

MoDOT's
Traffic Incident Response
Awareness Week
CAMPAIGN

Presented By:

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The Need

- 29 people were seriously injured and 5 killed in traffic incident response crashes from 2015 – 2018.

Goals


- Educate drivers on enforcement efforts and the importance of properly driving around emergency response vehicles and personnel.
- Reduce the emergency response vehicle and personnel related fatality and serious injury crashes in Missouri.
- Promote safe driving habits around emergency response vehicles and personnel.
Promote the law.
- Make it more personal, proactive vs reactive. Crashes are preventable.
- Primary messaging points:
 - Move Over
 - Steer It, Clear It
 - Buckle Up, Phone Down

Targets

- Geographic Targets

- Statewide with emphasis the top fatal & serious injury crash districts involving an emergency response vehicle or personnel

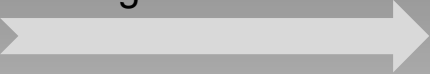
- Kansas City
- St. Louis



These two districts account for 60% of all of the crashes involving an emergency response vehicle or personnel from 2014-18.

- Demographic Targets

- M21-40



Account for 40% of all drivers involved in emergency response vehicle and personnel crashes from 2014-18.

Campaign Dates

- T.I.R. Week & Media Flight Dates: November 10-16

Budget

- Media: \$25,000
- Creative: \$9,800

Campaign Strategy

- Target statewide emphasizing areas of concern
- Target the primary target demo, while reaching the a large general Missouri driver demo as well
- Consider timing & lifestyle and how those play into media consumption
- Reach the target with memorable, relatable and timely messaging through placement strategy and creative messaging



Place video here



MEDIA PLAN



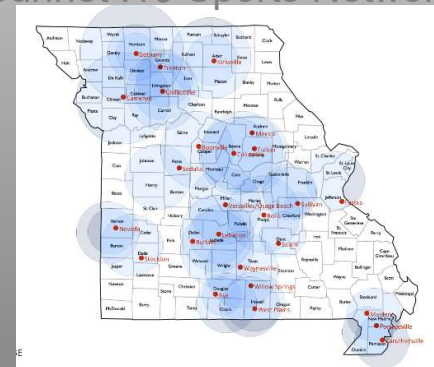
AUDIO

Missourinet Radio

UTILIZE TERRESTRIAL RADIO FOR STATEWIDE CAMPAIGN REACH AND TO BUILD FREQUENCY OF MESSAGING

- Sports Sponsorships
 - 34 Station Missourinet Sports Broadcast Network
 - Live reads with sports billboards
 - 5/day: 11/11-11/15

Missourinet :10 Sports Network



OUT-OF-HOME



Gas Station TV

REACH A CAPTIVATED AUDIENCE WITH OUR
VIDEO MESSAGE WITH A TIMELY MESSAGE
ON A STATEWIDE LEVEL

- 11/10-11/16
- Statewide Coverage
 - 296 Stations Total, 2675 Screens
 - 50% SOV
 - :30 ads

DIGITAL



Online Video

HIGH PROFILE DIGITAL VIDEO THAT EXTENDS THE CAMPAIGN MESSAGE'S REACH ACROSS MULTIPLE DEVICES WITH UNIQUE TARGETING CAPABILITIES

- 11/10-11/16
 - :30 Ads
 - Includes Mobile, Desktop, Tablet & CTV Devices (including Xbox and PlayStation)
 - Served on Targeted Sites/Programs
 - Interests & Content
 - Hunting
 - Sports Programming
 - Especially NFL & NCAA FB
 - Demographically Targeted
 - Men 21-39
 - Drivers with Auto Insurance Claims in the Past Year
 - Includes Retargeting
 - Geographic Segments to Ensure Statewide Coverage



SOCIAL

Facebook & Instagram

TARGETED SOCIAL WITH HIGH REACH &
FREQUENCY USING NATIVE MESSAGING
WITH STATEWIDE REACH

• 11/10-11/16

- News Feed Ads
 - Promoted :30 Video Ads
- Demographic & Geographic Targeted Segments
 - Statewide
 - KC & STL DMAs
 - Men 21-40
 - Adults 21-40



BUDGET

MODOT T.I.M. WEEK MEDIA BUDGET SUMMARY 2019		FLIGHT DATES						
		11/10	11/11	11/12	11/13	11/14	11/15	11/16
TARGET: MEN 21-40								
RADIO								
MISSOURINET RADIO :10 Sports Billboards		\$4,313						
OOH								
GAS STATION TV 296 Stations - 2675 Screens		\$6,828						
TELEVISION								
CTV :30 Video - Live Sports Programming		\$2,300						
ONLINE								
VIDEO Remarketing/Mobile/Desktop/Tablet		\$5,600						
SOCIAL MEDIA Facebook/Instagram		\$5,900						
AGENCY FEES ARE ALL INCLUDED WITHIN EACH MEDIA								
TOTAL MEDIA CAMPAIGN BUDGET		\$24,941						

Thank You

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