. Micro-influencers have smaller followings between 10,000 to 50,000, but these fans are tight-knit, loyal communities and consist of ground-level engagement directly with the creators.

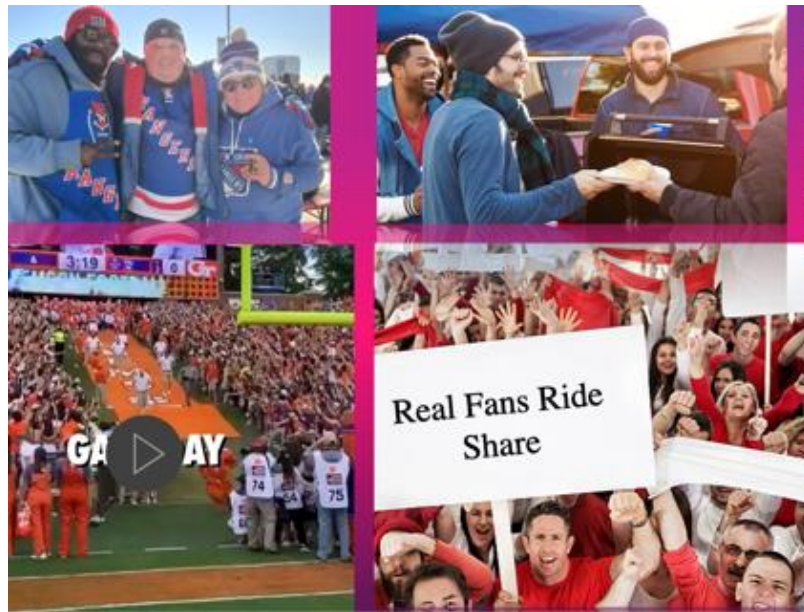
IZEA will create a list of micro- and macro-influencers who already directly engage with 18- to 34-year-old males across their social platforms and speak directly to the identified passion points. These influencers will be meticulously vetted by IZEA to ensure brand safety with NHTSA and situate them for success.

IZEA will work with influencers to bring personal stories and connections to loved ones to drive home the Winter Holiday Season Impaired Driving campaign message. Influencers’ stories about impaired driving would align around one of the two concepts:

Save A Life, Share A Ride: The objective is to use the voice of women in men’s lives (mom, aunt, sister, friends, colleagues) to drive home the NHTSA message of “the new party rule” that no one drives home if drinking or smoking. Content ideas could include a car key drop box, designated driver assignments, ride-share roll calls, themed invites with ride-share codes, etc. This would be centered around influencers who are the usual party or family get-together organizer, creating content around planning the parties and get-togethers and including the importance of being a responsible host.

Don't Drop the Ball: This concept leverages content creators who are passionate about their favorite team while emphasizing that “you don't want to drop the ball” and miss the game because you weren't responsible when watching the game and got behind the wheel while impaired. Influencers will create content focusing on being a fan of certain sports and watching with their “crew.” Watching sports together builds connection points and there are a lot of superstitions that go along with it—having to sit in the same spot as the last win, not washing that “lucky jersey,” a certain cheer or dance at certain times and the list goes on. It might be silly to some, but not to the avid fan. The influencers will continue to build on that story and talk about what it would mean to have someone in their “crew” not able to participate in the “superstitions” because they drove impaired. Yes, it changes the “mojo” of the fan group, but much worse, it could be costly or even deadly.

Figure 14: Example of IZEA Creators



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 across 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 Winter Holiday Season Impaired Driving audience based on their interests and can focus on quality engagement, not solely reach, to drive measurable results.

During the Winter Holiday Season Impaired Driving campaign, concert season is a little lighter, but concert announcements, artist song drops and holiday shopping for the next season's tickets escalate. Placing the impaired driving message in Live Nation's platforms will ensure users are hearing and seeing the message as they shop for holiday ticket packages; when they are buying those tickets and making plans, they don't want that to be impeded by having to deal with the consequences of driving impaired.

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 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 interests.

Meta (Facebook/Instagram)—General and Hispanic Market

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 by 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 continue to be 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 Winter Holiday Season Impaired Driving 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 Winter Holiday Season 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 to reach the Hispanic target audience. Below is a map of the OOH locations that will show the impaired driving ad across the United States.

Figure 15: 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 also 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 in conjunction 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 benchmark.

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.

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 Winter Holiday Season 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 sports update for listeners to keep them updated on all the big games and sporting events. “Los Jefes” will share positive sports stories throughout December, leading up to each peak holiday timing. Additionally, Alvaro Morales’ programming will feature personalized messages that tie back to making smart decisions.

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 that are based on genres and the most downloaded songs for bands/artists by the target audiences. Additionally, the NHTSA-branded message will run in the digital audio platform, including podcasts that fit the audience’s passion interests, to make another connection point with them to talk about the importance of making good decisions when consuming alcohol.

During the holiday season, the listenership of holiday music vastly increases. NHTSA will tap into this consumption trend and place messaging within the content being consumed to garner higher listenership with the message. Additionally, during this time, Pandora/Soundcloud sees a spike in home audio systems like Alexa, Echo Dot, etc. While people are gathering during the holiday period, usage of these devices to play music increases, and delivering NHTSA’s impaired driving messaging through these devices will serve as a reminder of the consequences of not being responsible and getting behind the wheel.

Relevant+—Hispanic Market

Relevant+ is a certified minority-owned media partner that specializes in being at the forefront of culture and media. Their owned-and-operated properties include Turismo and Espacio 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

NHTSA will partner with Relevant+ to create a custom influencer program for the Winter Holiday Season Impaired Driving campaign. 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 holiday season. 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 16: Example of Relevant+ Influencer Luan 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. SBS 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 AIRE Artist 360 talent that will be leveraged is a renowned celebrity and previously NHTSA-approved, DJ Alex Sensation. He has a powerful influence on the target audience and will encourage them to plan for a sober ride home during the winter holiday season. 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 is the host of 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.

Sinclair—General Market

Sinclair Broadcast Group, Inc., is a diversified media company and national leader in sports and news. 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, multichannel video program distributors and digital streaming.

The Winter Holiday Season Impaired Driving campaign messaging will run on Sinclair’s Bally Sports platforms, 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 piece of branded video content, “Defining Moments,” which will kick off during the August/Labor Day flight and continue into the Winter Holiday Season flight. 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. Some of 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 target audiences. To extend the message and awareness through a tactic that has 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 the NFL, NCAA football, WWE and NHL among others.

Audio

Sinclair will continue to leverage its partnership with Blue Wire (podcast network), and the custom segment on the “4th and 1” podcast with former NFL player Cam Newton from the August/Labor Day flight. For the Winter Holiday Season flight, the in-show content will focus on preparing for playoffs and the season highlights of how teams are doing. Host-read ads and social posts will also be featured as part of “4th and 1” and “Funky Friday” podcasts. This leverages our younger audience’s passion points for social media, podcasts and sports.

There will also be :60 reads by Cam 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 18- to 34-year-old males who consume marijuana and 21- to 34-year-old males who consume alcohol.

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 winter sports (football, basketball and hockey, among others).

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 17: 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, using different formats that can reach each of the different target audiences. Custom networks will be formulated based on the target audiences' different affinities and interests. For these custom networks, there will be 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 at the end of a quarter or during halftime in NFL and NHL games, with the option of multiple :10 copy provided by NHTSA to formalize more custom copy within games. Impaired driving messaging will run across both sports 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 all the target audience-designated formats and stations.

Lastly, streaming audio will extend the reach of Skyview terrestrial's plans and include contextual and behavioral targeting to ensure the campaign's 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

The Telemundo plan for the Winter Holiday Season Impaired Driving campaign will renew the "Bienvenido 2025" TV integration. At the end of one of the live segments, the host will deliver the campaign message, followed by the branded spot.

Figure 18: Example of Bienvenido 2025 Partnership



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 one of the top demographics for all of NHTSA’s campaigns and messaging.

OOH

The OOH effort for this campaign will include TV-visible signage placement during 53 college basketball games, 158 NBA games and 70 NHL games. In total, the impaired driving message will be seen across an estimated 281 telecasts. Telecasts include the home team’s TV broadcast, the away team’s TV broadcast and the digital/streaming broadcasts of each game.

Throughout the campaign, NHTSA’s message will receive national exposure across all the NHL, NBA and college 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 NHL.com, NBA.com, Facebook, X (formerly Twitter), Instagram, etc. These highlights are not predictable or quantifiable before the start, but certainly add value to the campaign and have been successful in past NHTSA campaigns. These organic impressions typically add between 20–25% to the overall delivered impressions.

Figure 19: Example of Basketball Courtside 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 male 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 and work in parallel with the display plan to enhance reach and impact.

Figure 20: Example of Gaming Units



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. The Winter Holiday Season Impaired Driving campaign ads will have 100% share of voice with the takeovers.

Figure 21: Example of Premium Expandable Takeover



Vevo—Hispanic Market

Vevo is the world’s leading music video network streaming on CTV, with over 25 billion views per month, 1.5 billion hours viewed per month and 900,000+ music videos. Within this larger audience, Vevo has a dedicated team to unpack the cultural and regional nuance from its millions of viewers and make NHTSA’s marketing efforts impactful to the Hispanic audience. The data shows more than 55% of the Hispanic target audience saw a film (including music videos) in the past six months, while almost 13% went to a concert.

Video

NHTSA’s Winter Holiday Season Impaired Driving campaign messaging will run alongside 100% Spanish-language music videos, which will span Vevo’s dozens of Latin subgenres and will reach the Hispanic male audience as they watch the most culturally relevant music programming available.

Vevo will also air :15 non-skippable units on its free ad-supported TV (FAST) network of 30+ distribution partners and Vevo’s video-on-demand platforms. Historically, Vevo’s ad performance on CTV outperforms that of CTV and linear TV publisher averages.

Figure 22: Example of Vevo Music Videos



WWE—General Market

WWE is a year-round entertainment event that is popular with the target audience. It has 80 million fans nationwide. Fans love WWE matches, but they also love the special features with which WWE superstars involve themselves.

Video

For the WWE Universe, their favorite superstar is not only a character, but also a role model to whom they look up and with whom they build relationships. This is what makes WWE superstars the perfect influencers to deliver lifesaving messaging to their fans.

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 (UDD). For over seven years, Xavier has become synonymous with the gaming world as he's propelled UDD to the second-largest celebrity-led gaming channel on YouTube, with 2.4 million subscribers.

Like all of WWE's ecosystem, UDD is constantly producing evergreen content. NHTSA will partner with Xavier and the gaming content on the UDD channel to reach WWE's diehard gaming audience of "My Rise" or "Battle of the Brands." At the opening of the episode, the impaired driving logo will be accompanied by a "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 UDD social platforms to extend the messaging.

Figure 23: 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 can 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 extend the campaign. Social posts will be posted on the WWE superstar’s 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” and “Friday Night Smackdown” and the monthly live event previews. All episodes are distributed across WWE.com, WWE YouTube and WWE social media platforms.

Figure 24: Example of WWE Superstar Social Message



Figure 25: Example of “WWE NOW”



Zeta—Hispanic Market

Zeta’s programmatic buildout creates a holistic view of NHTSA’s target audiences that garners 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.

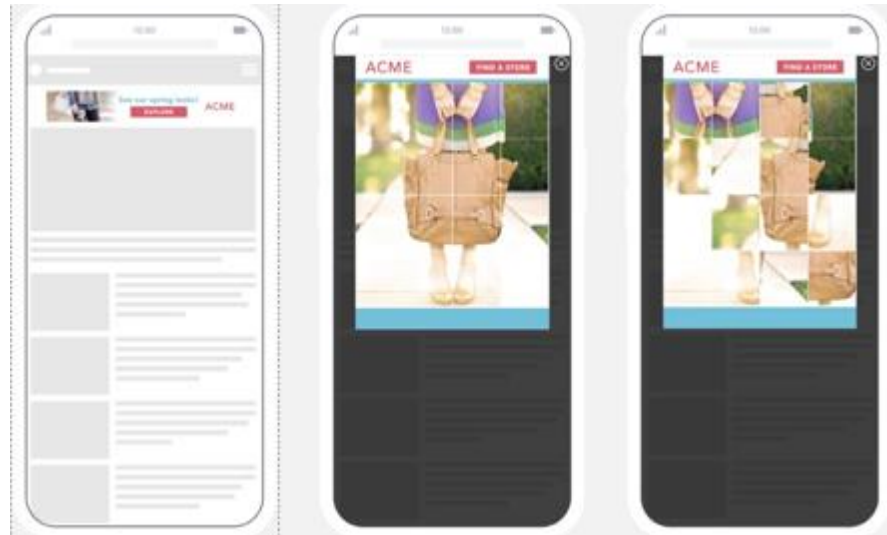
As a new partner in the Hispanic target market, Zeta will initially enter the market in a “test” capacity to gauge how the Hispanic market reacts to Zeta’s efforts. Zeta will reach Spanish speakers at scale by aligning with tentpole moments across pop culture, gaming and sports. Benchmarks for this new-to-market 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 puzzles and reveal.

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 26: 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 27: Example of Zeta Reveal Gamification Unit



5.0 Campaign Summary

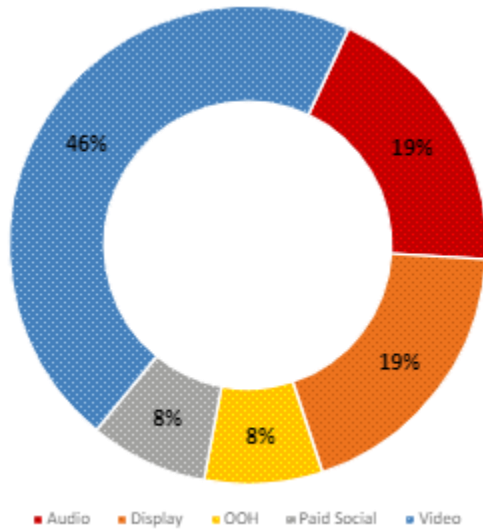
**Inventory is not guaranteed until insertion orders have been issued; therefore, all impressions are estimates only.*

Channel	Tactic	Partner	2024 Budget	Estimated Paid Impressions	Estimated Added Value Impressions	Estimated Total Impressions
Audio			\$2,692,431.53	236,714,259	21,281,081	257,995,340
	Radio	AURN	\$207,819.90	17,818,500	956,800	18,775,300
	Radio	Compass Media	\$375,000.00	33,404,700	5,368,200	38,772,900
	Radio	Skyview	\$700,001.00	92,071,800	10,311,700	102,383,500
	Radio	Entravision—Hispanic	\$100,000.00	5,299,417	807,000	6,106,417
	Radio	Nueva Network—Hispanic	\$79,847.00	3,640,000	1,222,000	4,862,000
	Radio	SBS AIRE—Hispanic	\$144,645.00	11,962,500	588,600	12,551,100
	Digital Audio	AURN	\$55,000.00	4,583,400	0	4,583,400
	Digital Audio	Pandora/SXM	\$299,747.50	17,208,131	0	17,208,131
	Digital Audio	Skyview	\$275,000.00	24,885,670	0	24,885,670
	Digital Audio	Entravision—Hispanic	\$50,000.00	10,000,000	1,000,000	11,000,000
	Digital Audio	Nueva Network—Hispanic	\$45,153.13	3,125,000	230,000	3,355,000
	Digital Audio	SBS AIRE—Hispanic	\$105,355.00	4,005,000	46,781	4,051,781
	Podcast	Pandora/SXM	\$100,000.00	3,710,141	0	3,710,141
	Podcast	Sinclair	\$154,863.00	5,000,000	750,000	5,750,000
Display			\$2,743,561.00	268,906,393	76,590,273	345,496,667
	Display	AdTheorent	\$880,936.00	154,881,052	51,735,909	206,616,961
	Display	Condé Nast	\$153,500.00	9,029,412	2,025,522	11,054,934
	Display	Fandom	\$710,000.00	41,975,309	15,263,471	57,238,780
	Display	Live Nation	\$26,000.00	2,000,000	600,000	2,600,000
	Display	Pandora/SXM	\$100,000.00	117,644	0	117,644
	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	MiQ—Hispanic	\$160,000.00	12,867,136	2,573,427	15,440,563
	Display	MyCode—Hispanic	\$200,000.00	12,552,772	1,255,277	13,808,050
	Display	Nueva Network—Hispanic	\$0.00	0	220,000	220,000

	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			\$1,169,975.76	69,586,563	15,388,864	84,975,427
	OOH	Atmosphere	\$300,000.00	19,666,666	9,213,334	28,880,000
	OOH	GSTV	\$289,404.76	4,709,777	384,934	5,094,711
	OOH	Van Wagner	\$400,000.00	37,586,000	4,597,000	42,183,000
	OOH	Entravision—Hispanic	\$27,000.00	1,800,000	180,000	1,980,000
	OOH	GSTV—Hispanic	\$78,571.00	1,278,665	104,506	1,383,171
	OOH	MiQ—Hispanic	\$75,000.00	4,545,455	909,090	5,454,545
Paid Social			\$1,081,825.94	63,939,135	5,240,237	69,179,372
	Paid Social	AURN	\$0.00	0	720,000	720,000
	Paid Social	Condé Nast	\$28,000.00	400,000	0	400,000
	Paid Social	Fandom	\$0.00	0	3,000,000	3,000,000
	Paid Social	IZEA	\$350,000.00	8,864,263	1,225,000	10,089,263
	Paid Social	Live Nation	\$49,000.00	1,633,334	116,666	1,750,000
	Paid Social	Meta	\$249,825.94	26,232,949	0	26,232,949
	Paid Social	WWE	\$155,000.00	13,166,667	0	13,166,667
	Paid Social	Meta—Hispanic	\$100,000.00	10,070,493	0	10,070,493
	Paid Social	Relevant+—Hispanic	\$150,000.00	3,571,429	178,571	3,750,000
	Paid Social	SBS AIRE—Hispanic	\$0.00	0	0	0
Video			\$6,453,718.00	212,880,574	8,849,430	221,730,004
	Linear TV	Ampersand	\$400,000.00	3,450,358	0	3,450,358
	Linear TV	Sinclair	\$2,224,881.00	84,485,298	6,563,062	91,048,360
	Linear TV	WWE	\$225,000.00	3,500,000	0	3,500,000
	Linear TV	Telemundo—Hispanic	\$350,000.00	2,363,121	0	2,363,121
	CTV	AdTheorent	\$700,000.00	26,110,693	0	26,110,693
	CTV	Ampersand	\$513,000.00	18,509,882	1,000,000	19,509,882
	CTV	Sinclair	\$575,119.00	17,857,142	0	17,857,142
	CTV	Canela—Hispanic	\$15,000.00	666,666	0	666,666
	CTV	Relevant+—Hispanic	\$0.00	0	300,000	300,000
	CTV	Vevo—Hispanic	\$150,000.00	3,886,012	0	3,886,012
	OLV	Adludio	\$0.00	0	0	0

	OLV	AdTheorent	\$266,775.00	20,088,479	0	20,088,479
	OLV	Condé Nast	\$468,500.00	6,884,741	0	6,884,741
	OLV	Fandom	\$198,568.00	11,164,052	0	11,164,052
	OLV	Sinclair	\$41,875.00	1,675,000	0	1,675,000
	OLV	WWE	\$200,000.00	8,000,000	0	8,000,000
	OLV	Canela—Hispanic	\$85,000.00	2,500,000	0	2,500,000
	OLV	MiQ—Hispanic	\$40,000.00	1,739,130	347,826	2,086,956
	OLV	Relevant+—Hispanic	\$0.00	0	300,000	300,000
	OLV	Venatus—Hispanic	\$0.00	0	338,542	338,542
			14,141,512.23	852,026,924	127,349,885	979,376,809

Figure 28: Overview of Media Budget Allocation by Tactic



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 life of the 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 and 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 Winter Holiday Season 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, 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 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.