Background

DHSMV led the Safe Holiday Travel campaign from November 1, 2017, to January 2, 2018, to remind everyone to stay safe on and around Florida’s roads while they travel for the Thanksgiving, Christmas and New Year holidays. The campaign also encompassed the December Impaired Driving campaign. Throughout the Safe Holiday Travel campaign, the department educated the public regarding all aspects of safe driving, including:

- Buckle Up – Seatbelt Usage for Drivers and Passengers
- Drive Sober – DUI and Impaired Driving Crashes Prevention
- ECI Registration
- Tire Safety and Vehicle Preparation
In 2016, 42 percent of those who were killed in crashes in vehicles where seat belt use is required chose not to wear their seat belts. There were 2,306 citations given for 'Driving Under the Influence' during the Thanksgiving and Christmas/New Year holiday periods in 2016. In 2016, 3,409 tire-related crashes occurred in Florida, resulting in 1,424 injuries and 57 fatalities.

### Social Media

**106 Total Posts - 5,138 Total Engagements**

- 36 Facebook Posts - 124,873 impressions - 2,340 engagements
- 41 Twitter Posts - 133,773 impressions - 1,660 engagements
- 29 Instagram Posts - 48,703 impressions - 1,102 engagements

### Expenditures

- $194,500

Gas Station TV, Billboards, Online ads in English & Spanish, Internet radio, Broadcast radio, Printing and Mailing

### Paid Media

**156,196 Total Impressions**

- Online Ads English/Spanish: 84,334,948 Total Impressions Adwords Display Network, Facebook/Instagram and Twitter
- English Ads: 55,389,584 Impressions - $3.34 Average CPC (Cost per 1,000 impressions) - 33,738 Clicks - $1.43 Average CPC (Cost per-click)
- Spanish Ads: 28,945,364 Impressions - $3.34 Average CPC - 25,033 Clicks - $3.55 Average CPC
- Billboards: 34,969,056 Total Eyes-On Impressions
  - $39,400 Paid - $207,192 Value - 5.1 Value Match
- 13 Miami - 5 Orlando - 4 Ocala - 2 Tampa - 8 Panama City
- 2 Daytona - 3 Tallahassee - 4 Pensacola
- Broadcast/Internet Radio: 34,673,404 Total Impressions
- Broadcast: 17,604,600 Impressions - 1,845 Total Spots
- Internet Radio: 16,706,804 Impressions
- Gas Station TV Ads: 2,181,594 Total Impressions
- Ft. Myers-Naples - Gainesville - Jacksonville - Miami- Ft. Lauderdale - Orlando - Tallahassee - Tampa-St. Petersburg - West Palm Beach
- 1,916,672 Impressions Contracted - 264,923 Bonus Impressions

### Overall Impressions / Reach

- 161,258,766 Total Impressions / Reach:
- 156,196,002 Paid + 4,666,886 Earned + 303,115 Social Media + 76,845 FLHSMV.gov + 52,918 Outreach & Events

### Target Market

- 18-30 year-old motorists, especially males, targeted to counties with the highest numbers of crashes and citations during the holidays: Broward, Duval, Hillsborough, Lee, Leon, Miami-Dade, Orange, Osceola, Palm Beach, Pasco, Pinellas, Polk
- Floridians traveling throughout the state and out-of-state travelers coming in and out of Florida during the holidays

### Partners

**Floridians Traveling in Florida During the Holidays for the Holidays**

- 43 Total Stories - 11 Total TV and Radio Stories

### Notable Headlines:

- "Nearly 2.6 million Floridians expected to travel for Thanksgiving" - Tampa Bay Times
- "Driving this holiday? Wear your seat belt or face fine" - Sun Sentinel
- "Trooper nearly killed in crash has message for drivers before holiday week" - WPEC
- "FHFP Reminds Travelers to Buckle Up, Slow Down This Thanksgiving Weekend" - NorthEscambia.com
- JMH, MADD, FHFP raise awareness of drunk, distracted driving during holidays - WSVN

### Data

- **Total Impressions**
  - 303,115 earned / 3,862,954 paid
- **Bonus Impressions**
  - 303,115 earned / 3,862,954 paid
- **Engagements**
  - 303,115 earned / 3,862,954 paid
- **Total Unique Pageviews**
  - 61 Total Events - 8 Troops

### Regions

- 17 Target Market regions

- 6,645 Audience Size
- 70 Audience Size
- 208 Audience Size
- 577 Audience Size
- 1,905 Audience Size

### Topics

- Holiday Travel Safety
- Seat Belts
- Teen Driver Safety
- DUI Prevention
- Bicycle & Pedestrian Safety
- Child Passenger Safety
- Aggressive Driving
- Distracted Driving
- Move Over Law
- ECI Registration
- Tire Safety
- Drunk Driving / Rest Areas

### Outreach Events

- 52,618 Total Audience Size

### Website Analytics

- 9,158 Total Unique Pageviews
- 76,845 Total Pageviews
- 14,07% of sessions

- 208 Audience Size
- 577 Audience Size
- 1,905 Audience Size

**Based on 14.07% of sessions**