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NATIONAL
MEDIA FORUM

Getting The Most for your Money

National Media Forum
on Highway Safety

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people saving people

Getting The Most for your Money

Facilitator--Lori Millen
Speakers--Jay Sokolow and
Maria Perez



Planning & Balancing Media Budgets

- Key Considerations
 - Campaign Period
 - Geography
 - Target Audience (Primary & Secondary)
 - Network Penetration
 - Media Goals
 - Media Mix
 - GRPs
 - Reach & Frequency



Planning & Balancing Media Budgets

Pop Quiz



Getting a Bigger Bang for your Buck

- Key Considerations
 - Developing a relationship
 - What to ask for & expect?
 - Scheduling flexibility
 - Influencing factors (Elections, Special Events, etc.)



Getting a Bigger Bang for your Buck

Paid Media Strategies

- Use Lower-Cost TV Dayparts & Programming
 - Late Fringe vs. Prime Time
 - Cable TV vs. Broadcast TV
- Creative Radio Scheduling
 - Time of week
 - Time of day



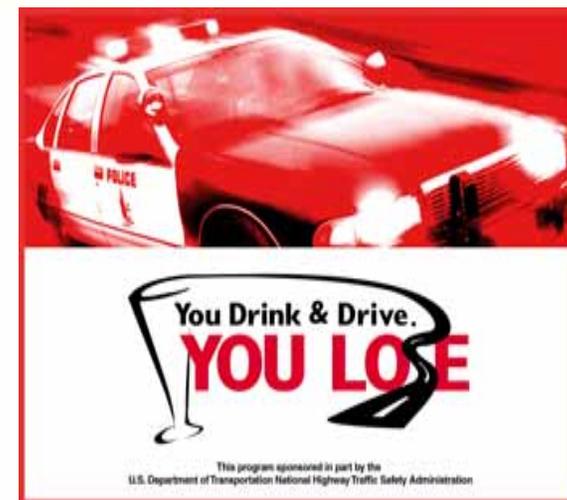
Leveraging Paid Media for PSAs

- Public Service Announcements (PSAs)
 - Serve Community Interest
 - Free of Charge
 - Discretionary Placement
 - Alternate Creative
- Promote Your Program (Cause)
 - Campaign Measurements
 - Include PSAs in Buy Criteria
- Require Universal Participation



Getting a Bigger Bang for your Buck

- Types of Exposure
 - Program Sponsorships
 - Television & Radio Billboards
 - Bonus Spots
 - Special Events
 - Program Upgrades
 - Web Site Exposure
 - Earned Media (PR)
 - Corporate Sponsorships



Getting a Bigger Bang for your Buck

Pop Quiz



Cultivating Corporate Sponsorships

- Success Formula for PSA Campaigns
 - Business Model vs. Public Information/Education Model
 - Identify Appropriate Partners
 - Outline Entitlements and Benefits
 - Submit a Proposal that makes Business Sense to a Sponsor



Cultivating Corporate Sponsorships

- Elements That Ensure Success
 - Sports/Entertainment “Face”
 - Venue with Consumers
 - Media Partners
 - Pro-Social Message
 - Clout, Prestige that Provides Leverage (Associative Value)
 - Beneficiary
 - Sponsors & Community Partners



Cultivating Corporate Sponsorships

- What Does GOHS Have to Leverage?
- What Does Associative Value Mean?
- The Key takeaway
- The Benefit—Maximum ROI



Cultivating Corporate Sponsorships

- Executing a PSA Sponsored Campaign
 - The “Give”
 - Budget
 - Media Schedule
 - Hero Cards
 - PSA (commercial)
 - The “Ask”
 - Access to Target Audience
 - Excess Inventory/Bonus Media
 - Existing Marketing/Advertising Materials
 - Earned Media
 - The “Beneficiaries”



Cultivating Corporate Sponsorships

Final Exam

