

A crash test dummy is shown from the waist up, holding a large yellow sign. The dummy has a black and yellow radiation symbol on its chest and head. The background is a solid blue color.

**SAE International
Government Industry Meeting
Washington, DC
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Case Study: Reaching the Millenials



**U DRIVE.
U TEXT.**



Who are we talking to?

- Primary: Adults (men and women) 18 to 34
- Slight skew toward women
- Campaign national in scope with no regional emphasis
- Spanish language included



April 2014 National Campaign

- 4/3/2014 - US Department of Transportation's launches its first-ever, national advertising campaign and law enforcement crackdown to combat distracted driving.
- This \$8.5 million national advertising campaign featured English and Spanish TV, radio, and digital ads w/the *U Drive. U Text. U Pay.* tagline that ran from April 7-15. The high-visibility enforcement (HVE) crackdown ran from April 10 to April 15.
- The new ads reminded the public about texting's deadly consequences, and the penalties for getting caught violating the state distracted driving laws.



National Press Event

- NHTSA unveiled “U Drive. U Text. U Pay.” ads
- Release of California/Delaware distracted driving pilot program results
- Featured Secretary Foxx, “Wall of Blue,” and personal survivor stories from Betty Shaw and her daughter, Liz Marks



Take On Texting and Driving

at 1:50 mins

As sense gave way to laws, but driving while distracted remains a very real danger. Alex Ick reports now a new crackdown is coming, and its target is texting while driving.



If you're texting, you're not driving.

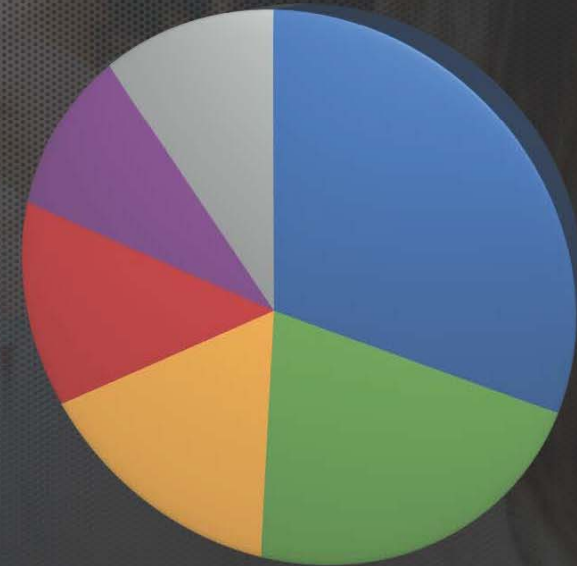
- April Distracted Driving Awareness month
- Social norming outside of brief enforcement period
“If you're texting you're not driving.”
- Real-time social engagement increased the reach and awareness of the texting and driving message
 - @messages had a nearly 25% engagement rate
- The social strategy drove 16,332 online conversations about “Texting and Driving.”
 - Online mentions of “texting and driving” increased by 19%



GEN-Y – AGES 16 – 34 – 80 MILLION Strong

SEGMENTS

HIP-ENNIAL	29%
MILLENNIAL MOM	22%
ANIT-MILLENNIAL	16%
GADGET GURU	13%
CLEAN & GREEN	10%
OLD-SCHOOL	10%



Largest segment

HIP-ENNIAL

29%

**“I CAN MAKE THE WORLD
A BETTER PLACE.”**



2nd largest segment

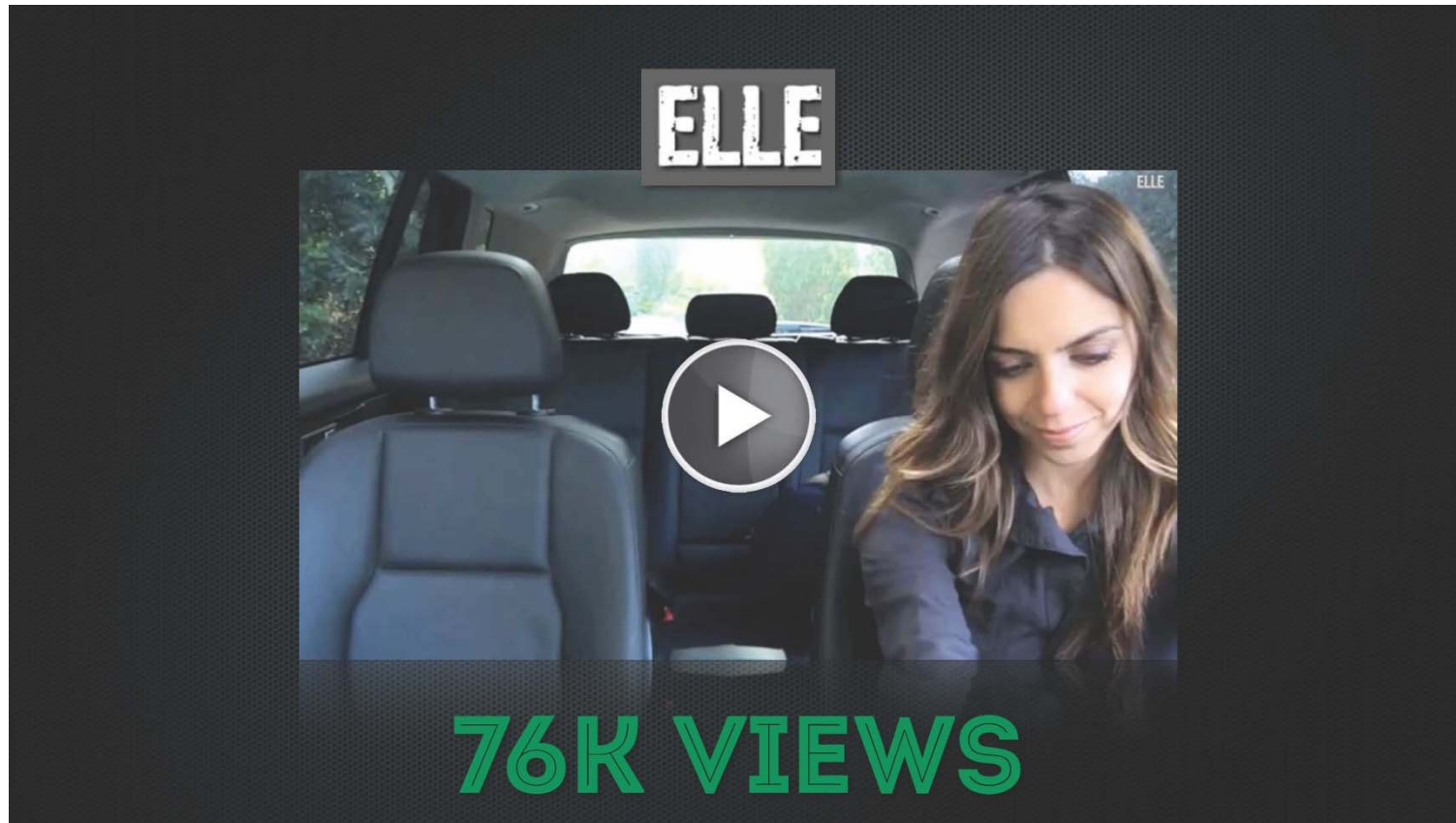
MILLENNIAL MOM

22%

“I LOVE TO WORK OUT, TRAVEL
AND PAMPER MY BABY.”



Tactic: YouTube Star



Tactic: Vine videos

Vine



BEHIND-THE-WHEEL: Crushed Or Cubed #justdrive

8 Likes and 11 Revives

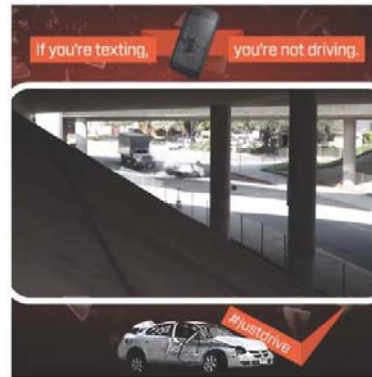
Like Revive 1,266 f 3



BEHIND-THE-WHEEL: How We Crashed The Car #justdrive

2 Likes and 3 Revives

Like Revive 100 f 1



BEHIND-THE-WHEEL: Flip 6 in 6 Seconds #justdrive

2 Likes and 5 Revives

Like Revive 21 f Share



BEHIND-THE-WHEEL: Go Inside The Car-B-Q #justdrive

2 Likes and 3 Revives

Like Revive 4 f Share



Victim's story



Feds Take On Texting and Driving

CBS Local 1:30 mins

Common sense gave way to laws, but driving while distracted remains a very real danger. Alex DeMetrick reports now a new crackdown is coming, and its target is texting while driving.



3rd Largest Segment

ANTI-MILLENNIAL

16%

“I’M TOO BUSY TAKING CARE OF MY BUSINESS AND FAMILY TO WORRY ABOUT MUCH ELSE.”



Tactic: Broadcast Ad



4th largest Segment

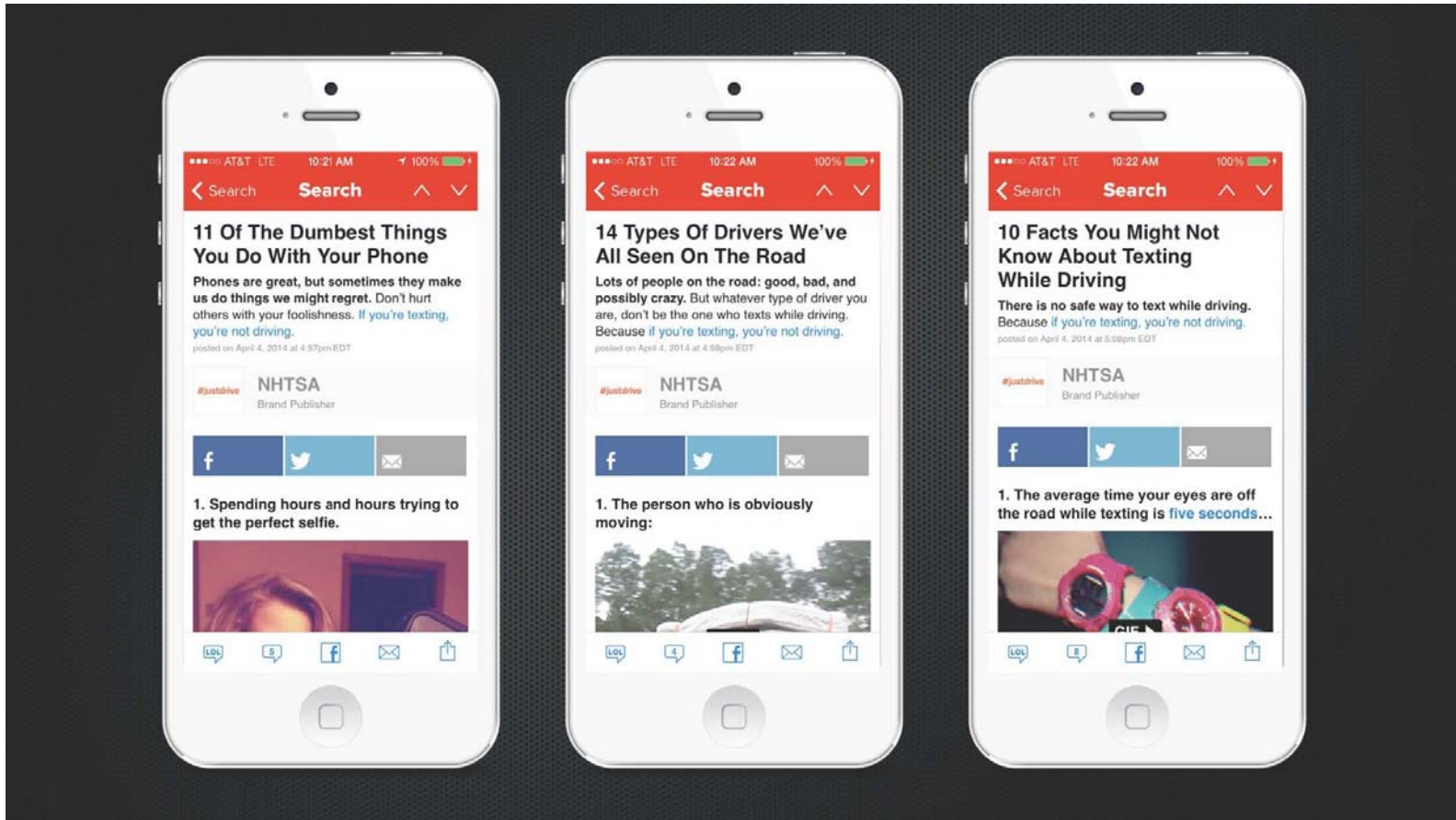
GADGET GURU

13%

“IT’S A GREAT DAY
TO BE ME.”



Tactic: BuzzFeed



Tactic: Buzzfeed

- **Buzzfeed**

- 11 of the Dumbest Things You Do With Your Phone – 229K+ total views
- 10 Facts You May Not Know About Texting While Driving – 113K+ total views
- 15 Types of Drivers We've All Seen On the Road – 156K+ total views
- **\$23K in added value media**
- **Surpassed 200K views in less than 3 days**



Tactic: YouTube Star



Segment, contd.

CLEAN & GREEN
10%

“I TAKE CARE OF MYSELF
AND THE WORLD AROUND ME.”



Tactic: Online social norming spot



Segment, contd.

OLD SCHOOL

10%

“CONNECTING ON FACEBOOK IS TOO IMPERSONAL. LET’S MEET UP FOR SOME COFFEE INSTEAD!”



Tactic: Surround Sound

BuzzFeed

AdvertisingAge

Daily  Mail

THE
HUFFINGTON
POST

ADWEEK

YAHOO!

Mashable

CBS 

The Washington Post

TIME



Distraction.gov

D!STRACTION.GOV
Official US Government Website for Distracted Driving

ABOUT US GET THE FACTS TAKE ACTION LET'S TALK DOT ACTION

Cops write tickets to
save lives. See why.

WATCH THE SPOT

JOIN THE CONVERSATION



Distraction.gov

- Campaign tools
- Statistics and facts
- State laws
- Research
- Media resources
- Material for parents/educators
- “Faces of Distraction”



Resource:

- www.trafficsafetymarketing.gov



Questions?

