



National Highway Traffic Safety Administration
HVE Impaired Driving Campaign
Third Quarter & Fourth Quarter 2011 Crackdown
Media Work Plan

Crackdown Period

The Impaired Driving National Enforcement Crackdown will run from August 19th to September 5th, 2011 for the Labor Day campaign.

The crackdown will run from December 14th to January 3rd for the Holiday campaign.

Advertising Period

Labor Day Campaign

This campaign will run over a 15 day period.

Flight dates are:

Wednesday 8/17/11 – Sunday 8/21/11 (5 days)

Wednesday 8/24/11 – Sunday 8/28/11 (5 days)

Wednesday 8/31/11 – Sunday 9/04/11 (5 days)

Holiday Campaign

Thursday 12/15/11 – Sunday 12/18/11 (4 days)

Thursday 12/22/11 – Friday 12/30/11 (9 days)

Budget

Labor Day Campaign

National budget allocation = \$13.0MM

Holiday Campaign

National budget allocation = \$7.25MM

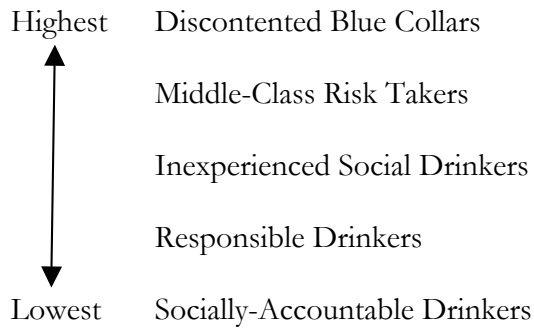


Target Profile

The target audience is broken out into 5 at-risk segments:

1. Socially Accountable Drinkers
2. Responsible Drinkers
3. Inexperienced Social Drinkers
4. Middle-Class Risk Takers
5. Discontented Blue-Collars

Relative degrees
of “at risk”



Along with these five “At Risk” groups we need to include the high risk group of “Mid-life Motorcyclists”. The “Mid-life Motorcyclists” will be addressed as a separate target audience during the Labor Day campaign only.

In addition to the primary audiences described above, we will also target the following secondary audiences:

- Newly arrived Latino immigrants men 18-34
- College Youth



Demographic Profile

1. Discontented Blue Collars: Men 21-34 years old
2. Middle-Class Risk Takers: Men 25-54 years old
3. Inexperienced Social Drinkers: Men 21-24 years old
4. Responsible Drinkers: Adults 25-44 years old
5. Socially-Accountable Drinkers: Adults 25-34 years old
6. Midlife Motorcyclists: Men 45-64 years old

This plan will be written to target the common demographic of men 21-34 for the three highest “at risk” groups: Discontented Blue Collar, Middle-Class Risk Takers and Inexperienced Social Drinkers.

In addition, we will target the Midlife Motorcyclists as a separate, older target.

Media Purchasing Demographic

Primary: Men 18 – 34 and,
Men 35-64 (Motorcyclists)
Secondary: Hispanic men 18 – 34

Geography

The total \$20.25MM budget is to be allocated to national advertising only. There will be no state/local element to be budgeted out of this budget.



Media to be Considered

Due to the very tight flighting requirements all media considered will be electronic. Easily turned on and turned off. Media being considered are -

Network Television
Broadcast
Cable

Digital
Video Games
Online

Network Radio
Terrestrial
Online
Satellite

Overall Media Strategy

Young Men

Continue to generate frequency in order to affect behavioral change.

Maintain the use of television via broadcast (reach) and cable (frequency).

Use radio to extend reach off of the base created by television, and greatly increase frequency.

Use digital media to reach our targets in a medium younger people find the “most essential” medium

Motorcycle Rider (Labor Day Campaign Only)

Generate frequency to affect behavioral change by incorporating the motorcycle message into networks that reach this older target, as well as, the younger target, such as ESPN.

Focus on a tighter programming mix within the sports and news arenas. Sports will be concentrated in major league baseball and NASCAR. These sporting events have an older skew.

It is likely that the NFL season will have a delayed start, and therefore, pre-season games will not fall within the 3Q flight.



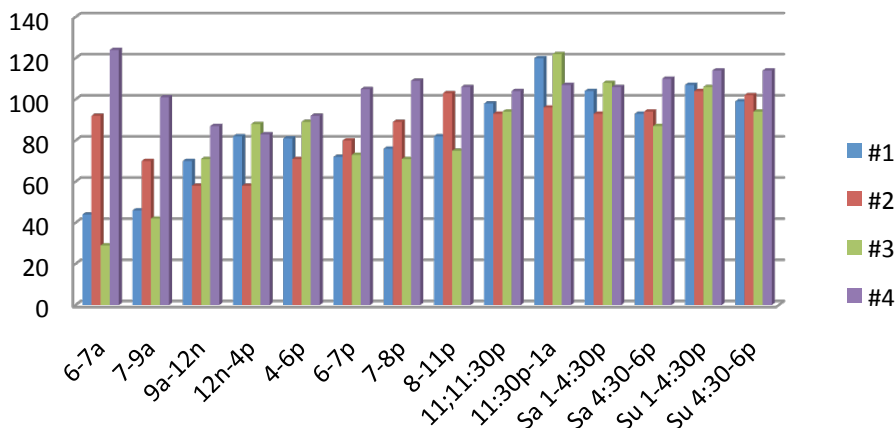
Network TV Strategy

Broadcast

Broadcast still provides NHTSA with the greatest source of reach with the use of select dayparts and programming.

The chart below indicates that viewing is skewed to the prime and late night periods, as well as weekends during traditional sports time periods.

Index of Viewing by Daypart



Source: 2010 MRI Doublebase

Key: #1 – Discontented Blue collar, #2 – Middle Class Risk Takers, #3 – Inexperienced Drinkers, #4 – Mid-Life Motorcyclists

This daypart analysis gives us a good idea of where to reach the 4 segments of the target audience in terms of overall dayparts. However, it is with individual programming that we’ll see the very heavy use of broadcast by the 4 segments of the target.



A report by Deloitte Research indicates that television has the most impact on buying decisions for millennials.

	<u>All</u>	<u>Trailing Millennials</u>	<u>Leading Millennials</u>	<u>Xers</u>	<u>Boomers</u>	<u>Matures</u>
TV	83%	80%	82%	86%	82%	80%
Magazines	50	44	45	45	53	67
Online	47	55	69	46	41	32
Newspapers	44	20	17	37	59	79
Radio	32	26	22	37	34	27
Outdoor	13	11	12	14	13	8
In-Theater	11	27	19	10	6	3

Source: Deloitte Research, March 2011 (Trailing Millennials: Age 14-20, Leading Millennials: 21-26, Generation X: 27-43, Baby Boomers: 44-62, Matures: 63-75)

Within the Prime, Late Night and Sports dayparts there are a number of programs that index very high to our primary audience of “Discontented Blue Collar that also perform well against the other segments

<u>Daypart/Programming</u>	<u>Discontented Blue Collar</u>	<u>Middle Class Risk Takers</u>	<u>Inexperienced Drinkers</u>	<u>Motorcyclists</u>
<u>Prime</u>				
American Dad	270	108	357	69
AMW	156	89	171	107
The Cleveland Show	343	97	454	117
Cops	124	116	135	129
Family Guy	235	120	259	71
The Simpsons	213	126	233	89
<u>Late Night</u>				
Sat. Night Live	115	127	108	116
Jimmy Fallon	287	108	248	55



<u>Discontented</u> <u>Daypart/Programming</u>	<u>Middle Class</u> <u>Blue Collar</u>	<u>Inexperienced</u> <u>Risk Takers</u>	<u>Drinkers</u>	<u>Motorcyclists</u>
<u>Sports</u>				
NASCAR	84	141	73	169
NFL – NBC	164	141	150	71
NFL-CBS	171	136	142	74
Professional Wrestling	155	135	146	128

Source: 2010 MRI Doublebase

Cable

Cable network television offers several networks that perform well against our targets, and help to build frequency off of the base of reach established by the broadcast networks.

Based on a ranker of men 18-34 the following are the top 15 cable networks based on audience within the primetime daypart.

<u>Rank</u>	<u>Network</u>	<u>Men 18-34</u> <u>IMPs (000)</u>
1	ESPN	420
2	TBS	267
3	USA	215
4	Adult Swim	212
5	FX	208
6	Comedy Central	206
7	TNT	189
8	History	173
9	MTV	149
10	Nickelodeon	146
11	Discovery	138
12	Spike	128
13	Family	115
14	Nick at Nite	112
15	A&E	105

Source: Nielsen Media Research BY10-11 M-F 6-11p via FX



Cable networks also offer us more of an opportunity to reach all segments of our target audience via the use of specific cable networks.

Network	Discontented Blue-Collars Index	Middle-Class Risk Takers Index	Inexperienced Drinkers Index	Motorcyclists Index
ESPN	147	162	148	145
ESPN2	170	178	176	156
ESPNNews	171	175	177	138
TBS	120	114	126	103
USA	116	111	121	107
Adult Swim	325	89	406	41
FX	170	124	180	101
Comedy Central	184	127	201	102
TNT	110	114	117	111
History	111	133	112	137
MTV	206	87	234	46
MTV2	275	86	355	27
Spike	203	153	226	119
CNN	83	104	104	118
Discovery	111	129	109	119

Source: 2010 MRI Doublebase



Network Radio Strategy

Radio will serve as a secondary medium to increase our reach while generating higher levels of frequency.

Radio’s “Prime Time” is during the day, while television’s prime is at night.

Radio is the #1 medium of choice Monday – Friday, 6a-6p.

This makes radio a great compliment to the prime and late night schedules on broadcast and cable television.

Based on a quintile analysis we see that radio is used heavily by “Discontented Blue-Collar” and “Middle-Class Risk Takers”.

	<u>Discontented Blue-Collar</u>	<u>Middle Class Risk Takers</u>	<u>Inexperienced Drinkers</u>	<u>Motorcyclists</u>
Quintiles I & II	106	108	99	106

Source: 2010 MRI Upfront

We also see that radio listening to non-terrestrial forms of radio indexes high for some of our target groups.

	<u>Discontented Blue-Collar</u>	<u>Middle-Class Risk Takers</u>	<u>Inexperienced Drinkers</u>	<u>Motorcyclists</u>
Any Internet/ Satellite Radio	107	140	92	118

Source: 2010 MRI Doublebase



Radio formats that index well against our primary targets are Alternative, CHR, Classic Rock, Rock and Urban. The older targets index well with News, Talk and Sports.

	<u>Discontented Blue-Collar</u>	<u>Middle-Class Risk Takers</u>	<u>Inexperienced Drinkers</u>	<u>Motorcyclists</u>
Alternative	211	124	227	75
CHR	171	85	186	40
Classic Rock	129	173	135	145
Country	75	100	85	101
Jack	110	162	111	114
News/Talk	55	143	42	165
Rock	212	138	251	77
Sports	141	232	114	186
Urban	188	72	171	62

Source: 2010 MRI Doublebase

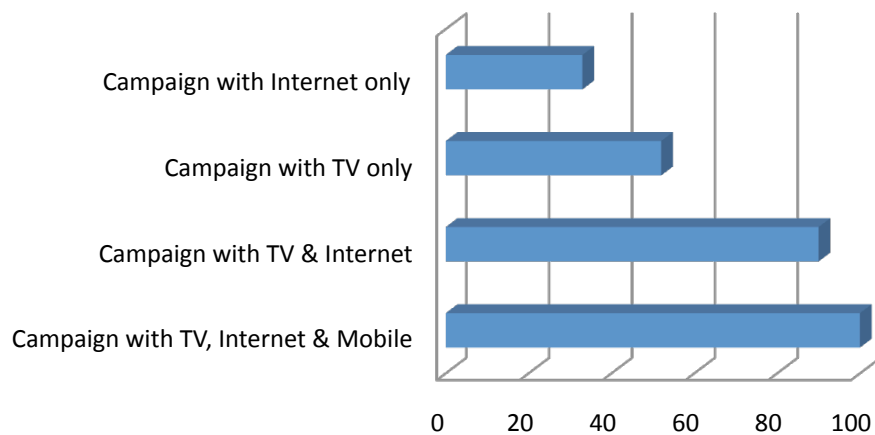


Digital Media Strategy

Though television is still the predominant media vehicle among men 21-34 years old based on time spent, they use other mediums as well.

We see that campaigns using a single medium do not generate as much brand awareness as those campaigns that employ a multi-media approach.

Convergence



Source: Multi-Platform Male Study 11/08 – 6/10



The Internet is used more heavily than adults in general by all of our target groups with the exception of Motorcyclists based on a quintile analysis of the top two heavy usage quintiles.

	<u>Discontented Blue-Collar</u>	<u>Middle Class Risk Takers</u>	<u>Inexperienced Drinkers</u>	<u>Motorcyclists</u>
Quintiles I	147	111	140	83
Quintile II	112	117	123	98

Source: 2010 MRI Doublebase

One of the reasons for the good performance of the internet against the majority of our audiences is the fact that they are engaged with the internet via a myriad of activities. Key among these activities are “Play Games Online”, “Download Music” and “Download a Video”.

	<u>Discontented Blue-Collar</u>	<u>Middle Class Risk Takers</u>	<u>Inexperienced Drinkers</u>	<u>Motorcyclists</u>
Email	106	114	112	95
Play Games Online	177	88	200	59
Obtain Sports News	177	190	178	129
Visited Network Site	164	107	165	73
Listen to Int. Radio	153	153	112	109
Download Music	209	105	224	54
Download TV Prog.	202	125	241	59
Download Video	194	134	208	72

Source: 2010 MRI Upfront

We will continue to use video, as well as banner, advertising on those sites and networks reaching our primary audience of young men with appropriate content. That content will include gaming, sports, entertainment and music.



Media Dollar Allocation

Dollars will be allocated as close to as follows in order to achieve the communication goals for our many segmented targets.

Broadcast television	30%
Cable television	35%
Radio	12%
Hispanic	8%
Alternative	15%

Our use of traditional media will continue to represent the majority of our advertising effort with the majority of that involved with television.

This allocation should deliver the following reach & frequency by measured medium against men 18-34 –

Third Quarter

	%	Average	Total
<u>Medium</u>	<u>Reach</u>	<u>Frequency</u>	<u>GRPs</u>
Television	79	6.9	550
Radio	<u>43</u>	<u>12.9</u>	<u>554</u>
Total	88	12.5	1104

Reach @ 8+ = 43%

Fourth Quarter

	%	Average	Total
<u>Medium</u>	<u>Reach</u>	<u>Frequency</u>	<u>GRPs</u>
Television	71	4.7	328
Radio	56	7.1	<u>400</u>
Total	83	9.0	728

Reach @ 8+ = 34%