



2026 August/Labor Day Impaired Driving Campaign

Media Buy Summary

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1.0 Executive Summary

The National Highway Traffic Safety Administration's (NHTSA) 2026 August/Labor Day Impaired Driving high-visibility enforcement (HVE) campaign aims to reduce impaired driving and riding and the injuries and fatalities they cause. The campaign addresses impaired driving as a persistent behavioral risk that remains normalized among male drivers despite its contribution to roadway fatalities. Three high-risk audiences anchor the plan: men 21 to 34 years old who drink and drive, men 18 to 34 years old who drive under the influence of marijuana and men 35 to 54 years old who ride motorcycles while alcohol-impaired. Within the alcohol audience, two personas drawn from NHTSA's 2024 segmentation research sharpen targeting: younger, frequent drinkers likely to drive home from bars and clubs, and older, higher-income individuals likely to drive after visiting breweries, wineries and restaurants. For each of these groups, impaired driving still feels situational and low-consequence, particularly during the social gatherings, nightlife and holiday travel that define the Labor Day period.

The campaign deploys \$16.7 million in working media across the August 12–September 7, 2026 flight, executing three creative platforms in English and Spanish: Drive Sober or Get Pulled Over (“Change Your World”/“No Seas Tonto”), Drive High, Get a DUI (“I Can Tell”/“I’m OK to Drive”) and Ride Sober or Get Pulled Over (“Don’t Roll the Throttle”). Aligned with the principles of NHTSA's 2026 Annual Media Work Plan, the strategy prioritizes attention quality over sheer exposure, identifying the intersection of channels where each audience can be reached and the passion points—sports, music, gaming, motorcycles and entertainment—they genuinely engage with. Since each audience consumes media differently and reacts to impaired-driving messaging in distinct ways, each receives a tailored creative and channel strategy.

The omnichannel media mix balances national scale with location-based behavioral precision across 23 vendors spanning video, audio, out-of-home (OOH), digital display, paid social media and influencer partnerships. Delivery is measured against a three- to five-times frequency target and channel-specific KPIs, including video completion and view-through rates (VCRs and VTRs), listen-through rates (LTRs), click-through rates (CTRs) and engagement rates (ERs). Culturally aligned creators—bilingual talent, sports figures, podcast hosts and lifestyle influencers—play an important supporting role, embedding the safety message in trusted environments where social norms are actively shaped.

Complementing the paid media buy, the “Pledge to Drive Sober—Take it. Pass it On.” activation extends the campaign into real-world engagement through a three-phase experiential program executed in collaboration with Compass Media, Momentara and Sinclair. The program launches with a high-profile press event at the U.S. Department of Transportation (DOT) headquarters before traveling to college gameday pre-game shows and Division I tailgates, bringing an experiential sobriety simulator and physical pledge wall directly to high-energy sports environments where the target audience already gathers. A digitally enabled experience mirrors the on-site activation nationwide, allowing audiences beyond the live events to sign the pledge and engage with the simulator virtually.

Together, these elements ensure the campaign reaches high-risk audiences at the moments and locations where impaired-driving decisions are most likely to occur.

2.0 Campaign at a Glance

2.1 Planned Campaign Assets

Campaign materials are available at TrafficSafetyMarketing.gov.

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

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

Figure 2: Campaign Assets—Drive High, Get a DUI

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

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

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

2.2 Advertising Period

National paid advertising will begin on Wednesday, August 12, 2026, and continue through Monday, September 7, 2026.

2.3 Working Media Budget

The total budget for the 2026 August/Labor Day Impaired Driving campaign is \$16.7 million.

2.4 Target Audience

The primary target audience is 18- to 34-year-old men who consume marijuana, 21- to 34-year-old men who consume alcohol and 35- to 54-year-old male motorcyclists who consume alcohol. Audience segmentation sharpens the approach through two key personas in NHTSA's 2024 research: Persona 1—younger, frequent drinkers likely to drive home from bars or clubs—and Persona 2—older, higher-income individuals likely to drive after visiting breweries, wineries or restaurants. The media plan will strive to balance delivery to all portions of the audience.

3.0 Media Goals and Strategy

The goal of the 2026 August/Labor Day Impaired Driving campaign is to reduce impaired driving and riding and impaired driving- and riding-related injuries and traffic fatalities. To increase awareness and visibility of the dangers of driving impaired, the media plan will rapidly build reach and frequency, ensuring the target audience is exposed to NHTSA's message three to five times during the three-and-a-half-week campaign period. Campaign optimization will prioritize high-quality impressions and meaningful engagement to ensure the message resonates, drives impact and supports safer driving behaviors.

Channel Overview

NHTSA will implement an omnichannel paid media strategy that includes video, audio, OOH, digital display and paid social media. This approach will use media vendors tailored to the target audience's media consumption habits, outlined in the 2026 NHTSA Annual Media Work Plan.

- **Video**—Video encompasses media placements that use video creative and can run on linear (traditional) TV, connected TV (CTV)/over-the-top (OTT) or online video (OLV) tactics, including mobile video. Since the target audience watches videos across multiple platforms, these tactics are planned holistically to consider the viewer's journey with the messaging across platforms. The success of linear TV will be measured by reach and frequency. CTV/OTT and digital video tactics will be evaluated by 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 to traditional and digital audio platforms, these tactics are planned holistically to consider the listener's journey with the messaging across platforms. The success of terrestrial radio and podcasts will be measured by reach and frequency. Digital audio success will be evaluated by LTR and CTR on audio companion banners.
- **Out-of-Home**—OOH advertising is a form of advertising that people encounter 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 ER.
- **Paid Social Media**—Paid social media comprises visual and video ads on key social networks as users scroll through their feeds and other content. The success of paid social media will be measured by VCR, VTR and ER for video creative and CTR for display.

3.2 Media Vendor Selection Strategy

Media vendors are selected based on their ability to activate nationally across one or more of the campaign's channels while efficiently reaching the full target audience. This approach aligns with the 2026 Annual Media Work Plan by prioritizing vendors that deliver both scale and strong engagement within the audience's key passion points, including sports, fashion, gaming, music, travel, adventure, fitness and entertainment.

Vendor evaluation emphasizes four core criteria:

1. **Proven performance** with the target audience, demonstrating the ability to reach high-risk segments effectively.
2. **Strength in culturally relevant environments**, ensuring messaging is embedded in contexts where social norms and behaviors are shaped.
3. **Capability to deliver measurable engagement** across video, audio, OOH, digital display and paid social media.
4. **Track record in leveraging custom content and influencer-driven storytelling** to deepen resonance and authenticity.

Vendor selections also reflect key learnings from the 2025 August/Labor Day Impaired Driving campaign:

- **Interactivity drives performance.** Rich media and interactive formats consistently outperformed passive units, delivering dwell times two to five times that of standard display. The 2026 approach will motivate audiences through a continued content journey across mediums.
- **Organic voice is essential.** Culturally aligned creators, including bilingual talent, niche influencers and channel-native voices, drove the strongest engagement. All 2026 executions will be designed so the safety message feels natural.
- **Each segment requires its own strategy.** Risky drinkers and drug-impaired users, impaired socializers and motorcycle-impaired audiences each showed distinct content preferences, dayparting patterns and creative responses. The 2026 plan addresses each differently in both strategy and messaging.

By integrating these evidence-based strategies, the 2026 media vendor approach is designed to maximize efficiency, engagement and the likelihood that high-risk audiences think twice before driving impaired.

3.3 “Pledge to Drive Sober—Take it. Pass it on.” Vendor Selection

The “Pledge to Drive Sober—Take it. Pass it on.” activation reflects a deliberate, strategic decision to extend the campaign into real-world environments where impaired-driving decisions are most likely to occur. Paid media builds awareness and reach, but the target audience—men who engage in risky drinking-and-driving behaviors—makes those decisions in live, social settings: tailgates, college football openers and holiday gatherings. Reaching them at those moments, in those contexts, requires a physical and participatory OOH presence. The activation is designed to do exactly that: place the campaign’s enforcement message directly in the high-energy sports environments where the target audience is already gathered and most engaged.

The three-vendor collaboration between Compass Media, Momentara and Sinclair was assembled based on complementary strategic capabilities each vendor brings to executing that vision at a national scale. Momentara is the nation's largest multi-platform OOH and digital OOH (DOOH) operator, selected for its proven expertise in experiential design, fabrication and on-site operation—the physical infrastructure that makes the activation real. Sinclair provides the sports media relationships and digital infrastructure to host the online pledge platform, capture content from live events and distribute activation material across broadcast, streaming and social throughout the flight. Compass Media's syndicated audio network and talent relationships deliver the terrestrial amplification layer, extending the activation's reach to audiences well beyond the live event footprint.

Together, these three vendors cover the full scope of what the activation requires: a credible physical presence at key sports moments, a scalable digital participation layer that extends the experience nationwide and broadcast amplification to sustain awareness throughout the campaign window.

4.0 Selected Media Vendors

The 2026 August/Labor Day Impaired Driving national media plan includes the media vendors listed below. Given NHTSA’s omnichannel paid media strategy, some vendors are utilized across multiple channels to maximize reach and ensure effective message delivery. The frequency target is three to five times across all vendors.

Figure 4: Media Vendor Channel Mix and Measurement Benchmarks

Channel	KPI Goals	Vendors
Video	Linear TV—Reach and Frequency OLV and CTV/OTT— VTR: 35%+/30% VCR: 80%+	Amazon Ampersand banMe Equativ Fandom Live Nation MobileFuse Pixability Quizlet Roku Sinclair Univision Venatus WWE
Audio	Terrestrial Radio— Reach and Frequency Digital Audio— LTR: 85%+ CTR: .05%+	AIRE Radio Networks banMe Compass Media Entravision MAX Sinclair Univision Westwood One
OOH	Reach and Frequency	banMe Live Nation Momentara Van Wagner
Digital Display	CTR: .14%+	Affinity banMe Equativ Fandom Live Nation MobileFuse Momentara Quizlet Sinclair Venatus Westwood One
Paid Social Media	CTR: .10%+ VTR: 30%–40% ER: .50–15% *	AmapolaMedia Compass Media Fandom Live Nation MAX Sinclair Westwood One WWE

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

**Paid social media engagement rates are highly variable based on placement.*

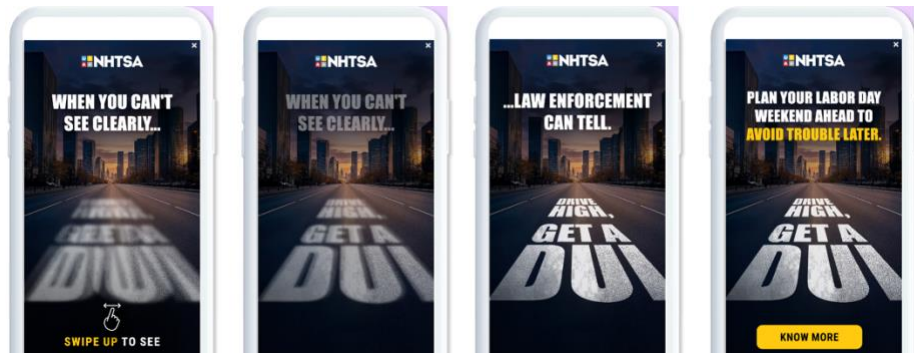
Affinity—General Market

Affinity, operating through its mCanvas platform, is a new partner to NHTSA being tested for its ability to leverage immersive rich media and augmented reality in mobile advertising environments. Reaching over 140 million unique users through exclusive app and browser partnerships, mCanvas combines high-risk geographic prioritization, behavioral audience segmentation and household-level retargeting to reach audiences most likely to engage in impaired-driving behaviors and reinforce messaging at critical decision-making moments.

Digital Display

The focal point of testing Affinity’s mCanvas platform is its sensory storytelling capability, which uses physical device movement, including tilting, tapping, holding and swiping, to fully immerse users within the rich media ad experiences. Since physical interaction is opt-in, the campaign will also gather learnings on how that opt-in mechanism affects overall engagement. With optimizations planned between flights, this activation is designed to build toward maximum impact for subsequent campaigns.

Figure 5: Prototype of Affinity’s Interstitial Units



Interactive interstitial units will serve as users move between pages within an app or mobile site, deploying distinct physical interaction mechanics tailored to each audience segment. All units close with a call to action (CTA) linking to the relevant campaign landing page.

AIRE Radio Networks (Brought to you by SBS)—Spanish Language Market

AIRE Radio Networks is a leading Spanish-language radio network with a nationwide presence. AIRE offers a robust multimedia platform that includes live radio, podcasts and digital streaming. Its content spans lifestyle, sports and entertainment, making it highly relevant to NHTSA’s Spanish-speaking target audience. For past NHTSA campaigns, AIRE has consistently met or exceeded delivery goals, ensuring strong engagement and effective reach within this key demographic.

For the 2026 August/Labor Day Impaired Driving campaign, AIRE will deliver consistent reach and frequency among Spanish-speaking men ages 21 to 34 years old through a combination of terrestrial radio, audio streaming and a live stream multichannel approach, with 100% of placements focused on alcohol-impaired messaging during the August/Labor Day flight.

Audio

The terrestrial radio portion of the buy will run :30 brand spots across the AIRE network, delivering guaranteed reach among Spanish-speaking males ages 21 to 34 years old during the enforcement window.

The focus of the 2026 August/Labor Day Impaired Driving campaign plan is “Modo Fiesta. Modo Responsable.—Celebra Responsable,” a multiplatform weekend takeover hosted by globally recognized Latino DJ Alex Sensation and presented by NHTSA. The takeover delivers alcohol-impaired-driving enforcement messaging during the Labor Day celebration window through a national livestream simulcast across terrestrial radio, the La Musica app, YouTube and CTV. As communities gather for Labor Day, Alex Sensation, a trusted cultural voice among Spanish-speaking male audiences, integrates the Drive Sober or Get Pulled Over message within a live, music-driven environment, reinforcing DUI consequences and encouraging listeners to plan a sober ride home before the night begins.

The weekend takeover includes :15 video pre-roll units, :30 terrestrial audio integrations voiced by Alex Sensation, :30 digital audio integrations voiced by Alex Sensation and social media posts on Sensation’s channels and across station pages. As added value, the livestream will also be amplified organically through Alex Sensation’s own YouTube channel, extending campaign visibility beyond guaranteed paid placements.

Amazon/Twitch—Spanish-Language Market

Amazon Ads, a top-ranking global media brand with a reach of over 200 million in the United States, offers an effective way to reach Spanish-speaking men 18 to 34 years old and 21 to 34 years old by aligning campaign messaging with live gaming, sports and entertainment environments that naturally command attention. As part of Amazon’s broader ecosystem, Twitch gives NHTSA a strong way to connect with next-generation livestream viewers in immersive, community-driven spaces where visibility and relevance are high, with daily reach hits around 14 to 16 million unique devices.

Twitch is a natural fit for this audience, as they are avid gamers and have parasocial relationships with a massive ecosystem of hugely popular Spanish-language streamers. Presence on this platform will allow safety messaging to reach this audience in a culturally native and high-trust environment.

Video

Premium video placements will run on Twitch via CTV, delivering :15 and :30 drug-impaired messaging and :30 alcohol-impaired messaging to Spanish-language male audiences in live streaming environments.

Amapola Media—Spanish-Language Market

Amapola Media is a multicultural media partner new to NHTSA focused on reaching Spanish-language audiences through precision-targeted digital campaigns and culturally relevant storytelling. The company combines creator-led content, premium video, display and high-impact media formats to connect with mobile-first, Spanish-language consumers in meaningful moments, with an emphasis on accountable delivery through guaranteed impressions, real-time optimization and brand-safe environments.

Central to Amapola's approach is ¡QUÉ ONDA!, a vibrant online destination where Spanish-speaking audiences explore their passions and celebrate their culture, turning brand messages into meaningful cultural moments through storytelling, strategic insights and creative excellence.

Amapola's strategy is grounded in a behavioral understanding of Spanish-speaking male audiences, recognizing that peer influence, social normalization of impairment during holiday celebrations and spontaneous decision-making create specific high-risk windows, particularly during evening hours leading into and across the Labor Day weekend. This context shapes both the targeting approach, which concentrates media weight during the 6 p.m. to 2 a.m. decision window, and the creative framework, which positions responsible driving as an act of leadership and cultural continuity rather than restriction.

For the 2026 August/Labor Day Impaired Driving campaign, Amapola will focus on drug-impaired messaging targeting Spanish-speaking men ages 18 to 34 years old, pairing culturally resonant, creator-led content with targeted paid social media distribution designed to influence behavior before driving occurs.

The activation centers on Diego Reyes, a Mexican soccer player who plays for Liga MX and is an Olympic gold medalist. His leadership identity and association with discipline and professionalism make him a credible and culturally relevant voice for the campaign's target audience.

Paid Social Media

Paid social will run across Meta, distributing content across both Reyes' personal social account and the ¡QUÉ ONDA! social account. Custom creative will frame responsible driving as cultural continuity—an act of leadership and peer accountability rather than a restriction. Because this is a drug-impaired concept targeting an audience that is skeptical of government accountability messaging, the approach relies on culturally resonant, talent-led storytelling to drive authentic reception. While that skepticism holds for the general market audience, Spanish-language executions in 2025 with Relevant+ showed more positive sentiment, demonstrating that accountability messaging paired with enforcement can land for this audience when it comes from a trusted peer voice.

The hero video and cutdown will draw from two content frameworks. The first, “El Líder del Grupo” (“The Group Leader”), positions the designated driver as the true leader of the night, framing responsibility as strength and maturity within a friend group. The second, “¿Quién Maneja?” (“Who's Driving?”), normalizes pre-event planning behaviors, showing the audience deciding who drives before the night begins and positioning that planning as part of the fun rather than a limitation. Both concepts integrate the enforcement reminder that DUI stops are real and visible, and will close with a CTA.

In addition to the videos, several pieces of Instagram content will be created and shared across Reyes' and ¡QUÉ ONDA!'s accounts, including Stories, Reels and static in-feed posts.

As added value, the buy will include a custom editorial article on ¡QUÉ ONDA! with stock photos, an Instagram Story and Facebook post driving back to the article and 100% share of voice (SOV) of editorial banner ads and video. The ¡QUÉ ONDA! Facebook and Instagram social accounts will link to the editorial article hosted on queondaus.com, driving audiences from Meta placements to the long-form editorial destination. This strategy of continued content journey from social to editorials increases CTRs from 20–60%, allowing the audience to continue engaging with the message on a trusted site.

Ampersand—General Market

Ampersand is a data-driven media and advertising technology company specializing in advanced TV and cross-channel platforms. Through its addressable TV capabilities, Ampersand allows NHTSA to deliver targeted, personalized advertising based on campaign demographics and audience interests, reaching viewers across linear TV, CTV and digital channels. With a footprint spanning 118 million households across 200+ DMAs and 165+ networks, Ampersand supports both local and national cable buying through partners including Cox, Spectrum, Comcast and smaller cable networks.

Video

The buy will focus on linear TV with extensions into live streaming drug-messaging content only. The focus will be on premium sports inventory not covered by Sinclair, alongside live programming that over-indexes with the target audience, including comedy, travel and cartoon network programming, to ensure the campaign reaches viewers across a range of interests across the target audience.

banMe—General and Spanish-Language Markets

banMe serves as a core programmatic vendor for the August/Labor Day Impaired Driving campaign, delivering scalable reach and repeated exposure across mobile, video, audio and digital display. Using real-time insights, audience data and custom deal access, banMe places advertising where it is most relevant and effective. Its omnichannel approach unifies messaging across devices and formats, with budget allocated not on a population-based, state-by-state split, but instead weighted toward states with the highest DUI rates to maximize impact where it matters most.

Video

banMe's video strategy activates across both CTV and streaming platforms to reach the target audience in high-attention environments. CTV placements will heavy up right before the Labor Day weekend to capture peak engagement. Streaming placements will run across Twitch with a focus on drug- and alcohol-impaired Persona 1 messaging to reach gamers and high-risk individuals, as well as Hulu, Netflix, Amazon Prime and MAX to deliver broader reach across all campaign messages and audiences.

For the Spanish-language market, CTV premium video placements will deliver campaign content to Spanish-language male audiences in high-attention viewing environments. Placements will focus on premium sports, Telemundo and Peacock direct buys, ensuring coverage of these premium channels with efficient and guaranteed delivery.

Audio

Digital audio and podcast placements will run in high-attention environments, targeting channels and dayparts where the audience over-indexes, with a specific focus on moments tied to drinking behavior and planning periods. Clickable companion banners will accompany audio placements, enabling second-screen retargeting to reach the audience with high-impact rich media units and extend exposure beyond the initial listen.

OOH

Digital OOH placements will run in urban banners and large-format billboard locations, heavying up during holiday travel periods and evening hours to reach individuals as they are planning and actively out of their homes. Budget will be concentrated in the highest-risk states.

Digital Display

Rich media units will be developed in both English and Spanish, with creative tailored to the motivations of each audience segment. Units targeting drug-impaired and Persona 1 alcohol audiences will focus on the financial and legal costs of impaired driving, leaning into enforcement consequences. Due to its higher engagement with NHTSA's brand spot during the 2025 August/Labor Day Impaired campaign, a separate unit targeting the more affluent Persona 2 alcohol audience will incorporate facts and figures alongside emotional storytelling using the brand spot. For the motorcycle audience, a custom gamified rich media unit will run in-feed, with time spent in the unit tested against mobile-focused interstitials and expandable rich media units targeted at this audience through MobileFuse and mCanvas. Standard banner ads will run as added value to extend reach and frequency across the flight.

For the Spanish-language market, the buy includes a high-impact vertical carousel unit for drug-impaired messaging and a high-impact interactive display unit for alcohol-impaired messaging, with added-value, cross-device display units extending reach among the Spanish-language target audience.

Compass Media—General Market

Compass Media offers a broad portfolio of well-established audio programs broadcast across thousands of radio stations and emerging digital platforms, reaching millions of listeners daily. Its syndicated programming, centered on sports, music, pop culture and lifestyle, aligns closely with the campaign's target audience.

Compass Media is supporting the "Pledge to Drive Sober—Take it. Pass it on." experiential activation through national and local amplification, talent alignment and distribution across complementary channels. As part of the integrated, three-phase program, Compass will help extend the activation's reach across terrestrial radio and social environments, connecting the campaign's physical presence to broader audiences throughout the 2026 August/Labor Day flight.

Audio

The plan includes terrestrial radio placements across various music networks to reach adult contemporary, contemporary hit radio (CHR), country, urban and rock listeners with premium inventory and optimal dayparting. Terrestrial coverage will also feature MLB, NCAA and NFL preseason games.

Custom audio spots and standard live reads will be voiced by Big D and Bubba, the “Free Beer and Hot Wings Morning Show” crew and Greg Beharrell.

- **“The Big D and Bubba Show”:** Country radio’s first successful nationally syndicated morning show with access to top country artists and national celebrities performing live in the studio or featured at events such as the Annual Country Radio Seminar in Nashville, CMA Fest, CMA Red Carpet and live on-air shows.
- **“The Free Beer and Hot Wings Morning Show”:** This show offers five hours of live and compelling morning drive entertainment programming. “Funny, relatable and honest” are often the words that listeners use to describe the show. Broadcasting from WGRD-FM studios in Grand Rapids, “The Free Beer and Hot Wings Morning Show” celebrates over 15 years on the air and is heard nationwide in a growing number of markets, including Albany and Nashville.
- **“The Greg Beharrell Show”:** In this show, host Greg Beharrell creates a wide range of fantastic, comedic content while spinning musical tales or serenading listeners with a song.

Paid Social Media

Compass Media will amplify campaign messaging across social media as added value. Custom social videos will feature radio personalities and support the event integration.

Entravision—Spanish-Language Market

Entravision is a leading global advertising, media and technology company specializing in reaching Spanish-language audiences, with radio broadcasting across 43 owned-and-operated Spanish-language stations. Entravision Radio reaches Spanish-language males 18 to 34 years old through three distinct format advantages. Latin urban/top 40 captures the younger end of the demographic, while regional Mexican format “La Tricolor” taps into one of the most consistent cultural passion points among young Hispanic males. Locally driven personalities serve as daily community influencers across Entravision’s stations, creating a high-trust environment in which host endorsements carry significant weight with this audience.

Its terrestrial footprint also ensures NHTSA reaches the 18- to 34-year-old male demographic in the car during commute times, placing the impaired-driving message at the exact moment the audience is mobile and audio is their primary focus. Sports coverage rounds out the content mix, providing the must-listen programming that young Spanish-speaking men gravitate toward and creating additional high-attention adjacency opportunities for campaign messaging.

Audio

Entravision's audio activation will feature four produced :30 vignettes running across terrestrial radio and cross-device digital audio streaming, each grounded in culturally resonant storytelling that connects impaired-driving consequences to values deeply held within Spanish-speaking communities. These vignettes will tie alcohol- and drug-impaired messaging into two themes:

1. “No Dañes Tu Legado” (“Don't Ruin Your Legacy”) taps into the cultural importance of legacy, progress and family sacrifice. Through vignettes depicting individuals at defining life moments, including career milestones, family celebrations and leadership roles, the audience will see how a single impaired-driving decision can undo years of hard work, resulting in legal records, lost opportunities and lasting family impact.
2. “Antes de Salir, Piensa en Volver” (“Before You Go Out, Think About Getting Home”) centers on a simple truth: people plan the night, but forget to plan the return. The vignettes capture quiet, relatable moments before heading out, pausing to invite reflection on how the night ends when alcohol or drugs are involved. Rather than leading with consequences, this concept normalizes ride planning as part of going out, making responsibility feel like a natural choice rather than a restriction.

These vignettes will carry NHTSA's impaired-driving message to ensure clear continuity throughout the flight. The plan also includes :30 branded network radio spots and cross-device digital audio streaming placements.

Equativ—Spanish-Language Market

Equativ is a global, independent ad platform that delivers audience-first programmatic activation across premium digital inventory. Leveraging advanced technology, consumer research and data intelligence, Equativ enables efficient, high-quality media delivery with a focus on transparency and control. To precisely reach the Spanish-language audience, they will utilize semantic targeting. Semantic targeting will place the campaign message where it most relevant across the digital ecosphere, looking at the meaning and context of the content itself rather than on contextual audiences. By looking at the words, themes and context of the webpage in real-time, Equativ can ensure brand safety; precise cultural alignment; and reach surrounding the audience's passion points relevant to the flight, day and hour the audience is viewing content.

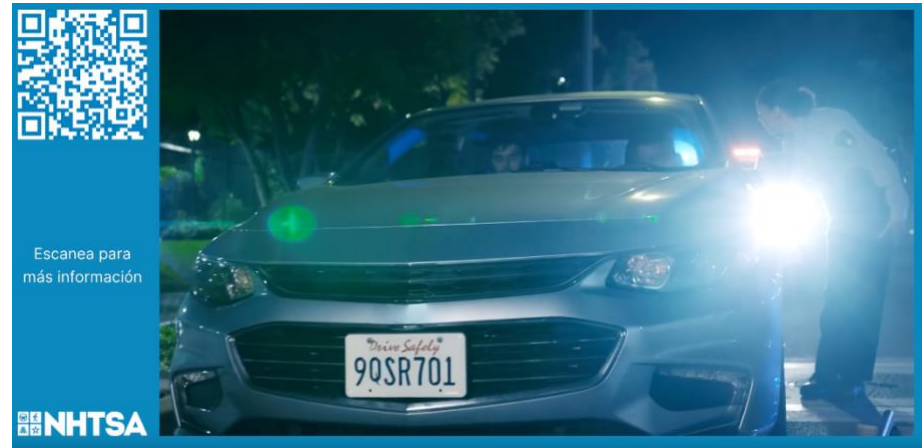
For its portion of the media buy, Equativ provides Spanish-speaking males ages 18 to 34 years old and 21 to 34 years old curated programmatic access to premium environments. This combines interactive creative formats with strong measurement capabilities to support both awareness and engagement goals.

Video

Premium OLV placements will run across devices, delivering NHTSA's impaired-driving message to the Spanish-language target audience in high-attention environments. To maximize engagement, the OLV custom skin units will be enhanced with a sports ticker overlay displaying live scores and upcoming games, capturing the attention of sports fans during the August/Labor Day flight, as well as a weather overlay showing current and forecasted conditions for the city where the ad is serving.

An interactive skin will also allow key campaign information to be surfaced directly within the video unit to further educate viewers and encourage deeper engagement.

Figure 6: Prototype of Equativ's Interactive Skin Unit



Digital Display

Digital display will include high-impact rich media and off-social story ad units. The off-social story ads adapt vertical video assets into native experiences outside of social media, leveraging incremental reach and retargeting to keep the impaired-driving message in front of the target audience. These units customize messaging based on data cues and employ engagement-boosting strategies to drive interaction.

Figure 7: Prototype of Equativ's Off-Social Story Ads



Fandom—General Market

Fandom is the world's largest entertainment and gaming fan platform, reaching one in three users ages 18 to 34 years old on the internet each month. Spanning gaming, movies, TV, anime, comics and sports, Fandom's network of properties gives the campaign access to deeply passionate, highly engaged audiences across 250,000 fan-made communities. For the 2026 August/Labor Day Impaired Driving campaign, Fandom's proven ability to build pieces of fan culture that naturally integrate NHTSA's enforcement message makes them a natural partner to reach an audience resistant to drug-impaired messaging, driving engagement and impact.

The 2026 August/Labor Day plan builds on Fandom's track record with NHTSA, most notably the "Collision Point" activation from 2024, which drove exceptional ERs and continued sparking conversation on forums like Reddit years after the campaign ended. Fandom will bring that same cultural credibility and trust to a new concept titled "Case Closed," capitalizing on the audience's interest in true crime that will extend organic reach.

Content will focus on drug-impaired enforcement messaging only and will ensure the audience is aware that the consequences of a DUI are the same if you're high as they are if you're drunk.

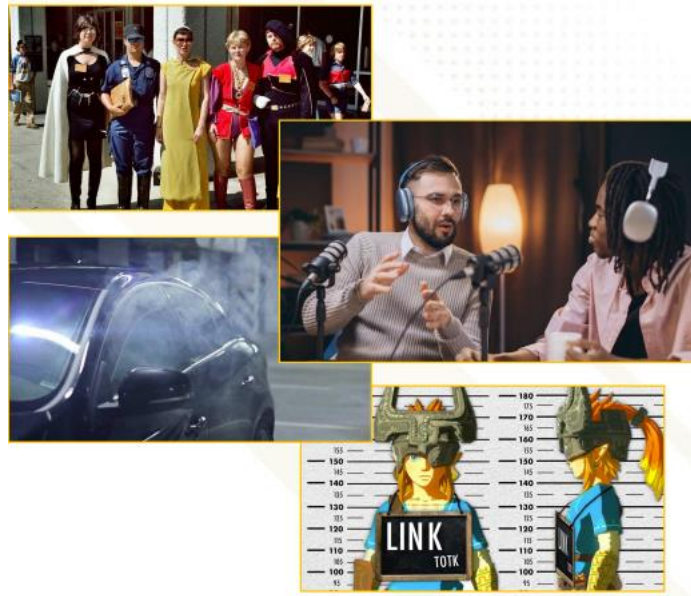
Video

The video portion of the buy centers around "Case Closed," a faux, creator-led video podcast campaign built around a fictional investigative podcast property. The concept mirrors the tone, format and high production quality of the video-first podcasts that resonate most with the male audience, leaning into the proven pull of true crime storytelling to build credibility, suspense and sustained engagement. A trusted influencer serves as the fictional podcast host, organically weaving NHTSA's drug-impaired-driving enforcement message throughout the narrative.

The Labor Day case file, "The Hero Out of Time," is a :60 to :90 trailer timed to align with con culture and the "Legend of Zelda" 40th anniversary, which are two passion points that over-index strongly with Fandom's male 18- to 34-year-old audience. It rehashes a 1987 fan convention, in which a young man in full Link cosplay uses marijuana and gets behind the wheel, convinced he's fine to drive. Decades later, the "Case Closed" host reopens the file, revealing that what looked like a missing-person mystery was ultimately a drug-impaired-driving arrest.

The promotional trailer tests longer-form content and will be distributed across Fandom's website, social and YouTube. To ensure message penetration, NHTSA's drug-impaired messaging will be introduced within the first 15 seconds. A high-SOV blitz sponsorship package will pair a custom rich media unit with the custom video, targeted to fandom communities across Fandom's network.

Figure 8: Fandom’s “Case Closed” Faux Video Podcast



Standard drug-impaired messaging will also run across cross-platform video takeovers and targeted pre-roll to maintain visibility of the brand spot throughout the flight.

Digital Display

Custom thematic display units will accompany custom video content, designed to complement the “Case Closed” creative and drive traffic to the campaign website. Sticky and adhesion high-impact standard units running across desktop and mobile will extend reach across Fandom's network using standard brand assets to hit the impaired messaging across all audience segments.

Paid Social Media

Custom video content will be distributed across Fandom's social channels with dual posting by influencers to maximize reach and leverage engagement. Additional short-form teasers that pull from other interviews and narrative elements, including an “Everything to Know” recap video, will extend engagement beyond the main video throughout the flight.

Live Nation—General Market

Live Nation is one of the leading live entertainment companies in the world, working with artists to bring their creativity to life on stage and across channels. With the world's largest fan database and extensive social media properties, Live Nation reaches millions of addressable fans and amplifies messaging well beyond the live event itself.

For the 2026 August/Labor Day Impaired Driving campaign, drug- and alcohol-impaired audiences will be targeted through carefully constructed personas built from Live Nation's proprietary data on ticketholder buying behavior and event attendance. The motorcycle audience will be reached similarly, with additional retargeting audiences drawn from attendees of motorcycle-specific events hosted by Live Nation.

Video

Pre-roll ads will run across the Live Nation Extension Network and SetList.fm to drive awareness, content views and engagement among the target audience.

OOH

Live Nation will bring impaired-driving messaging directly into the live entertainment experience through digital video placements on venue screens at amphitheaters, clubs and theaters nationwide. Video will run on a loop before concerts and between sets on screens flanking the stage, as well as in high-traffic, extended-dwell areas like concession stands. The loop runs approximately 30 minutes and plays two to three times per show for increased frequency.

Live Nation will also develop custom static units with taglines tailored specifically to OOH executions, directly speaking to the urgency of impaired-driving decisions at entertainment venues.

Digital Display

Live Nation will run standard digital display ads and video pre-roll across its owned-and-operated sites, including event pages, team pages, venue pages and concert listings, as well as partner sites targeting the campaign's audience across sports, music and travel.

Paid Social Media

Live Nation's targeting capabilities will help reach fans where they are already organically engaged. Social posts featuring campaign video will be boosted using custom audience segments built from ticket browsers and purchasers across sports, music and over-indexing genres for travelers.

MAX—General and Spanish-Language Markets

Music Audience Network (MAX) is a music-driven marketing platform and content distribution company that connects brands with audiences through artist partnerships, custom storytelling and paid social media and video distribution built around cultural relevance. Using culturally relevant programming that reflects the lifestyles and tastes of its audiences, MAX delivers messaging in an authentic, emotionally resonant way that aligns with how younger audiences engage with music and social content.

Following a successful partnership during the 2025 Winter Holiday Impaired Driving campaign, in which the Spanish-language activation reached a niche audience through authentic storytelling and delivered high completion rates on social, MAX returns for the 2026 August/Labor Day Impaired Driving campaign to hit two of NHTSA's niche audiences: general market motorcycle riders and the Spanish-language audience.

Paid Social Media

For the general market motorcycle audience, paid social media will focus on reaching riders through an artist who is an active member of the motorcycle community. The artist is someone this audience is already engaging with and who brings authentic credibility through both their riding lifestyle and their established presence in the music space. This approach leans into proven tactics that resonate with the motorcycle audience; custom motorcycle messaging performs best when it comes from someone the audience already follows and trusts, speaking to them in the visual and audio language they associate with the talent.

The custom content is built around the concept of framing impaired riding as a high-stakes risk through the talent's own creative voice. Custom social elements include one short-form video, two static posts and the custom audio spot amplified through a paid media execution that leverages geofencing of relevant locations and events and contextually reaching riders with additional organic posts on the talent's social channels.

For the Spanish-language market, paid social media will feature Christopher Vélez as the artist talent, delivering drug-impaired messaging to Spanish-speaking males ages 18 to 34 years old across Meta and YouTube. Vélez, the 29-year-old Ecuadorian-American singer and CNCO member, speaks directly to this target demographic as a true peer, someone who rose from humble beginnings shining shoes to becoming a Latin music star with over 3 million Instagram followers. His massive reach within the U.S. Spanish-speaking community, combined with a clean, aspirational public image, makes him a credible and compelling voice for this safety message.

Content will combat the negative perceptions of drug-impaired messaging by focusing on enforcement consequences. The buy includes a custom artist video promoted on YouTube, a video post and image post promoted on Meta, with added-value media amplification extending each of those placements across both platforms.

Audio

For the general market, a custom audio spot voiced by the same NHTSA-approved artist will run on Spotify through targeted placements against the motorcycle audience. The audio spot is also designed for use across other executions throughout the flight, including terrestrial radio and additional digital environments.

MobileFuse—General Market

MobileFuse is a mobile advertising company rooted in in-app technology that runs cross-screen across mobile, CTV, tablet, desktop and more, delivering programmatic advertising through publisher-direct, certified in-app inventory that ensures brand-safe, high-quality placements.

For this campaign, MobileFuse will hone in on target audiences by leveraging specialized data sources to ensure precision and minimize redundancy, analyzing historical location data patterns to understand brand affinities and audience interests, and identifying users through apps aligned with target behaviors. Drawing on learnings from 2025, the plan will heavy up budget during afternoon hours and segments where users are most engaged across rich media units. Alcohol-impaired audiences will be reached through two personas: one targeting heavy drinkers who frequent bars, nightclubs, liquor stores and casinos and use apps like PubPass, OpenTable, Total Wine & More and ABC Fine Wine, and a second reaching older, higher-income males ages 30 to 34 years old who frequent breweries, wineries, upscale restaurants, cocktail bars, golf courses and country clubs. This segment uses the same apps as those of Persona 1.

The drug-impaired audience will be identified through dispensary visitation patterns and late-night dining, with app usage including UberEats and ZenLeaf+.

Video

Online video units will run across the campaign flight to drive awareness and engagement among the target audience.

Digital Display

The digital display plan includes a mix of standard banner ads and custom rich media units. The custom units include playable rich media expandables and high-impact rich media interstitials tailored to each target audience and message.

The custom rich media units include playable expandable units tailored to each target audience. Each unit drops users into a first-person driving scenario where they use an on-screen slider to control a vehicle and avoid obstacles in the road. If the user hits an object, law enforcement lights appear and the user is served an enforcement message. If they successfully navigate the course, the car pulls safely into a driveway. The end frame message adjusts based on the outcome, reinforcing impaired-driving consequences regardless of winning or losing the game. The interstitial unit will focus on reworking the static campaign brand spot in an interactive format. Different copy points and CTAs will adjust based on each audience and persona.

Figure 9: Prototype of MobileFuse’s Rich Media Units



Momentara—General Market

Momentara is the largest multi-platform OOH/DOOH operator in the United States, specializing in non-traditional, on-the-move environments. It is an experiential partner leading the design, fabrication, staffing and operation of the physical elements at the heart of the "Pledge to Drive Sober—Take it. Pass it on." activation.

Momentara will build and operate two signature experiential components: the Last Call Pledge Wall, which invites attendees to publicly commit to sober driving, and a Sobriety Simulator, which provides an immersive, hands-on demonstration of the effects of impaired driving. These elements will debut at the launch event at DOT headquarters alongside NHTSA leadership and sports talent, then travel to high-visibility college football environments around Labor Day weekend, prioritizing Division I programs, season kickoff games and marquee matchups.

Figure 10: Example Image of Momentara's Last Call Pledge Wall



OOH

In addition to experiential components, DOOH units using the :15 brand campaign video will be strategically placed at convenience stores, gas pumps and in-store kiosks. Key partnership locations include Speedway, ACRO, 7-Eleven, Marathon, Shell and CITGO.

Digital Display

Momentara will provide added value in digital display bonus impressions and mobile retargeting to the target audience within a one-mile radius of these locations to increase the frequency of the message during the campaign flight and gain insights about engagement with the target audience.

Pixability—General Market

Pixability is a certified Google partner that activates high-impact advertising across YouTube's skippable, non-skippable and Shorts formats. Running directly within YouTube through secured, reservation-style bidding, Pixability locks in rates early while maintaining access to premier placements.

For the 2026 August/Labor Day Impaired Driving campaign, Pixability will apply brand suitability and contextual targeting to focus on premium YouTube inventory, using precise channel lists to ensure campaign messaging appears in the most relevant environments, beyond direct buys, to drive relevance and attention. This specified inventory will also yield deeper insights into audience engagement on YouTube to inform further optimizations across the campaign.

Video

OLV video units will run across YouTube, leveraging a mix of skippable and non-skippable placements to deliver impaired-driving messaging across viewing environments.

Quizlet—General Market

Quizlet is a top-ranking learning platform that reaches over 9 million logged-in males ages 18 to 44 years old in a high-trust, high-attention environment. With 90% of its audience made up of Gen Z and Millennial users who spend an average of 15 hours studying per week—and 133% more time on the platform than on the average internet site—Quizlet offers a rare opportunity to reach the campaign's target audience in a purposeful, focused mindset rather than a passive scrolling environment. The platform also skews significantly toward desktop usage compared to most publishers, providing an additional point of differentiation.

Quizlet's activation is concentrated in the August/Labor Day flight to capitalize on the back-to-school period, when the platform sees its highest engagement as students return to full academic schedules and study activity peaks across the target audience.

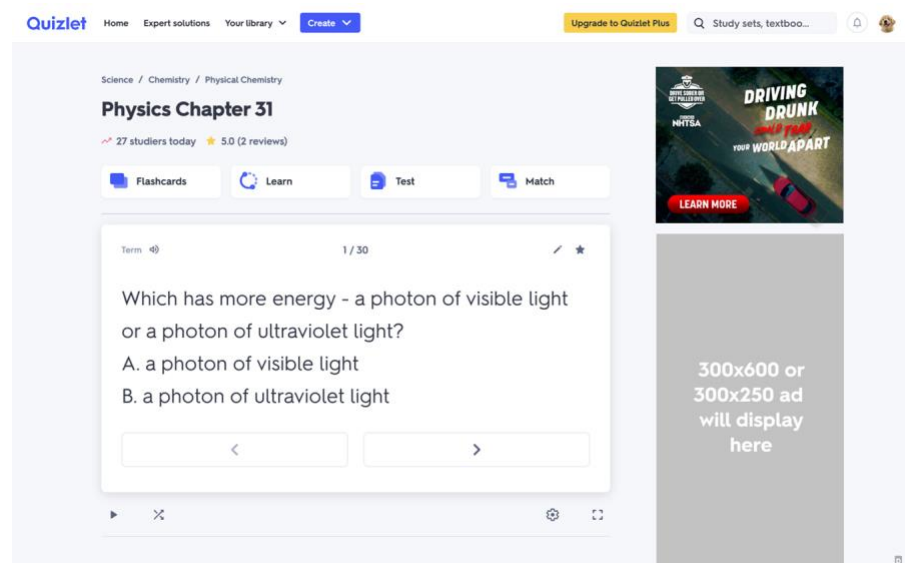
Video

Premium :15 OLV placements will run across devices throughout the August/Labor Day flight, delivering impaired-driving messaging during high-attention study sessions. A first impressions takeover will run at the end of the flight right before the holiday weekend, guaranteeing that NHTSA's message is exposed to every eligible 21- to 34-year-old male visitor during peak pre-holiday traffic.

Digital Display

High-impact showcase units will appear as the first ad unit on Quizlet's webpage in a large, immersive format integrated natively into the study experience across desktop and mobile. These units will extend reach and frequency at scale across devices to drive message penetration throughout the flight.

Figure 11: Example of Quizlet’s High-Impact Showcase Units



Roku—Spanish-Language Market

Roku's operating system reaches more than 125 million people every day, with half of all streaming homes in the United States running on Roku OS. As the No. 1 device among U.S. Spanish-language streamers, Roku delivers significant digital scale and reach directly within NHTSA's Spanish-language target audience. Streaming activity increases significantly during long holiday weekends, making the platform a natural fit for the August/Labor Day flight.

The buy provides access to exclusive, incremental inventory through The Roku Channel and the Roku Audience Network that is not available on the open exchange through a DSP. First-party TV viewership targeting, powered by Roku as the operating system, allows NHTSA to understand and track the user experience across apps, with transparent content signals, including genre, ratings and viewing behavior. This enables ongoing optimization against the highest-performing contexts. Content restrictions, inventory curation and ad share controls across Roku and Roku Channel inventory ensure brand safety throughout the flight.

Roku offers the ability to place impaired-driving messaging directly on the TV home screen and within content discovery environments where streamers are already making viewing decisions, capturing attention early and connecting NHTSA's message to relevant entertainment moments.

Video

Non-skippable, in-channel CTV video will deliver impaired-driving messaging within streaming content, ensuring full message exposure in a high-attention viewing environment. Native marquee and billboard ads will appear on the Roku home screen before audiences dive into their streaming programs, displaying NHTSA's creative and inviting viewers to learn more. Once clicked, the ad opens and plays in a full-screen viewing experience, adding incremental lift to the in-stream video flight.

Sinclair—General Market

Sinclair Broadcast Group is a diversified national media leader and one of the largest local television broadcasters in the United States, operating approximately 185 stations across 85 markets and affiliated with major broadcast networks. Sinclair delivers content across a robust mix of channels, which include linear TV, CTV, OLV, display, social and audio, reaching audiences through over-the-air broadcast, cable and satellite distribution, and digital streaming platforms. Its sports portfolio, including AMP Sports, provides high-profile coverage of major sporting events and direct access to highly engaged fans. With strong targeting capabilities, close fan relationships and access to influential talent, Sinclair has consistently delivered mass reach, added value and high engagement across past NHTSA campaigns.

Sinclair will play a central role in the "Pledge to Drive Sober—Take it. Pass it on." experiential activation, integrating the program into sports-adjacent environments where the target audience is most engaged. Sinclair will host and build the website for the online pledge experience and landing page, which will serve as the hub for nationwide digital participation and reinforce impaired-driving messaging through a virtual simulator and cumulative pledge display. On-site, Sinclair will provide talent, capture b-roll and content from the DOT headquarters launch event and college football roadshow as well as support amplification across broadcast, radio, streaming and social platforms throughout the August/Labor Day flight.

Video

The video strategy includes content on CTV platforms like Roku, in addition to online "live" video streaming during summertime professional sports events with the NCAA/NFL football, MLB, WWE, WNBA, golf, soccer, tennis and prime entertainment. Additionally, OLV will provide live streaming of games for premium coverage.

Audio

In the audio segment, podcasts will feature relevant custom podcast segments in talent-led shows such as "Throwbacks" (sports and culture), "The Triple Option" (football) and "Cousins" (NBA). Each podcast show will be a full-focus segment, including live, branded reads prior to each special segment. Custom segments will tie into the experiential activation themes. These segments will also be reposted on social media and YouTube.

Digital Display

Custom rich media units will feature custom content, driving pledge engagement and further consideration of campaign messaging.

Sinclair will also run weather-related content to meet the target audience as they seek timely and accurate information to plan their driving and travel schedules. This will allow NHTSA to ensure the impaired-driving campaign messaging is timely, relevant and highly visible to the target audience and provide the opportunity to dominate Sinclair's robust weather and traffic content across the nation with partnerships across real-time breaking news notifications.

Paid Social Media

For paid social media, cutdowns of custom videos will be organically posted on the selected talent's social media platforms. Sinclair will also use proprietary audience data to amplify custom segments across dark social postings on Meta.

Univision—Spanish-Language Market

Univision is one of the largest Spanish-language media companies and free-to-air television networks in the United States and across the Americas. As part of TelevisaUnivision, a leading global Spanish-language media and content organization, Univision delivers news, sports, entertainment and cultural programming to broad Spanish-speaking audiences nationwide. Its sports coverage and popular variety and reality programming continue to make it a top destination for Spanish-language television consumption.

Video

TelevisaUnivision's streaming platform VIX will deliver drug-impaired messaging to Spanish-language male audiences through a sports streaming package inclusive of live sports content and Liga MX programming. The VIX 360 Streaming Package and Run of Deportes Streaming Package will reach audiences across live sports, on-demand sports content and pause ad placements, ensuring consistent visibility within high-attention viewing environments.

As added value, lower-third placements will run across Liga MX games, further amplifying the drug-impaired-driving message during high-viewership moments.

Audio

TelevisaUnivision's Uforia Audio Network will serve as a complementary Spanish-language audio partner, delivering consistent reach at national scale through premium sports and entertainment programming. The buy will run :30 terrestrial network radio units with placements focused primarily on sports programming, including TUDN and Fútbol Liga Mexicana, as well as entertainment programming through the "El Free-Guey" show.

As added value, :30 live mentions and reads will run during MLB, Liga MX and UEFA play-by-play soccer game broadcasts, reinforcing NHTSA's impaired-driving message in real-time, high-attention listening environments.

Digital Display

Run of display units will extend reach and frequency among the Spanish-language target audience across the TelevisaUnivision digital network, reinforcing campaign messaging beyond the video environment.

Van Wagner—General and Spanish-Language Markets

Van Wagner is a world-leading, full-service sports advertising and entertainment agency that connects brands with audiences through various innovative methods. It specializes in TV-visible, in-venue signage, placing brand messages in prominent locations during live sports broadcasts, such as behind home plate in baseball or courtside in basketball, ensuring high visibility to in-person attendees and television viewers. In turn, they become rights-holders for in-game signage placements. Van Wagner's placements tap into NHTSA's target audience's sports passion point, delivering the campaign message across platforms the audience will likely engage with.

For the 2026 August/Labor Day Impaired Driving campaign, Van Wagner will deliver impaired-driving messaging across both general market and Spanish-language audiences through complementary sports environments.

OOH

The general market portion of the buy will place NHTSA's impaired-driving message through TV-visible home plate signage during MLB Labor Day games. Campaign messaging will be seen across home-team and away-team television broadcasts as well as digital and streaming broadcasts, delivering national exposure during live game action and video highlights. As added value during the August/Labor Day flight, additional placements have been negotiated at first and third baseline signage positions, further extending visibility throughout the ballpark and across telecasts.

The Spanish-language portion of the buy will place NHTSA's alcohol-impaired-driving message through field-level virtual digital signage during 10 Liga MX games, the top professional soccer league in Mexico, with two minutes of signage per game for a total of 20 minutes of in-broadcast exposure. As added value, an additional four minutes of Liga MX field-level virtual signage will extend the campaign's presence during the flight.

Figure 12: Van Wagner OOH Placement



Venatus—Spanish-Language Market

Venatus is a global ad-tech platform focused on gaming and entertainment, providing advertisers with access to premium, brand-safe inventory across exclusive publisher partnerships. The platform supports high-impact video and display placements across direct and programmatic channels, enabling brands to engage audiences in high-attention gaming environments.

For the 2026 August/Labor Day Impaired Driving campaign, Venatus will leverage its sports, casual and brain game portfolios to reach Spanish-language men ages 18 to 34 years old and 21 to 34 years old across high-attention gaming and entertainment environments that naturally resonate with this audience. Venatus's inventory mix and targeting capabilities prioritize high-index Spanish-language audience segments, ensuring delivery among users most aligned with the campaign's goals.

Video

OLV placements will run in :15 and :30 formats using skinned cross-device video units across Venatus's gaming publisher network, wrapping branded creative around the video player to keep NHTSA's messaging front and center throughout playback. Placements will run across a curated site list of Venatus gaming and entertainment inventory.

As added value, additional skinned cross-device video units will extend reach and reinforce frequency across the flight.

Digital Display

High-impact adhesion premium expandable takeover placements will anchor the display portion of the buy. It initiates a full-screen experience when users interact with the banner, capturing full player attention and providing an ideal environment for video content delivery across the Spanish-language target audience.

Westwood One—General Market

Westwood One is the national radio arm of Cumulus Media, with 250 million monthly listeners representing 93% of all U.S. listeners, and affiliates and clearances across more than 7,300 radio stations.

Tapping into its dynamic portfolio of personalities, Westwood One will carry NHTSA's impaired-driving message to each of the campaign's target male audiences across terrestrial, podcast and streaming audio. Safety Ambassadors will speak directly to the impaired-driving message and the consequences of not having a plan for a safe ride home through audience passion points, from sports and motorcycles to music and entertainment. The plan will heavy up during the August/Labor Day flight to align with summertime travel surrounding the holiday.

Two talent serve as the campaign's cross-platform voices: Mike Golic Jr., a former NFL player and co-host of Westwood One's NFL pregame and halftime shows, carries alcohol- and drug-impaired messaging across NFL and sports programming; Mike Ritland, former U.S. Navy SEAL, motorcycle rider and host of the "Mike Drop" podcast, handles motorcycle rider impaired messaging through live reads targeted to his motorcycle audience.

Audio

Westwood One's terrestrial audio buy will focus on premium sports and entertainment content. Sports programming will center on NFL preseason, NCAA football and the MLB Network, with custom integrations running throughout, including the weekly "Play of the Day," a feature spotlighting a smart decision made by a player or team the previous night, and "Flag on the Play," a custom live read that draws a parallel between on-field penalties and the consequences of driving impaired. Custom integrations will extend across all dayparts on the WWO Sports

24/7 Network, with Drake C. Toll in the mornings, Bleck & Abdalla at midday, Jim Rome in the afternoons and Josh Graham and Lynnell Willingham in the evenings. "Sports Minutes," "Beat the Books"/BetMGM and "Today in Women's Sports" round out the sports footprint with additional adjacency units, sponsorships, voiced reads and custom vignettes, as applicable.

On the entertainment side, the buy activates a mix of custom and brand programming across high-indexing audio formats, with custom programming across country, CHR/pop and rock to reach each audience segment where they listen most. The centerpiece is a series of one-hour "Celebrate SAFELY" Labor Day kickoff takeovers, during which NHTSA will own 100% SOV across all three formats, delivering audience-specific impaired-driving messaging in the days leading into the holiday weekend.

Additional reach will extend through CNN chief medical correspondent and Emmy Award-winning journalist Dr. Sanjay Gupta's "A Better Life," a nationally recognized feature heard across 436 stations in morning drive, with adjacency units running alongside the feature, along with added-value live reads across the 24/7 Music Network and news/weather/traffic programming covering 88.9% of DMAs.

Multicultural extensions comprising English spots across Spanish-language channels include the Urban Prime Network targeting 18- to 34-year-old African American men and Spanish-Language Reach, Prime and Weekend networks targeting bilingual Latin males ages 18 to 34 years old, supplemented by custom streaming networks built for each audience and added-value bonus spots across alcohol- and drug-impaired messaging.

The podcast portion of the buy spans sports, sports entertainment and life and entertainment programming. Shows include, but are not limited to, "The Jim Rome Show" (motorcycle-focused), BLEAV Sports Network (310+ shows), "Full Send Podcast" (drug-impaired only) and "Insight with Chris Van Vliet."

Lastly, streaming audio will include custom-targeted :30 in-stream audio units with added-value companion banners across five segments: general market males ages 21 to 34 years old, African American, Spanish-language, in-car listeners and the NFL Fan Network.

Digital Display

As added value, standard banner placements will run across Cumulus station sites and WestwoodOneSports.com.

Paid Social Media

Added-value custom social videos will be distributed across approved terrestrial and podcast talent's social media channels. These videos will tie impaired messaging into themes and events the talent is covering during the campaign flight.

WWE—General Market

WWE is a year-round entertainment property with deep resonance among the campaign's target audience. With 112 million YouTube subscribers, more than all other sports leagues combined, and WWE Superstars collectively commanding nearly 1 billion social media followers, the platform delivers both mass reach and deep engagement within a highly relevant audience context.

The August/Labor Day activation centers on two key live events occurring within the season: "Sunday Night Main Event" and NXT Premium Live Event (PLE). Messaging leading up to these events will follow the storylines of key superstars and the consequences of driving under the influence of alcohol.

Video

Running across terrestrial networks, NHTSA messaging will surround these two key matches. The campaign message will be a presenting partner of the NXT PLE match on August 30, with messaging promoting the match including :10 voiceovers emphasizing the importance of establishing a sober ride home and tying into preparation for the event. During the match, billboard integrations and logo visibility in the mat will keep the message top of mind for viewers both in-venue and across terrestrial viewing and digital extensions.

Messaging will tie in directly to NXT fans with custom superstar arrival at four matches within the flight. As superstars enter the arena, there will be a voiceover that ties into the superstars arriving safely and the importance of driving sober.

Integration into the "Sunday Night Main Event" will include similar tie-ins, providing logo visibility and in-match messaging to reach high-attention viewership.

WWE Playlist Episodes, featuring the "greatest hits" of some of the most memorable WWE moments, will be thematically aligned with the consequences of driving impaired with NHTSA campaign messaging surrounding the content. Episodes will provide visibility to the NHTSA campaign message in the lead up to these larger message integrations later in the flight. YouTube pre-roll will feature custom superstar messages, speaking to the importance of getting home safely in being a champion.

Paid Social Media

WWE Superstars will be chosen who have active storylines within the flight period and are highly relevant to the target audience to create four separate videos. These videos will leverage the superstars' collective social reach and extend the campaign's message to their passionate fan bases, posting on the same day individual superstars have live matches for higher lift and relevance. WWE main channels will also repost these videos for broader reach to the main WWE demographic. The day before NXT and the "Sunday Night Main Event" matches, the WWE channels will also create two additional static posts to their Instagram story to leverage high-attention periods.

5.0 Campaign Summary

	Budget	Paid Impressions	AV Impressions	Total Impressions
Audio	\$2,614,383.57	226,711,615	74,283,167	300,994,782
Digital Audio	\$470,916.36	40,098,815	8,726,167	48,824,982
English	\$312,216.36	20,956,114	5,083,762	26,039,876
Westwood One	\$54,438.58	9,910,780	2,729,095	12,639,875
banMe	\$180,000.00	10,000,001	2,000,000	12,000,001
Music Audience Exchange (MAX)	\$77,777.78	1,045,333	354,667	1,400,000
Spanish	\$158,700.00	19,142,701	3,642,405	22,785,106
Entravision	\$75,000.00	15,000,000	3,000,000	18,000,000
SBS AIRE	\$83,700.00	4,142,701	642,405	4,785,106
Podcast	\$809,804.21	18,165,000	1,523,000	19,688,000
English	\$809,804.21	18,165,000	1,523,000	19,688,000
Westwood One	\$94,904.21	5,165,000	1,523,000	6,688,000
Sinclair	\$714,900.00	13,000,000	0	13,000,000
Network Radio	\$1,333,663.00	168,447,800	64,034,000	232,481,800
English	\$1,096,163.00	148,722,700	56,914,500	205,637,200
Westwood One	\$650,633.00	100,372,100	24,990,100	125,362,200
Compass Media	\$445,530.00	48,350,600	31,924,400	80,275,000
Spanish	\$237,500.00	19,725,100	7,119,500	26,844,600
Entravision	\$121,200.00	12,869,000	3,290,000	16,159,000
SBS AIRE	\$36,300.00	1,457,200	233,000	1,690,200
Univision—Radio	\$80,000.00	5,398,900	3,596,500	8,995,400
Display	\$2,041,295.98	189,798,252	70,489,975	260,288,227
English	\$1,863,640.00	174,391,770	65,544,975	239,936,745
Fandom	\$305,045.00	20,850,649	0	20,850,649
MobileFuse	\$432,000.00	48,634,920	11,234,572	59,869,492
Westwood One		0	900,000	900,000
Sinclair	\$205,375.00	19,046,875	29,000,000	48,046,875
banMe	\$330,000.00	26,111,111	11,478,261	37,589,372
Momentara		0	2,678,571	2,678,571
Quizlet.com	\$205,220.00	16,748,215	4,628,571	21,376,786
Live Nation	\$86,000.00	5,500,000	0	5,500,000
Affinity Global	\$300,000.00	37,500,000	5,625,000	43,125,000
Spanish	\$177,655.98	15,406,482	4,945,000	20,351,482
banMe	\$70,000.00	5,384,616	1,750,000	7,134,616
Univision	\$20,000.00	2,000,000	0	2,000,000
Venatus	\$11,155.98	371,866	0	371,866
Equativ	\$76,500.00	7,650,000	2,295,000	9,945,000

Amapola Media		0	900,000	900,000
OOH	\$2,700,040.36	145,138,679	19,549,634	164,688,313
English	\$2,600,040.36	136,552,679	17,832,634	154,385,313
Van Wagner	\$400,000.00	27,310,000	3,277,000	30,587,000
banMe	\$69,961.00	2,498,607	499,721	2,998,328
Momentara	\$1,905,079.36	84,521,850	9,055,913	93,577,763
Live Nation	\$225,000.00	22,222,222	5,000,000	27,222,222
Spanish	\$100,000.00	8,586,000	1,717,000	10,303,000
Van Wagner	\$100,000.00	8,586,000	1,717,000	10,303,000
Paid Social	\$1,434,586.22	47,103,461	7,688,913	54,792,374
English	\$1,097,086.22	42,792,220	7,392,313	50,184,533
Fandom	\$359,864.00	14,500,000	0	14,500,000
Westwood One		0	4,314,000	4,314,000
Sinclair	\$200,000.00	16,666,667	1,000,000	17,666,667
Music Audience Exchange (MAX)	\$372,222.22	6,125,553	2,078,313	8,203,866
Live Nation	\$165,000.00	5,500,000	0	5,500,000
Spanish	\$337,500.00	4,311,241	296,600	4,607,841
Music Audience Exchange (MAX)	\$87,500.00	1,038,514	296,600	1,335,114
Amapola Media	\$250,000.00	3,272,727	0	3,272,727
Video	\$7,953,623.62	281,584,777	84,500,145	366,084,922
CTV	\$2,131,357.65	55,608,711	12,676,983	68,285,694
English	\$1,501,357.65	32,005,674	6,906,207	38,911,881
Sinclair	\$744,940.00	14,000,000	0	14,000,000
banMe	\$756,417.65	18,005,674	6,906,207	24,911,881
Spanish	\$630,000.00	23,603,037	5,770,776	29,373,813
banMe	\$200,000.00	6,666,666	1,000,000	7,666,666
Univision	\$230,000.00	9,373,619	3,636,364	13,009,983
Amazon	\$100,000.00	3,834,356	575,154	4,409,510
Roku	\$100,000.00	3,728,396	559,258	4,287,654
Linear TV	\$2,609,780.39	71,597,658	30,307,942	101,905,600
English	\$2,609,780.39	71,597,658	30,307,942	101,905,600
Ampersand	\$500,000.00	3,819,710	763,942	4,583,652
Van Wagner		0	544,000	544,000
Sinclair	\$1,744,995.00	49,002,948	4,500,000	53,502,948
WWE	\$364,785.39	18,775,000	24,500,000	43,275,000
OLV	\$3,212,485.58	154,378,408	41,515,220	195,893,628
English	\$2,736,141.58	127,785,438	33,802,470	161,587,908
Fandom	\$735,091.00	40,147,779	15,871,122	56,018,901
MobileFuse	\$268,000.00	23,669,512	4,121,556	27,791,068
Sinclair	\$368,605.00	7,036,871	10,000,000	17,036,871
WWE	\$385,214.23	7,100,000	0	7,100,000
banMe	\$210,451.35	9,565,972	0	9,565,972

Music Audience Exchange (MAX)	\$250,000.00	3,282,447	1,113,688	4,396,135
Quizlet.com	\$94,780.00	4,308,181	981,818	5,289,999
Pixability	\$300,000.00	28,410,390	1,714,286	30,124,676
Live Nation	\$124,000.00	4,264,286	0	4,264,286
Spanish	\$476,344.00	26,592,970	7,712,750	34,305,720
Music Audience Exchange (MAX)	\$87,500.00	831,886	244,000	1,075,886
Venatus	\$38,844.00	2,427,750	468,750	2,896,500
Equativ	\$350,000.00	23,333,334	7,000,000	30,333,334
Grand Total	\$16,743,929.75	890,336,784	256,511,834	1,146,848,618

6.0 State-Level Campaign Extensions

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

Audio

The audio plan includes both terrestrial and digital audio (streaming and podcasts) and may run in the 90 GRPs/week range. At the national level, audio will be used for its efficiency and, due to its in-vehicle strength, its ability to build frequency. States can consider local radio buys that allow local on-air talent to lend their voices and social networks to enhance the message further.

Digital Display

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

Paid Social Media

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

Out-of-Home

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

Rural Markets

Rural impaired assets are part of the Drive Sober or Get Pulled Over campaign message. If state-specific data indicates that the 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 State Media Planning Tips and Tools

Start with the National Framework

- Review the national media calendar, budgets and creative briefs to understand key flight dates, channel mix and messaging priorities.
- Identify overlapping audiences (e.g., men ages 18 to 34 years old, adult drivers 18 years old and older) to build upon the same research and targeting.

Localize Audience Targeting

- Use state-specific behavioral, demographic and psychographic insights to refine targeting.
- Overlay local traffic patterns, cultural events or seasonal behavior shifts that may not be reflected in the national plan.
- Adjust creative messaging for regional tone, dialect or imagery to increase local resonance and affinities.

Optimize Media Mix for Local Impact

- While national media may emphasize an omnichannel approach, states can add hyperlocal layers, such as local radio, targeted social media, geo-fencing and local publisher sponsorships. These may complement the national media or supplement campaigns without national coverage.
- Leverage placements that over-index in your state (e.g., local sports sponsorships, high-performing in-state OOH).

Integrate Measurement and Attribution

- Consider comparing results using shared KPIs with the national plan (e.g., VTR, CTR, VCR).
- Monitor local performance to track state-specific outcomes and identify optimizations faster than the national cycle.

Campaign Analysis

- Review campaign performance at the end of a campaign and compare metrics from the national and local levels to find consistencies and anomalies.
- Knowing what works and needs to be tweaked can build stronger campaign performance on each flight.

8.0 FAQs

Here are some common general questions about NHTSA media plans and how to approach state planning.

Omnichannel Integrated Media Planning Tips:

Q: How do we ensure consistency across channels?

A: Start with a unified creative brief and media strategy that clearly defines objectives, audience personas and key messaging. Use consistent tone, visuals and brand voice while tailoring creative formats to each channel's strengths.

Q: How should we allocate the budget across channels?

A: Use historical performance, audience reach data and test-and-learn strategies to guide allocation. Factor in each channel's role based on mass awareness for reach and digital, social and influencers for engagement.

Q: How do we integrate traditional, social and digital media?

A: Coordinate timing, messaging and targeting. For example, synchronize CTV spots with paid social media campaigns for retargeting or use DOOH QR codes and geofencing to drive to a mobile landing page. Custom content incorporation can also be a key factor in amplifying the integration of traditional, social and digital media within affinity content.

Q: How do we measure success in an omnichannel plan?

A: Set unified KPIs aligned with campaign objectives, then track channel-specific metrics to inform optimizations. Balancing reach, frequency and engagement is key. KPIs should be aligned with the channel tactic as well.

Q: How can we adapt quickly if performance lags?

A: Build flexibility into your plan with contingency budgets. Monitor results quickly and shift dollars to top-performing channels or creative assets. Weekly pacing of campaign performance metrics is recommended to keep a pulse on vendor, innovative and engagement metrics. This allows for optimizations within flight and to find data correlations that tell the story of who is engaging as well as where, when and how they are engaging.

Paid and Unpaid Influencer Tips:

Q: How can influencers be incorporated into media buys as earned versus paid creators?

A: Unpaid influencers, especially micro- and nano-tiers, can be incorporated as added value through negotiated added-value placements within paid media packages. While they are not compensated directly, their participation can be secured as part of broader media buys, where exposure and alignment with a public service message serve as the incentive.

Q: Can unpaid influencers succeed within a campaign like paid influencers?

A: Use influencers as trusted messengers for public service campaigns; unpaid influencers can act as ambassadors for key messages by creating and sharing content without monetary or product compensation. Their motivation often comes from alignment with the cause, personal connection to the issue or a desire to build credibility with their audience, helping drive awareness, engagement and message adoption.

Q: How do we find paid or unpaid influencers, especially for resource-limited state offices?

A: Use media partnerships and contacts who have expressed interest in representing the brand.

- For managed campaigns, partner with influencer agencies, which handle legal and usage rights but require minimum spending.
- Negotiate with paid media partners for on-air personalities or local celebrities to be creators.
- Use organic social posts asking for personal stories and assess social reach.
- Identify micro- and nano-influencers who align with your cause and may collaborate for free.
- Leverage partnerships with local sports teams or vetted community voices (e.g., local news anchors or radio hosts, local lifestyle bloggers, community organizers or activists).
- Search hashtags relevant to your campaign or geography to find local advocates (e.g., #tnsafedrivemoms).

Q: What if an influencer acts in a way that harms the campaign or NHTSA/state brand?

A: Rapid response is critical. For example, the content was promptly removed when NHTSA was alerted to an influencer facing legal issues. Agencies actively monitor influencer activity and retain the right to terminate partnerships if content becomes brand-unsafe. Ongoing monitoring helps safeguard the brand's integrity.

Q: Can influencers be used for events?

A: Yes, influencers have successfully been integrated at auto shows, fairs, Comic-Con and sporting events, creating authentic content tied to the event journey. Keeping messaging authentic and unscripted helps maintain engagement and trust.

Q: What advice should be shared about working with influencers?

A: Authenticity is key—avoid overproducing or scripting content heavily.

- Choose creators who naturally align with your brand voice.
- Rough, real content resonates better than polished ads.
- Influencer marketing is becoming a core brand channel tactic, increasing industry budget shares. Research the going market rates for paid influencers and any expectations they might have, as well as the brand, before engaging in contracting.
- Millennials and Gen Z prefer micro- and nano-influencers for authenticity, so a mixed influencer level strategy is recommended.
- Monitoring continuously is key.

Q: How should I brief creators when using a custom content approach?

A: Provide a clear creative brief with brand guidelines, key messages, dos/don'ts and required disclosures. Allow room for the creator's authentic voice to ensure content feels organic while meeting campaign objectives.

Q: How do I ensure brand safety when working with influencers?

A: Start by thoroughly vetting influencers before partnerships begin, following established guidelines like those used by NHTSA. Vetting evaluates sensitive areas such as religion, politics, substance use and brand alignment, with criteria varying depending on campaign needs (for more detailed guidance, outreach to NHTSA is recommended). Once creators are selected, maintain safeguards by reviewing drafts before publishing, setting up continuous monitoring and including contract clauses allowing content removal or partnership termination if brand safety concerns arise.

Q: How much creative control should the brand keep when working with influencers?

A: Strike a balance and set clear brand parameters but trust the creator's audience knowledge. Overly scripted content can feel inauthentic and hurt performance.

Q: How should paid amplification be planned for influencer campaigns?

A: Build a media plan that supports organic reach with paid boosts to top-performing posts. Use platform-specific targeting to reach desired demographics beyond the influencer's organic audience.

Custom Content Tips:

Q: What role does custom content play in an omnichannel plan?

A: Custom content can drive deeper engagement by making brand messages more relevant to specific audiences or contexts. Distribute content in multiple formats (video, articles, native ads) across the channels where your audience spends the most time.

Q: What is a custom content approach in paid media?

A: It's when ad creative is developed to feel native to the platform and highly relevant to the audience, often blending storytelling with campaign objectives. This can include platform-specific videos, interactive content, sponsored articles or tailored visuals that go beyond standard ad formats.

Q: Why use custom content alongside brand messaging ad units?

A: Custom content typically drives higher engagement because it's designed for the audience and platform environment, not just repurposed from other channels. It builds trust, authenticity and deeper connections with the audience, which can lead to stronger results over time and, when run in rotation with the brand messages, can amplify both.

Q: What are the best practices for developing custom content?

A: Start with clear audience insights and objectives.

- Design for the platform's native look and feel and audience content consumption.
- Keep brand messaging integrated but not overpowering.
- Test multiple creative variations to optimize performance.

9.0 Glossary

Video

Addressable TV: The capability to show different ads to different households while they watch the same TV program, based on data targeting.

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.

Dynamic Ad Insertion (DAI): Technology that inserts video ads into streaming content in real time, allowing for tailored and updated ad delivery.

Interactive Video Ads: Ads that invite viewer interaction, such as clicking on options, polls or shoppable video elements.

Linear TV: A 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 standalone product to viewers over the internet, bypassing telecommunications, multi-channel TV and broadcast TV platforms that traditionally act as a controller or distributor of such content. Popular examples are Roku, Chromecast, Amazon Fire Stick, Apple TV and other major gaming consoles.

TV Everywhere: TV Everywhere refers to a subscription business model in which 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): Like 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. Normally, 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.

Skippable In-Stream Ads (formerly TrueView): YouTube's skippable in-stream ads allow viewers to skip an ad after five seconds, with advertisers paying only when the ad is watched to completion or reaches a set duration. While YouTube has phased out the TrueView name, this format now lives within Video Action Campaigns, which combine skippable ads with discovery placements to maximize reach and performance across YouTube and Google video partners.

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

Audio

Audio Ad Stitching: The dynamic insertion of ads into podcast episodes or streaming audio content.

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 for 15 minutes.

Connected Audio: Streaming audio services accessed via internet-connected devices (smart speakers, apps, smart TVs).

Podcast Sponsorship: Advertising placements integrated within podcast episodes, often read by hosts to increase authenticity.

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

Augmented Reality (AR) Ads: Ads that use AR technology to create immersive brand experiences via mobile devices.

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.

Programmatic Digital Out-of-Home (DOOH): Automated buying and targeting of digital billboards and signage.

User-Generated Content (UGC): Refers to any form of content posted by users on online platforms, including videos, text, testimonials and audio.

Paid Social Media

Influencer Marketing: A strategy that involves partnering with influencers to create authentic content that resonates with target audiences, often blending organic storytelling with paid promotion.

Macro-Influencers: Those with between 100,000 and 1 million followers. Macro-influencers have a broader reach and can impact larger audiences while maintaining some degree of personal connection.

Mega-Influencers/Celebrities: Influencers with over 1 million followers, often including well-known celebrities and public figures. They offer massive reach but typically have lower engagement rates than smaller influencers.

Micro-Influencers: Influencers with follower counts generally between 10,000 and 100,000. They deliver strong engagement within niche communities and are valued for their authentic content and targeted reach.

Nano-Influencers: Individuals with a small but highly engaged following, typically between 1,000 and 10,000 followers. They often have a very close, trusted relationship with their audience, making their endorsements feel highly authentic.

Paid Influencers: Individuals or creators compensated by brands or agencies to promote products, services or campaigns on their social media channels or other digital platforms. Paid influencer campaigns leverage the influencer's established audience and credibility to drive awareness, engagement and conversions.

Sponsored Content: Posts or media created by influencers that disclose brand partnerships, promoting a product or message in a native, audience-friendly format.

General

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

Cross-Device Measurement: Technology to measure user behavior and ad exposure across multiple devices for a unified measurement.

Engagement Rate: The percentage of people who interacted (clicked, liked, shared, commented) with an ad or 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.

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 people exposed.

Viewability: The measure of whether an ad was seen by a user (e.g., 50% of the ad's pixels in view for at least one second).