



# **Florida 2018 Labor Day (September 3<sup>rd</sup>) Media Materials**

**By Chris Craig, FDOT Traffic Safety Administrator**

## NHTSA Parameters

<b>Labor Day</b>	
<b>Enforcement</b>	<b>August 17 – September 3, 2018</b>
<b>Paid Media</b>	August 15 – 19, 2018 August 22 – 26, 2018 August 29 – September 3, 2018
<b>Earned Media</b>	July 29 – September 9, 2018

# St. John & Partners – Jacksonville FL.



## Our Brand Experience



Helping fans tell the brand's story and fuel industry-leading growth.



Enhancing SEO into a social, branded experience.



Creating an engaging race-day experience through social media.



Transforming a product category into a sales-driving portfolio of brands.



Helping fans tell the brand's story and fuel industry-leading growth.



# Planning Parameters

**Target:** Men 18-34

**Geography (DMA's):** All 10 Florida DMAs as budget permits

**Scheduling/Timing:** August 15 – September 3, 2018

**Media Approach:**

Given campaign objectives and budget, focus on Radio, Streaming/Digital Audio, Paid Social, and Digital Out of Home as the most efficient way to generate awareness of Impaired Driving surrounding Labor Day.

**Added-Value:**

Agency to request 1:1 added-value for broadcast media. For Digital and OOH media, added value (bonus impressions) will be requested but not guaranteed based on typical industry practices.

**Media Budget:** \$301,010 net





Medium	Media Investment (Planned)	Estimated Impressions	Start Date	End Date
Radio	\$81,069	1,119,790	8/15/18	9/3/18
Digital/Streaming Audio (Pandora & Spotify)	\$30,500	3,421,137	8/15/18	9/3/18
Paid Social (Facebook/Instagram)	\$25,000	5,500,000	8/15/18	9/3/18
Out of Home (Digital Bulletins)	\$124,272	4,383,361	8/15/18	9/3/18
Digital Video (YouTube)	\$20,000	2,000,000	8/15/18	9/3/18
Digital Video (Zeta Global)	\$20,000	1,600,000	8/15/18	9/3/18
Edits/Shipping/Misc.	\$10,150	N/A	N/A	N/A
Agency Fee	\$15,834	N/A	N/A	N/A
<b>Total:</b>	<b>\$326,824</b>	<b>18,651,862</b>		

## Regular Radio Commercial



## Spanish Radio Commercial



## Pandora Radio Commercial

A promotional graphic for Labor Day Weekend. The top half shows a group of people at a party, clinking cans of beer decorated with the American flag. The bottom half is a dark blue banner with white text. On the right, there is a red button with white text and a small logo above it.

**DRIVE SOBER OR  
GET PULLED OVER**

**Celebrate Responsibly  
this Labor Day Weekend.**  
Designate a Sober Driver  
or Catch a Ride Service.

**MORE INFO**

Funded by FDOT



# Spotify Radio Commercial



Spotify®



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**MORE INFO**

Funded by FDOT

# Facebook

## MOBILE NEWS FEED



**FDOT** Sponsored · 

Plan ahead this Labor Day Weekend. Designate a sober driver or catch a ride service.



**Celebrate Responsibly!**  
Drive sober or get pulled over.

   119      5 Comments   16 Shares

 Like    Comment    Share

See Feature Phone Preview

## RIGHT COLUMN



**Celebrate Responsibly!**

Plan ahead this Labor Day Weekend. Designate a sober driver or catch a ride service.

# Instagram

INSTAGRAM FEED

Instagram

**fdot**  
Sponsored

...

This Labor Day Weekend  
Celebrate Responsibly!

Funded by FDOT

[Learn More](#)

>

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**fdot** Celebrate responsibly. Before celebrating this Labor Day Weekend, plan ahead. Designate a sober driver or catch a ride service.

INSTAGRAM FEED

Instagram

**fdot**  
Sponsored

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🔖

**fdot** Celebrate responsibly. Before celebrating this Labor Day Weekend, plan ahead. Designate a sober driver or catch a ride service.

## Billboards



## Video Commercials



*Celebrate Responsibly*

This  
LABOR DAY  
WEEKEND

== or... ==

## Additional Activities

**MORE!**

## Dynamic Message Signs

**DRIVE SOBER  
OR GET  
PULLED OVER**

**DON'T DRINK AND DRIVE  
ARRIVE ALIVE**

**DON'T DRINK  
AND DRIVE  
PREVENT A TRAGEDY**



## Law Enforcement Partners



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# Questions

