NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

2020

IMPAIRED-DRIVING HVE CAMPAIGN

WINTER HOLIDAY

MEDIA BUY SUMMARY

November 13, 2020

DRIVE SOBER OR GET PULLED OVER

IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT DRIVE HIGH GET A DUI

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Executive Overview

During the winter holiday period there is an increase in impaired-driving fatalities that coincides with end-of-year celebrations and holiday travel. The National Highway Traffic Safety Administration (NHTSA) supports an impaired-driving national mobilization during this time period with a nationwide high-visibility enforcement (HVE) campaign as well as a national paid media advertising campaign targeted at 21-34-year-old males – those most likely to be involved in fatal alcohol- and drug-impaired-driving crashes – to educate them on the consequences and risks of impaired-driving.

State Department of Transportations (DOTs) and Highway Safety Offices (SHSOs) may wish to reference this paid media buy summary to inform supplemental media plans during the HVE period or to adapt tactics and approaches for their own HVE campaigns. Examples of how states can supplement the national plan are available at the end of this document. Creative materials used in the national campaign may be found at TrafficSafetyMarketing.gov and are also available for download and use.

Media selection is based on usage among the 21-34-year-old male target audience and cross tabulated with heavy consumers of beer and other alcoholic beverages as well as marijuana users. Based on the short duration of increased enforcement that the campaign message is aligned with, the campaign aims to quickly establish broad reach and a high frequency to drive message penetration.

Research shows that advertising effectiveness increases as new media channels are added to the paid media plan. Media universes are not measured equally, and the entire target audience does not consume any one single channel, such as digital, radio or TV. Therefore, it is important to determine a channel mix that will frequently engage the target.

NHTSA will use a multi-channel, multi-platform paid media strategy consisting of a mix of digital, radio, TV and out-of-home to reach more than 90% of the target audience multiple times throughout the campaign flight period on their preferred channels.

Nearly 100% of the target audience has access to the internet making a robust **digital plan** a cornerstone of the campaign. Paid social is a key part of the digital plan due to its high reach potential to young men in the target audiences and its high advertising message relevance. Digital is also an effective medium to complement the TV, radio and out-of-home buys because it fills in the attention gaps when people shift their focus away from those channels.

Television is an important part of the plan to reach the target audience in brand-safe, high-quality, high-attention span programming. One key aspect of television advertising is the effect it has on other media in the ecosystem, generating unduplicated impressions that maximize the reach of the entire campaign. As TV viewing habits change and move from cable subscriptions to streaming services like Hulu and YouTube, it is important to follow those viewers where they are seeking content. Therefore, NHTSA will use a combination of linear and connected TV to ensure maximum coverage (+90%) of the target audience.

Radio is an effective, affordable way to reach the audience throughout their day, especially while driving and away from screens. Terrestrial (AM/FM) radio will amplify the entire campaign by generating up to 75% reach over the course of this campaign. To increase the audio impact and address all of the target's consumption preferences, streaming audio platforms such as Pandora, Spotify and high-indexing podcasts will allow listeners to interact on multiple platforms and devices.

Out-of-home advertising offers bold, innovative ways to interact with customers in unique locations. Unlike most other forms of media, it cannot be blocked, skipped or viewed by bots, making it highly efficient. NHTSA will use highly targeted opportunities to reach the target through their interests and hobbies during the campaign flights.

Review of Campaign At-A-Glance

The 2020 Winter Holiday HVE media plan will include both alcohol- and drug-impaired components and blend campaign messaging across television, radio and digital channels. The overall plan seeks to build frequency over the short flight using digital and paid social vehicles to build off the base created by the television and radio portions of the media plan. This approach is designed to maximize reach potential and deliver a heavy dose of messaging to the target audience in the campaign window.

Planned Campaign Assets

Multiple pieces of creative will be used in the campaign – three for the English-speaking general market audience and two aimed at Spanish-reliant audiences.

Figure 1: Campaign Assets

Campaign	Asset	Where Used
Drive Sober – English	Tsunami	TV, Digital, Radio
Drive Sober – Spanish	The Price You Pay	TV, Digital, Radio
Feel Different – English	Feel Different	TV, Digital, Radio
Feel Different – English	Spotted: Driving High	Digital
Feel Different – Spanish	Portrait of a Choice	TV, Digital, Radio

Advertising Period

Wednesday, December 16 – Sunday, December 20
Wednesday, December 23 – Sunday, December 27
Wednesday, December 30 – Friday, January 1 (New Year's Day)

The national plan generally runs on a Wednesday-Sunday flight pattern. Monday and Tuesday may be used selectively to take advantage of high-value opportunities; however, nothing will run before Wednesday, December 16.

Figure 2: Campaign Calendar

December 2020						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

January 2021						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2

Media Budget

The total media budget is $9.5 million. Of the total budget, approximately 65% is dedicated to alcohol-impaired messaging and 35% is dedicated to drug-impaired messaging.

Target Audience

Audience breakdown by campaign message:

- Drive Sober or Get Pulled Over
  - Primary: 21- to 34-year-old English-speaking males
  - Secondary: 21- to 34-year-old Spanish language-reliant males
- If You Feel Different, You Drive Different. Drive High Get a DUI.
  - Primary: 21- to 34-year-old English-speaking males
  - Secondary: 21- to 34-year-old Spanish language-reliant males

Digital

The Winter Holiday impaired-driving digital effort focuses on media buys with limited custom content or integrations due to tight execution timelines and available inventory in Q4. As such, NHTSA prioritized the media placements having the most impact for the holiday campaign to ensure the target audience is reached.

Digital performance will be monitored and optimized for viewability (70%) and video completion rate (80%).

General Market Publisher Direct

ESPN

ESPN is the worldwide leader in sports content. The plan with ESPN focuses on placements on ESPN.com and the ESPN app. ESPN will run non-skippable video for college football and the NFL. If college football is not playing at the launch of the campaign, NHTSA will shift budget toward the NFL and/or other content that is of interest for the 21-34-year-old male target audience. In addition to video, ESPN will also run display banners which appear prominently just under the site navigation, or within the content space. The target audience comes to ESPN to stay up to date on all sports results and upcoming schedules. NHTSA will have prominent placement and high share of voice around the live and recap scoreboards on ESPN.com and the ESPN app. In total, ESPN will deliver **6.4 million guaranteed impressions**.

CBS Sports

CBS will be used to reach the younger male audience consuming live sports. The plan will include mid-roll video ads that will play during NFL Live Stream on CBS and all sports live stream. In addition, the plan includes a CBS Sports mobile rotational as added value, which will deliver 1 million bonus impressions. If the NFL is not live during the holidays, NHTSA will run ads across CBS content such as CBS Late Night, CNET, Games, Inside Edition, TV Guide, Chowhound, CBS Sports, VH1, CMT, MTV, Comedy Central, Paramount, LOGO and TV Land. In total, over **3.4 million impressions will be delivered. An additional 1.3 million impressions will be added value**.

Fandom

Fandom specializes in entertainment and gaming fan feeds, which will reach the 21-34-year-old male target audience as they explore the entertainment and gaming passions they love. Fandom will run rotational video takeover targeted to Top Trending Articles for the 21-34-year-old male target audience and rotational display media. Top Trending Articles are the top articles trending in the last 24 hours. NHTSA has seen success with this tactic on the 2019 NHTSA impaired-driving campaign through the gaming vertical, delivering a campaign total of 17.39 million impressions. The 2020 Winter Holiday impaired-driving campaign plan includes a **total of 8 million impressions delivered. An additional 250k impressions will be added value**.

WWE

WWE is one of the leaders in YouTube content, attracting viewers who are fans and also those who have not caught WWE content recently. The market size is roughly 8.70 million with 12% of the 21-34-year-old male target audience watching Raw and Smackdown and WWE YouTube. The plan with WWE will use premium video and display inventory alongside a WWE.com takeover. The takeovers are exclusive and include the WWE Raw section takeover, and the WWE Smackdown section takeover. Budget will be heavier with pre-roll WWE video to capture the audience as they are consuming on demand content on WWE.com, and WWE's YouTube page. If something prevents them from filming live content, the buy will be shifted to on site content, on demand content, and non-live content produced during the campaign time frame. In total, the campaign will deliver **3.7 million guaranteed impressions. An additional 300k impressions will be added value**.

Genius

Genius is one of the fastest growing voices in music and is the number one website for reaching US adults 21-34 who look to artists for inspiration across the board. It has grown to become the number one music media channel on YouTube, and NHTSA will receive run of network and pre-roll placements on both the Genius site and the Genius YouTube page. Targeted display banners will run across the synced song page where the 21-34-year-old male target audience users go to get a breakdown of the lyrics from songs they are listening to. Genius will also run mobile banner ads to the target audience delivering a **total of 2.4 million guaranteed impressions. An additional 600k impressions will be added value**.

Bleacher Report

Bleacher Report (BR) is the leader in sports and sports culture. The plan will feature a Bleacher Report Everywhere buy that includes a 100% share of voice (SOV) at the top trending articles for that day. This allows NHTSA brand exposure across the league sections on Bleacher Report. Through a run-of-site video and display banner buy, NHTSA will engage with fans wherever they are consuming Bleacher Report content with pre-/mid-roll ads across Bleacher Report, BR Live and YouTube channels. Additionally, the buy includes Bleacher Buzz Plus which gives NHTSA ownership of the top buzzing articles for the entire day. With 100% SOV across the top read marquee stories for one day, NHTSA will be getting in front of the most engaged fans. These tactics will deliver a **total of 7.4 million impressions**.

Twitch

Twitch is the fastest growing and one of the largest platforms for egaming. Users spend an average of 95 minutes on Twitch and it is the third most consumed video platform after Netflix and YouTube. Twitch will be used to reach the 21-34-year-old male target audience with an affinity to gaming and esports. The plan will use non-skip premium cross device live video that is woven directly into broadcasts. Through Twitch, **1.4 million impressions** will be delivered.

Enlighten

Enlighten is the largest dispensary out-of-home digital (DOOH) network. It will be leveraged to reach the marijuana audience by using digital OOH video ads on their screens across its dispensary network. These ads will run on a content loop across the nationwide network within dispensaries. Enlighten will deliver a **total of 5.4 million guaranteed impressions**.

General Market Streaming Audio/Podcasts

Spotify

Spotify dominates the streaming audio market, which continues to provide significant reach with the 21-34-year-old male target audience. The plan with Spotify will make use of mobile audio, in-car audio and podcasts.

In-car audio has targeting capabilities to reach users who are driving through their in-car everywhere technology. This targeting is delivered through connected car devices by using the phone's GPS and accelerometers to determine when the user is driving. Once it is determined they are driving, Spotify goes into safe driving mode and the impaired-driving audio message will play to users in the demographic ensuring they are hearing the NHTSA message at the best time – when they are driving. The safe driving mode removes all visuals and only has big buttons for skip, backward and play. Display ads will not be shown and if the user has the phone hooked up to Apple CarPlay or Android Auto, the display ad will not be shown either.

The plan on Spotify will use Audio Everywhere supported by a no-charge 640x640 banner unit. The Audio Everywhere package (audio and banner) allows NHTSA to reach males aged 21-34 on any device, in any environment, during any moment of the day. The audio ads are played between songs during active sessions, ensuring that NHTSA will achieve 100% share of voice. In addition to the audio spot, NHTSA will take ownership of a clickable companion display unit.

Spotify will overall serve a total of **24 million guaranteed impressions**, not including podcast impressions.

Podcasts

Podcasts have exploded in popularity, providing another avenue to reach the NHTSA target audience with audio assets. Podcasts overall skew male, and shows will be selected based on a high concentration of the 21-34-year-old male target audience.

Midroll is one of the largest podcasting platforms with hundreds of podcasts available every week. NHTSA will use dynamically inserted ads against their vast catalogue of brand-safe podcasts, including new and older episodes listeners may be discovering for the first time. Barstool Sports will supplement the plan with sports programming available exclusively through its network.

Podcasts bought will be brand safe skewing toward the 21-34-year-old male target audience, spanning multiple content categories including sports, entertainment, culture, etc. and not including political and/or controversial topics. Some examples include:

Conan O'Brien Needs a Friend, Dunc'd On Basketball Podcast, Factually! with Adam Conover, How Did This Get Made?, Literally! With Rob Lowe, The Bill Simmons Podcast, The Ringer Fantasy Football Show, The Ringer NBA Show, The Ringer NFL Show, The Ryen Russillo Show, The Three Questions with Andy Richter, The Wire: Way Down in The Hole

Podcasts will overall serve a total of **10.4 million guaranteed impressions**.

General Market Digital Video

The Trade Desk

The Trade Desk is a technology company used to purchase data-driven advertising campaigns across various ad formats and devices.

Online video (OLV) will be run programmatically to reach the target audience across all sites they are consuming to increase the reach and frequency. There will be brand safety measures put in place to ensure that we are only displaying ads on brand safe sites. OLV will be mobile heavy to reach the 21-34-year-old male target audience on the device they use the most. In addition to OLV, The Trade Desk will be used for connected TV and display programmatic buys. By utilizing The Trade Desk for OLV, connected TV and display will allow for real time optimizations. It will also allow frequency to be controlled to reduce waste and increase reach by achieving an efficient frequency around 6-8 across all tactics. The Trade Desk will deliver a **total of 20 million guaranteed impressions**.

YouTube

YouTube is the leading platform for on-demand video content. The plan will utilize YouTube's robust targeting capabilities to run pre-roll video in front of high-indexing, brand safe content.

The plan will take advantage of their cost-effective model, Cost Per Completed View (CPCV), which does not charge for users who skip the video before the :15 second mark. For the general market, YouTube will deliver over **7.5 million completed views**.

General Market Display

Waze

Waze users utilize the app 2x a week with 60% using the app within 12 miles of their home and 77% driving 20 miles or less, even using the app for familiar destinations to save time and find the best route 50% of the time. The plan with Waze will utilize high impact zero speed takeovers to reach the target audience in their vehicle, but not while their car is moving. These ads only populate on the map once the user has been at a complete stop. Through these tactics, Waze will deliver a **total of 6 million guaranteed impressions**.

The Trade Desk

The Trade Desk will be used to buy display banners to increase reach and frequency at scale. Display banners will be served to the target audience through The Trade Desk for potential cost per thousand (CPM) savings, and full transparency into programmatic buys, controlling frequency across channels run in-platform. The targeting for programmatic display will include the 21-34-year-old male target audience who own a vehicle and will be mobile only as that is the device the demo uses most frequently and the last touch point before getting in the car and driving. Mobile display will **deliver over 52.9 million impressions**.

Undertone

Undertone performed well on previous 2019 NHTSA Holiday Impaired campaigns with 6.8 frequency and 80% viewability, which is well above the general network awareness benchmarks. Similar tactics will be used to leverage high impact display units to increase awareness and reception to the impaired-driving message. High impact units will include:

Page Grabber: A cross screen full page format that can house video content or display images

Expandable Adhesion: A smartphone only unit that expands from a 320x50 to a full screen expansion and delivers additional messages or consequences of driving impaired

Brand Reveal: A cross-screen unit that shows upon user-initiated scroll encouraging interaction with highly viewable display or video integration

The above high impact units **will deliver a total of 11.7 million impressions throughout the campaign as well as an additional 2.5 million in added value**.

General Market Connected TV

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

Using Hulu, Samba, SpotX, NBC Universal (NBCU) and The Trade Desk, NHTSA will receive increased incremental reach to those using streaming TV offerings, or full episode players.

The OTT/CTV plan will **deliver over 17.5 million impressions** targeted to the 21-34-year-old male target audience and who own a vehicle. With Samba TV, NHTSA will be utilizing automatic content recognition (ACR). ACR is a technology that scans TV viewers' smart TVs and analyzes the content being displayed and ties that content to all devices. With this technology, NHTSA is able to retarget those who have seen the ads, but also create an audience of those who have not seen the ad to increase reach. With its technology, Samba TV is able to determine those who are cord-cutters or cord-nevers and target them to increase incremental reach and frequency. Using NBCU live streaming, NHTSA will target sports fans within the target audience delivering **1.5 million impressions**.

Total impressions delivered will equal 19 million. Samba TV will conduct a post-campaign reach and frequency report as added value.

Paid Social

Facebook/Instagram/Twitter

To drive messaging retention and increase view time on impaired-driving messaging, NHTSA will leverage the video view objective across Facebook, Instagram and Twitter. The campaign will optimize toward ThruPlays (:15s video views) across Facebook and Instagram and :02 second video views on Twitter.

The budget will be allocated between the three platforms. Facebook and Instagram will primarily target users with alcohol messaging, with 15% of the budget set aside for Twitter. Drug impaired messaging will heavy up on Twitter because of the platform's ability to target drug-related interests. Among the target audience, budget will auto-optimize across the different creative units based on performance to allow for optimal distribution of budget to maximize reach of the impaired-driving message.

The general market plan will generate an estimated 3.1 million ThruPlays, **37.3 million total impressions**, and 15.8 million unique users will be reached.

Hispanic Market Publisher Direct

NGL

NGL is a leading provider of US Hispanic video and high impact advertising solutions reaching over 12.8 million Hispanic adults aged 21-34 monthly. With a cross-device strategy to reach Hispanic adults (skewing male) across content, they will consume the most high impact units, using digital video to reach the target audience. High impact units will include interstitials, adhesions and pushdowns. **Interstitials** are full-screen ad units that are custom designed with the ability to include video and display when user-desired content is loading in the background. **Adhesions** are units that stay visible as the user scrolls, and users can click to expand to view in full screen.

Pushdowns are large units that push down from the top of the screen to reveal a larger ad format, and as the user scrolls down, is reduced to a smaller ad on the side of the page. Through NGL, a total of **5.7 million impressions** will be delivered to the Hispanic target audience.

MiQ

MiQ is a programmatic media company that specializes in lifestyle, news and safe driving content. The plan with MiQ will be utilizing a media mix of connected TV, display and video to reach the NHTSA target audience, making sure the message is getting in front of the right people within relevant content. This will result in **5.2 million Hispanic impressions. An additional 377k will be delivered via added value**.

Unanimo Deportes

Unanimo Deportes is a multi-media audio and digital platform featuring top sports news and Latino culture content. The network was created to provide former ESPN Deportes affiliates with high-quality sports content with talent that is familiar to their audiences. NHTSA will be utilizing their connected TV, digital video and display capabilities to reach the the 21-34-year-old Hispanic male target audience. This will result in **4 million Hispanic impressions**.

H Code Media

H Code Media reaches over 32 million US Latinxs digitally each month with a fully integrated offering including proprietary 1st party Latinx data and 375+ publisher partners. Together with NHTSA, H Code will reach 21-34-year-old Hispanic male target audience and drive awareness on reducing impaired-driving fatalities with a cross device media mix of both display and video. This will result in **2.6 million Hispanic impressions**.

Hispanic Market Streaming Audio/Podcasts

Spotify

The Hispanic plan with Spotify will also make use of mobile audio, in-car audio and podcasts. This will result in **3.1 million Hispanic impressions**.

Pandora

Pandora is another key player in the streaming audio space, reaching 25% of the Hispanic streaming audience. The Hispanic plan with Pandora will also use mobile audio. The ads will include audio messages and a clickable 300x250 companion (display) banner when the user has their phone unlocked and are engaging with the app, not while driving. This plan will deliver **4.6 million impressions to the Hispanic target audience**.

Hispanic Market Digital Video

YouTube

The Hispanic plan with YouTube will deliver a total of **1.2 million guaranteed impressions to the Hispanic target audience**.

Hispanic Market Display

Waze

Waze will be utilizing high impact zero speed takeovers to reach the target audience in their vehicle. These ads only populate on the map once the user has been at a complete stop, delivering in total **1.8 million guaranteed impressions to the Hispanic target audience**.

Hispanic Market CTV/OTT

Hulu

Hulu will be used for its CTV inventory and provide increased incremental reach to the Hispanic target audience using streaming TV offerings, or full episode players, delivering **2.5 million impressions**.

Paid Social

Facebook/Instagram/Twitter

As with the general market plan, paid social will be leveraged to drive messaging retention and increase view time on impaired-driving messaging. NHTSA will leverage the video view objective across Facebook, Instagram and Twitter, optimizing toward ThruPlays. The Hispanic market plan will generate an estimated 713K ThruPlays, **6.7 million total impressions and 2 million unique users**.

Television

The TV plan will focus on select sports that are expected to be played during the campaign and will be supported by general entertainment programming primarily supplied via audience targeting and addressable TV.

General Market Linear TV

ESPN/ABC

The ESPN/ABC plan focuses on live sports and the studio program SportsCenter. Live sports and SportsCenter have traditionally performed the best in terms of audience delivery to the target audience based on analysis of previous campaigns.

The NBA is traditionally a big part of the December plan. However, the league has shifted to a January start, so the focus will be on college football playoffs, which will be running during the flight and indexes very high for the male 21-34 target audience. To keep the CPM in line with previous placements, a mix of live non-CFP bowl games (on ESPN and ABC), premium CFP live studio support programming and SportsCenter will be used.

The plan will deliver **5.3 million impressions.**

As added value ESPN will provide NHTSA 3 dual monitor video billboards in the 11 p.m. edition of SportsCenter. These are the video screens behind the talent as they talk. This will deliver an additional **1.1 million added value impressions**.

Fox Sports/FS1

Fox Sports has traditionally been used for the NFL; however, we recommend also including WWE programming and Fox studio shows on FS1 to increase the frequency of the plan.

This plan will include :15 second in-game spots on December 20, 25 and 27 as well as WWE SmackDown Live. Studio shows on FS1 include the following:

- First Things First
- Skip and Shannon: Undisputed
- Speak for Yourself
- The Herd

This plan will deliver **4.2 million impressions.**

ELEAGUE on TBS

The plan with TBS ELEAUGE will include a commercial and custom social integration with the esports game, Super Punch.

Commercial spots (:30) will run on linear television during the televised games on December 16, 25 and January 1. Super Punch talent will also provide NHTSA additional added value.

The linear TV portion of the plan will deliver over 432K impressions. The social portion of the plan will deliver 4.6 million impressions for a total of **5 million impressions**.

General Market Audience Targeting

Simulmedia

Simulmedia's technology will connect the NHTSA target audience with the viewing data to predict what they'll be watching during the campaign. A creative mix of :30 and :15 second spots will run on 62 national networks.

The plan is guaranteed and optimized to reach the 21-34-year-old male target audience that are avid sports viewers.

Initial targeting indicates a heavy amount of weight running on the following networks:

- Bounce
- Comedy
- Food
- ESPN
- Heros & Icons
- Hallmark Movies
- MTV
- Mystery
- VH1
- TruTV

The Simulmedia plan will deliver **4.1 million guaranteed impressions**.

General Market Addressable TV

Xander

Xander is the solution for advertisers to find and reach audiences at scale in premium content environments with addressable advertising. Ads will be served to households in live TV, playback or VOD, allowing targeting across multiple screens or devices. 100% of impressions reach the true target with zero waste, ensuring that the message is delivered only to the target audience while they are actually watching. NHTSA will pay only for impressions that reach the target households.

The Xander plan will deliver **4.5 million guaranteed impressions**.

Hispanic Market Linear TV

Azteca

Azteca will help increase the reach of the TV plan by delivering 73% of the impressions in prime time programming. With the lowest CPM vs. all other networks in the Hispanic plan, the plan with Azteca is driving overall budget efficiency across the national Hispanic plan and is increasing the frequency that the message is seen by the incremental units added to the plan due to its lowest CPM.

The Azteca plan will deliver **1,019,000 impressions.**

Estrella

Estrella will broadcast :30 spots across all dayparts. Schedules will include popular programming like 100 Latinos Dereon; Tengo Talento, Mucho Talento; and Tu Night with Omar Chaparro.

The plan will deliver **815,000 impressions.**

Telemundo

Telemundo is the largest provider of Spanish language content nationally. Schedules will air across all dayparts, including the #1 sports and entertainment show, Titulares y Mas.

Telemundo will deliver **1,584,000 impressions.**

Univision

Univision network will include a custom segment on Contacto Deportivo along with running units on Republica Deportiva on TUDN (Univision Deportes Network). The plan will broadcast across all dayparts.

Univision will deliver **1,354,000 impressions.**

ESPN Deportes

ESPN Deportes delivers sports programming to the Hispanic community. The network will broadcast NHTSA's spots across all dayparts in a mix of ESPN Sports, news and original programming:

- Deportes Ahora o Nunca w/Repeat (Late Night Show)
- NFL football
- Italian soccer (indexes well with the 21-34-year-old Hispanic male target audience)
- Live futbol
- ESPN SportsCenter
- Deportes

ESPN Deportes will deliver **4.2 million impressions.**

Radio

Terrestrial (AM/FM) radio will amplify the entire campaign by generating up to 75% reach over the course of this campaign.

In addition to the digital audio tactics included in the digital portion of the plan, some terrestrial radio partners can offer additional streaming and podcasting opportunities.

General Market Terrestrial Radio

Westwood One

Westwood One has more than 8,000 broadcast radio affiliates in 87 US markets, offering music, entertainment and sports formats that reach the 21-34-year-old male target audience. The plan on Westwood One will use a mix of music and sports programming on terrestrial radio, as well as podcasts on the digital channels.

- Music
  - Rock
  - Urban/R&B
  - Modern mix
  - Pop/CHR

- Sports
  - CBS sports
  - NCAA football
    - SEC championship
  - NCAA basketball
  - NFL
    - Sunday night
    - Thursday night

- Targeted programming
  - Free Beer & Hot Wings
  - The Tino Cochino Show
  - Zach Sang Show
  - Nights with Elaina

The podcasts will include sports and entertainment programs such as:

- Jim Rome
- Pushin' Thru
- Titus & Tate
- Arn Anderson
- Grilling JR
- Something to Wrestle with Bruce Prichard
- Talk is Jericho
- What Happened When
- 83 Weeks

Added value will include live read integrations across multiple programs, such as NFL Primetime, NCAA college football, NCAA college basketball, CBS Sports Radio network, Free Beer & Hot Wings, The Tino Cochino Show and more.

The Westwood radio plan will deliver **72.8 million impressions and 16 million added value impressions.**

Premiere (iHeart)

The plan with Premiere/iHeart will include the following:

- Premiere networks spot placement
  - Distribution on the networks that over-index with the 21-34-year-old male target audience
    - Ben Maller Show
    - Bobby Bones
    - Breakfast Club
    - Compass Network
    - Doug Gottlieb
    - Elvis Duran
    - Fox Sports Outkick
    - Jason Smith Show
    - Odd Couple with Chris Broussard & Rob Parker
    - Steve Harvey Saturdays

- Podcast integration
  - Distribution on iHeartPodcast Network as well as all other major platforms (Apple Podcast, Google Play, Stitcher, etc.)

- Nationally placed, focused on programming that reaches the 21-34-year-old male target audience
  - "Stuff You Should Know"
    - Finalist for Shorty Awards Best Podcast and iHeartRadio Podcast of the Year, Best Curiosity and Most Bingeable categories
    - Includes :60 mid-roll and :30 post-roll voiced spots
    - 1.7 million impressions

- iHeartSports Network
  - Delivers short-form national, regional and local sports reports on genres that index high against sports interest including rock, country, hip hop, classic hits, news, talk and sports
  - Runs on Total Traffic Weather Network (TTWN) stations
  - Hosts include Colin Cowherd, Clay Travis, Dan Patrick, Joy Taylor
  - Two message opportunities wrapped around content:
    - Includes :05 opening billboard
    - :15 closing message
    - Will run Monday-Sunday, 5 a.m.-8 p.m. drive times

Additional added value placements will include SmartAudio programmatic buying across the top 10 designated market areas (DMAs) nationally, Sports Network bonus media, Dualcast SmartAudio and Dualcast Sports Network.

The Premiere/iHeartMedia plan will deliver **40.1 million paid impressions and 36.1 million added value impressions**.

Skyview Networks

Skyview Networks, once known primarily for sports, has grown rapidly over the last few years, acquiring many affiliates/syndicates, such as ABC Audio, CBS Audio, Jack FM, Bob Kingsley's Country Top 40, Nick Cannon Radio, Skyview Sports and more. With these additions, Skyview serves 5,700+ radio stations, reaching 113 million listeners each week, offering 100% US coverage.

Weight will be scheduled nationally through Skyview's music platform, targeting formats that best reach the 21-34-year-old male target audience. Skyview also reaches the Spanish language market through Alpha Media Hispanic, making it very efficient to supplement the existing Spanish language radio schedule and reach both markets through a single network.

The schedule will include:

- Terrestrial radio
  - Skyview Platinum Music Network
  - Bob Kingsley's Country Top 40
  - Dana Cortez personality reads
    - LatinX lead of male dominated cast
    - Dana Cortez enjoys a young, English-speaking Hispanic audience

- Doctor's Orders and Health with a Heart segments
  - Short form 1-minute health and safety messages
  - :15 live read on all CBS affiliates
- CBS Sports Update
  - Short form 1-minute sports content
  - :10 live read on all CBS affiliates
- Sports
  - NFL rotator
  - NCAA/Notre Dame – bowl games
- Alpha Media Streaming
- 15.4 million impressions

In addition, added value will include:

- Live read during Country Top 40 that will play after a song about drinking
- Social media reminder from Country Top 40 against impaired-driving
- Live reads featuring Dana Cortez
- Social media reminder from Dana Cortez against impaired-driving
- Feature placement – Dana will weave NHTSA's messaging into one of her features
- Holiday/year-end special – Both ABC and CBS air specials in December centered around the holidays and recapping the year. Whether it's the rock or country special, or the "As It Happened" end-of-year review, NHTSA will be included, including BB's and :30's in show.

Skyview will deliver **19.3 million paid impressions and 4.4 additional added value impressions.**

ESPN Digital Audio

The plan on ESPN radio will run on the following programs:

- Keyshawn, JWill & Zubin
- Chiney & Golic, Jr.
- College football semifinals
- NFL Sunday play-by-play

The majority of GRPs will be generated via college football bowl games (64%) and the NFL (33.8%). As added value, ESPN will add billboards to each live sports game (6 total) plus a billboard in each show, per week (6 total).

In addition, approximately 15% of the budget is allocated to the following ESPN podcasts, delivering 369K impressions:

- SVPod
- Fantasy Focus Football
- ESPN FC Podcast
- Herbie & Pollack

ESPN will deliver a total of **21.5 million impressions and an additional 11 million in added value impressions.**

Sun Broadcast Group

Sun Broadcast Group has 5,500 affiliates throughout the US offering 100% coverage. Its efficient CPM allows NHTSA to utilize the network to expand the overall reach and frequency by targeting music and entertainment networks that over-index with the 21-34-year-old male target audience.

Spots will run on the following networks:

- Radar
  - Classic hits
  - Country
- Male Spotlight
  - Classic rock
  - Country
  - Sports/sports talk
- Sun Connection
  - AC
  - Alternative
  - Classic rock
  - Country
- Checkpoint XP
  - Esports and video games lifestyle show
- Geek Out
  - Highlights the latest in technology, entertainment and news

Sun Broadcast Group will **deliver a total of 23 million impressions**.

Katz Audio Network

Katz Audio Network (KAN) is the only network that includes Entercom radio owned and operated stations, which allows NHTSA to have access to premium inventory on those stations. Katz offers 100% guaranteed inventory clearance and low duplication with other networks. The addition of this network will extend NHTSA's reach into top rated stations that are otherwise unavailable. Included in the plan are the following elements:

- Entercom/Alliance Audio Network – top rated stations in the top 50 markets
- Hometeam Sports Football – official flagship station broadcasts of home-town football games
- Katz Digital Group Streaming Audio – full US coverage, heard on all platforms
- Traffic Weather Information Network (TWIN+) – live local content, delivering news, weather, sports, music, lifestyle and traffic

Katz Audio Network will deliver a total of **42.4 million impressions with 6 million added value impressions.**

Hispanic Market Terrestrial Radio

SBS Aire

SBS Aire offers a very efficient CPM, and the NHTSA holiday impaired-driving messaging will air on some of Aire's major networks including:

- Advantage Network
- Aire Select
- Impacto Network
- Mega
- Reach

In addition to airing on all major SBS Aire's network, NHTSA will run units on Alex Sensation and El Terrible Show.

The plan on SBS Aire will **deliver 4.6 million impressions**.

Entravision

The Entravision plan includes Alex Lucas, El Flaco y su Pandilla, NFL and Piolin in addition to an audio streaming component to connect all streaming platforms, devices and connected cars to deliver the NHTSA message everywhere.

The highlight of this plan is that each radio celebrity – Alex Luca, El Flaco y su Pandilla and Piolin – will amplify the NHTSA message by executing social media posts. Also, NHTSA will air during NFL Sunday and Monday night games of the week on their exclusive nationwide live play-by-play broadcast.

The plan with Entravision will **deliver 5.2 million impressions**.

Univision

Univision network plan includes the following packages:

- Platinum
- Entertainment Latino
- TUDN
- Gold Network
- Media Base

This plan with Univision will **deliver 5.2 million impressions**.

Out-of-Home

Out-of-home advertising offers bold, innovative ways to interact with customers in unique locations. Unlike most other forms of media, it cannot be blocked, skipped or viewed by bots, making it highly efficient.

NCAA Basketball Signage

The out-of-home effort will use TV-visible courtside signage during NCAA basketball games. Similar to the Major League Baseball signage executed at Labor Day, this plan will include schools across the country, representing a mix of the top conferences. TV broadcasts for these games will be a mix of nationally and regionally televised games which will be confirmed prior to the campaign start.

This plan will deliver just over **18 million target impressions** over the flight.

Detailed Campaign Breakdown

Channel	Tactic/Partner	Paid Impressions	Added Value	Total Impressions
Digital (Direct)				
	ESPN	6,430,155	0	6,430,155
	CBS Sports	3,469,429	1,300,000	4,769,429
	Fandom	8,042,857	250,000	8,292,857
	WWE	3,714,063	300,000	4,014,063
	Genius	2,467,391	600,000	3,067,391
	Bleacher Report	7,411,111	0	7,411,111
	Twitch	1,428,571	0	1,428,571
	Enlighten	5,485,200	0	5,485,200
	NGL	5,703,106	0	5,703,106
	MiQ	5,295,054	377,179	5,672,233
	Unanimo Deportes	4,072,107	0	4,072,107
	H Code Media	2,631,188	0	2,631,188
Streaming Audio/Podcasts				
	Spotify	27,130,682	0	27,130,682
	The Trade Desk	1,000,000	0	1,000,000
	Pandora	4,674,010	0	4,674,010
	Midroll	6,608,500	0	6,608,500
	Barstool	3,741,000	0	3,741,000
Digital Video				
	The Trade Desk	20,000,000	0	20,000,000
	YouTube	8,757,067	0	8,757,067
Display				
	Waze	7,836,650	0	7,836,650
	The Trade Desk	52,959,438	0	52,959,438
	Undertone	11,789,586	2,500,000	14,289,586
OTT/CTV				
	Hulu	7,551,020	0	7,551,020
	SpotX	2,205,882	0	2,205,882
	NBC Universal	1,552,942	500,000	2,052,942
	Samba TV	8,619,529	0	8,619,529
	The Trade Desk	10,294,118	0	10,294,118
Paid Social				
General Market	Facebook/Instagram/ Twitter	37,300,000	0	37,300,000
Hispanic	Facebook/Instagram/ Twitter	6,700,000	0	6,700,000

Channel	Tactic/Partner	Paid Impressions	Added Value	Total Impressions
Television				
	ESPN/ABC	5,335,000	1,100,000	6,435,000
	Fox Sports/FS1	4,235,000	0	4,235,000
	TBS/Launchpad	5,068,000	0	5,068,000
	Simulmedia	4,160,000	0	4,160,000
	Xander	4,522,000	0	4,522,000
	Azteca	1,019,000	0	1,019,000
	Estrella	815,000	0	815,000
	Telemundo	1,584,000	0	1,584,000
	Univision	1,354,000	0	1,354,000
	ESPN Deportes	4,238,000	0	4,238,000
Radio				
	Westwood One	72,800,000	16,000,000	88,800,000
	Premiere/ iHeartMedia	40,104,700	36,100,000	76,204,700
	ESPN	22,017,700	11,000,000	33,017,700
	Sun Broadcast Group	23,031,300	0	23,031,300
	Katz Audio Group	42,394,400	6,000,000	48,394,400
	Skyview Networks	19,300,000	4,400,000	23,700,000
	Aire	4,673,000	0	4,673,000
	Entravision	5,265,000	0	5,265,000
	Univision	5,236,800	0	5,236,800
Out-of-Home				
	NCAA basketball signage	18,837,000	0	18,837,000
			GRAND TOTAL	**641,287,735**

State-Level Campaign Extension Opportunities

States can consider local investment above and beyond the national plan to build additional reach and frequency during the flight.

The national television weight will be light and run primarily on cable network programming. The state-level plans can build off this base by including broadcast television programming that efficiently reaches the target audience, including cable if penetration is sufficient, and geo-targeting any problem areas in their local market.

The national radio plan may run in the 50 gross rating point (GRPs)/week range. At the national level, radio will be used for its strength via in-vehicle usage, efficiency and therefore its ability to build frequency. States can consider local radio buys that offer the opportunity for local on-air talent to lend their voice and social network to further enhance the message.

Digital is used so heavily by this audience that a digital effort should be a major part of the state-level plans. To do this, states can include the use of publisher direct efforts outside of those sites on the national plan. They can also look to include online video, CTV/OTT, audio streaming, podcasts and display.

Social media also plays a very important role in the life of the 21-34-year-old male target audience and is recommended for state-level plans. Even though the national plan includes Facebook, Instagram and Twitter already, it is recommended that states use these platforms in their own plans too.

Glossary

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

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

AVOD: Ad-based VOD is a model that is free for users. Users are free to log in and stream videos in return for spending time watching ads. YouTube is the best example of AVOD.

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

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.

IP address: An Internet Protocol, or IP, address is a unique numerical label used to identify the household internet connection assigned by the internet service provider.

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

vMVPD: Virtual Multichannel Video Programming Distributors aggregate live and on-demand linear television but deliver the content over the internet. vMVPDs offer content owners a path to reach OTT users who have cut the cord or are cord-nevers.

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 specific context.

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

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

Over-the-Top (OTT): A device connected to your TV distributing streaming media as a stand-alone product directly to viewers over the internet, bypassing telecommunications, multichannel television, and broadcast television 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.

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

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

Terrestrial Radio: 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).

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