



# **Governor's Highway Safety Program**

## **Upcoming Campaigns**

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## Recent & Upcoming Campaigns

- Obey the Sign or Pay the Fine  
*March 30-April 5*



- Click It or Ticket  
*May 18-31*



- Booze It & Lose It  
*June 26-July 5; August 21-September 7*



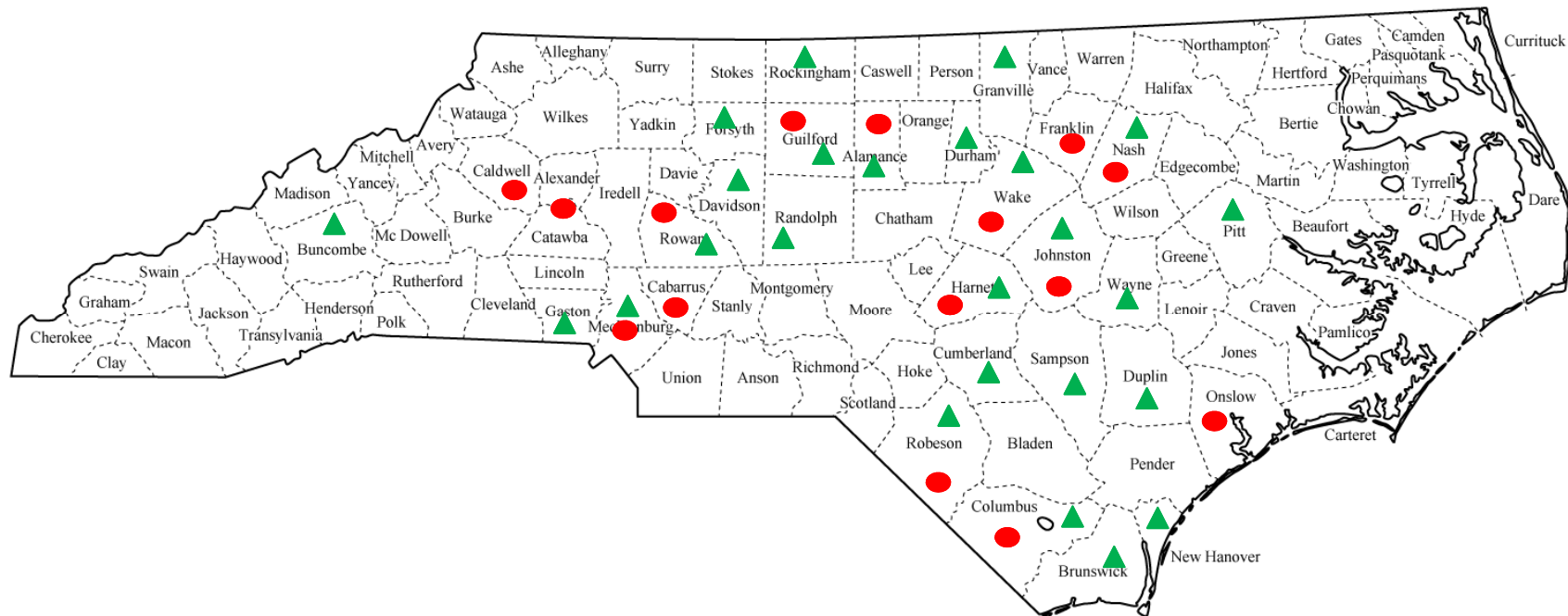
# Obey the Sign or Pay the Fine

## Enforcement Campaign Overview

- 13,391 Speeding Citations
- 1,094 DWI's
- 3,481 Seat Belt Tickets
- 2,956 DWLR



# Click It or Ticket – Key Areas



- Seat Belt Survey County
- ▲ Top 25 Alcohol Related Fatalities

# Click It or Ticket - Media Buy

- May Mini-Campaign
  - 25 Focus Counties
- May Statewide
  - Tier I: 15 Survey Counties
  - Tier II: Top 25 Unbelted Counties
  - Tier III: Statewide (Remaining Counties)

## Key Targets

- Adults 18-34 with emphasis on Males
- Pickup drivers & drivers in rural areas
- Students
- Diverse populations

## Campaign Budget

- \$42,500 Mini-Campaign
- \$293,625 Statewide

## Live, In-Market Date

- Mini-Campaign: May 11-17, 2015
- Statewide Campaign: May 18-31, 2015

# Click It or Ticket - Placement

## NCDOT North Carolina Audience - Top Media Quintiles for Adults 18-49\*

Radio	Newspaper	Internet	Magazine	Television	Outdoor
24%	8%	27%	24%	16%	24%

### Mini Campaign

1. *Terrestrial Radio*
2. Real Time Bidding
3. Facebook Exchange

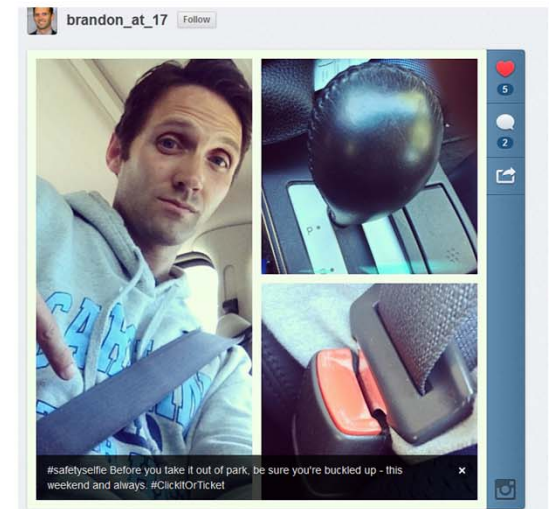
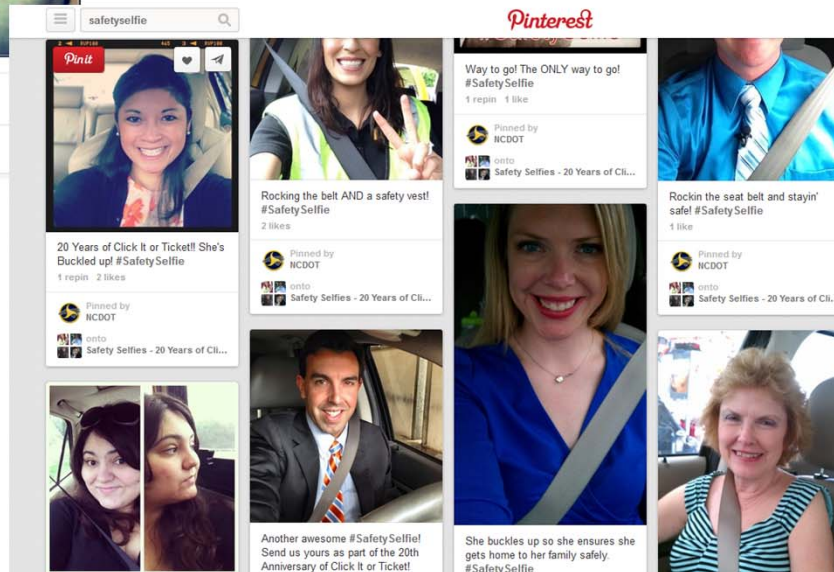
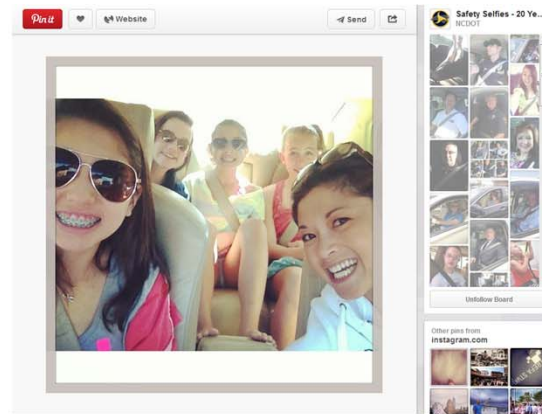
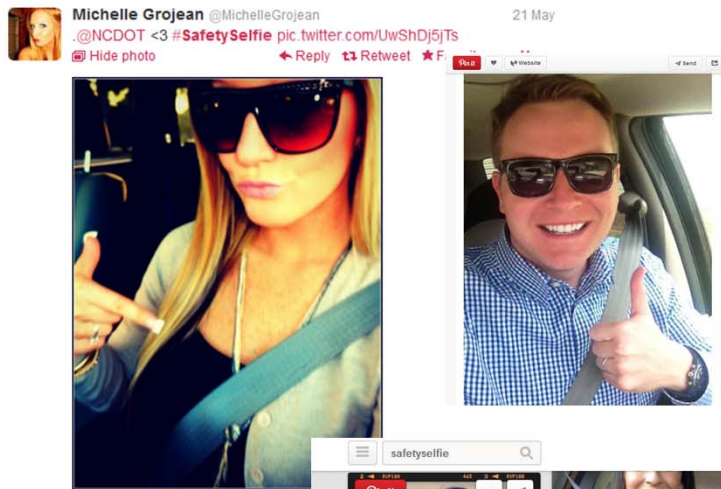
### Statewide Campaign

1. *Pandora Radio*
2. Real Time Bidding
3. Facebook Exchange
4. Yahoo! News, Sports

# Click It or Ticket - Creative



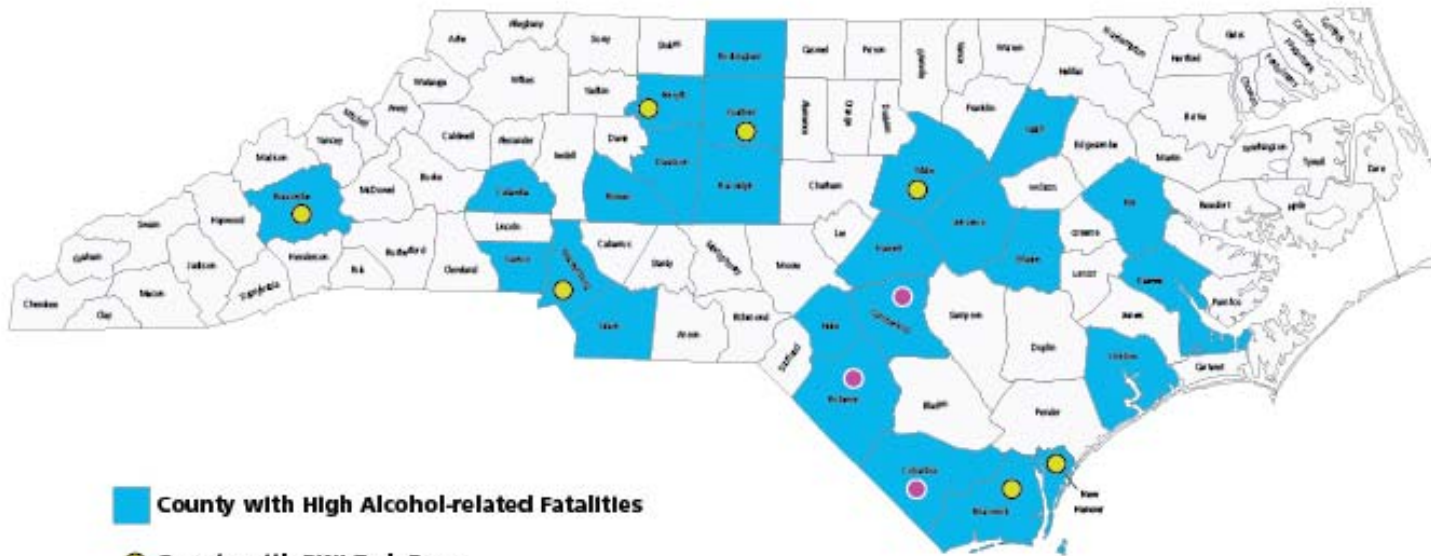
# Click It or Ticket - #SafetySelfie





# Booze It & Lose It Preview

21-34 year old males



- County with High Alcohol-related Fatalities
- County with DWI Task Force
- County with DWI Trooper Unit

Budget: \$500,000



# Sports Marketing

- Asheville Tourists
- Carolina Mudcats
- Charlotte Knights
- Durham Bulls
- Greensboro Grasshoppers
- Hickory Crawdads
- Kannapolis Intimidators
- Winston-Salem Dash

**Every Seat. Every Time.**



**OR TICKET.**

ClickItorTicket.org

**LIVE TO SEE ANOTHER GAME  
DON'T DRINK & DRIVE**

**BOOZE IT & LOSE IT.**  
N.C. GOVERNOR'S HIGHWAY SAFETY PROGRAM

# Questions?