



## **AUGUST 2012 MEDIA PLAN: Highlights and Changes from 2011**

We are pleased to present the 2012 August Crackdown Media Plan for your review and approval. In this plan, you will find The Tombras Group's recommendations and research rationale for this wave.

### **MAJOR CHANGE**

The major change between the 2011 and 2012 plans is the elimination of NBC Late Night. This means we are down to one major broadcast partner for Primetime and Late Night, FOX Broadcasting (along with Univision and Telefutera). We will use other broadcast networks for Sports, but will take the dollars from NBC Late Night and apply them to syndicated programming instead.

In broadcasting, syndication is the sale of the right to broadcast radio shows and television shows by multiple radio stations and television stations, without going through a broadcast network, though the process of syndication may conjure up structures like those of a network itself.

The Cost Per Thousand (CPM) for syndication will probably come in about 35% less than what we could do with NBC. The syndicated properties we are considering also cover over 90% of the country. We call this clearance, and 90% is great.

### **UPDATED RESEARCH—WHY TV AS LEAD VEHICLE**

Young men who are very engaged with digital technology still watch television. In fact they watch more television than those men who are not as digitally engaged. This is an important insight as we still make television our lead medium. However, the target for impaired driving is primarily the Discontented Blue Collar guy. Research we pulled for this plan showed the Discontented Blue Collar's use of television for the heavy use quintiles to index over 100. It's the first time we've seen this for this target group. When talking to young men many may feel that the entire plan should be online. The various research we look at tells us that just isn't the right way to go.

### POTLITICAL ADVERTISING—WILL IT CAUSE PROBLEMS?

We do not foresee any problems on a national basis as NHTSA will be off the air before the big political dollars begin to hit. Political also uses a lot of news. The programming we use is not in demand by political advertisers. We hope to keep CPMs flat, or close to flat vs. last year. The upfront is over, and advertisers will be looking to finish off their broadcast year, which ends in early September. Many upfront advertisers jump into the scatter market to adjust for under delivery. We hope to get in the scatter market, and back out before that happens. This is far more my concern than political. However, battleground states like Virginia, Florida and Ohio may see less inventory available. Also, since both the republican and democratic conventions occur during this flight, earned media might be harder to achieve.

### LOCAL LEVEL RECOMMENDATIONS

Each state will have to address the local marketing situations they face. The national plan lays down a base for each participating state to build off of. The main thing the states should realize is that the use of broadcast is limited due to the higher unit cost, and CPM. States, at least the plans we see, tend to use broadcast more heavily. That is a good thing since the national plan is light on the broadcast side. Whether to address older motorcycle riders or young men is a call each state will have to make. The biggest issue becomes one of budget. Many times in order to do an effective job to one group you need to forego talking to another group. Not an easy decision to make, but one that needs to be addressed at the local level.

I hope this information is helpful to you and your partners. Let us know if you'd like to discuss further or have any questions.