2024 Distracted Driving Prevention Enforcement Campaign

Media Buy Summary

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1.0 Executive Summary

The National Highway Traffic Safety Administration's (NHTSA) 2024 Distracted Driving Prevention high-visibility enforcement (HVE) campaign supports a national distracted driving law enforcement mobilization during April. The campaign aims to inform drivers that the dangerous act of using a phone while driving is a law-enforceable offense. This document provides an overview of the media channels, media partner selection and tactics that will be activated to reach the target audience.

Most drivers distracted by cell phones in fatal crashes are 18 to 34 years old, making them the primary target for this campaign. The demographic comprises two distinct generations—Gen Z, 18 to 27 years old, and Millennials, 28 to 34 years old, in 2024.

National paid advertising will run for eight days, beginning Monday, April 1, 2024, through Monday, April 8, 2024, and is supported by a $5 million paid media budget. Given the short flight length, it's essential to establish broad reach and frequency quickly to drive message penetration. Media selection is based on the research and trends explored in the Distracted Driving media work plan, media consumption among the target audience and past campaign performance.

As we observe the current media environment and target audience usage, we see 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 to reach the target audience three to five times across all channels throughout the campaign. By lowering the frequency from 2023, NHTSA will reach a broader audience while maintaining the penetration of the message to the target audience.

Due to the shorter flight, custom content is focused on high-impact units and channel tactics that can optimize in real-time, which will exclude linear (traditional) TV within the video activations. The media partner selection focuses on a balance between efficient, high-reach tactics to meet reach and frequency goals, while equally focusing on high-quality, integrated content that increases engagement and the ultimate penetration of messaging. This is balanced with innovative suggestions for additional 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 Distraction campaign aims to curb the dangerous behavior of using a phone while driving by communicating to 18- to 34-year-old adults that distracted driving laws are being enforced nationwide.

With a campaign window of only eight days, the primary media strategy is to use terrestrial radio, digital formats, paid social media and streaming television. A move toward connected TV (CTV) from linear (traditional) TV for this campaign will ensure delivery to the target during the short flight. The campaign will quickly build frequency and reach the target audience three to five times throughout the campaign, while balancing continued interest and engagement with message penetration.

2.1.1 Planned Campaign Assets

Figure 1: Campaign Assets

Language	Asset Title	Types/Lengths	Additional Assets
English	Phone Personalities	TV/Video (:30s, :15s and :06s)	Web banners (available in standard sizes)
		Radio/Audio (:30 audio spot and live reads copy :05, :10, :15, :30 and :60)	
Spanish	Meme del Gato Portavoz	TV/Video (:30s, :15s and :06s)	Web banners (available in standard sizes)
		Radio/Audio (:30 audio spot and live reads copy :05, :10, :15, :30 and :60)	

2.1.2 Advertising Period

National paid advertising will start Monday, April 1, 2024, and run through Monday, April 8, 2024.

2.1.3 Working Media Budget

The total budget for the 2024 Distraction campaign is $5 million.

2.1.4 Target Audience

The primary target audience is 18- to 34-year-old adults. The secondary target audience is 18- to 34-year-old Hispanic adults who primarily speak and consume Spanish media at home.

In 2024, the target audience for the campaign is split between Millennials (those born between 1990–1996) and Gen Z (those born between 1997–2006).

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, we can inform the tactics selected for the effort. As referenced in the Distracted Driving media work plan, among 18- to 34-year-olds, three areas emerge as key passion points for the campaign to engage: online experiences and gaming, sports, and music and film. Each area reaches the overall age segment in different ways, 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.

Based on the Gen Z and Millennial generational split, 50% of the plan's budget focuses on approaches that speak to both audiences, such as sports entertainment. The remaining budget is allocated based on each generation's differing media consumption habits to address differences in the two age groups and connect directly with each audience.

Given the shift of the target audience to streaming services combined with the one-week flight of the campaign, the linear (traditional) TV budget is allocated toward streaming. This allows CTV and over-the-top (OTT) to reach the target audience where they are most likely to be watching during the flight. CTV vendors can make real-time optimizations to ensure complete delivery within a short timeframe. Custom content is focused on high-impact units and channel tactics that can be optimized in real-time.

3.1 Channel Overview

NHTSA will activate an omnichannel paid media strategy 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 Distracted Driving safety message resonates.

- **Video**—Video encompasses media placements that use video creative and can run on CTV/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 across platforms with the messaging. The success of CTV/OTT and digital video tactics will be evaluated by view-through rate (VTR) and video completion rate (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 across platforms with the messaging. 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 click-through rate (CTR) on audio companion banners.

- **Out-of-Home**—Out-of-Home advertising (OOH) is a form of advertising that traditionally includes billboards, bus shelters, benches, restaurants, gas stations, grocery stores, stadiums and more. The success of these placements is measured by reach and impressions and frequency as a secondary.

- **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 balancing VCR, VTR, CTR and ER based on the asset and unit.

4.0 Selected Media Partners

The 2024 Distracted 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 ensure optimal message penetration and resource allocation. Additional tactical details for each media partner are provided in alphabetical order.

Figure 2: Media Partner Channel Mix and Benchmarks

| Channel	KPI Goals	Partners
Video	OLV and CTV/OTT—VTR: 35%+ VCR: 80%+	AdTheorent Bleacher Report Fandom MyCode Sabio Telemundo The Trade Desk Univision WWE YouTube
Audio	Terrestrial Radio—Reach and Frequency Digital Audio—LTR: 85%+ CTR: .05%+	Entravision Hispanic Radio Network SBS AIRE United Stations Radio Network Westwood One Zeta
OOH	Reach and Frequency	Van Wagner
Digital Display	CTR: .14%+	AdTheorent Fandom MyCode Sabio WWE
Paid Social Media	CTR: 0.10% + VTR: 30%-40%	Meta MiQ WWE X (Twitter)

AdTheorent—General Market

AdTheorent's capabilities extend across the digital ecosystem to reach 18- to 34-year-old adults where and 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 hone 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, and have proven addressable TV and CTV combined can help with reach and views.

Video

The AdTheorent video plan includes CTV and OLV components to reach viewers across tactics and reduce duplication. They will focus on groups of the target audience who are sports, lifestyle/entertainment and gaming enthusiasts, framing the Distracted Driving message with a branded, location-specific CTV unit. Adding personalization based on location data has been shown to boost engagement. The mockup below is entirely customizable and can have a scannable QR code to take interested users to the campaign website for more information. In another recent NHTSA campaign, these QR codes delivered three times the benchmark, with over 85 scans. Activating all video engagement tactics will be key to measuring the campaign's success over the shorter flight.

**Figure 3: Prototype of Branded CTV Video with QR Code**
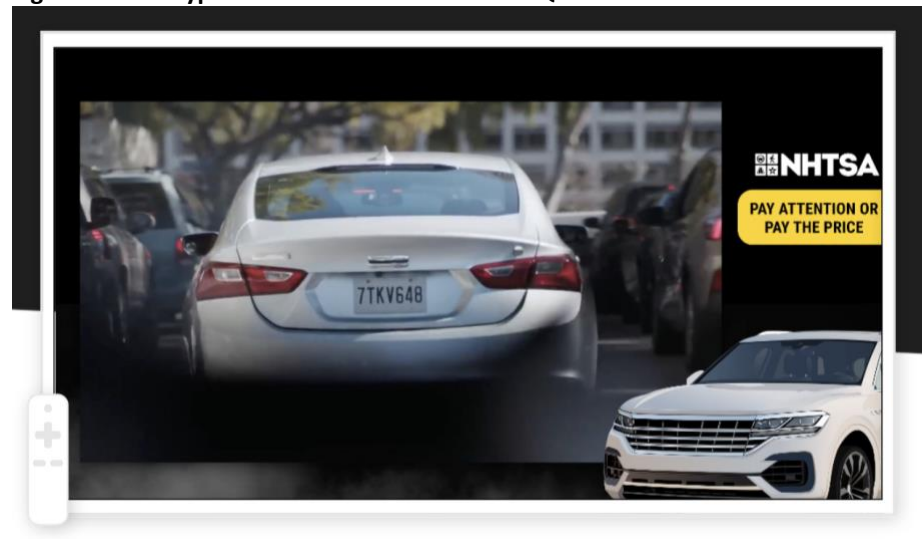
Display

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 in performance during other recent NHTSA campaigns.

For the 2024 Distraction campaign, AdTheorent will use predictive modeling to target 18- to 34-year-old adults who are sports, lifestyle/entertainment and gaming enthusiasts with standard and high-impact units. AdTheorent also has an in-house studio that will work directly with NHTSA to create custom interstitial and tap-to-expand creative assets. Below is an example of a vertical video rich media execution that AdTheorent can produce. Rich media units have high engagement and build added reach and frequency when balanced with standard digital display units.

Figure 4: Prototype Example of a Rich Media Custom Unit
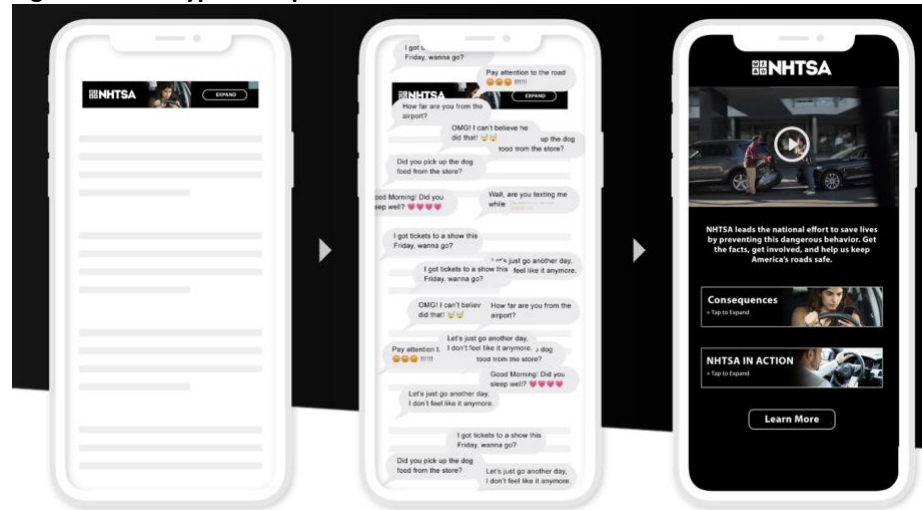
Bleacher Report—General Market

Bleacher Report (B/R) is a strong partner from past NHTSA campaigns. As a sports-related publisher, B/R's objective for the Distraction campaign is to seamlessly encourage adults 18 to 34 years old to drive safely, free from all distractions every time they get behind the wheel to drive a vehicle. Over 68% of B/R's audience is 18 to 34 years old. Leveraging B/R's extensive reach and influence among this demographic would enhance the campaign's impact significantly. With its ability to engage across various platforms and integrate campaign messages seamlessly into its sports and lifestyle content, this partnership offers a compelling opportunity to effectively convey the dangers of distracted driving and encourage behavioral change among younger adults.

Video

B/R's high-engagement video elements include owned-and-operated video and YouTube pre-roll which offers broad exposure across all B/R platforms, targeting all B/R audiences within the target audience and engaging them with captivating video content. Owned-and-operated video elements provide direct control over content quality and branding, fostering deeper audience connections within a familiar environment, while also potentially leading to increased trust and conversions.

Entravision—Hispanic Market

Entravision is a trusted audio partner with more than 18 million monthly AM/FM network audiences, 96% coverage of U.S. Hispanics across 105 DMAs and a terrestrial radio network of 427 stations. Entravision's Audio Engage is an audio streaming platform with more than 45 million monthly streaming reach across various Spanish-language publishers, providing broader reach beyond the existing terrestrial stations. Entravision is the second-largest radio network after Univision, reaching an 18- to 34-year-old audience, and has had a 35% growth in listenership against this demo.

NHTSA partnered with Entravision for the 2023 campaign and over-delivered by 103.8% for terrestrial radio with an 85% LTR benchmark for the audio engage component.

Audio

The audio plan includes terrestrial and streaming audio, offering NHTSA an efficient cost per impression (CPM) and added value.

Entravision's custom content campaign, "Somos Cultura" ("Our Culture"), reflects and celebrates the diversity that is the Latino American experience. The campaign will run vignettes on this content series along with :30 spots to reach the target with their content series "Ojo a la Carretera Para-Diversion de Primavera" ("Eyes on the Road to Ensure Spring Fun") to deliver the Distraction message in an educational and entertaining way.

Radio formats include regional Mexican hits, Spanish contemporary, soft regional, Spanish hits, Cumbias/Grupero and Latin urban. The streaming digital audio consists of the Entravision Audio Network, broadcasting the top U.S. and Latin American music, shows and sports.

The added value portion of the plan includes additional :15 and :30 units/elements for terrestrial and digital audio.

Fandom—General Market

Fandom is an entertainment and gaming fan platform that fans use as a daily source of television, movies and gaming content. Its family of brands is the ultimate resource for hardcore and casual gamers, entertainment fans and pop culture enthusiasts. Fandom accompanies fans throughout the experiences they're passionate about, offering referential insights, news and reviews of today's biggest games, television shows, movies and more.

Fandom's connection to the target audience and proven history of delivery positions them for success in delivering this program. The 2023 Labor Day Impaired Driving campaign delivered a 65% VCR, 15% above the benchmark.

Fandom will educate the 18- to 34-year-old audience on the costly consequences of distracted driving by activating a comprehensive program designed to meet them where they are, exploring their entertainment and gaming passions. The Fandom plan will deliver the campaign message in a highly impactful and relatable way that authentically speaks to the target, forging a trustworthy and educational dialogue within the audience's communities.

Figure 5: Example of a Takeover Custom Unit
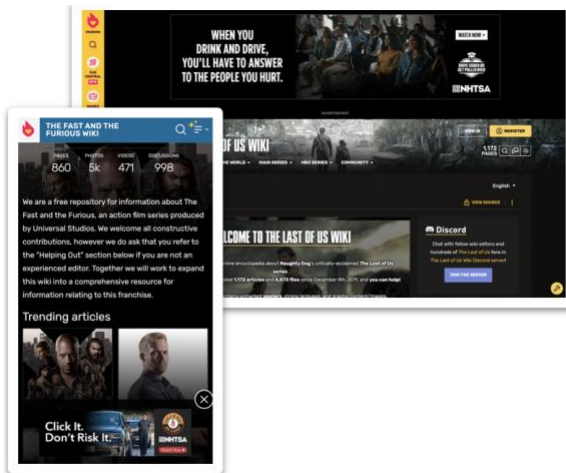
Video

The online video portion of the Fandom campaign will include premium featured video pre-roll targeting adults 18 to 34 years old. Fandom has consistently over-delivered on impressions, with an average of 106% over-delivery for pre-roll on NHTSA 2023 campaigns, with VCR for online video averaging 64% vs. the 53% benchmark.

Display

NHTSA will run highly viewable digital display media targeted to 18- to 34-year-old adults nationally. Fandom has historically delivered over the 0.21% CTR benchmark for the Cross Platform Takeover, with an average 0.22% CTR, as well as over the 0.10% display benchmark, with an average 0.23% CTR on 2023 NHTSA campaigns.

Hispanic Radio Network—Hispanic Market

Hispanic Radio Network (HRN) is the largest independent radio network and exclusive national audio partner with Estrella Media, covering 95% of the United States with 347 affiliates nationwide. HRN tops the rating charts as the No. 1 network in 16 markets for Hispanics 18 to 34 years old.

HRN's partnership with NHTSA provides a broader reach audio strategy with an efficient CPM and added value across their network of stations and affiliates.

Audio

The Distraction :30 audio spot will run on all affiliate stations as well as HRN's highly popular regional Mexican stations across the HRN Platinum Plus network and "The Soccer Republic" with Fernando Fiore segments with branded spots.

"The Soccer Republic" with Fernando Fiore is an all-things soccer radio show. Host Fernando Fiore, "El Presidente," is the most recognizable face in the Spanish-speaking sports world and a three-time Emmy Award-winning sportscaster with a diverse and distinguished television career. He is also the voice of soccer for U.S. Hispanics in the "Soccer Report."

The added value portion of the plan includes additional units and branded units on "The Soccer Republic."

Meta (Facebook/Instagram)—General and Hispanic Markets

Meta is the top social media platform that has the most sophisticated targeting abilities based on interests, age groupings and gender, and utilizes signals to drive more qualified consumers to the site. The platform also has the most variety of placements within its ecosystem (reels, stories, messenger, feed, etc.) to give advertisers the ability to reach consumers through multiple touchpoints. Gen Z and Millennials use social media for news and staying connected. These generations spend a lot of time on social media platforms, with Facebook as the top choice for Millennials, showing why Meta is a foundational part of the Distraction plan.

General Market Paid Social Media

NHTSA will promote content on Facebook and Instagram to drive retention of the Distracted Driving message during the campaign, driving video views across platforms. To measure the primary KPI of engagement, the campaign will measure VCRs and landing page views. Reach and impressions will be used as a secondary KPI to measure efficiency in reaching the target audience.

Meta will auto-optimize across the different creative units based on campaign budget optimization to allow for optimal budget distribution and maximize the video completions between Instagram and Facebook placements.

Hispanic Market Paid Social Media

The Spanish-language social investment will be consolidated with Meta, where the Distraction campaign will reach those with their Facebook and Instagram settings in Spanish. Meta was a strong performer for the 2023 Distraction campaign, over-delivering on impressions by 56%. The tactics will include in-feed posts with static and video assets.

MiQ—Hispanic Market

MIQ is a digital media company specializing in using multiple data signals to deliver more advanced targeting across the digital landscape. The advanced audience targeting can help provide new targeting opportunities through learning. This approach minimizes waste and focuses the NHTSA message on the very specific target audience of 18- to 34-year-old adults who primarily speak and consume Spanish-language media.

Paid Social Media

The Distraction campaign will utilize a new tactic called social boost. This unit uses NHTSA's Spanish-language social assets and distributes them to relevant placements outside of Meta across other social and digital platforms within NHTSA's guidelines. The social boost unit has four times greater viewability compared to Facebook. Additionally, the benchmark for this tactic (0.2%–0.3% CTR) aligns with social CTRs from the 2023 campaign. The social boost unit will run on Spanish-language websites that the NHTSA audience is visiting regularly. As with all tactics for NHTSA campaigns, these websites adhere to brand guidelines and will use brand safety monitoring.

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 (DSP) and suppliers.

Video

HCode will reach the Hispanic target audience through OLV in the 2024 Distraction campaign. Video completion rates for HCode across the 2023 NHTSA campaigns were 60%, which is right at benchmark.

Display

The display plan will focus on reaching the Hispanic target audience with the use of high-impact units such as interstitials and mobile adhesion units for more significant impact and to build more interactivity. The 2023 Distraction campaign had a CTR of 1.51%, one of the highest display partners, and the 2024 campaign will use data to build upon that success.

Sabio—Hispanic Market (New Partner)

Sabio is a minority-owned digital company that focuses on inclusive investment. Sabio's targeting technique is based on App Science targeting. App Science analyzes the target's mobile app ecosystem to understand their life stage, interests and passions. For the Distraction campaign, Sabio will use data signals related to Hispanic adults and drivers, who might become distracted as they go about their daily routines or on their way to nightlife activities that could distract them (communicating with friends, fixing makeup/hair, talking to friends in the vehicle, etc.). This will also be overlaid with geolocation data. The campaign includes CTV, OLV and display. As an added value, the NHTSA campaign has also secured a brand lift report to understand the impact and delivery of this new partner.

Video

The CTV plan builds on the same mobile data signals for a reach of more than 58 million households. Sabio has access to inventory on all streaming platforms and smart TV devices. The plan will run :30 pre- and mid-roll units with CTV overlays. These overlays are perfect vehicles for telling a brand's story, and with the Distraction campaign, they will be customized to encourage viewers to learn more about ways to minimize distractions while driving.

Sabio's OLV campaign is designed to attain its 85% VCR benchmark. The high-impact mobile pre-roll provides an ideal platform for conveying NHTSA's message, with the specific goal of warning drivers of the consequences of using their cell phones while driving.

Pre-roll video advertisements possess an enhanced capacity for precise audience targeting. This is achieved by analyzing the viewer's interests, online activities, location, preferred subjects, keywords and other factors. This approach enhances the likelihood that NHTSA's campaign message reaches its intended audience.

Display

The Sabio digital display plan will leverage animated interstitials and tap-to-expand banners. Spanning across Sabio's 91 Hispanic-influenced audience segments, these ad units provide a unique experience for the NHTSA target. With its interactive features, the animated interstitials will keep the user's attention while driving awareness and encouraging click-throughs. The tap-to-expand banner is great for reaching consumers on the go and keeping the NHTSA campaign top of mind by building message familiarity. Expandable (tap-to-expand) banners typically yield higher CTRs, better viewability and user engagement than standard banners.

These mobile-focused ad formats will allow NHTSA to be wherever the target audience is and increase the probability of the Distraction campaign's message being seen.

SBS AIRE—Hispanic Market

SBS AIRE is the United States' largest publicly traded, Hispanic-controlled media and entertainment company. AIRE Radio Network has SBS radio services in the top U.S. Hispanic markets, with over 290 affiliates on a national scale and Puerto Rico. The SBS network reaches over 25 million Hispanics each week. It has an entertainment division with live concerts and events and 21 bilingual websites, including LaMusica.com, an online site and mobile app with content related to Latin music, entertainment, news and culture.

SBS AIRE has been a great partner to NHTSA and is one of the top Spanish-language radio networks with many highly rated stations. SBS offers elements and options.

Audio

The digital audio component extends the plan reach outside of drive time and when the target audience is listening or streaming on mobile devices inside or outside of the home. The plan will feature the :30 NHTSA audio spot and :30 voice reads with top DJs for the Distraction campaign. NHTSA will leverage the Mega DJ network, which consists of top DJs within their respective markets that provide DJ reads for various campaigns. The SBS AIRE talent is also younger and appeals to the Hispanic 18- to 34-year-old primary audience.

Another element included in the plan is the "Al Aire Con El Terrible" or "El Terri" show, the No. 1 syndicated morning show and podcast. Spanish-speaking radio listeners who enjoy the regional Mexican format tune in every morning to a fun and diverse show that brings listeners the latest news, lifestyle, motivation and entertainment.

The streaming audio portion of the plan includes branded ads on LaMusica. These ads will engage the NHTSA audience in the car while they are listening to their favorite radio station with a :30 branded audio stream unit. For streaming audio, the SBS benchmark has a high LTR of 93%.

Telemundo—Hispanic Market

Telemundo is one of the largest Spanish-language broadcast networks. Television continues to play a key role for the Hispanic adult who primarily speaks and consumes Spanish-language at home. Television has 88% reach against the audience. The NHTSA plan will run on the Peacock streaming service, focused on Spanish-language inventory.

Video

Peacock is the video on demand extension of NBC Universal (which owns Telemundo) and has quadrupled in subscriptions in the two years since it launched. The Spanish-language inventory includes entertainment, sports and live programming. Given the Premier League soccer programming running during this time, it was important that live sports also be included. These are programs that NHTSA has run with previously and have consistent rating. With the short campaign flight, it is important to focus on programs and genres that will generate high demand viewership. The plan will run a mix of :15 and :30 non-skippable units.

The Trade Desk—General Market

The Trade Desk is an industry-leading independent demand-side platform (DSP), providing access to the latest technologies, data and inventory integrations across the open web. They provide access to a massive marketplace of over 150 inventory partners and 230 data providers, allowing them to reach 1.3 billion users globally. The Trade Desk makes use of a vast array of partners, inventory and data across many technologies, combining data and machine learning with human insight and control. This allows the advertising message to be served to the target audience when and where they are consuming their content.

Video

CTV, through TTD, will utilize both partner direct and core efficiency content to reach the target audience across various platforms. Targeting includes 18- to 34-year-olds and third-party data segments to curate inventory that over-indexes for demographic interests, including live sports. Platforms include NBCU, Warner Brothers, Disney, Vevo, Nexxen and efficient CTV providers like SamsungTV+, Roku, PlutoTV, etc. Each platform will have a dedicated ordered budget, but each budget is flexible to optimize towards top performers. The Nexxen component is a high-impact CTV overlay for efficient inventory that includes all creative production as added value (creative example below).

Figure 6: Example of the Nexxen High-Impact CTV Overlay
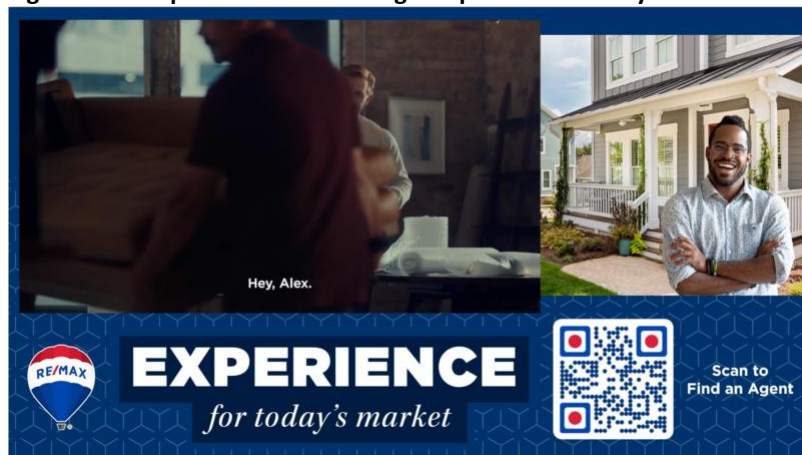
Accessing these providers through the TTD buying platform allows premium content alignment benefits, while controlling the frequency across all CTVs to ensure the target audience is only reached three to five times throughout the campaign. Additionally, there is flexibility between inventory sources to pivot to the top-performing CTV platforms quickly.

United Stations Radio Network

United Stations Radio Network (USRN) is a full-service network radio company that syndicates radio shows and services with every U.S. radio ownership group, giving access to the entire range of stations in the country. USRN connects with adults 18 to 34 years old through podcast integration and on-air voiced reads to connect with the target when they are consuming their audio content.

Audio

The USRN audio plan includes terrestrial radio and podcasts. Placements will be supplemented with added value :10 billboards on the Young Adult and Weekend Music Networks, voiced by the talents of Katie & Company. ACM-nominated Katie Neal keeps the target in the know with all thing's country music. The primary focus of "The Kidd Kraddick Morning Show" is pop culture commentary, with discussions often revolving around the previous night's reality television programming, celebrity relationships and current affairs. USRN Young Adult will also run :30 voiced reads in select male-skewing nationally syndicated radio shows.

The terrestrial radio plan includes:

- **USRN Active Male Network**, which will run the bulk of the spots. This network is created through multiple stations per market that skew 65% male. The primary formats for this network include sports and classic rock.

- **USRN Weekend Music** is designed to provide added reach on long-form music programming on formats such as country, classic rock and adult contemporary. The audience for Weekend Music is 56% male.

- **USRN Young Adult** delivers to young adults on classic rock, contemporary hit radio and country formats. This network has 100% U.S. coverage and runs across 802 stations.

The podcast plan includes:

- Host-read :30 spots on top podcasts along with :30 pre-recorded spots within NHTSA brand-safe podcasts.

- USRN Young Adult will also run 30 voiced reads in select, nationally syndicated radio shows, delivering over 1 million added value impressions.

- Podcasts include "Carla Marie & Anthony Show/The Morning Show," which talks about news, entertainment and other lifestyle topics; Waypoint Podcasts, which covers outdoor activities; and "RJ Bell's Dream Preview" podcast, which covers sports and fantasy sports, etc.

Univision—Hispanic Market

Univision is the other large Spanish-language broadcast network. Television continues to play a key role for the Hispanic adult who primarily speaks and consumes Spanish-language at home. Television has 88% reach against the audience. Univision is owned by TelevisaUnivision and has the largest library of owned Spanish-language content. The NHTSA plan will run on the Univision NOW streaming service, focused on Spanish-language inventory. UnivisionNow is the AVOD extension of TelevisaUnivision, and part of Univision's Vix360 streaming platform; 48% of the audience is under the age of 35. The platform has a total reach of 12 million streamers monthly.

Video

The Spanish-language inventory includes live news and sports, reality programming, and on-demand content customized to the viewer's profile. The plan will run :15 and :30s non-skippable units.

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 home plate signage placement during 34 MLB games and TV-visible courtside signage placement during 15 NBA games. In total, the NHTSA Distracted Driving message will be seen across an estimated 147 telecasts. Telecasts include the home team's TV broadcast, the away team's TV broadcast and the digital/streaming broadcasts each game.

Throughout the campaign, NHTSA's Distraction message will receive national exposure across all of the MLB and NBA team markets. The engagement, reach and frequency of this OOH platform delivers on efficiency and effectiveness. In addition to the live, in-game signage exposure, post-game video highlights often provide 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 prior to the start, but certainly add value to the campaign and have been successful in past NHTSA campaigns. Generally adding between 20–25% to the overall delivered impressions.

Westwood One—General Market

Westwood One is one of the largest audio networks in the United States. It is the national-facing arm of Cumulus Media. It boasts a diverse offering of syndicated sports, news and entertainment content to over 250 million monthly listeners across a network of over 8,000 affiliated broadcast radio stations and media partners.

Westwood One extends its reach with its Cumulus Podcast Network, the fourth-largest podcast network in the United States across a range of genres, from sports and entertainment to business and true crime, offering host-read ads with celebrity voices. Hitting all audio wherever listening happens, Westwood One also bolsters the fourth-largest streaming audio network in the country with the ability to target demos, geography and other characteristics of target audiences.

Audio

The 2024 Distracted Driving campaign aligns with the final rounds of the NCAA March Madness Tournament. Westwood One's exclusive audio coverage of the NCAA Men's and Women's Basketball Tournaments will integrate NHTSA's Distracted Driving message across terrestrial, streaming and satellite radio coverage of their live broadcast inclusive of :30 ad units and :10 live, in-game announcer reads tied to a custom feature, "Break In the Action." Multi-channel distribution via AM/FM stations, Sirius XM satellite radio, TuneIn, Google Assistant, Amazon Alexa, the Varsity Network and the NCAA March Madness Live app guarantees 100% nationwide coverage. The excitement, passion and nationwide attention surrounding this iconic event provides an ideal platform to showcase the NHTSA Distracted Driving message for maximum impact.

Kevin Kugler, lead play-by-play announcer for the NCAA Men's Basketball Tournament who has called the Final Four since 2008, will lend his voice as an ambassador for the NHTSA Distracted Driving message by voicing :30 ads to run across Westwood One's broadcast of the NCAA Men's March Madness Tournament, NCAA Women's Tournament and the NIT Tournament.

Ad units will also run in CBS Sports Radio programming to include 24/7 sports talk, which delivers around-the-clock national sports coverage on more than 297 stations across the country with custom NHTSA mentions in morning and afternoon drive shows. Further, NHTSA will air ad units with sponsor billboards across CBS Sports Minute short-form updates in drive time radio on top sports talk stations nationwide. Jim Rome leads the sports voices, airing his familiar voice across all CBS Sports Radio platforms with all day and night sports talk, keeping fans up to date on all sports-related things.

Westwood One's unwired baseball coverage launches the season, with NHTSA Distracted Driving ads voiced by Jim Rome to run across a network of the top MLB teams' regional footprints.

Westwood One extends the reach of the message within music and entertainment formats across a range of targeted syndication radio programs and broad reach radio network.

Westwood One Influencer Voices

"Steve Gorman Rocks"—Drummer and founding member of The Black Crowes, Steve Gorman, hosts this show every weekday evening with April Rose, a model, actress and social media influencer. The show mixes classic rock with stories from the road and rock star guests.

"**Kincaid & Dallas**"—Broadcast from Atlanta, the four-hour morning drive show "Kincaid & Dallas" is an upbeat and comedic country show featuring the morning family of Kincaid and Dallas.

"The Bert Show"—Hosted by Bert Weiss and crew, "The Bert Show" is a high-energy, non-stop morning drive program that features today's hottest music, entertainment news, comedy bits and special guests.

"Flashback with Matt Pinfield"—"Flashback," the country's No. 1 retrospective radio program, is hosted by influencer, rock insider and MTV legend Matt Pinfield. Travel back in time and celebrate killer classics with rockers that defined the time.

"Weekends with Roula"—"Weekends with Roula" keeps you moving, laughing and singing along for three hours. Roula's unique mix of pop culture news and information, along with hilarious conversations between her kids and her mom, is priceless.

"Nights with Elaina" is a country music and lifestyle show hosted by Elaina Smith. The show features top-artist guests, callers and special live events that take the show on the road across the United States.

"Free Beer and Hot Wings"—Morning show personalities Gregg Daniels and Chris Michaels discuss everything from pop culture to news oddities.

"Eliott"—This high-energy weeknight show engages listeners with content targeting young adults, including today's hottest hits, celebrity and artist updates, pop culture news, listener calls and extensive social media integrations.

"Carson Daly Show"—Celebrity personality Carson Daly takes over the weekends and counts down the top 30 songs in the country.

"American Country Countdown with Kix Brooks"—Hosted by country music superstar Kix Brooks, "American Country Countdown" is a weekly countdown of the top 40 country songs on the Billboard charts. Kix keeps the format fresh and listeners tuned in with his insider perspective and captivating stories of personalities in the Country music business.

"Bob and Tom Show"—Features news, sports, lifestyle content and interviews with today's top actors and newsmakers. This show is also America's leading media outlet for the best and most developing comedians on the circuit, with live music performances from musicians of all genres.

"**Westwood One 24/7 Music Formats**"—Westwood One provides 24/7 programming across multiple nationally distributed, completely turnkey music formats, touching a variety of audiences. Genres include anything from adult contemporary to classic rock and everything in between. NHTSA will receive live :10 messages across all formats nationwide.

"**Cumulus News, Weather and Traffic Network**"—Placements include :15 live scripted announcer reads and recorded copy adjacent to engaging topical content within highest drive times of the day.

"**Wrestling Podcast Network**"—Voiced reads with Conrad Thompson and co-host wrestling personalities running across a network of 14 of the most popular professional wrestling podcasts in the country with legends like Ric Flair, Jeff Jarrett, Kurt Angle, Booker T, Kevin Nash, and more.

"**Inside of You**" and "**TalkVille**"—Voiced reads with host and former Smallville Lex Luthor star Michael Rosenbaum.

"Jim Rome Podcast" and "**The Rich Eisen Show"**—Sports talk podcast covering the most current and exciting conversations in sports.

WWE—General Market

WWE is a year-round entertainment event popular with the 18- to 34-year-old target audience. WWE has 80 million fans nationwide with 41% falling into the 18- to 34-year-old age range. WrestleMania 40 is April 6 and 7, 2024, and will be WWE's biggest event of the year. The event will air live on Peacock and take place at Lincoln Financial Field in Philadelphia. Forbes ranks WrestleMania as the sixth-most-valuable sports brand in the world (ahead of MLB World Series, Winter Olympic Games, Kentucky Derby, etc.). With this being WrestleMania 40, the recent return of superstars such as CM Punk & Randy Orton, and the double-digit year-over-year growth WWE has seen on all of its premium live events in 2023, WrestleMania 40 is pacing to be the biggest WWE event of all time.

WrestleMania brings out current professional wrestlers, but also iconic hall of fame wrestlers and, this year, it features big returning names in wrestling like Randy Orton and CM Punk. The event also brings out many celebrities making appearances throughout the show. WrestleMania will have a great deal of hype leading into the actual event and falls within the NHTSA 2024 Distraction campaign. Even though no matches have been announced yet, a record 90,000 tickets were sold the first day tickets went on sale. WrestleMania will feature the biggest matches of the year and will include the biggest and best male and female superstars.

Video

The plan will include a :30 spot that will air in the WrestleMania kick-off show and be preceded by a custom announcer introduction, ensuring fans don't miss the crucial Distraction message. To further amplify WWE's relationship with NHTSA's Distracted Driving campaign WWE will use YouTube pre-roll

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 life-saving messaging. These fully produced pieces of content can feature recognizable talent connecting directly with their dedicated fan base in their voice to deliver important Distracted Driving messaging using rational and emotional appeals.

WWE will work with NHTSA to identify talent that aligns with brand values and will deliver the best results on social (there are over 250 male/female superstars from all different backgrounds, so WWE will work with NHTSA on mutually agreed talent to fit best for this campaign). The WWE social team will capture and produce the content 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.
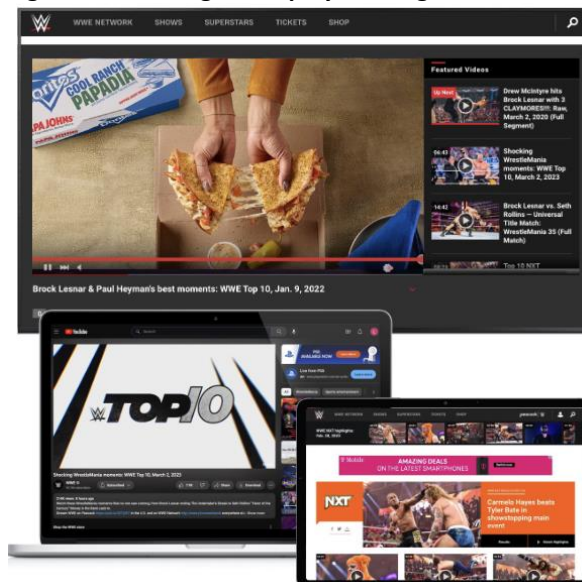
Figure 7: WWE Superstars Social Video Amplification

Display

Digital display units and two webpage takeovers targeted to target 18- to 34-year-olds will add extensions to the plan for added reach and engagement throughout the WWE site around schedules, WWE news and other interesting fan content on WWE.com.

Figure 8: WWE Digital Display and Page Takeovers

X (Formerly Twitter)—General Market

X (formerly Twitter) is a dynamic and influential social media platform and its strengths lie in its real-time information dissemination, global reach, engagement opportunities and networking capabilities. Twitter is the No. 1 platform for brand interactions, with consumers more likely to engage with brands. Similar to Meta, the campaign can choose age groupings and interests, along with keywords to better drive overall engagement with the brand.

Paid Social Media

NHTSA will promote content on X (formerly Twitter) to drive retention of the Distraction message during the campaign, driving video views across platforms. The budget will auto-optimize across the different creative units based on performance to allow for optimal distribution of the budget to maximize the reach of the Distraction message. With engagement as the primary KPI, NHTSA will measure video completion rates and ad clicks. Reach and impressions will be used as secondary metrics to measure efficiencies within the platform.

YouTube—General and Hispanic Markets

YouTube is the No. 1 ad-supported video streaming platform in reach and watch time and has more than 2 billion active users. Their user base yields more than three times the watch time of the closest linear competitor. YouTube is No. 1 in ad-supported reach among cord-cutter and cord-never households on CTV devices in the United States as of April 2020. Audiences connect with YouTube's rich culture and creators across a wide variety of content.

For the general market, 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.

While part of the mix, YouTube (Spanish-language) is slightly deprioritized as the audience has a slight under-index compared to other social channels (92 index). The NHTSA investment ensures presence on the widest-reaching video partner that has historically performed well. All 2023 YouTube campaigns have delivered over the planned impression numbers.

General Market Video

In 2024, the buying strategy will be based on a view-based bidding strategy designed to optimize toward engagement. The engagement strategy will increase view rates and VCRs, resulting in nearly two-and-a-half times the number of qualified views with a comparable year-over-year budget. The plan will focus primarily on non-skippable inventory alongside a mix of skippable and bumper ads that function to achieve efficient CPMs and vary the messaging for the target audience.

Hispanic Market Video

The plan will focus on pre- and mid-roll skippable inventory with :15 and :30 units. The targeting will focus on the Spanish-language content the Hispanic target is searching for and sharing with their friends. There will be a heavy emphasis on music, sports and gaming content. YouTube inventory will be purchased directly for the greatest efficiencies and lowest cost per view.

Zeta Global—General Market

Programmatic streaming audio will run through Zeta to reach the target audiences across all sites being consumed to increase the reach and frequency. Zeta Global provides data-driven marketing solutions and a marketing automation platform, allowing targeted and personalized marketing campaigns across all programmatic channels. Zeta leverages user signals to create targeting layers based on dynamic behavioral data to reach the target audience. In terms of enhanced targeting, Zeta's programmatic build-out is able to create a holistic view of NHTSA's target audiences that can unearth more and more actionable insights over time.

Zeta Global provides data-driven marketing solutions and a marketing automation platform, allowing targeted and personalized marketing campaigns across all programmatic channels. Zeta leverages user signals to create targeting layers based on dynamic behavioral data to reach the target audience.

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 channels and devices.

Audio

Programmatic streaming audio will run through Zeta to reach the target audiences across all sites being consumed to increase the reach and frequency. Running through Zeta will allow for cross-device learnings, optimizations and frequency capping across the various channels to drive performance. The programmatic audio will help extend the reach of the terrestrial audio buy by moving with the audience where they listen and when they listen and shift with their shifts.

5.0 Campaign Summary

Channel	Tactic	Partner	2024 Budget	Paid Impressions	Added Value Impressions	Total Impressions
Audio			**$1,028,137.25**	**183,473,107**	**57,120,450**	**240,593,557**
	Digital Audio	Entravision - Hispanic	$16,010.00	3,202,000	320,200	3,522,200
	Radio	Entravision - Hispanic	$58,990.00	9,140,000	1,666,000	10,806,000
	Radio	HRN - Hispanic	$77,137.50	18,116,000	12,041,000	30,157,000
	Digital Audio	SBS Aire - Hispanic	$8,000.00	800,000	0	800,000
	Radio	SBS Aire - Hispanic	$67,000.00	1,662,000	2,924,000	4,586,000
	Podcast	USRN	$46,000.00	1,616,250	538,750	2,155,000
	Radio	USRN	$180,000.00	42,438,600	4,154,200	46,592,800
	Digital Audio	Westwood One	$21,600.00	3,910,000	275,000	4,185,000
	Podcast	Westwood One	$21,526.00	1,395,000	1,305,000	2,700,000
	Radio	Westwood One	$406,873.75	94,050,400	33,896,300	127,946,700
	Digital Audio	Zeta	$125,000.00	7,142,857	0	7,142,857
Display			**$717,437.00**	**100,605,423**	**32,327,842**	**132,933,265**
	Display	AdTheorent	$350,000.00	74,576,082	25,900,000	100,476,082
	Display	Bleacher Report	$32,437.00	2,072,000	25,000	2,097,000
	Display	Fandom	$225,000.00	12,103,175	3,402,842	15,506,017
	Display	MyCode - Hispanic	$50,000.00	2,951,389	0	2,951,389
	Display	Sabio - Hispanic	$40,000.00	5,277,777	1,000,000	6,277,777
	Display	WWE	$20,000.00	3,625,000	2,000,000	5,625,000
OOH			**$175,000.00**	**14,489,000**	**0**	**14,489,000**
	OOH	Van Wagner	$175,000.00	14,489,000	0	14,489,000
Paid Social			**$434,759.60**	**78,496,367**	**552,083**	**79,048,450**
	Paid Social	Meta	$182,259.60	19,940,875	0	19,940,875
	Paid Social	Meta - Hispanic	$50,000.00	3,785,011	0	3,785,011
	Paid Social	MiQ - Hispanic	$12,500.00	1,041,667	52,083	1,093,750
	Paid Social	Westwood One	$0.00	0	500,000	500,000
	Paid Social	WWE	$75,000.00	5,000,000	0	5,000,000
	Paid Social	X (Twitter)	$115,000.00	48,728,814	0	48,728,814

Video			$2,564,563.00	98,564,007	0	98,564,007
	CTV	AdTheorent	$325,000.00	12,697,666	0	12,697,666
	OLV	AdTheorent	$300,000.00	22,590,361	0	22,590,361
	OLV	Bleacher Report	$31,063.00	1,309,036	0	1,309,036
	OLV	Fandom	$275,000.00	10,582,438	0	10,582,438
	CTV	MyCode - Hispanic	$18,500.00	578,125	0	578,125
	CTV	Sabio - Hispanic	$120,000.00	2,857,143	0	2,857,143
	OLV	Sabio - Hispanic	$40,000.00	1,666,667	0	1,666,667
	CTV	Telemundo - Hispanic	$25,000.00	679,348	0	679,348
	CTV	TTD	$600,000.00	18,370,456	0	18,370,456
	CTV	Univision - Hispanic	$25,000.00	555,556	0	555,556
	CTV	WWE	$575,000.00	5,500,000	0	5,500,000
	OLV	WWE	$80,000.00	3,356,644	0	3,356,644
	OLV	YouTube	$100,000.00	12,612,889	0	12,612,889
	OLV	YouTube - Hispanic	$50,000.00	5,207,678	0	5,207,678
Grand Totals			**$4,919,896.85**	**475,627,904**	**90,000,375**	**565,628,279**

Figure 9: Overview of Media Budget Allocation by Channel

Pie chart legend: Audio, Display, OOH, Paid Social, Video

- Audio: 21%
- Display: 15%
- OOH: 4%
- Paid Social: 9%
- Video: 52%
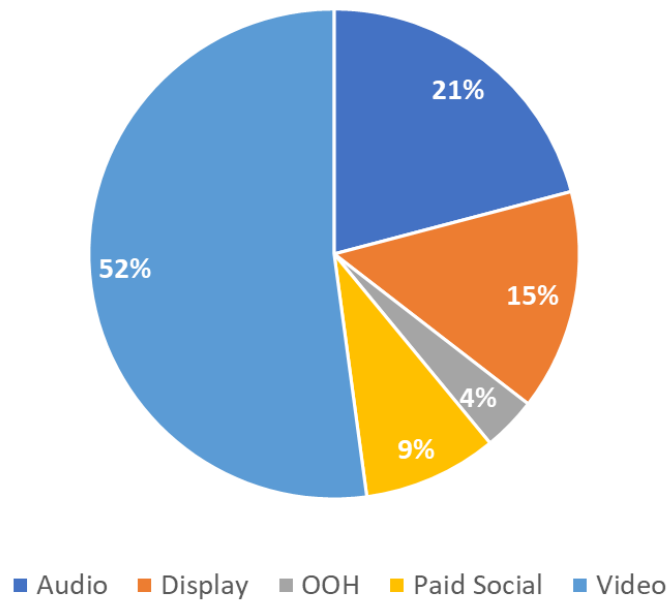
6.0 State-Level Campaign Extension Opportunities

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 programmatic TV and OTT/CTV to reach the target audience. This will run on appropriate network apps via full episode players and OTT services. The state-level plans can build off this base by including TV programming that efficiently reaches the target audience, including cable if penetration is sufficient, and geo-targeting any problem areas in their local markets. Additionally, online video (OLV) is a great way to extend the message across programmatic and publisher direct partners to raise engagement with video views before consuming the target's website content. Incorporating video in any media plan across different channels can also help define where and when message engagement is happening, as well as who is being engaged.

Audio

The national radio plan may run in the 50 GRPs/week range. At the national level, radio 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. Additional extensions to terrestrial radio can be enhanced with digital audio.

Digital Display

The target audience uses digital media heavily, and a digital display effort should be a significant part of state-level plans. Specifically, the target audience consumes the majority of their online content on mobile devices. This can include using publisher-direct or programmatic efforts outside of those sites on the national plan. Digital display can be a great way to extend other media tactics within your state plans. Looking at media partners with strong mobile-first platforms and highly engaging or rich media ad units helps raise awareness and engagement. If states are running video, audio or OOH, check to see how digital display banner ads can be added as tactic extensions to help extend reach, frequency and engagement.

Paid Social Media

Gen Z and Millennials spend between 2.25 and 3 hours daily on social media platforms. Being a part of that social "conversation" is key. Building paid social media campaigns to extend the state-level campaign helps extend the overall national and state campaigns.

Rural Markets

If state-specific data indicates that the 2024 Distraction 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, radio 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 and 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 the major gaming consoles.

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, and 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.

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.

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 a 15-minute period.

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.

DMA: A designated market area (DMA) is a geographic area that represents specific media markets as defined by, and updated annually by, the Nielsen Company.

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.