

August 2020

State of Florida

Impaired Driving Marketing and Communications Plan



1.0 Introduction

This Marketing and Communications Plan is developed for the Florida Impaired Driving Coalition (FIDC) at the request of the Florida Department of Transportation's (FDOT) State Safety Office. This plan identifies the various communications efforts currently underway in Florida and provides information on communications and marketing strategies and actions that can help reduce the occurrence of impaired driving throughout the state. It also identifies Florida's target audiences, target markets, strategies and actions, and tactics.

The plan will also assist the FIDC and the FDOT State Safety Office in meeting national guidelines which, in turn, will improve Florida's statewide impaired driving program. The overall goal of the plan is to reduce the occurrence of impaired driving and the related traffic fatalities and serious injuries and includes two measurable objectives:

- Reduce the number of alcohol-impaired driving fatalities and serious injuries among males 18 to 34 years old.
- Reduce the number of drug-impaired driving fatalities and serious injuries.

Impaired driving messaging will vary throughout Florida, depending on the audience, but will focus on encouraging drivers to not get behind the wheel if they have been drinking or are drug-impaired and to not ride with an impaired driver or operator. The plan identifies one main target audience and several sub-target audiences based on fatality and serious injury data provided by the Florida Department of Highway Safety and Motor Vehicles (FLHSMV). The main target audience is the public with a focus on males, age 18 to 34 years old.

Currently Florida concentrates its marketing efforts on encouraging the public, primarily 18 to 34-year-old males, to drive sober through the *Drive Sober or Get Pulled Over* national campaign. The National Highway Traffic Safety Administration (NHTSA) requires all states to conduct this high visibility enforcement and media efforts each year in August and September. Florida also conducts regular media campaigns to discourage alcohol- and drug-impaired driving during holidays and events associated with high rates of impaired driving including the Super Bowl, St. Patrick's Day, Cinco de Mayo, Independence Day, Labor Day, Halloween, and the winter holidays. For the target audience, secondary audiences and/or influencers were identified.

The size of the state and the number of major media markets makes it difficult and resource intensive to conduct effective statewide marketing and communication efforts. Florida has 10 designated market areas (DMAs):

- Ft. Myers-Naples
- Gainesville
- Jacksonville
- Miami-Ft. Lauderdale
- Orlando-Daytona Beach-Melbourne
- Panama City
- Pensacola
- Tallahassee
- Tampa-St. Petersburg (Sarasota)
- West Palm Beach

This plan maximizes effectiveness by not conducting media in all DMAs but targeting the *Drive Sober or Get Pulled Over* and supporting campaigns to those market areas that are experiencing the highest number of impaired driving fatalities and serious injuries.

In developing the communications plan, research was conducted to learn more about reaching the target audience. According to a study conducted by the Pew Research Center, four in ten Americans get their news online from social media, web sites, apps, etc.¹ The number is even higher (50 percent) for 18 to 29-year-olds, a large portion of Florida’s main target audience. Only 20 percent of adults and five percent of the target population get their news from print media.

2.0 A Targeted Approach

2.1 Target Audiences

Traffic crash data provided by the FLHSMV was analyzed and identified young males (age 18-34) as the group with the highest risk for involvement in an impaired driving fatal or serious injury crash. Target audiences are divided into the primary audience and secondary audiences (those individuals who can influence the behavior and attitude of the primary audience). For instance, law enforcement is listed as a secondary target audience for 18 to 34-year-old males, which is based on research indicating public information efforts are effective when linked to enforcement efforts.² Employers are also listed since the majority of people in the 18 to 34 age group are working and just getting started on their careers. Spouses and children are also listed since many in the 18 to 34 age range are starting families, which can change a person’s outlook on life and traffic safety.

Primary Target Audience	Secondary Target Audience/Influencers
Public/ Males 18-34	Law enforcement Employers Families
Motorcycle Riders	Law enforcement Employers Families

2.2 Target Markets

The selection of the target markets is based on the DMAs identified by FDOT’s advertising firm (currently St. John & Partners). Crash report data provided by FLHSMV was used to identify the areas that experienced the highest number of impaired driving fatalities and serious injuries.

¹ July 2016. The Modern News Consumer, A. Mitchell, J. Gottfried, M. Barthel, E. Shearer, Pew Research Center, Washington, DC., <http://www.journalism.org/2016/07/07/the-modern-news-consumer/>.

² August 2007. Public Information and Education in the Promotion of Highway Safety, National Cooperative Highway Research Program, August 2007, Washington, DC.

Designated Market Areas (DMAs)

- Jacksonville
- Miami-Ft. Lauderdale
- Orlando-Daytona Beach-Melbourne
- Panama City
- Tallahassee
- Tampa-St. Petersburg (Sarasota)
- West Palm Beach

3.0 Marketing and Communications Action Plan

The following action plan is the implementation portion of the Marketing and Communications Plan that will be directed by the Florida Impaired Driving Coalition. FDOT will work with the coalition to determine which parts of this plan will be implemented and by which agency or organization and incorporate those portions into the Impaired Driving Strategic Plan. The Impaired Driving Communications Plan is identified in the Florida Impaired Driving Strategic Action Plan as Goal 4 and will guide the Florida Impaired Driving Coalition in media and marketing activities.

3.1 Goal and Objectives

Reduce the number of impaired driving related fatalities and serious injuries in Florida.

- Increase impaired driving marketing impressions to 18 to 34-year-old males.
- Increase impaired driving education to secondary target audiences to assist in influencing the impaired driving behavior of 18 to 34-year-old males.

3.2 Strategies and Actions

The strategies, action steps, and tactics to implement the Florida Impaired Driving Marketing and Communications Plan for Federal Fiscal Year 2021 are detailed on the following pages.



Florida Impaired Driving Coalition Marketing and Communications Action Plan

Strategy 1 Support the national high visibility enforcement *Drive Sober or Get Pulled Over* mobilization through outreach and communications efforts that target males 18 to 34-year-old.

Note: The following actions for Strategy 1 were adapted from the Winter Holidays, Cinco de Mayo, Labor Day, and St. Patrick’s Day media plans developed by St. John & Partners. Action steps 1.9 to 1.12 were added to provide additional effort and information on impaired driving among 18 to 34-year-old males.

Action Step #	Description	Tactics
1.1	Utilize television/cable to raise awareness about the dangers of impaired driving through sight, sound, and motion (emotional connection)	<ul style="list-style-type: none"> • :30 second units - Include cable networks such as Spike, MTV, FX, TBS, Comedy Central, and ESPN that align with target audience viewership • Seek opportunities for exposure during sports programming such as NBA, and MLB (with emphasis on Florida-based teams)
1.2	Utilize radio to remind male drivers age 18-34 to not drive impaired in all DMAs.	<ul style="list-style-type: none"> • :30 second units - Include formats such as Alternative, Rock, Urban/Urban Contemporary, and Contemporary Hit Radio (CHR) that align best with the target audience listenership
1.3	Include messages about the dangers of impaired driving on music streaming platforms (such as Spotify and Pandora) to extend audio presence and complement traditional radio reach.	<ul style="list-style-type: none"> • :15 or :30 second units (based on creative availability)
1.4	Include messages about the dangers of impaired driving on video streaming platforms (such as YouTube) to showcase video content to a highly targeted audience (males 18-34).	<ul style="list-style-type: none"> • Video :15 or :30 second video ads (based on creative availability)

Action Step #	Description	Tactics
1.5	Include Pre-Roll (Quantcast) to supplement the traditional broadcast TV buy. Targeting DMAs with high impaired driving fatalities and serious injuries.	<ul style="list-style-type: none"> Video :15 or :30 second video ads (based on creative availability)
1.6	Utilize social media platforms (such as Facebook and Instagram) sponsored ads and video ads which are a proven, cost-effective channel to reach the target audience with messages about impaired driving Target males 18-34; DMAs with high impaired driving fatalities and serious injuries.	<ul style="list-style-type: none"> Image/Link ads Video :30 second video ads
1.7	Utilize Digital Bulletins (billboards) which are a highly efficient way to provide high impact, broad reach, and flexible messaging on impaired driving. Reinforce messaging while in-car. Target DMA's with high impaired driving fatalities and serious injuries.	<ul style="list-style-type: none"> Image
1.8	Utilize Gas Station pump toppers to reinforce impaired driving message. Additional gas station window clings and counter graphics are included as added value. Target DMA's with impaired driving fatalities and serious injuries.	<ul style="list-style-type: none"> Image
1.9	Prepare print materials that can be used by the secondary target audience to influence the behavior of 18 to 34-year-old males.	<ul style="list-style-type: none"> Outreach materials for employers citing the cost of driving while impaired, best practices for providing rides home from corporate events serving alcohol, sample email/employee bulletin messages, articles for employee newsletters. Outreach materials for restaurants/bars serving alcohol to educate employees and patrons about the dangers of driving impaired and best practices for getting home safely. Outreach materials for medical cannabis dispensaries to educate employees and patrons about the dangers of drug impaired driving and best practices for getting home safely.
1.10	Explore the use of location data to reach the target audience through geo-locating, geo-filters, and geo-fencing when they use the web or mobile device.	<ul style="list-style-type: none"> Web alert messages

Action Step #	Description	Tactics
1.11	Develop and distribute a program planner to all law enforcement agencies participating in <i>Drive Sober or Get Pulled Over</i> that includes partners to involve, ideas for things to do, a description of how to conduct an earned media event including ideas to make the event interesting and appealing, and an earned media report form.	<ul style="list-style-type: none"> • Printed guide
1.12	Evaluate the success of <i>Driver Sober or Get Pulled Over</i> campaign.	<ul style="list-style-type: none"> • Examine increases/decreases in impaired driving fatalities and serious injuries during the current <i>Drive Sober or Get Pulled Over</i> campaign timeframe as compared to the previous years in all DMAs. • Examine increases/decreases in impaired driving citations issued during the current <i>Drive Sober or Get Pulled Over</i> campaign timeframe as compared to the previous years in all DMAs. • Examine reach of paid media • Identify the number and type of earned media events through reports from <i>Drive Sober or Get Pulled Over</i> participating law enforcement agencies and compare the number to those held during the previous year in all DMAs.

Strategy 2 Promote riding sober to motorcycle riders.

Action Step #	Description	Tactics
2.1	Organize an “impaired riding” working group involving target audience, law enforcement, and elected officials aimed at motorcycles in one pilot community (Daytona) to be used to review messaging and materials.	<ul style="list-style-type: none"> • Printed fact sheet about the Florida Impaired Driving Coalition and Ride Smart Florida, facts on impaired driving/riding, and the purpose of the working group.
2.2	Develop a targeted “impaired riding” campaign with input from the working group on the message and materials and focus testing of the messages and materials with the identified target audiences.	<ul style="list-style-type: none"> • Printed material on the importance of riding sober to be distributed to secondary audiences, and suggested content for messages from families, employers, and law enforcement. • Printed information provided to law enforcement officers about ways to approach citations involving impaired target group members. • :30 second TV spots to air during local news sports reports and other appropriate television/cable shows as the budget allows. • :30 second radio ads to air on stations that align best with the target audience listenership.
2.3	Evaluate the success of the campaign targeted at motorcycle riders.	<ul style="list-style-type: none"> • Determine the increase/decrease in the number of impaired riding fatalities and serious injuries in the identified community. • Determine the number of impaired riding citations as compared to the previous year. • Measure the reach of the broadcast media. • Conduct a before and after survey through one of the working group participants.