2026 Winter Holiday Impaired Driving Campaign

Media Buy Summary

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1.0 Executive Summary

The National Highway Traffic Safety Administration's (NHTSA) 2026 Winter Holiday Impaired Driving high-visibility enforcement (HVE) campaign aims to reduce impaired driving and impaired-driving-related injuries and traffic fatalities during one of the most dangerous periods on the nation's roadways, when holiday celebrations, family gatherings and long-distance travel converge to elevate impaired-driving risk. The campaign targets two high-risk audiences: men 21 to 34 years old who drink and drive, and men 18 to 34 years old who drive under the influence of marijuana. Within the alcohol audience, two personas drawn from NHTSA's 2024 research sharpen targeting: younger, frequent drinkers likely to drive home from bars and clubs (Persona 1, Risky Drivers), and older, higher-income individuals likely to drive after visiting breweries, wineries and restaurants (Persona 2, Impaired Socializers). For each of these groups, impaired driving still feels situational and low-consequence within the social and celebratory contexts that define the holiday season.

The campaign deploys $15.1 million in working media across the December 16, 2026–January 1, 2027 flight, executing two creative platforms in English and Spanish: Drive Sober or Get Pulled Over and Drive High Get a DUI. New creative for both platforms is in development. Aligned with the principles of NHTSA's 2026 Annual Media Work Plan, the strategy prioritizes attention quality over sheer exposure, embedding messaging within the sports, entertainment and holiday content environments where the target audience is most active and receptive. Because each persona engages with media differently and reacts to impaired-driving messaging in distinct ways—as confirmed by 2025 campaign results—each receives a tailored creative and channel strategy.

The 2026 plan is grounded in evidence from the 2025 Winter Holiday Effectiveness Tracking Study, which documented statistically significant increases in sober ride intent and enforcement deterrence among the highest-risk audiences, including weekly drinkers (+17 points) and marijuana users (+18 points). These findings directly inform vendor selection, targeting strategy and creative approach. Building on 2025 learnings, the strategy is designed to motivate audiences through a continued content journey across mediums, ensure the safety message feels native to each execution and treat each audience segment differently rather than carrying the Labor Day approach over unchanged.

The omnichannel media mix balances national scale with behavioral precision across 23 vendors spanning video, audio, out-of-home (OOH), digital display, paid 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 play an important supporting role within this strategy, embedding campaign messaging within trusted environments where holiday social norms are actively shaped. English- and Spanish-language brand assets across video, audio, OOH, digital display and paid media ensure the message reaches all target audiences with cultural and contextual relevance. 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	**TBD**	Video (:30s, :15s and :06s) Audio (:30 audio spot and live reads copy :05, :10, :15, :30 and :60)	Web banners (available in standard sizes)
Spanish	**TBD**	Video (:30s, :15s and :06s) Audio (:30 audio spot and live reads copy :05, :10, :15, :30 and :60)	Web banners (available in standard sizes)

Figure 2: Campaign Assets—Drive High Get a DUI

Language	Asset Title	Types/Lengths	Additional Assets
English	**TBD**	Video (:30s, :15s and :06s) Audio (:30 audio spot and live reads copy :05, :10, :15, :30 and :60)	Web banners (available in standard sizes)
Spanish	**TBD**	Video (:30s, :15s and :06s) Audio (:30 audio spot and live reads copy :05, :10, :15, :30 and :60)	Web banners (available in standard sizes)

2.2 Advertising Period

National paid advertising will begin on Wednesday, December 16, 2026, and continue through Friday, January 1, 2027.

2.3 Working Media Budget

The total budget for the 2026 Winter Holiday Impaired Driving campaign is $15.1 million.

2.4 Target Audience

The primary target audience is 18- to 34-year-old men who consume marijuana and 21- to 34-year-old men who consume alcohol. Audience segmentation sharpens the approach for the alcohol-impaired audience through two key personas in NHTSA's 2024 research: Persona 1 (Risky Drinkers)—younger, frequent drinkers likely to drive home from bars or clubs; and Persona 2 (Impaired Socializers)—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 Winter Holiday Impaired Driving campaign is to reduce impaired driving and impaired-driving-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 two-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.

3.1 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. Because 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. Because 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 and Winter Holiday campaigns:

- Interactivity drives performance. The 2026 approach will motivate audiences through a continued content journey across mediums, with the ability to optimize between the Labor Day and Winter Holiday flights, providing a measurable programmatic lift advantage for the second flight.
- Organic voice is essential. Culturally aligned creators drove the strongest engagement, with the 2025 Winter Holiday Effectiveness Tracking Study confirming statistically significant increases in sober ride intent among Spanish-speaking audiences and the Drive Sober target. All 2026 executions will be designed so the safety message feels natural to each execution.
- Holiday context shapes behavior and targeting. Holiday content consistently drove higher engagement during the 2025 Winter Holiday flight, and distinct behavioral patterns require targeting strategies tailored to the specific decision windows of the holiday season rather than a direct carryover from the August/Labor Day approach.
- Each segment requires its own strategy. Risky Drinkers and drug-impaired users, as well as Impaired Socializers, each showed distinct content preferences, dayparting patterns and creative responses. The 2026 plan addresses each differently in both strategy and messaging.

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

The “Pledge to Drive Sober—Take it. Pass it on.” activation established during the 2026 Labor Day flight provides a strong foundation for extending the campaign into the winter holiday season. While paid media continues to build awareness and reach, the activation adds a tangible, participatory component that brings the campaign’s sober-driving message into the real-world environments where audiences gather and socialize. The Winter Holiday extension will build on the Labor Day activation, carrying the experience and message forward into another critical period for impaired-driving prevention while expanding its reach across additional sports, social and holiday environments.

The three-vendor collaboration between Compass Media, Momentara and Sinclair will continue to bring complementary capabilities together to extend the activation at a national scale. Momentara provides the experiential and OOH/digital OOH (DOOH) infrastructure needed to bring the activation to life in high-traffic environments. Sinclair provides sports media relationships and digital infrastructure to support the online pledge platform, capture content from live events and extend activation materials across broadcast, streaming and social channels. Compass Media’s syndicated audio network and talent relationships provide the terrestrial amplification layer, helping carry the activation and its message beyond the physical event footprint.

Together, the three vendors provide an integrated extension of the Labor Day activation: a physical presence that creates in-person engagement, a digital participation layer that allows the experience to reach audiences beyond the event itself and broadcast and talent amplification that sustains awareness throughout the campaign window. This continuity allows the Winter Holiday effort to build on the investment, learnings and established infrastructure from Labor Day rather than treating the activation as a standalone effort.

By extending the “Pledge to Drive Sober—Take it. Pass it on.” activation into the Winter Holiday flight, the 2026 media approach is designed to maintain campaign momentum, broaden engagement and reinforce the sober-driving message during a key seasonal period.

4.0 Selected Media Vendors

The 2026 Winter Holiday Impaired Driving campaign’s national media plan includes the media vendors listed below. Given NHTSA’s omnichannel paid media strategy, some vendors are used across multiple channels to maximize reach and ensure effective message delivery. Frequency is three to five times across all vendors.

Figure 2: 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%+	Affinity AllGear Digital Amazon banMe Equativ Fandom Live Nation MobileFuse Overtime Pixability Sinclair Univision Venatus WWE
Audio	Terrestrial Radio—Reach and Frequency Digital Audio—LTR: 85%+ CTR: .05%+	AIRE Radio Networks banMe Compass Media Entravision Sinclair Univision
OOH	Reach and Frequency	Momentara Van Wagner
Digital Display	CTR: .14%+	AllGear Digital banMe Equativ Fandom Live Nation MobileFuse Momentara Roku Sinclair Venatus
Paid Social Media	CTR: .10%+ VTR: 30%–40% ER: .50–15% *	AllGear Digital Amapola Compass Media Fandom Later Live Nation MAX Overtime Sinclair WWE

Additional tactical details for each media vendor are provided in alphabetical order.
**Paid social media ERs are highly variable based on placement.*

Affinity—General Market

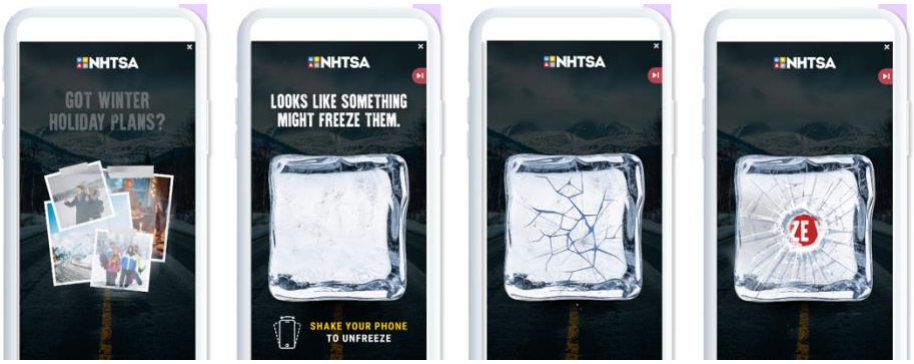
Affinity, operating through its mCanvas platform, is a new partner to NHTSA being tested for its ability to leverage immersive rich media and augmented reality in mobile advertising environments. Reaching over 140 million unique users through exclusive app and browser partnerships, mCanvas combines high-risk 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.

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 ad experience. Because physical interaction is opt-in, the campaign will also gather learnings about how that opt-in mechanic affects overall engagement. With optimizations planned between flights, this activation is designed to build toward maximum impact for subsequent campaigns.

Digital Display

Two interactive interstitial units will serve as users move between pages within an app, deploying distinct physical interaction mechanics tailored to each audience segment across drug- and alcohol-impaired messaging. Both units close with a call to action (CTA) linking to the relevant campaign landing page.

Figure 3: Prototype of Affinity's Interstitial Units



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 Winter Holiday Impaired Driving campaign, AIRE will deliver consistent reach and frequency among Spanish-speaking men ages 18 to 34 years old through a combination of terrestrial radio, audio streaming and a livestream multichannel

approach, with 100% of placements focused on drug-impaired messaging during the Winter Holiday 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 18 to 34 years old during the enforcement window.

The focus of the 2026 Winter Holiday plan is “New Year’s: Fiesta del Año,” a multiplatform weekend takeover hosted by globally recognized Latino DJ Alex Sensation and presented by NHTSA. The takeover delivers drug-impaired driving enforcement messaging during the Winter Holiday window through a national livestream simulcast across terrestrial radio, the La Musica app, YouTube and CTV. As communities gather for the holidays, Sensation, a trusted cultural voice among Spanish-speaking male audiences, integrates the Drive High Get a DUI message within a live, music-driven environment, reinforcing DUI consequences and encouraging listeners to start the year responsibly by making the right decision before they leave.

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

AllGear Digital—General Market

AllGear Digital is a leading digital media company that owns and operates a portfolio of trusted brands focused on outdoor pursuits and active lifestyles. Its network, which includes GearJunkie, Switchback Travel, The Inertia, Pack Hacker, Bikerumor, iRunFar, ExplorersWeb and WildSnow, reaches deeply engaged audiences across adventure, endurance sports, travel and gear culture. Together, these properties have earned credibility as go-to destinations for timely news, expert reviews and practical guidance on performance-driven products and experiences.

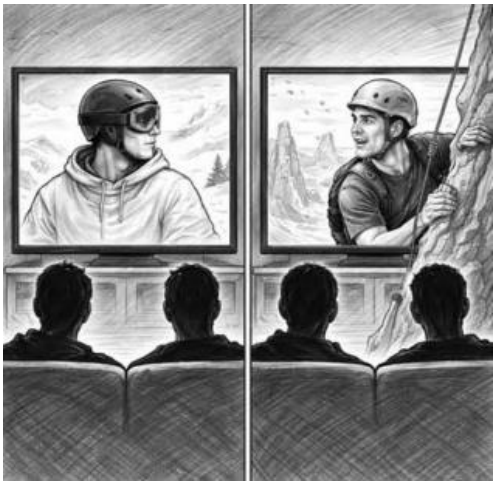
For the 2026 Winter Holiday Impaired Driving campaign, AllGear Digital will connect with two audiences who over-index for impaired-driving risk: calculated risk-takers in extreme winter sports whose perception of control in high-stakes environments can carry over to impaired-driving decisions, and higher-income individuals who over-index for winter sports and align with the Persona 2 alcohol audience. Throughout the past Winter Holiday Impaired Driving campaigns, over-indexing was observed for extreme sports and outdoor content with this audience, particularly the two alcohol persona demos. Custom content will speak to both audiences' motivators, addressing enforcement consequences and peer reinforcement to drive the impaired-driving message home in environments where it feels credible and culturally resonant.

Video

The video plan centers on “That's Crazy,” a custom, three-part series featuring four 45-second videos focused on skiing, snowboarding, mountaineering and an all-sports montage tied together within the same narrative arc, featuring athlete talent

vetted for brand safety. Each video speaks to highly engaged winter sport athletes as well as broader risk-takers, drawing a direct differentiation between the calculated risks of extreme sports and the very real, uncontrolled consequences of driving impaired. A fourth mashup video combining all three will be created for YouTube. All content will be housed within a dedicated microsite across AllGear Digital's owned and operated properties and distributed as pre-roll, in-banner video display and YouTube pre-roll on AllGear Digital's YouTube channels. Three editorial features, including a series launch article and sport-specific articles, will provide deeper context and drive audiences to the microsite.

Figure 4: Example Storyboard from AllGear Digital's Custom Video



Digital Display

A dedicated microsite will serve as the central campaign hub, housing all three hero videos and supporting social content, written editorial and impaired-driving statistics. Display units targeting males ages 21 to 34 years old will run across AllGear Digital's network, including homepage takeovers, mobile adhesion units and photo gallery interstitials. Newsletter sponsorships across GearJunkie, Teton Gravity Research and The Inertia will bring fully engaged readers directly to the microsite.

Paid Social Media

Videos will be distributed across YouTube, Meta and X to build awareness and direct audiences to the complete content series, with key athlete talent co-posting content to extend reach through their own socials.

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-speaking male audiences in livestreaming 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 alcohol during holiday celebrations and spontaneous decision-making create specific high-risk windows, particularly during evening hours leading up to and throughout the Winter Holiday flight. 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 Winter Holiday Impaired Driving campaign, Amapola will focus on alcohol-impaired messaging targeting Spanish-speaking men ages 21 to 34 years old, pairing culturally resonant, creator-led content with targeted paid social distribution designed to influence behavior before driving occurs.

Building on his August/Labor Day integration, this activation again centers on Miguel Layún, a former Mexican national team captain who represented Mexico in multiple FIFA World Cups and built a respected career across Liga MX and European clubs. His leadership identity and association with discipline and professionalism make him a credible and culturally relevant voice for the campaign's target audience across both flights.

Paid Social Media

Paid social will run across Meta, distributing content across both Layún's personal social account and the ¡QUÉ ONDA! social account. The creative concept will frame responsible driving as cultural continuity. The choice not to drive impaired is about protecting the next moment, not cutting the night short.

The hero video and cutdown will draw from two content frameworks used during the August/Labor Day flight, refreshed to address alcohol-impaired messaging. The first, “El Líder del Grupo” ("The Group Leader"), positions the designated driver as the true leader of the night who steps up, 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 Layún’s 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% 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.

banMe—General and Spanish-Language Markets

banMe serves as a core programmatic vendor for the 2026 Winter Holiday 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. 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 HBO 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.

Digital Display

Rich media units will run in both English and Spanish, reworked based on August/Labor Day performance data to sharpen creative against 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 campaign, a separate unit targeting the more affluent Persona 2 alcohol audience will incorporate facts and figures alongside emotional storytelling using the brand spot. 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 throughout the Winter Holiday flight.

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 extending the "Pledge to Drive Sober—Take it. Pass it on." experiential activation into the winter holiday season through national and local amplification, talent alignment and distribution across complementary channels. Building on the integrated August/Labor Day program, Compass will continue to extend the activation's reach across terrestrial radio and social environments, carrying the campaign's physical presence and impaired-driving message forward to broader audiences during the 2026 Winter Holiday flight.

Audio

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

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 features 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 with personalized campaign messaging.

Entravision—Spanish-Language Market

Entravision is a leading global advertising, media and technology company specializing in reaching Spanish-speaking audiences. It is a diversified digital marketing powerhouse with radio broadcasting across 43 owned-and-operated Spanish-language stations and serves as the exclusive Spanish-language national radio and streaming broadcast partner for the NFL. Entravision Radio reaches Spanish-speaking males 18 to 34 years old through three distinct format advantages. Latin Urban/Top 40 captures the younger end of the demographic; Regional Mexican format "La Tricolor" taps into one of the most consistent cultural passion points among young Hispanic males; and 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 vehicle 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 football-inspired, culturally resonant storytelling that connects impaired-driving consequences to the discipline and leadership required both on and off the field. Placements will run across NFL programming, including regular season games and the “Pase Completo” show featuring play-by-play commentary from Ricardo Celis

and analysis from Tony Nuñez. These vignettes will tie alcohol and drug-impaired messaging into two themes:

1. “El Juego No Se Arriesga” ("The Game Is Not Worth the Risk") draws a parallel between smart, disciplined play on the field and responsible decisions behind the wheel. Framing NHTSA as the coach, the concept reminds fans that winning requires strategy and knowing when to step back. Just as a player can be ejected from the game, a DUI can take you off the field, impacting your record, your freedom and your future.

2. “No Metas la Pata” ("Don't Fumble It") uses a culturally resonant idiomatic phrase to confront false confidence, drawing parallels between costly football mistakes and the mindset of driving while impaired. The message is direct: feeling fine doesn't mean you're focused, and confidence doesn't equal control.

Both vignettes will carry NHTSA's impaired-driving message 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-speaking audience, they will use semantic targeting. Semantic targeting will place the campaign message where it is 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 into 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-speaking 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 Winter Holiday 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 5: 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 6: 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 Winter Holiday Impaired Driving campaign, Fandom's proven ability to build pieces of fan culture that naturally integrate NHTSA's enforcement message makes it a natural partner to reach an audience resistant to drug-impaired messaging, driving engagement and impact.

The 2026 Winter Holiday Impaired Driving plan builds on Fandom's track record with NHTSA, most notably the "Collision Point" activation from 2024, which drove exceptional social 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 continuation of the "Case Closed" concept introduced during the August/Labor Day flight, now with a new case file aligned to the Winter Holiday flight.

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. It borrows the familiar true crime setup to build curiosity and suspense, then lands the payoff with humor.

The 2026 Winter Holiday Impaired Driving campaign case file, "The Dunesday Disaster," ties into the release of "Dune" and "Avengers: Doomsday" in theaters. Fandom's 18- to 34-year-old male users are 3.3 times more likely to watch these properties. The episode follows a group of friends gearing up for the biggest cinematic double feature in years. They've reserved their seats and crafted their own cosplays, and the excitement is palpable. One member of the crew decides to boost his enjoyment by partaking in "another green substance" while applying his superhero makeup. When the group gathers at the theater, they realize their friend never showed. As the "Case Closed" host walks his co-host through the file, they trade guesses about what happened: a kidnapping, arson, maybe even a sandworm. The real answer is simpler. He drove high, got arrested for driving under the influence, lost his license and had both movies spoiled for him.

The promotional trailer will be distributed as a :60 to :90 piece across Fandom's website, social and YouTube. A high-SOV blitz sponsorship package will pair a custom rich media unit with the custom video, targeted to "Dune" and "Avengers: Doomsday" fan communities across Fandom's network. Standard drug-impaired messaging will also run across cross-platform video takeovers and targeted pre-roll to keep the brand spot visible throughout the flight.

Figure 7: Fandom's "Case Closed" Faux Video Podcast



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. Short-form podcast trailer cutdowns will be co-posted by the influencer to extend the content's reach to their audience. Additional short-form teasers pulling from other interviews and narrative elements, including an "Everything to Know" recap video, will extend engagement beyond the main video throughout the flight.

Later—General Market

Later is an influencer marketing company new to NHTSA's Impaired Driving campaign. It has previously been activated for NHTSA vehicle safety work. Later uses first-party data on audience sentiment, content trends and creator engagement to find and activate influencers whose audiences are most likely to respond to behavior-change messaging. The platform builds on each creator's passion points and content style so the alcohol-impaired driving message feels native, credible and culturally relevant rather than prescriptive.

For the 2026 Winter Holiday Impaired Driving campaign, Later will focus on passion points not covered elsewhere in the media buy, including financial news, lifestyle, gaming, food culture, fashion, tech and sports. This approach reaches the target audience through voices they already trust. Contextual targeting will be layered on top of organic posting, and paid media will extend delivery to the target audience beyond organic reach. Creator selection will span macro- and high-tier influencers to balance broad reach with strong engagement and content quality.

Paid Social Media

The buy will run across Instagram, Snapchat, TikTok and YouTube. Four to six creators will deliver nine Instagram Reels and three Snap Extensions, plus added-value placements including Instagram Stories and one YouTube Short. All posts will

be boosted in addition to organic distribution to maximize reach and keep the campaign visible throughout the 2026 Winter Holiday flight.

Creative concepts will be tailored to each audience segment and designed to feel native to each creator's content rather than scripted. Briefs will guide creators toward messaging that hits the campaign's key motivators and behavioral applications. Example concepts are outlined below. The core of this buy, however, is each influencer's ability to speak to their audience authentically. They will deliver the alcohol-impaired driving message through the visual and thematic language their followers already engage with, grounded in the motivators that resonate most with the target audience.

For the Persona 1 audience, concepts will focus on lifestyle and man-on-the-street creators and will emphasize enforcement messaging and the cost of a DUI.

For the Persona 2 audience, concepts will focus on lifestyle, family and restaurant creators. They will emphasize the financial consequences of a DUI and the real-world impact drunk-driving decisions have on family life.

Additional creator-led concepts will extend the campaign into timely cultural and sports moments, including "Impairing Assumptions," "Plan Ahead" and the Army-Navy Game:

- "Impairing Assumptions": Creators bust common myths about drinking and driving, such as feeling "fine" after a few drinks, sobering up quickly or not getting caught over the holidays.
- "Plan Ahead": Sports and lifestyle creators make a sober ride home a normal part of planning any night that includes drinking.
- Army-Navy Game: This rivalry falls during the winter holiday flight. Creators can tie the excitement and traditions of game day to a simple reminder to plan a sober ride home.

Together, these concepts let Later meet the audience inside culturally relevant conversations and reinforce the campaign's core behavior-change message, rather than simply placing an ad in those environments.

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 Winter Holiday 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.

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.

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 genres that over-index among travelers.

MAX—Spanish-Language Market

MAX (Music Audience Network) is a music-driven marketing platform and content distribution company that connects brands with audiences through artist partnerships, custom storytelling and paid social 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.

MAX returns for the 2026 Winter Holiday campaign for the Spanish-language market following a successful partnership during the 2025 Winter Holiday Impaired Driving campaign, during which the Spanish-language activation reached a niche audience through authentic storytelling and delivered high completion rates on social.

Paid Social Media

Paid social will feature Christopher Vélez as the artist talent for custom videos as a continuation of his August/Labor Day integration, delivering alcohol-impaired messaging to Spanish-speaking males ages 21 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. Latino 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 alcohol-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.

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 home 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 persona, target audience and message.

Figure 8: Prototype of MobileFuse's Rich Media Units



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 vehicle pulls safely into a driveway. The end-frame message adjusts based on the outcome, reinforcing the consequences of impaired driving regardless of whether the player wins or loses. 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. If the Labor Day units perform well, they will be carried

into the Winter Holiday flight. Otherwise, they will be optimized and adjusted based on learnings.

Momentara—General Market

Momentara will extend the experiential components established during the Labor Day activation, carrying the interactive sober driver pledge wall and impaired driving simulator into the Winter Holiday flight. The wall will continue to allow participants to make a public commitment to sober driving, while the Impaired Driving Simulator will provide an immersive, hands-on demonstration of the effects of impaired driving. Building on the Labor Day experience, these elements will be adapted and deployed within high-visibility winter holiday environments where audiences are gathering, creating additional opportunities for in-person engagement and reinforcing the campaign's sober-driving message throughout the season.

OOH

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.

Overtime—General Market

Overtime is a sports media company built for the next generation of fans, with a following of more than 100 million people—the majority of whom are under 35 years old and fall squarely within NHTSA's target audience. Overtime brings a digital-first approach and strong, athlete-driven storytelling to reach males ages 18 to 34 years old through content that feels authentic rather than produced. The platform delivered ERs three times the benchmarks on Instagram during the 2025 Impaired Driving campaign, making it a proven performer for this demographic. For the 2026 Winter Holiday flight, Overtime will center its approach on NBA talent, connecting with a new set of fans during a highly relevant sports window. Final talent selection will prioritize an authentic, personal connection to the impaired-driving message and concept, ensuring the story emerges naturally from lived experience.

The creative concept for these social-forward videos is Hometown Story: Home Is Where Decisions Begin, an alcohol-only storytelling approach anchored in accountability messaging. The video is a documentary-style walk-and-talk following an NBA athlete back to the streets, courts and communities that shaped them in their hometown, alongside a coach, mentor or family member who influenced their values. The conversation unfolds naturally around discipline, pressure and the decisions that protect your future, drawing a direct line between the judgment required on the court and the judgment required before getting behind the wheel. The closing message is rooted in community: one impaired driving decision affects you and others around you, as well as the place that made you. While regionally

focused, the message is purposely national and resonates with the target audience at large.

Video

Using a combination of first- and third-party targeting, Overtime will reach highly qualified users across YouTube pre-roll through a customized retargeting approach. Contextual targeting will be layered across audience passion points, including sports, health and fitness, outdoor activities, travel, music and high-indexing locations such as bars as appropriate.

Paid Social Media

Custom spots will run as dark-posted segments on Instagram Stories, Facebook direct feeds and Instagram direct feeds to deliver targeted impressions directly to the male 21- to 34-year-old alcohol-impaired 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 Winter Holiday 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.

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 Winter Holiday 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. As added value, additional standard video, marquee and billboard impressions will extend reach and frequency throughout the 2026 Winter Holiday 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, including 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 extend its role in the “Pledge to Drive Sober—Take it. Pass it on.” activation, building on the digital infrastructure, content and audience engagement established during the Labor Day flight. Sinclair will continue to support the online pledge experience and landing page as the hub for nationwide participation, carrying the simulator trailer and cumulative pledge display forward while adapting the experience for the Winter Holiday campaign.

Building on the content and talent relationships established during the August/Labor Day activation, Sinclair will support additional content capture and talent integration within the Winter Holiday extension, creating opportunities to bring the activation into relevant seasonal and sports-adjacent environments. Sinclair will also extend amplification across its broadcast, radio, streaming and social platforms, helping distribute activation content and reinforce the impaired-driving message beyond the physical footprint and throughout the Winter Holiday flight.

Video

The video strategy includes content on CTV platforms such as Roku, as well as online live streaming of wintertime professional and college sports, including NCAA basketball and football, NFL, NBA and NHL games, and primetime entertainment. Additionally, OLV will provide livestreaming 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), “Unfiltered Soccer” (soccer) and “Cousins” (NBA). Each podcast show will be a full-focus segment, including live, branded reads prior to each special segment. These segments will also be reposted on social media and YouTube.

Digital Display

Custom rich media units will boost engagement by designing video-focused units that tie into messaging designed for Sinclair audiences.

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 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 alcohol-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.

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 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 Market

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, 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 Winter Holiday Impaired Driving campaign, Van Wagner will deliver impaired-driving messaging to the general market through TV-visible, in-venue signage across basketball and college sports environments.

OOH

The Winter Holiday buy will place NHTSA's impaired-driving message through TV-visible, courtside signage during NBA and NCAA 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 Winter Holiday flight, additional signage placements and NBA and NHL commercial media spots have been negotiated, further extending the campaign's visibility across telecasts and venues throughout the holiday period.

Figure 9: 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 Winter Holiday Impaired Driving campaign, Venatus will leverage its sports, casual and brain game portfolios to reach Spanish-speaking 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

Venatus will run:15 and:30 OLV placements using skinned cross-device video units across its 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, initiating a full-screen experience when users interact with the banner and capturing full player attention in a high-engagement gaming environment.

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 nearly 1 billion collective social media followers among WWE Superstars, the platform delivers the platform delivers both mass reach and deep engagement within a highly relevant audience context, particularly among segments that over-index for risky driving behaviors.

For the 2026 Winter Holiday flight, the activation leans into themes that have proven effective in past campaigns, including accountability, family and celebrating safely, delivered through WWE Superstars whose credibility and cultural relevance with the target audience make them natural messengers for the impaired-driving message during the holiday season.

Video

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. YouTube pre-roll will feature custom Superstar messages, with talent speaking to the importance of getting home safely and celebrating responsibly, drawing a direct connection between the holiday season and NHTSA's impaired-driving message.

Paid Social Media

WWE Superstars will create custom social posts leaning into the holiday messaging themes of accountability, family and celebrating safely, distributed across their individual channels and leveraging the Superstars' collective social reach to extend the campaign's message to their passionate fan bases throughout the Winter Holiday flight.

5.0 Campaign Summary

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

	Budget	Paid Impressions	AV Impressions	Total Impressions
Audio	**$2,403,611.26**	**109,852,937**	**35,321,034**	**145,173,971**
Digital Audio	**$334,861.26**	**28,929,437**	**5,599,752**	**34,529,189**
English	$176,161.26	9,786,736	1,957,347	11,744,083
banMe	$176,161.26	9,786,736	1,957,347	11,744,083
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	**$1,295,630.00**	**8,240,000**	**0**	**8,240,000**
English	$1,295,630.00	8,240,000	0	8,240,000
Sinclair	$1,295,630.00	8,240,000	0	8,240,000
Network Radio	**$773,120.00**	**72,683,500**	**29,721,282**	**102,404,782**
English	$536,820.00	52,198,300	25,293,500	77,491,800
Compass Media	$536,820.00	52,198,300	25,293,500	77,491,800
Spanish	$236,300.00	20,485,200	4,427,782	24,912,982
Entravision	$120,000.00	12,888,000	2,166,000	15,054,000
SBS AIRE	$36,300.00	2,033,000	364,000	2,397,000
Univision—Radio	$80,000.00	5,564,200	1,897,782	7,461,982
Display	**$1,457,435.75**	**128,677,454**	**92,423,451**	**221,100,907**
English	**$1,268,135.75**	**112,882,838**	**87,478,451**	**200,361,292**
Fandom	$437,909.00	22,402,625	11,695,665	34,098,290
MobileFuse	$218,200.00	26,560,579	5,312,103	31,872,685
Momentara	$-	0	3,339,286	3,339,286
Live Nation	$26,000.00	2,000,000	600,000	2,600,000
AllGear Digital Network	$56,026.75	2,336,300	4,303,136	6,639,436
Sinclair	$230,000.00	26,250,000	55,000,000	81,250,000
Affinity Global	$200,000.00	25,000,000	3,750,000	28,750,000
banMe	$100,000.00	8,333,334	3,478,261	11,811,595
Spanish	**$189,300.00**	**15,794,615**	**4,945,000**	**20,739,615**
Venatus	$22,800.00	760,000	0	760,000
Univision	$20,000.00	2,000,000	0	2,000,000
Equativ	$76,500.00	7,650,000	2,295,000	9,945,000
Amapola Media	$-	0	900,000	900,000
banMe	$70,000.00	5,384,615	1,750,000	7,134,615
OOH	**$2,836,330.64**	**138,440,144**	**15,025,765**	**153,465,910**
English	$2,836,330.64	138,440,144	15,025,765	153,465,910
Van Wagner	$325,000.00	27,021,000	3,088,000	30,109,000

Momentara	$2,511,330.64	111,419,144	11,937,765	123,356,910
Paid Social	**$2,136,745.33**	**81,138,371**	**4,787,211**	**85,925,582**
English	**$1,799,245.33**	**76,827,130**	**4,490,611**	**81,317,741**
Fandom	$205,636.00	14,500,000	0	14,500,000
Overtime	$500,000.00	9,406,566	0	9,406,566
Live Nation	$49,000.00	1,633,334	116,666	1,750,000
AllGear Digital Network	$446,000.00	18,150,563	2,208,945	20,359,508
Later	$398,609.33	16,470,000	165,000	16,635,000
Sinclair	$200,000.00	16,666,667	2,000,000	18,666,667
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	**$6,329,217.02**	**187,674,006**	**49,938,723**	**237,612,729**
CTV	**$2,010,242.43**	**49,688,170**	**9,555,433**	**59,243,603**
English	$1,379,446.00	26,494,466	3,847,158	30,341,624
Sinclair	$942,571.00	16,666,666	0	16,666,666
banMe	$436,875.00	9,827,800	3,847,158	13,674,958
Spanish	$630,796.43	23,193,704	5,708,275	28,901,979
Univision	$230,000.00	9,380,952	3,636,364	13,017,316
Amazon	$100,000.00	3,834,356	575,154	4,409,510
Roku	$100,000.00	3,728,396	559,258	4,287,654
banMe	$200,796.43	6,250,000	937,500	7,187,500
Linear TV	**$2,429,265.00**	**48,931,120**	**11,700,900**	**60,632,020**
English	$2,429,265.00	48,931,120	11,700,900	60,632,020
Van Wagner	$-	0	564,000	564,000
Sinclair	$2,429,265.00	48,931,120	11,136,900	60,068,020
OLV	**$1,889,709.59**	**89,054,716**	**28,682,390**	**117,737,106**
English	**$1,412,209.59**	**62,389,496**	**20,849,640**	**83,239,136**
Fandom	$156,455.00	8,691,944	0	8,691,944
Overtime	$-	0	2,727,273	2,727,273
MobileFuse	$181,800.00	16,056,410	3,211,281	19,267,691
WWE	$250,000.00	3,150,000	1,000,000	4,150,000
Pixability	$246,940.00	23,386,221	1,411,086	24,797,307
AllGear Digital Network	$1,566.49	61,600	0	61,600
Sinclair	$473,721.00	6,974,237	12,500,000	19,474,237
banMe	$101,727.10	4,069,084	0	4,069,084
Spanish	$477,500.00	26,665,220	7,832,750	34,497,970
Music Audience Exchange (MAX)	$87,500.00	831,886	244,000	1,075,886
Venatus	$40,000.00	2,500,000	588,750	3,088,750
Equativ	$350,000.00	23,333,334	7,000,000	30,333,334
Grand Total	**$15,163,340.00**	**645,782,912**	**197,496,184**	**843,279,099**

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 impaired-driving behavior.

Rural Markets

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 livestreamed 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.

Livestreaming: 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).