

The Winning Combination: Media and Enforcement

NHTSA/MADD

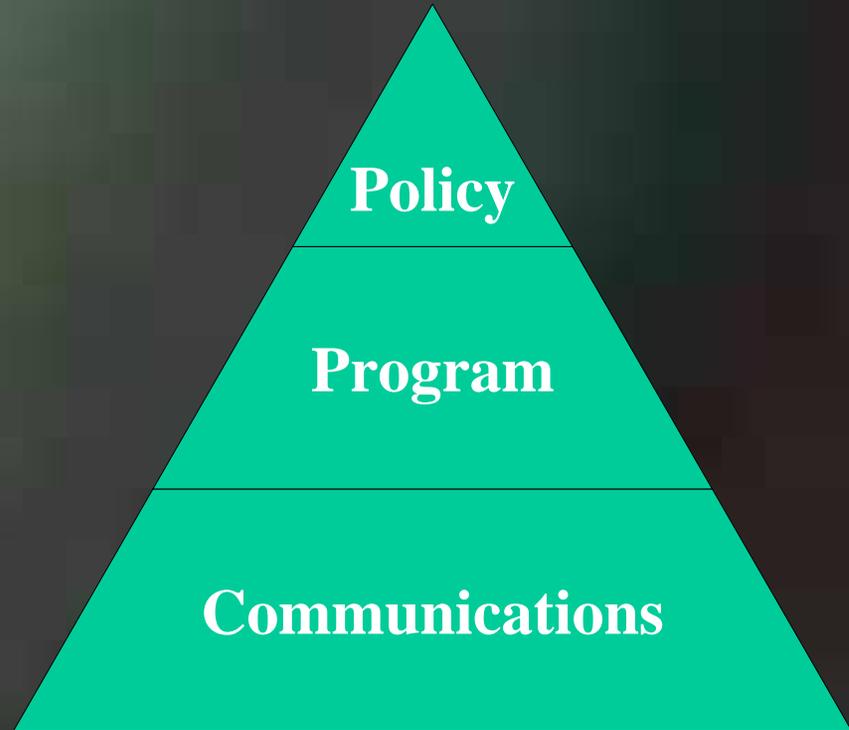
Law Enforcement Summit

Traffic Enforcement Is Law Enforcement

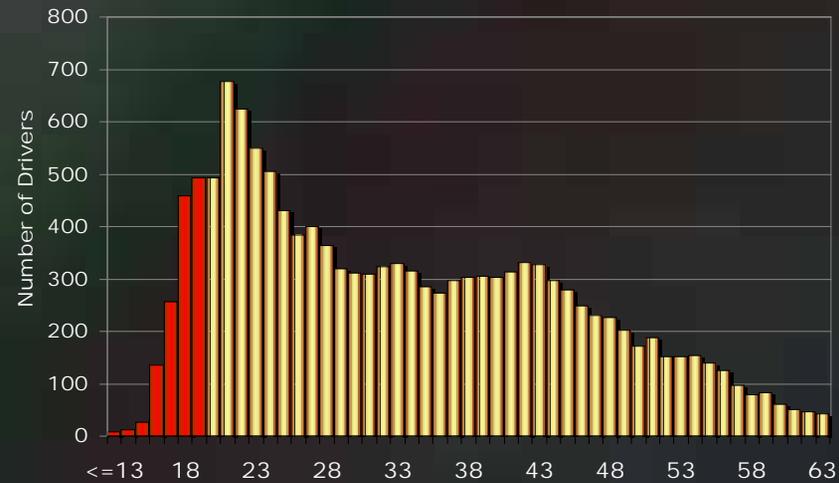
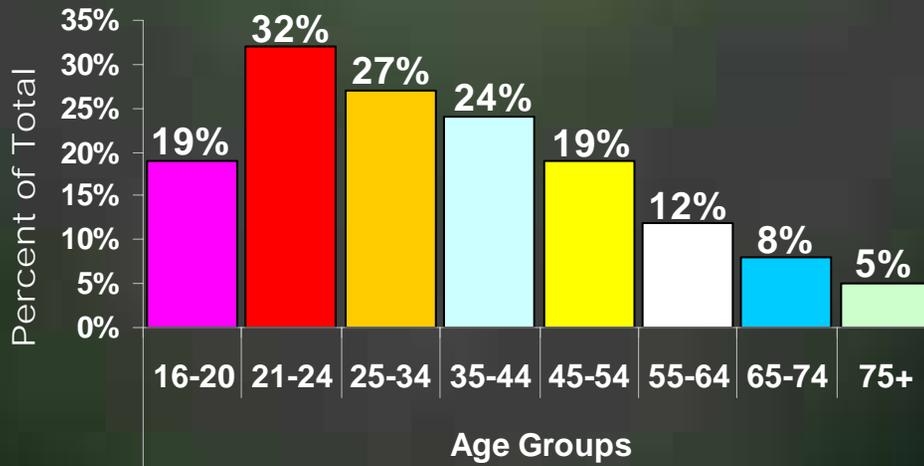
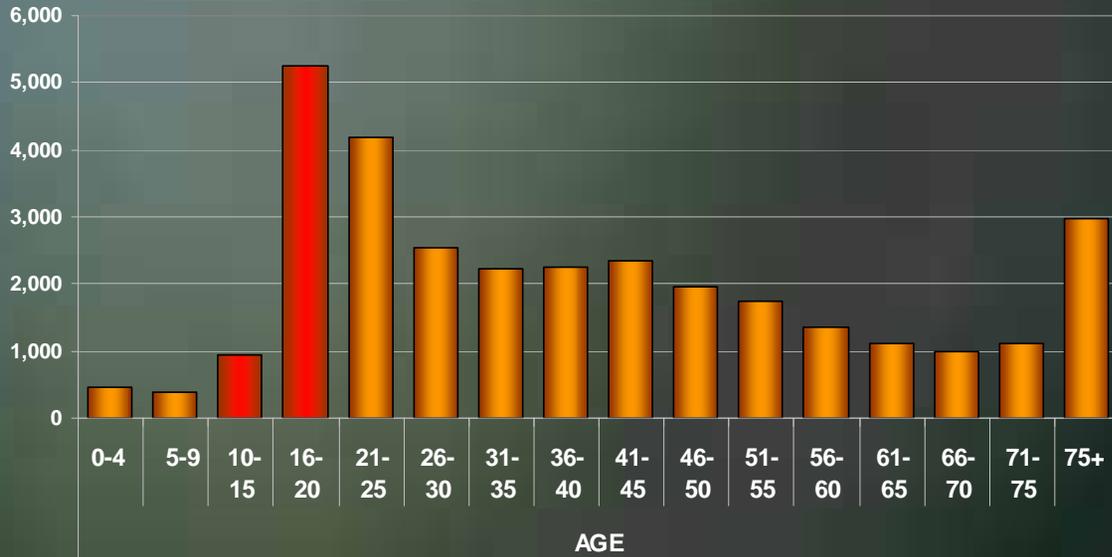
July 2005

The Disciplined Process

- **Policy**
- **Program**
 - ▶ Traffic Research
 - FARS Data
 - Enforcement Data
 - VMT Data
- **Communications**
 - ▶ Market Research
 - ▶ Marketing Plan
 - ▶ Creative Development



What Does The Data Say?



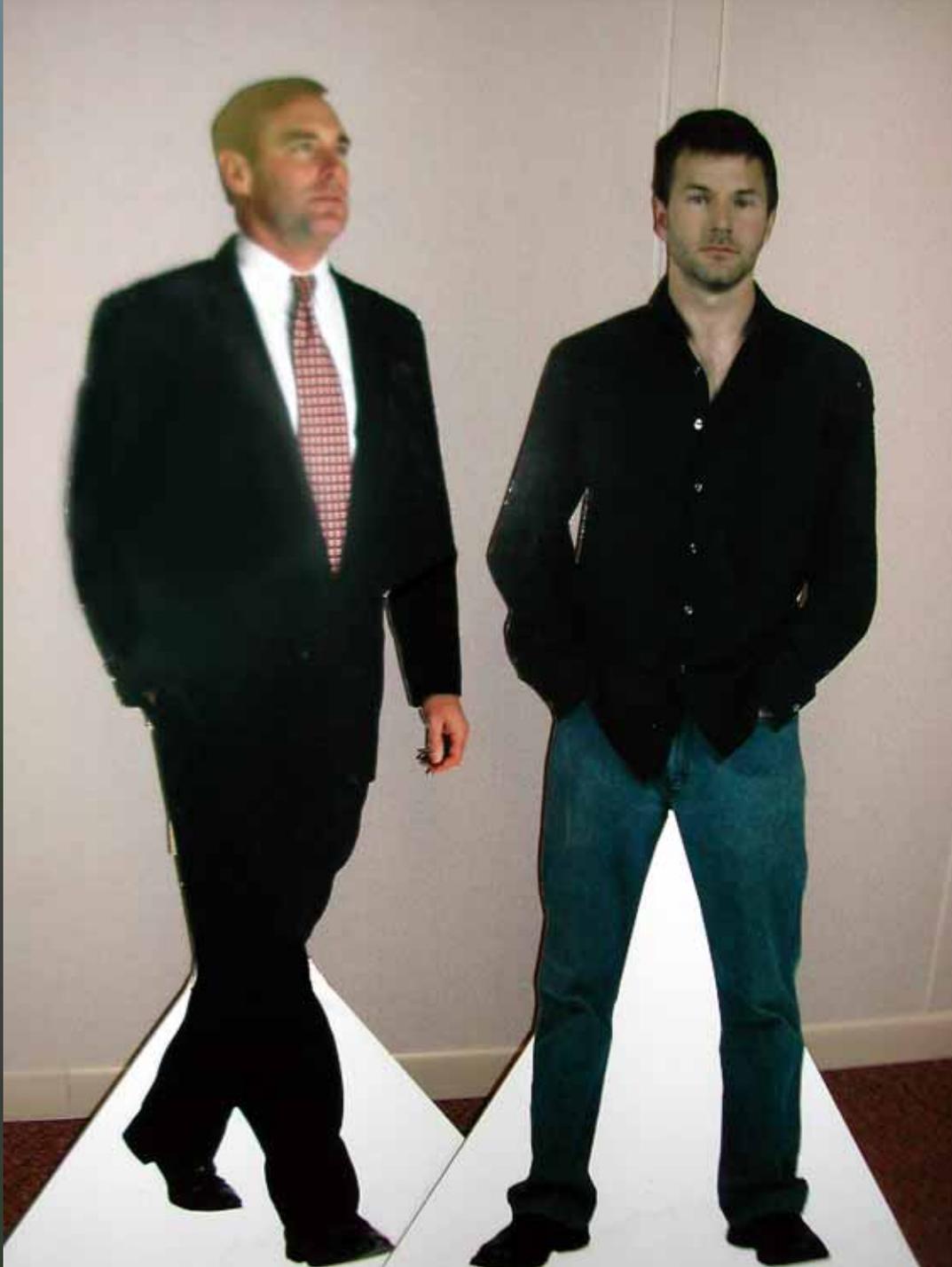


Demographics

- **Key Demographic**
 - ▶ **Men 18-34**
 - ▶ **Type A, risk taker, blue-collar**

- **Secondary Demographics**
 - ▶ **Hispanics**
 - ▶ **Key Influencers – Women 18 - 34**





Target Market – Four Segments

■ “Risk-Taker Rick”

- ▶ Young male, 18-29, single, who will do anything in the name of having a good time, always looking for a thrill.
- ▶ While he knows better, he is willing to take a risk if he is having fun with his friends.
- ▶ He drinks for entertainment.

■ “Blue-Collar Bob”

- ▶ Male, 25-35, who typically has less education and a blue collar occupation
- ▶ He thinks nothing of grabbing a few drinks or a six pack on his way home from a long day at work.
- ▶ He drinks out of habit and to take a break from his everyday responsibilities.

No Longer Business As Usual



- **Think Corporate –**

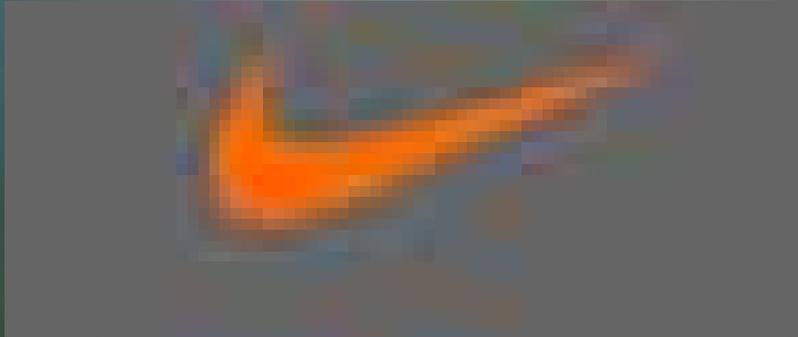
- ▶ Nike, American Express, McDonald's, Budweiser

- **Think Marketing**

- ▶ Business sells everyday, not just twice a year

- **Think Consumers**

- ▶ How to reach them and influence change



Branding.... What Is It?

Mental piece of real estate.



5 Questions to Always Answer

- **Who are we talking to?**
- **What do they think now?**
- **What do we want them to think?**
- **What is the ONE thing we want to communicate to the target audience?**
- **What will make them believe it?**



Message Discipline

■ FY '03

- ▶ *You Drink & Drive. You Lose.* message used in 33 States
- ▶ 28 States and Puerto Rico used paid advertising to support crackdown (including 13 SES)

■ FY '04

- ▶ *You Drink & Drive. You Lose.* message used in 33 States
- ▶ 36 States plus DC used paid advertising to support crackdown (including 12 SES)



Paid Advertising Support

- **FY '03** **\$25,000**
- **FY '04** **\$27,000**
- **FY '05** **minimum \$14,000**



YD&D.YL

- ▶ **First drop in alcohol-related fatalities since 1999**
- ▶ **Alcohol-related fatalities declined by 3%**
- ▶ **Decline seen in 28 States**

Today We Know What Works



YD&D.YL
Publicity

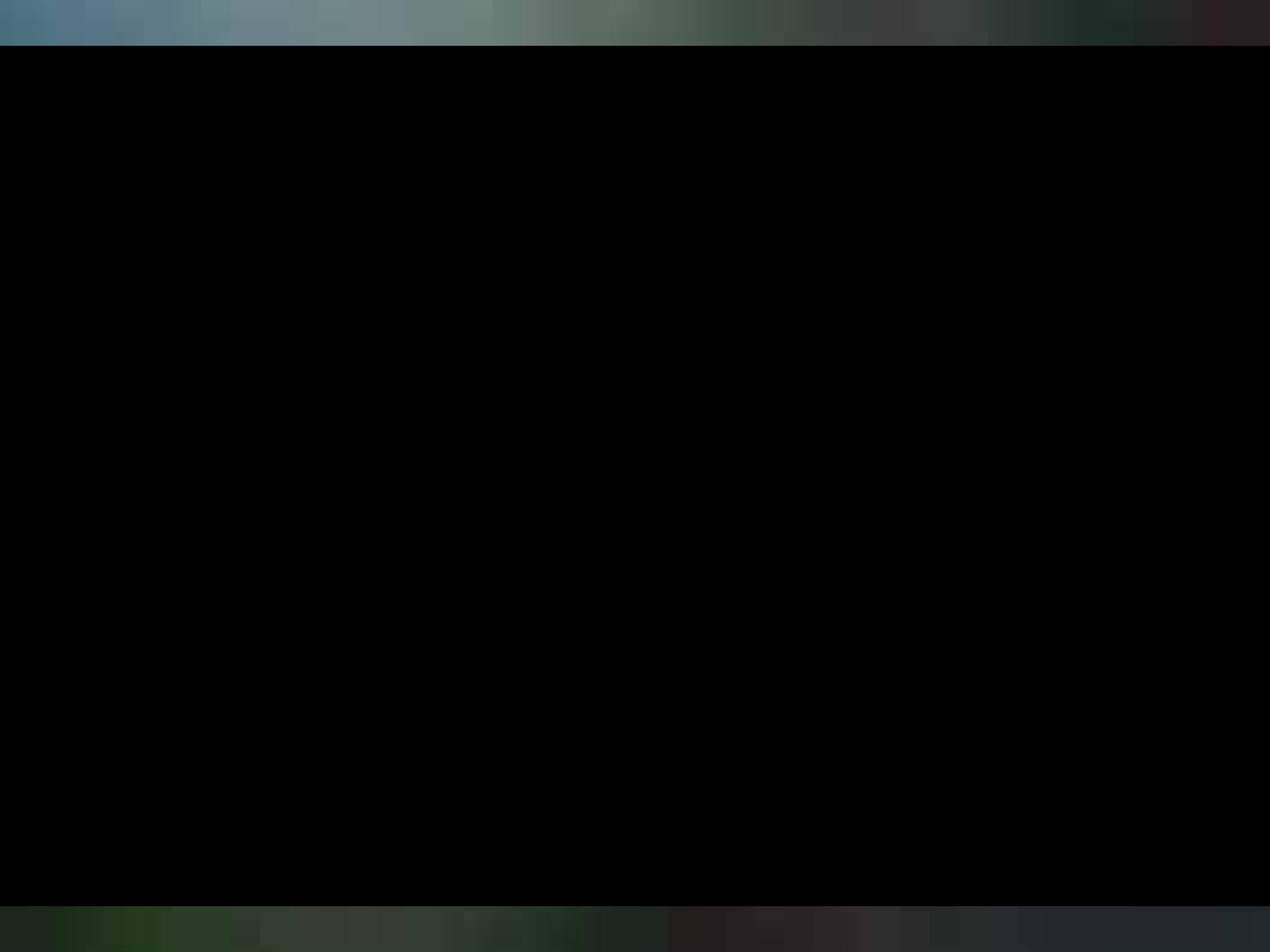
Enforcement

Heighten Awareness/Visibility/
Perceived Risk of Punishment

Decreased Incidence of
Impaired Driving

Fewer Fatal and
Nonfatal Injuries





Enhancements for 2005

- **New communications calendar**
- **A new television spot**
- **Emerging media**
 - ▶ online gaming sites and portals
 - ▶ video games
 - ▶ logo and spot placement on sports and music web sites
 - ▶ logo on scoreboards, tickers or running orders during televised sports events

Earned Media

- **National press release announcing the latest alcohol-related fatalities and the YDDYL campaign.**
- **National Satellite Media Tour**
 - ▶ Dr. Runge announcing the latest fatality numbers
- **National Video News Release**
 - ▶ Prepackaged news story with interview clips, file footage of checkpoints and high-visibility enforcement

Creating Press Coverage

Beyond the Press Release – Drive the Story!

- **Develop A Flexible Plan**
- **Tie Into Paid Media**
- **Earned Media**
 - ▶ Repetition of core issues and taglines
 - ▶ Vary the messenger – Get partners involved
 - ▶ Be ready to take advantage of opportunities
- **Publicize What You are Doing**

Always Tie Into the Campaign!

Beyond the Press Conference



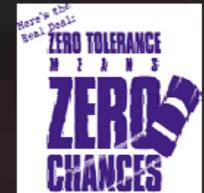
- **Editorial Boards**
- **Talk Radio**
- **Profiles-Featured-Freelance Stories**
- **Point of Sale**
- **Teachable Moments**
- **Op Eds – Letters to the Editor**
- **Responses to Responses to Editorials**

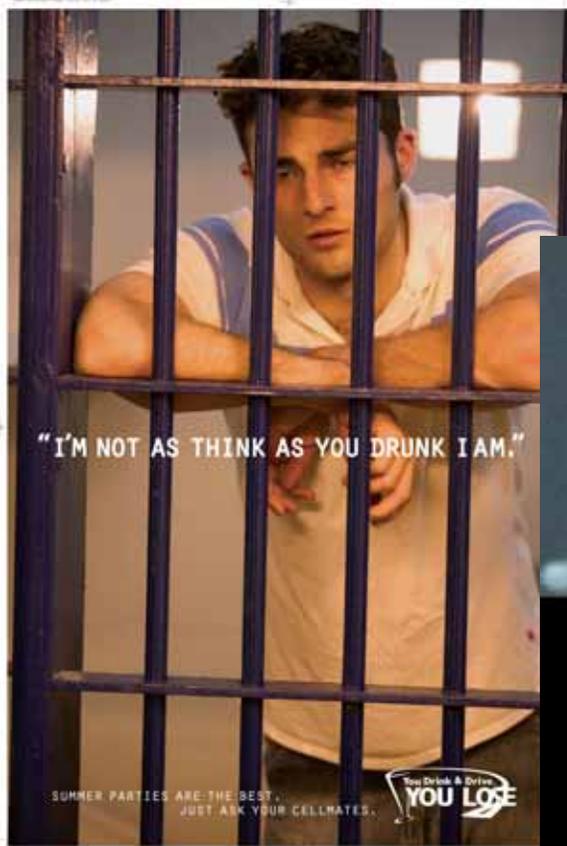
List of Publicity Opportunities

- Calendar Opportunities
- New & Old Laws
- Proposed Legislation
- Technology
- Profile the Partnership
- Media Ride Alongs
- Cops-Nurses-Docs-EMTs
- Saturation Patrols & Stings
- Responsible Service Issues
- ABC Store Stings
- Card Scanners
- Lack of Adjudication
- Records
- Underage Drinking
- Repeat Offender
- Beer Tax
- Sober Ride Programs
- Lack of Treatment
- ED/ER Screening
- Reduced Drivers Ed Courses
- Surveys-Polling Results
- Research Studies
- Crashes-Teachable Moments
- Dram Shop Laws
- Outstanding Warrants
- Youth Efforts

Build On Media Times We Already Own

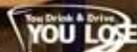
New Year's Eve	July 4th
Super Bowl	Labor Day
Spring Break	Back-to-School
St. Patrick's Day	Tailgating
Alcohol Awareness Month	World Series-Halloween
Cinco de Mayo	3D Month
Graduation	Christmas





"I'M NOT AS THINK AS YOU DRUNK I AM."

SUMMER PARTIES ARE THE BEST,
JUST ASK YOUR CELLMATES.



Not sure if you've
had too many?
I'll check for you.

THE FACTS:

- Impaired driving kills nearly 18,000 people each year.
- About 250,000 people are hurt and 1.5 million are arrested.
- Countless Americans will be affected by this violent crime in their lifetime.
- You, your friends, your family could be next.

SO BE PREPARED:

- If you drink, don't drive.
- Designate a sober driver.
- Call a taxi or ...
- Spend the night wherever you choose to celebrate.



Remember: When You Drink & Drive. You Lose.



REDFORD COUNTY JAIL

05-06-05

93702

DRIVE IMPAIRED ON CINCO DE MAYO
AND SPEND SEIS DE MAYO
IN JAIL.



Part of the No. 1 U.S. Department of Transportation

Highway Safety Communications Is...

- **A system, not a slogan**
- **A program, not a press conference**
- **A benefit, not a message**
- **A long-term effort not a one-time shot**

Enforcement Campaign Dates For '05

Mobilizations & Crackdowns 2005 & 2006



May 23 - June 5, 2005

August 19 - September 5, 2005

May 22 - June 4, 2006

August 18 - September 4, 2006

Available Resources

The screenshot shows the NHTSA website homepage. At the top left is the NHTSA logo with the tagline "People Saving People". To the right is a contact information box: "Click for NHTSA Contact Info" and "1-888-DASH-2-DOT (1-888-327-4236)". Below the logo is a navigation menu with buttons for "Home", "Traffic Safety", "Vehicles & Equipment", "Research", and "Laws/Regulations". A large banner features a group of four people and the text: "Welcome to the National Highway Traffic Safety Administration" and "Our mission: Save lives, prevent injuries, reduce vehicle-related crashes". Below the banner is a secondary navigation menu with "About NHTSA", "Multimedia", "In the News", and "Calendar". The main content area has three columns: "Traffic Safety" with links to the NCSA Home Page and a report on '01 deaths; "Vehicles & Equipment" with links to the ODI Recalls Search and a consumer advisory on 15-passenger vans; and "Research" with links to the R&D Program Home Page and summaries of on-going projects.

- www.nhtsa.gov
 - ▶ Communications Forum
- BuckleUpAmerica.org
- StopImpairedDriving.org
- SaferCar.gov

www.nhtsa.dot.gov

nhtsa 

people saving people