



2024 Click It or Ticket

Media Buy Summary



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1.0 Executive Summary

The National Highway Traffic Safety Administration's (NHTSA) 2024 Click It or Ticket (CIOT) high-visibility enforcement (HVE) campaign aims to get drivers to wear seat belts during a national enforcement mobilization. This document provides an overview of the media channels, media partner selection and tactics that will be activated to reach the target audience.

Based on FARS data, the most significant demographic involved in fatal crashes involving an unbelted person is 18- to 34-year-old males, making them the primary target audience 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 21 days, beginning Monday, May 13, through Sunday, June 2, 2024, and is supported by a \$11.2 million paid media budget. The campaign will establish a broad reach quickly and a high frequency to drive message penetration during the campaign. Media selection is based on the research and trends explored in the CIOT 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 five to seven times across all channels throughout the campaign.

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

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

2.0 Campaign at a Glance

2.1 Media Strategy and Goals

The 2024 CIOT campaign aims to encourage more seat belt use by reminding 18- to 34-year-old male drivers—those most likely to be involved in a fatal unrestrained crash—about seat belt laws and increased nationwide law enforcement during the campaign.

The national buy will include a geotargeted focus for the 2024 campaign in states where unbelted fatalities are the highest: Washington D.C. (D.C.), Connecticut (Conn.), Maine (ME), Georgia (Ga.), Illinois (Ill.), Kansas (Kan.), Kentucky (Ky.), New Jersey (N.J.), Wisconsin (Wis.), Alabama (Ala.), Delaware (Del.), Oklahoma (Okla.), South Carolina (S.C.), Arkansas (Ark.), Louisiana (La.), New Mexico (N.M.), Hawaii (HI.), Missouri (Mo.) and New Hampshire (N.H.) The geotarget will also include secondary states: Virginia (Va.), North Dakota (N.D.), Colorado (Colo.), Massachusetts (Mass.), Nebraska (Neb.), Arizona (Ariz.), Philadelphia (Pa.), Ohio (OH.), Idaho (ID.), Vermont (Vt.), Wyoming (Wyo.), Montana (Mont.) and South Dakota (S.D.)

The primary media strategy is to quickly build reach and frequency to connect the target audience with our message five to seven times throughout the three-week campaign. Selecting tactics that can provide audience reach while delivering audience engagement will be a KPI for campaign optimization. NHTSA will focus on quality impressions and overall campaign impact to ensure the campaign’s message engages the audience.

2.1.1 Planned Campaign Assets

Figure 1: Campaign Assets

Language	Asset Title	Type/Lengths	Additional Assets
English	Two Guys	Video (:30s, 15s, :06s)	Web banners (available in standard sizes)
Spanish	Dos Segundos	Audio (:30s audio spot and live reads copy :05, :10, :15, :30 and :60)	
English	It’s No Game	Digital Video (:30s, :15s, :06s)	N/A



2.1.2 Advertising Period

National paid advertising will start Monday, May 13, 2024, and run through Sunday, June 2, 2024.



2.1.3 Working Media Budget

The total budget for the 2024 CIOT campaign is \$11.2 million.



2.1.4 Target Audience

The primary target audience is 18- to 34-year-old males. The secondary target audience is 18- to 34-year-old Hispanic males 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 CIOT media work plan, among 18- to 34-year-old men, three areas emerge as key passion points for the campaign engagement: online experiences and gaming, sports, and music and film. Each area reaches the overall age segment differently, but all provide strong platforms to connect safety messaging with the audience.

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

In 2023, the high-level planning approach for the CIOT campaign was to allocate 50% of the budget to vendors whose specialty was the male 18- to 34-year-old target audience, using the remaining budget to focus on tactics that spoke to each generation by following their interest and media consumption habits, and by considering each vendor’s target demographic strengths. Approximately 35% of the budget went towards vendors whose niche was Millennial males and 15% to vendors whose niche was Gen Z males. Considering the continued shift toward the Gen Z audience, this percentage will shift slightly in 2024 to allocate 20% of the budget to Gen Z and 30% to Millennials.

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

3.1 Channel Overview

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

- **Video**—Video encompasses media placements that use video creative and can run on linear (traditional) TV, CTV/OTT or 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 linear (traditional) TV will be measured by reach and frequency. CTV/OTT and digital video tactics will be evaluated by view-through rate (VTR) and VCR.

- **Audio**—Audio encompasses media placements that include audio creative across terrestrial radio, digital audio (streaming) and podcasts. Since the target audience listens on traditional and digital audio platforms, these tactics are planned holistically to consider the listener’s journey 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 CTR on audio companion banners.
- **Out-of-Home**—Out-of-home advertising (OOH) is a form of advertising that people see as they go about their day outside their homes. Traditionally, this includes billboards, bus shelters, benches, restaurants, gas stations, grocery stores, stadiums and everything in between. The success of these placements is measured by reach and impressions.
- **Digital Display**—Digital display media consists of image ads rendered on websites and apps to reach users across the web. These ads can appear in standard sizes or larger formats with rich media features. Display ad engagement is measured by CTR and, in the case of rich media, by the engagement rate (ER).
- **Paid Social Media**—Paid social media continues to be a key channel to reach the target audience. The success of paid social media will be measured by VCR, VTR and ER for video creative and CTR for display.

Channel	KPI Goals	Partners
Video	<p>Linear TV—Reach and Frequency</p> <p>OLV and CTV/OTT—VTR: 35%+ / 30% for social VCR: 80%+</p>	<ul style="list-style-type: none"> • AdTheorent • Ampersand • Atmosphere • Canela TV • Enthusiast Gaming • Entravision • Fandom • Live Nation • MyCode • NASCAR • Simulmedia • Sinclair/Bally Sports • Telemundo
Audio	<p>Terrestrial Radio—Reach and Frequency</p> <p>Digital Audio—LTR: 85%+ CTR: .05%+</p>	<ul style="list-style-type: none"> • Entravision • ESPN • Hispanic Radio Network • Pandora/SiriusXM • SBS AIRE • Skyview • Spotify • Univision
OOH	Reach and Frequency	<ul style="list-style-type: none"> • Atmosphere • Entravision • Live Nation • MiQ • Van Wagner

Channel	KPI Goals	Partners
Digital Display	CTR: .14%+	<ul style="list-style-type: none"> • AdTheorent • Atmosphere • Enthusiast Gaming • Fandom • Live Nation • MyCode • NASCAR • Sinclair/Bally Sports
Paid Social Media		<ul style="list-style-type: none"> • Fandom • Live Nation • Meta • NASCAR

4.0 Selected Media Partners

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

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

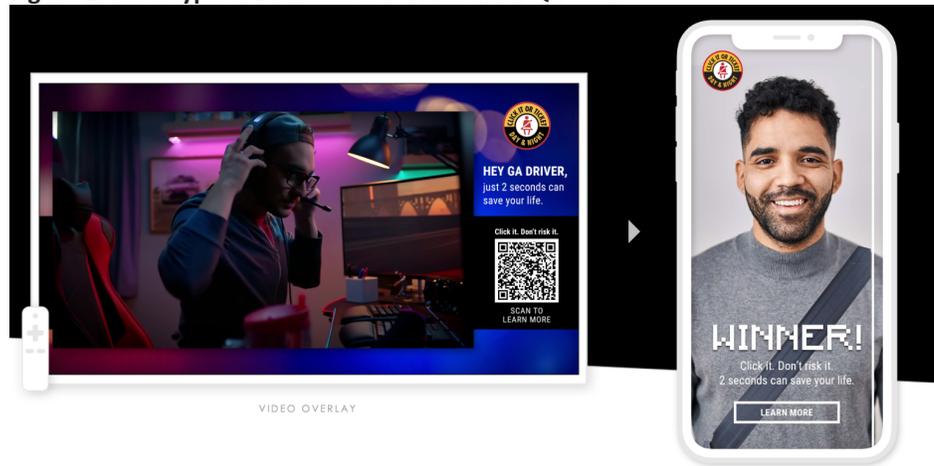
AdTheorent—General Market

AdTheorent’s capabilities extend across the digital ecosystem to reach 18- to 34-year-old males 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.

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 fans and gaming enthusiasts, framing the CIOT message with a branded unit specifically for CTV that is also location-specific. Adding personalization based on location data has been shown to boost engagement. The mockup below is entirely customizable and will 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.

Figure 1: 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 CIOT campaign, AdTheorent will use predictive modeling to target 18- to 34-year-old males who are sports 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 the level of rich media execution AdTheorent produced for a past campaign.

Figure 2: Example of NHTSA Rich Media Activation



Ampersand—General and Hispanic Markets

Ampersand is a data-driven cable TV advertising sales and technology company that reaches 80 million households, providing viewership insights and planning on 42 million households in 200+ designated market areas (DMAs) across more than 165+ networks and in all dayparts. They offer audience-based buying and automation through a single interface that supports local and national cable TV buying.

General Market Video

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

The platform supports every step of the media plan to:

- Define and find an audience using Nielsen demo or custom audiences.
- Plan and execute with an optimized schedule across the cross-screen TV supply.
- Measure and report both reach and frequency to the custom audience.

In addition to running the “Two Guys” video, the Ampersand plan will include a :10 taggable as added value, served at the end of a network spot (similar to post roll in digital video). During this flight, the :10 taggable will run across an NBA taggable to provide maximum messaging visibility. Below is an image of the NHTSA ad full screen at the end of the :10 post-roll.

Figure 3: Example of NHTSA Full Screen Post-Roll Ad



Ampersand successfully delivered for another recent NHTSA campaign and will run nationally on high-indexing networks for 18- to 34-year-old males, such as ESPN, TBS, MLB and USA, in the top 150 markets. The plan will include a streaming counterpart to reach viewers beyond the linear (traditional) market.

Hispanic Market Video

Ampersand CTV has consistently delivered to the general market audience and can efficiently deliver to Hispanic males that primarily speak Spanish and consume Spanish media at home. The Ampersand campaign will extend reach to Hispanic males through inventory on relevant Spanish-language networks, decrease duplication across audiences and increase efficiency. Ampersand will reach the Hispanic target through inventory on relevant Spanish-language networks, such as Galavisión, Fox Deportes, ESPN Deportes and Univision.

Atmosphere—General Market

Atmosphere has the ability to reach 18- to 34-year-old male drivers at scale when they are actively out driving and riding in cars, visiting Atmosphere venues. Atmosphere has developed compelling creative that speaks to NHTSA's audiences for prior campaigns. The Atmosphere campaign will remind the CIOT target of the importance of seat belt safety with messaging served to them in OOH venues as they go about their day.

OOH

Atmosphere will run premium videos on streaming TV in over 16,000 venues, over-indexing toward the target audience within bars/breweries, restaurants, barber shops and bowling alleys nationwide. Atmosphere will use the assets created for the 2023 CIOT campaign alongside NHTSA-produced creative on Atmosphere TV.

Video and Display

These videos will also be repurposed to run as online videos and banner ads in a retargeting campaign that reaches the target audience after they visit Atmosphere venues. This will help increase frequency across the flight and measure engagement with this creative and those who visited Atmosphere venues.

Canela TV—Hispanic Market (New Partner)

Canela TV is the first addressable video-on-demand (AVOD) platform for Hispanics in the United States. They have curated a large mix of Spanish-language video content from multiple countries and various genres. With a focus on Hispanic males who primarily speak and consume Spanish media at home, it is important for NHTSA to have a presence within authentic Spanish-language content that is not currently available via linear (traditional) TV partners. In addition, first-party targeting of those who have watched specific programs and content on Canela will ensure better accuracy and reach of the target across OLV. Additionally, Canela offers extended reach, with 71% of the Canela audience being unduplicated with Telemundo and 73% being unduplicated with Univision.

Video

The campaign will reach the Hispanic target audience using sports, music, comedies, mystery and lifestyle programs. It will include an interactive pre-roll video where the viewer can scan a QR code or click to learn more about the CIOT message.

Enthusiast Gaming—General Market (New Partner)

Enthusiast Gaming is a media and entertainment company that is the world’s largest platform of communities for gamers and esports fans. It was rated the number one ComScore Gaming Property. They have a unique blend of digital media and gaming assets across 50+ sites and 700+ YouTube channels, access to over 500 content creators, original intellectual property (IP), fan communities and distinctive gaming experiences.

Video

Activating across online video, Enthusiast Gaming will implement YouTube pre-roll units, which benchmark at a 94% VCR, a 0.05% CTR and a 95% viewability rate. While this is a new partner for NHTSA, its reach towards the gaming and esports community is strong, and we are excited to test it across standard placements to measure engagement against their impressive benchmarks.

Display

To extend engagement with CIOT content, Enthusiast Gaming has included targeted cross-device banners and high-impact pushdown units featured across the Enthusiast Gaming network to strengthen the impact of the Enthusiast Gaming package. Regarding engagement, the cross-device banners typically generate a 70% viewability rate with a 0.03% CTR benchmark. The high-impact pushdown units are always in view and usually bring a 1.0% CTR.

Entravision—Hispanic Market

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

Audio

Entravision’s content campaign “Somos Cultura” (Our Culture) reflects and celebrates the diversity that is the Latino American experience. Entravision will run CIOT recorded reads to reach audiences listening to popular personalities like El Piolin, Erazno y la Chocolate and Shoboy. The overarching concept is “El clic primero para celebrar el verano entero” (Buckle up first to enjoy your entire summer). The first vignette featuring community heroes will drive this message home. The second vignette will remind people to drive safely during the summer travel season and include tips and tricks for road trips. The concepts and talking points are 100% custom and will be co-developed with Entravision and NHTSA. Both of these ladder up to the larger Entravision editorial calendar celebrating heroes in May and celebrating the summer season. The streaming digital audio component includes the Entravision Audio network broadcasting the top U.S. and Latin American LATAM music, shows and sports. Entravision radio formats include regional Mexican hits, Spanish contemporary, soft regional, Spanish hits, Cumbias/Grupero and Latin urban.

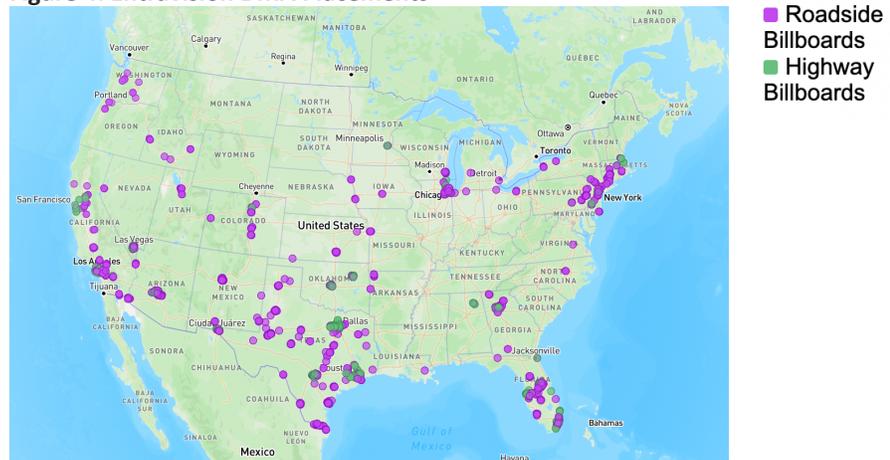
Video

Entravision Networks will extend its 360 program by using first-party data to retarget and serve the Hispanic target audience with OLV. This first-party data will allow NHTSA to target users who have engaged and spent time with Entravision content. This OLV buy will run across mobile, laptop and tablet devices. The OLV VCR benchmark is 65%.

OOH

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

Figure 4: Entravision DMA Placements



ESPN—General Market

ESPN is one of the premier sports content publishers with cross-channel platforms that allow NHTSA the opportunity to embed their messaging within sports programming that 18- to 34-year-old males consume. ESPN covers a wide spectrum of events, including the NBA Playoffs, Stanley Cup Playoffs, Kentucky Derby, PGA and MLB games. The ESPN placements below are bought directly, allowing NHTSA to secure premium inventory across games that align with the CIOT campaign.

ESPN Radio is an extension of the ESPN TV network where listeners can listen to live sports and sports news highlights. It has successfully delivered in other recent CIOT campaigns.

Audio

The 2024 CIOT ESPN plan will run :30 in-game audio spots within MLB regular season games and NBA playoff/finals. NBA indexes extremely high for 18- to 34-year-old males, making coverage around the finals a must to reach the target audience.

ESPN Radio delivers sports programming with trusted voices within the sports community. The 2024 CIOT radio programming will include high-indexing shows such as “Game Night,” “Sunday AM Sports,” “NBA Conference Finals,” “MLB Regular Season,” “Carlin vs. Joe” and “ESPN Extra.”

Alongside the ESPN Radio terrestrial buy, the plan will also include coverage on high-rating podcasts across the ESPN network. Podcasts are available to listeners through the ESPN Radio website, Apple Podcast, Spotify and SiriusXM. The placements include mid-roll and live reads with the CIOT message on shows like the “Mina Kimes Show featuring Lenny,” “Lowe,” “Baseball Tonight,” “ESPN Daily,” “Adam Schefter,” “First Take and Get Up” podcasts, and streaming on ESPN Radio.

Fandom—General Market

Fandom is an entertainment and gaming fan platform where fans come for their daily source of television, movies and gaming content. Their family of brands is the ultimate resource for hardcore and casual gamers, entertainment experts and pop culture enthusiasts. Fandom accompanies fans throughout the experiences they’re passionate about, offering expert advice and exclusive coverage of today’s biggest games, television shows, movies and more.

Fandom’s connection to the target audience, proven history of delivery and experience in developing large-scale custom content within the 2023 Winter Holiday Impaired Driving campaign 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 deliver the CIOT message through a bespoke 360 program that authentically speaks to the target in Fandom’s unique voice, forging a trustworthy and educational dialogue across display, online video and paid social media.

Video

Fandom will create a custom series called “Seat Belt Multiverse” to run across their site as part of the campaign. Inspired by beloved films and franchises like “Everything Everywhere All at Once,” “Spider-Man: Across the Spider-Verse” and the Marvel Cinema Universe (MCU), the custom content series will center around a single core message, “Click It, Don’t Risk It.” Initiating with the original “Two Guys” PSA as our starting point, we’ll expand the narrative universe of the original male characters by reimagining their stories as anime and gaming characters.

The creative will use the framework of the original script and footage and transport their tales into the multiverse via these new mediums. Each of the two standalone episodes will spotlight “Two Guys” as the main characters, aligning their story with common tropes in anime and gaming, and will cast a well-known voice actor in the anime and gaming space(s) that fans of the genres will know and love. All episodes (including the original “Two Guys” spot) will converge into a “multiverse” supercut, seamlessly weaving together the expanded tales of these characters across diverse dimensions.

The online video portion of the Fandom campaign will include a cross-platform rotational takeover targeting top trending communities for 18- to 34-year-old males and a premium featured video pre-roll targeting gamers. Fandom has consistently over-delivered on impressions with a distinct 181% over-delivery on the 2023 CIOT campaign and at benchmark VCRs for online video, ranging from 56% to 64%.

Display

NHTSA will run highly viewable rotational standard media targeting 18- to 34-year-old males nationally and in the heavy-up states. The display campaign will also include a custom landing page for the custom episodic series surrounded with adhesion, skybox and “sticky” creative units. Fandom delivered over the 0.10% display benchmark, with a 0.23% CTR during the 2023 CIOT campaign.

Paid Social Media

Fandom custom activations will include social posts from talent and social posts to Fandom channels as part of the larger integrated campaign. The success of these activations will primarily be measured through engagement rate.

Live Nation—General Market

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

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

Video

Live Nation will place video pre-roll ads across contextually relevant Live Nation-operated YouTube music channels to drive awareness, content views and engagement among 18- to 34-year-old males interested in sports, music and video gaming using the ‘Two Guys’ video creative. Live Nation delivered a 57% VTR through their video network on another recent NHTSA campaign.

Display

Live Nation will place CIOT digital display ads on the Live Nation and Ticketmaster owned-and-operated network of sites—event pages, team pages, venue pages and concert listings and target 18- to 34-year-old males across music, sports, family, arts and theater and video gaming using standard display banners on mobile and desktop.

Paid Social Media

The 2024 CIOT campaign will leverage Live Nation’s social reach and specific targeting capabilities to communicate with 18- to 34-year-old male fans on a platform where they are already engaged organically. Live Nation will boost posts using Live Nation’s custom audience segments to ticket purchasers and browsers of nationwide music, sports and interest in video games, with additional focus on the CIOT campaign’s key markets.

OOH

To further extend its reach with the Live Nation campaign, NHTSA will integrate into the live music experience with digital video placements on Live Nation’s Concert Vision screens at amphitheaters, clubs and theaters across the country. The :15 “Two Guys—Concert Edition” will follow two guys on their separate journeys to a show. Both sides start similarly with a close-up on mirroring actions as they head out the door excitedly with one buckling up, and the other not using his seat belt. The video shows the disparate experiences and varying end results. The premium, non-audio custom video will be built by Live Nation and play in a loop before concerts, between sets on screens flanking venue stages and in high-traffic, extended dwell time areas, such as concessions or merchandise stands. Loops are 30 minutes long, run two to three times per show and will show at events that over-index for 18- to 34-year-old males across 34 markets, with heavy-up placements in key markets where Live Nation has venues. The OOH campaign includes producing a custom video to play on OOH concert vision and digital spectacular screens, which will also be edited to run across Live Nation’s video network.

Hispanic Radio Network—Hispanic Market

Hispanic Radio Network (HRN) has the largest reaching network of Spanish in-language radio stations. Their network includes a 54% reach against Hispanic males 18 to 34 years old.

Audio

The CIOT radio spot will run on all 347 affiliate stations, including the highly popular regional Mexican stations within the HRN Platinum Plus network. Additionally, NHTSA will have co-branded spots in “The Soccer Republic with Fernando Fiero.” Fernando is a three-time Emmy award-winning sportscaster and is considered one of the premiere Hispanic soccer voices for U.S. Hispanics.

Meta (Facebook/Instagram)—General and Hispanic Markets

Facebook/Instagram will be used to drive retention of the CIOT message during the campaign by leveraging the video view objective on Facebook and Instagram. Based on NHTSA’s 2023 campaign performance, the strategy is shifting to focus on engagement, breaking out Facebook and Instagram placements to see where the CIOT audience is interacting with the creative more often. Additionally, the campaign will measure how the shift impacts VCR and landing page views vs. just looking at ThruPlays and impressions. The campaign includes in-feed posts with static and video assets and will be scaled to optimize toward best-converting placements and videos.

Additionally, social will continue to be a key channel for Hispanic males who primarily speak and consume Spanish media at home. Almost 50% of the Hispanic audience are medium-heavy or heavy users of social media platforms. The plan will be consolidated with Meta, which is the widest-reaching social network. The CIOT campaign will reach those with their Facebook and Instagram settings in Spanish. Meta was a strong performer for the 2023 CIOT campaign. The 2023 campaign over-delivered on impressions and had a high VTR of nearly 60%, exceeding other video platforms.

General Market Paid Social Media

To drive retention of the CIOT message during the campaign, NHTSA will promote content on Facebook and Instagram, driving video views across platforms. To measure the primary KPI of engagement, the campaign will measure video completion rates 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 (CBO) 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 CIOT campaign will reach those with their Facebook and Instagram settings in Spanish. Meta was a strong performer for the 2023 CIOT campaign. The 2023 campaign over-delivered on impressions and had a high VTR of nearly 60%, exceeding other video platforms.

As with the general market plan, Facebook/Instagram will drive message retention of the CIOT message during the campaign by leveraging the video view objective on Facebook and Instagram. Additionally, the campaign will measure how this strategy impacts VCR and landing page views. The tactics will include in-feed posts with static and video assets.

MiQ—Hispanic Market

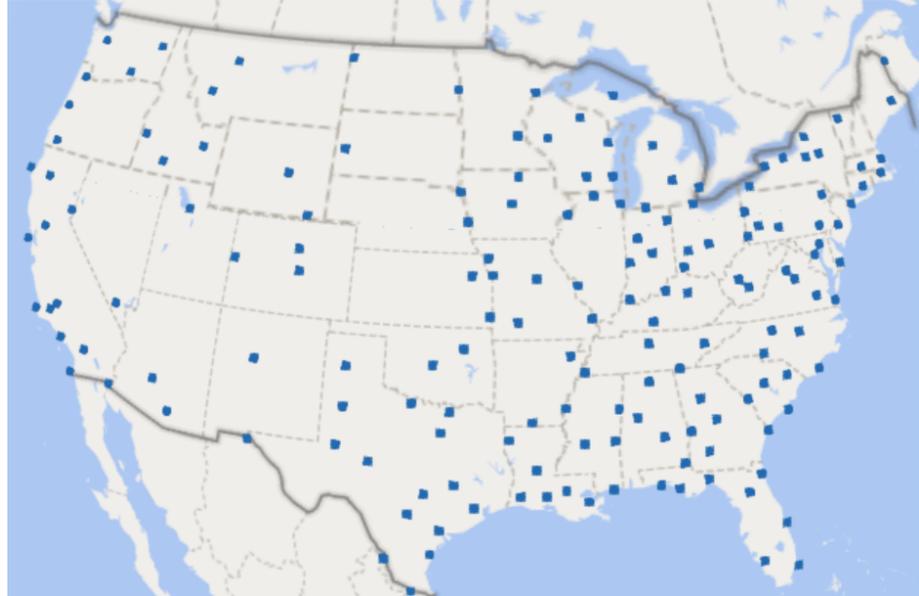
MiQ is a digital programmatic partner that ingests data signals and brings those together to offer precise targeting capabilities to reach the target via OOH. In addition to digital audience data, MiQ will utilize Census data, zip code data, location journeys and points of interest data for the Hispanic target audience. The campaign will utilize high-impact static assets. For CIOT, the plan will focus on key DMAs and use advanced targeting to serve the campaign message outside the home on relevant billboards, roadside shelters and office buildings to reach the Hispanic target audience. These targeting capabilities and signals are based on multiple inputs, such as geographic data, census data and Hispanic points of interest information. MiQ can leverage data points to digitally serve the NHTSA OOH message in the optimum environments to reach the Hispanic male target.

OOH

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

For CIOT, the plan will focus on key DMAs and use the same advanced targeting to serve the CIOT message outside the home on relevant billboards, roadside shelters and office buildings to reach the Hispanic target audience. These targeting capabilities and signals are based on multiple inputs such as geographic data, census data and Hispanic points of interest information. MiQ can ingest these thousands of data points to digitally serve the NHTSA OOH message in the optimum environments to reach the Hispanic male target. Below is a map of the OOH locations that will show the CIOT ad across the United States.

Figure 5: MiQ DMA Placements



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

The MyCode CTV plan will run all inventory on HCode to reach the Hispanic target audience, and the execution will work in conjunction with the MyCode OLV plan to retarget users who have seen the CIOT message on one screen across other devices for a cross-channel approach.

Display

The display plan will work with the video CTV and OLV plans. Where possible, MyCode will retarget users who have viewed the CTV ad to remind them of the CIOT campaign message. Additionally, this plan will use high-impact units, such as interstitials and adhesion units, for more significant impact and to build more interactivity. The 2023 CIOT campaign had a CTR of 0.3%. The VCR for the 2023 campaign was 73%, on par with benchmarks. The plan also includes an added value measurement study to understand the impact of the video and display plan in conjunction.

NASCAR—General Market (New Partner)

NASCAR is an auto racing company best known for stock car racing, and is considered to be one of the top-ranked motorsports organizations in the world and one of the largest spectator sports in America. NASCAR.com provides a higher level of fan interaction, an additional source for racing content and an improved second-screen experience for viewers on mobile devices.

NASCAR viewership is on the rise, and the organization has a highly engaged male fan base of 18 to 34 years old. NASCAR.com is cited as the number one digital site for Millennial media consumption compared to all major sports leagues. Year over year, Kantar Sports Monitor Fan Engagement studies showed a significant increase in NASCAR attendance driven by 18- to 34-year-old adults.

By running on NASCAR properties, the CIOT campaign will be front and center of racing fans tuned into the race with relevant messaging about driving safely.

Video

The 2024 CIOT campaign will provide reach and exposure through run-of-site OLV placements targeted to 18- to 34-year-old males throughout NASCAR's desktop, mobile and app.

Display

To extend the reach through NASCAR.com, the 2024 CIOT campaign will include run-of-site (ROS) display placements targeted to 18- to 34-year-old males throughout NASCAR's desktop, mobile web and app. Due to being a new placement, NHTSA will benchmark according to standard placements at a 0.10% CTR and measure engagement with this audience.

Paid Social Media

NHTSA will extend the reach of the CIOT message to NASCAR fans by posting custom social posts to NASCAR's Instagram and X (formerly Twitter) channels.

Pandora/SiriusXM—General Market

Pandora is part of the SiriusXM (SXM) audio network that includes Pandora, Soundcloud, SiriusXM's app and a range of digital audio publishers with access to 80% of the digital audio ecosystem, and reaches 31% of the target audience across their brands.

Pandora will leverage demo targeting to specifically hit the CIOT audience, while SXM will incorporate CIOT's message in sports programming where the target audience is naturally tuning in. Pandora and SXM have demonstrated consistent delivery across NHTSA's campaigns.

Audio

SXM will use terrestrial radio to further focus on sports messaging across Fox Sports, Fantasy Sports Radio, Mad Dog Sports, NASCAR, NFL, NBA and Big Ten Radio.

Pandora will utilize Streaming Everywhere audio and Podcast Everywhere to reach the target audience. The plan will consist of an accompanying clickable display banner to help drive traffic to the website and run :30s “Two Guys” audio ads. Pandora delivered a strong .56% CTR on NHTSA’s 2023 CIOT campaign.

SBS AIRE—Hispanic Market

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

Audio

The 2024 CIOT campaign will leverage their Artistas360 capabilities to align artists and their stations’ DJs that highly appeal to the 18- to 34-year-old Hispanic male audience. Additionally, SBS AIRE’s digital audio offerings extend reach to the target audience outside of drive time when they listen or stream on mobile devices inside or outside the home.

Sinclair Broadcast Group (Bally Sports)—General Market

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

CIOT campaign messaging will run on one of Sinclair’s network brands, Bally Sports, a national sports network with high-profile sporting events coverage, including professional, collegiate and high school levels.

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

In addition, Bally Sports has demonstrated success for the CIOT campaign. In 2023, they consistently delivered a VCR 10–15% above benchmarks and exceeded projected reach across tactics.

The larger Sinclair Broadcast campaign, referenced above, will leverage multiple video and display tactics.

Video

On linear TV, the “Two Guys” TV spot will run across NASCAR, Formula 1, IndyCar Series, PGA, Preakness Stakes, MLB, NBA Playoffs, NHL Playoffs, MLS, Premier League Soccer and WWE.

Digital video tactics include CTV—Sinclair Premium CTV Sports, News and Entertainment channels—and OLV during Bally Sport’s live streaming of MLB games for premium MLB coverage.

Display

Sinclair will include targeted media such as the homepage, front door and premium sports takeovers; rich media; midroll video and standard placements as part of the display portion of the campaign. High-impact display takeovers and rich media display units will run across mobile and desktop to maximize messaging coverage site-wide.

The display plan also includes a 100% share of voice sponsorship of the “Summer Essentials” custom city guide. This is Sinclair’s ultimate summer planning guide for communities nationwide, including recommendations on outdoor adventures, activities, attractions, local sports, music and arts, theme parks and road trips.

The sponsorship consists of a custom local and national content series featuring bespoke city guides to the top summer destinations, the best experiences and generally all the fun things to do all summer long in each DMA. It features a “Summer Essentials Hub” that includes national summer content blended with top local summer planning content from markets around the country. All local “Summer Essentials” content will also live within a special sub-section on the local digital channel within its respective market.

Skyview Networks—General Market

Once known primarily for sports, Skyview Networks has grown rapidly over the last few years, acquiring several new affiliates, such as ABC and CBS News. Skyview serves 5,700+ radio stations with these additions, reaching 113 million listeners, 10.8 million of whom are 18- to 34-year-old males.

Audio

Skyview terrestrial radio has consistently delivered across NHTSA campaigns over the years. The 2024 CIOT Skyview plan includes music stations, news/weather/traffic, sports (NBA/NHL playoffs), 32-state heavy-up lineups and up to three custom social integrations. These custom integrations will activate trusted radio personalities across social platforms to deliver the CIOT message in their unique and trusted voice that connects directly to their audience. A few thought starters for the custom ideas include:

- **Celebrity seat belt stories:** Skyview’s influencers and networks will look for opportunities to ask music artists and other celebrities to share any stories about wearing or not wearing a seat belt. Whether it was themselves or a friend or loved one, these will be real stories that emphasize the message that seat belts save lives (or not wearing a seat belt can have tragic or otherwise serious consequences). These stories can be shared on air as an integration and on influencer social media and will be accompanied by the custom hashtag #SeatbeltStories.

- Parent’s perspective: Skyview influencers with kids in their teens or young adulthood will talk about how they would feel if their child was in a crash and hurt (or worse) because they were not wearing a seat belt. The goal will be to appeal to the listener’s sense of not wanting to disappoint or hurt their mom or dad. These will be edited and aired as a :30s integration.

Skyview will also utilize its on-air talent to record the CIOT messaging through artist talent to play throughout the Country Music Network.

Spotify—General Market

Today, Spotify is the most used digital audio platform in the United States, reaching 38% of adults over 16 every week. Spotify is widely used amongst Gen Z and Millennials and can demo target to reach the CIOT audience.

Audio

The 2024 CIOT campaign will include Audio Everywhere (audio and banner placements) to reach the target audiences on any device, in any environment, during any moment of the day. The audio ads are played between songs during active sessions. The plan also includes ownership of a clickable companion display unit that allows traffic to go to the desired destination when not driving. Spotify has performed with a 75% LTR and a .31% CTR, above the .10% benchmark on other recent NHTSA campaigns.

Additionally, Spotify became the No. 1 podcast player in the country last year. Spotify’s Podcast Audience Network increases Spotify’s reach in the United States by more than 30% and has a specific reach to the 18- to 34-year-old male audience. Spotify’s Podcast Audience Network will allow CIOT messaging to reach the target audience with continuous delivery throughout the flight. Spotify users reached through podcast ads include both subscribers and non-subscribers. The ads will be :30 pre- and mid-roll host reads produced by Spotify.

Telemundo—Hispanic Market

Telemundo, owned by NBCUniversal, is one of two broadcast Spanish-language TV stations. Compared to brand lift studies with Univision, ads run within Telemundo programming had a 17% higher message memorability and 13% higher brand favorability. With the backing of NBCU, Telemundo has increased its original programming and content year over year. For example, “El Senor de los Cielos” is the No. 1 Spanish-language program for adults 18 to 34 years old.

Video

The CIOT Telemundo partnership will focus on the Premiere League and “Titulares y Mas,” the No. 1 rated late-night sports program. It will cover various dayparts across the network, with entertainment programming and spots running on “Hoy Dia” and “En Casa con Telemundo” shows. The daypart mix reflects greater inventory when viewers are more likely to watch programming live, such as Telemundo’s morning show “Hoy Dia” and Telemundo’s live sports coverage of Premiere League soccer. It also includes programming in their highly rated primetime movies and novelas, which can be viewed anytime.

Univision Radio—Hispanic Market

Owned by one of the largest Spanish-language companies (Televisa Univision), Univision Radio has a large delivery against the Hispanic target audience. It is the No. 1 station for the Hispanic male demo. Their Uforia network delivers more than 5.3 million impressions to 18- to 34-year-old Hispanic males. More than half of their impressions are served in the top 10 Hispanic DMAs.

Audio

The placements will focus on TUDN, MLB, Liga MX, European League and Futbol de Las Americas content and programming, along with inventory running on Cesar Lozano and El Free-guey. In addition, CIOT messaging will air in the premiere afternoon drive variety show for the regional Mexican market hosted by industry leader Sylvia “La Bronca” Del Valle. This will be one of many key placements to reach the Hispanic target throughout the day when they are most likely to be in their vehicle.

Van Wagner—General Market

Van Wagner is a leading, full-service sports advertising and entertainment agency with expertise in TV-visible signage along with video highlights and social media presence. Van Wagner’s in-stadium signage has provided extended reach for NHTSA during pivotal moments in televised games and has in-game signage to reach the CIOT audience through MLB games.

OOH

Running ads during Major League Baseball (MLB) games is a great way to reach 18- to 34-year-old male baseball fans. The OOH effort for this campaign will include TV-visible home plate signage placement during 40 MLB games. The CIOT message will receive one half-inning of signage per game, an average of 2:45 minutes of TV exposure, and six to 12 minutes in-stadium. The brand logo and messaging will be seen on TV during 120 televised games on home and away TV networks and selected national TV games.

In addition to the in-game signage, video highlights often provide additional impressions via post-air highlight shows (ESPN SportsCenter, local news) and online/social media posts on MLB.com, Facebook, Twitter, etc. These video highlights are not predictable or quantifiable, but certainly add value to the campaign and have been successful in past NHTSA campaigns.

Whistle—General Market

Whistle is a digital media company that creates and distributes sports and entertainment content across various platforms, including social media, YouTube and streaming services. They specialize in producing and promoting content featuring lesser-known or “alternative” sports and athletes.

With 68% of Whistle’s audience consisting of 18- 34-year-old adults, the campaign will reach CIOT’s target audience. Additionally, Whistle will work to ensure that the talent represented matches NHTSA’s expectations and plans to layer on targeting to align with NHTSA’s priority demos and affinities in addition to the organic content performance.

Video

The Whistle plan will run pre-roll “Two Guys” video units on YouTube across Whistle’s exclusive media inventory. In past campaigns, YouTube activation across Whistle has driven high VCRs and VTRs, all above industry benchmarks. Based on past performance, engagement rate VCR benchmarks are 2% for Instagram, 0.6% for YouTube shorts and 0.2% for Facebook. YouTube Media will benchmark an 85% VCR with 93% viewability. Instagram Reels and Stories generate 0.025% CTR and 0.04% CTR on average, respectively.

Paid Social Media

The Whistle social plan includes nine custom social posts that will deploy as Instagram reels, Facebook Reels, YouTube Shorts and NHTSA-approved Whistle social channels. These custom posts will appeal to the target audiences with content such as “Red Light, Green Light” content, personality-led “Home Game Prep” content and “Get-To-Know” content that features brand-safe talent.

Whistle will also reach the target audience by creating one to two talent posts on NHTSA-approved Whistle social channels to keep NHTSA’s messaging front and center within every post.

In terms of added value, Whistle will distribute NHTSA assets on their Instagram feed and stories to provide the CIOT campaign with a remarketing list of viewers for the custom content. NHTSA will also be able to post and promote custom Whistle content across its social channels.

YouTube—General and Hispanic Markets

YouTube continues to be a strong video partner for NHTSA campaigns, and it reaches the CIOT audience. All 2023 YouTube campaigns have delivered over the planned impression numbers. 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.

For the Hispanic target audience, YouTube is a key video channel, reaching nearly 46% of 18- to 34-year-old Hispanic males who primarily speak and consume Spanish media.

General Market Video

In 2024, the YouTube strategy will be to optimize toward engagement. The engagement strategy will increase view rate and VCR, resulting in nearly 2.5 times the number of qualified views with a comparable year-over-year budget.

The plan will focus primarily on non-skippable video inventory alongside a mix of skippable video and bumper ads that function to achieve efficient CPMs and vary the messaging for the target audience.

Hispanic Market Video

The Hispanic market plan will focus on pre-roll and mid-roll skippable video inventory. The targeting will focus on the Spanish-language content the Hispanic target audience is searching for and sharing with their friends. There will be a heavy emphasis on music, sports and gaming content.

Zeta Global—General Market

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.

Zeta can build a curated deterministic audience segment for CIOT that considers identity, location and behavior. They can then reach that curated segment by using prospecting, retargeting and modeling to increase unaided awareness and engagement.

Zeta's programmatic buildout can create a holistic view of NHTSA's target audiences that can unearth more actionable insights over time. This data is similar in scale to what other major platforms offer, but it is not limited by the constraints of those platforms, allowing for a more comprehensive view of the audience. This makes it easier to use insights to make decisions across multiple platforms.

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. Zeta will run across digital audio, online video and display. This will increase reach and frequency while allowing for cross-device learnings, optimizations and frequency capping across various channels to drive performance.

Video

Across online video, the intended action for the CIOT campaign will be video completion with a benchmark 95% VCR. To reach this goal, OLV will be served on desktop and mobile through the open exchange.

Display

Zeta will be leveraged to increase reach using a mix of standard and rich media display assets to drive scale and engagement. The standard display units will help drive mass reach and scalability and deliver against a .10% CTR. The rich media display creative will help drive engagement and provide unique creative opportunities to highlight the campaign messaging. Below are examples of potential rich media.

- Mobile Interscroller: The Interscroller acts as a native-style ad that fits naturally within a page's content breaks, appearing as a user scrolls through the content. ([Interscroller Demo](#))
- Rich Media Slider: Tap/click-to-expand experience displays two images with common elements and allows users to drag a slider to reveal/conceal the images. ([Slider Demo](#))
- Gamified Display Drawing: Tap/click-to-expand experience allows users to draw a picture on top of an image. ([Drawing Demo](#))

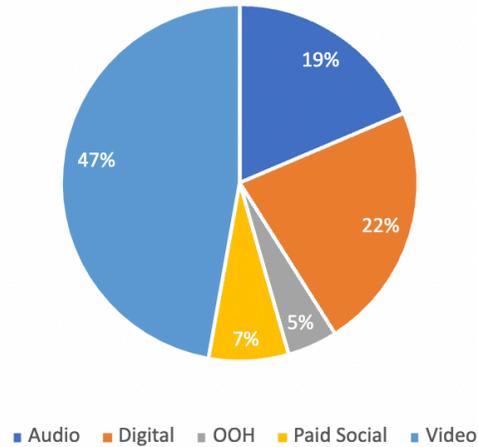
Audio

Programmatic streaming audio will run through Zeta to reach the target audience across all sites being consumed to increase the reach and frequency. Performance engagement across streaming audio will be measured by completion rate at a 95% benchmark.

5.0 Campaign Summary

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

Figure 6: Overview of Media Budget Allocation by Tactic



Channel	Tactic	Partner	2024 Budget	Paid Impressions	Added Value Impressions	Total Impressions
Audio			\$2,083,433.50	233,114,477	44,253,837	277,368,314
	Radio	ESPN	\$300,071.25	72,190,000	0	72,190,000
	Radio	SiriusXM	\$199,962.50	7,041,500	4,349,500	11,391,000
	Radio	Skyview	\$500,000.00	68,025,240	17,270,100	85,295,340
	Radio	Entravision—Hispanic	\$75,000.00	6,268,000	1,298,000	7,566,000
	Radio	HRN—Hispanic	\$74,999.75	9,847,200	5,808,000	15,655,200
	Radio	SBS AIRE—Hispanic	\$90,000.00	2,303,000	4,170,000	6,473,000
	Radio	Univision—Hispanic	\$88,000.00	12,882,400	2,867,700	15,750,100
	Digital Audio	ESPN	\$6,767.49	1,353,498	0	1,353,498
	Digital Audio	Pandora	\$250,000.00	19,939,795	4,625,159	24,564,954
	Digital Audio	Spotify	\$70,000.00	4,949,494	568,181	5,517,675
	Digital Audio	Zeta	\$75,000.00	4,285,714	0	4,285,714
	Digital Audio	Entravision—Hispanic	\$50,400.00	10,080,000	2,960,000	13,040,000
	Digital Audio	SBS Aire—Hispanic	\$10,000.00	1,000,000	0	1,000,000
	Podcast	ESPN	\$93,232.51	3,105,220	335,618	3,440,838
	Podcast	Pandora	\$150,000.00	7,184,687	1,579	7,186,266
	Podcast	Spotify	\$50,000.00	2,658,729	0	2,658,729
Display			\$2,511,500.00	192,172,250	42,723,615	234,895,865
	Display	AdTheorent	\$300,000.00	53,086,109	23,464,000	76,550,109
	Display	Enthusiast Gaming	\$80,000.00	9,272,727	0	9,272,727
	Display	Fandom	\$1,292,500.00	54,228,339	12,915,865	67,144,204
	Display	Live Nation	\$100,000.00	8,461,538	0	8,461,538
	Display	NASCAR	\$159,000.00	9,937,500	2,343,750	12,281,250
	Display	Sinclair	\$325,000.00	30,000,000	2,500,000	32,500,000
	Display	Spotify	\$30,000.00	1,737,804	0	1,737,804
	Display	Zeta	\$125,000.00	19,545,455	1,000,000	20,545,455
	Display	MyCode—Hispanic	\$100,000.00	5,902,778	500,000	6,402,778
OOH			\$523,666.00	31,895,166	3,836,667	35,731,833
	OOH	Atmosphere	\$150,000.00	7,770,833	3,416,667	11,187,500
	OOH	Live Nation	\$69,436.00	5,045,333	0	5,045,333
	OOH	Van Wagner	\$150,000.00	9,997,000	0	9,997,000

	OOH	Entravision—Hispanic	\$46,230.00	3,082,000	0	3,082,000
	OOH	MiQ—Hispanic	\$108,000.00	6,000,000	420,000	6,420,000
	Paid Social		\$796,000.00	61,547,008	2,250,000	63,797,008
	Paid Social	Fandom	\$115,000.00	6,000,000	0	6,000,000
	Paid Social	Live Nation	\$100,000.00	3,333,333	0	3,333,333
	Paid Social	Meta	\$285,000.00	35,894,207	0	35,894,207
	Paid Social	NASCAR	\$21,000.00	1,000,000	0	1,000,000
	Paid Social	Whistle	\$175,000.00	7,000,000	2,250,000	9,250,000
	Paid Social	Meta—Hispanic	\$100,000.00	8,319,468	0	8,319,468
	Video		\$5,285,399.90	186,914,900	2,505,364	189,420,264
	Linear TV	Ampersand	\$935,000.00	8,429,119	1,200,000	9,629,119
	Linear TV	Sinclair	\$500,000.00	14,744,913	0	14,744,913
	Linear TV	Telemundo—Hispanic	\$199,999.90	1,305,000	0	1,305,000
	CTV	AdTheorent	\$300,000.00	14,457,831	0	14,457,831
	CTV	Ampersand	\$500,000.00	20,000,000	0	20,000,000
	CTV	Sinclair	\$750,000.00	25,000,000	0	25,000,000
	CTV	Ampersand—Hispanic	\$150,000.00	5,000,000	0	5,000,000
	CTV	Canela—Hispanic	\$100,000.00	2,880,730	0	2,880,730
	CTV	MyCode—Hispanic	\$100,000.00	2,857,143	0	2,857,143
	Gaming	Enthusiast Gaming	\$120,000.00	5,465,587	1,052,632	6,518,219
	OLV	AdTheorent	\$116,466.00	8,770,030	0	8,770,030
	OLV	Fandom	\$592,500.00	25,877,428	0	25,877,428
	OLV	Live Nation	\$148,064.00	5,189,786	0	5,189,786
	OLV	NASCAR	\$70,000.00	2,333,334	0	2,333,334
	OLV	Sinclair	\$175,000.00	4,605,263	0	4,605,263
	OLV	Whistle	\$75,000.00	3,191,655	0	3,191,655
	OLV	YouTube	\$121,000.00	15,105,048	0	15,105,048
	OLV	Zeta	\$125,000.00	6,944,444	0	6,944,444
	OLV	Canela—Hispanic	\$50,000.00	2,173,913	252,732	2,426,645
	OLV	Entravision—Hispanic	\$51,370.00	2,853,881	0	2,853,881
	OLV	YouTube—Hispanic	\$106,000.00	9,729,795	0	9,729,795
	Grand Totals		\$11,199,999.40	705,643,801	95,569,483	801,213,284

6.0 State-Level Campaign Extension Opportunities

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

Video

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

Audio

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

Digital Display

The target audience uses digital media heavily, and a digital display effort should be a significant part of state-level plans. This can include using publisher-direct efforts outside of those sites on the national plan. Social media also plays a significant role in the life of the target audiences and is recommended for state-level plans.

Paid Social Media

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

Out-of-Home

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

Rural Markets

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

7.0 Glossary

Video

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

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

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

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

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

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

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

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

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

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

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

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

Audio

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

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

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

Digital

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

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

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

Metaverse: A universal and immersive virtual world.

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

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

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

General

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

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

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

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

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