

Safe Holiday Travel Campaign Evaluation Report



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

LEADERS IN SERVICE • AGENTS OF PROGRESS • CHAMPIONS FOR SAFETY



Safe Holiday Travel. Arrive Alive.

November 1, 2017 - January 1, 2018

Data

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, 4,309 tire-related crashes occurred in Florida, resulting in 1,424 injuries and 57 fatalities.

Objectives Actuals in "(BOLD)"

- ✓ Secure at least 45 (**48**) new stories based off of the department-disseminated strategically-phased press releases
- ✓ Obtain 850,000 (**303,115 earned / 3,862,954 paid**) impressions on department social media channels
- ✓ Garner more than 45,000 (**76,845**) visits to the Safe Holiday Travel campaign webpages on www.flhsmv.gov
- ✓ Disseminate campaign message through targeted advertisements and earn at least 35 (**155**) million impressions in target areas.

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

Expenditures: \$194,500

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

Overall Impressions / Reach: 161,258,766

156,159,002 Paid + 4,666,886 Earned + 303,115 Social Media + 76,845 FLHSMV.gov + 52,918 Outreach & Events

Social Media: 303,115 Total Impressions

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

Best Performing Social Media Posts



Paid Media: 156,159,002 Total Impressions

Online Ads English/Spanish: 84,334,948 Total Impressions
Adwords Display Network, Facebook/Instagram and Twitter

English Ads: 55,389,584 Impressions · \$3.52 Average CPM
(Cost per 1,000 impressions) · **33,738 Clicks · \$1.43 Average CPC** (Cost-per-click)

Spanish Ads: 28,945,364 Impressions · \$3.34 Average CPM · 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: 16,706,904 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



Partners



Earned Media: 4,666,886 Total Views

43 Total Stories · 11 Total TV and Radio Stories

WTVY, Osceola News Gazette, Vero News, WTXL, Sunshine State News, WZVN, The Gainesville Sun, **Tampa Bay Times**, **Sun Sentinel**, Florida Trend, Florida Today, Chipley Bugle, Village-News, WJHG, **Naples Daily News**, WPEC, Glades County Democrat, The Clewiston News, **Herald Tribune**, WOKV, **NorthEscambia.com**, Foster Folly News, Highland News-Sun, TheDrive.com, Villages-News, Cape Coral Daily Breeze, Pine Island Eagle, OHS Online, **NBC Miami**, Chipley Paper, The Apopka Voice, WSVN, **Orlando Sentinel**, Ocala Star Banner, Bay News 9, Cape Coral Daily Breeze, WINZ 940 Radio, WOGX, WBBH, WINK

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*

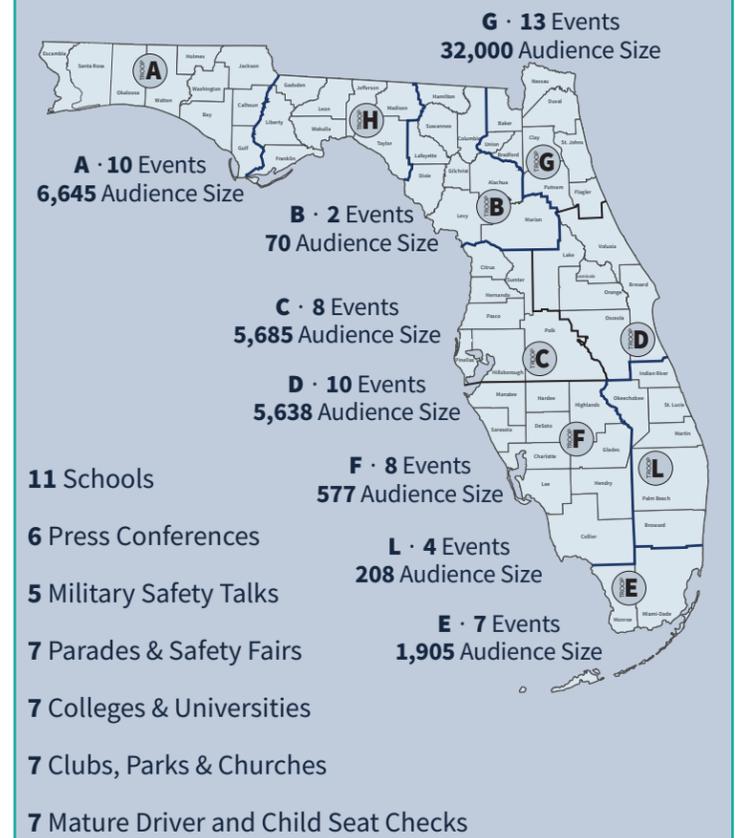
"Trooper nearly killed in crash has message for drivers before holiday week" - WPEC

"FHP Reminds Travelers to Buckle Up, Slow Down This Thanksgiving Weekend" - North Escambia.com

JMH, MADD, FHP raise awareness of drunk, distracted driving during holidays - WSVN

Outreach Events: 52,618 Total Audience Size

61 Total Events · 8 Troops



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, Drowsy Driving / Rest Areas*

Website Analytics: 76,845 Total Pageviews

9,158 Total Unique Pageviews · 2,146 Total Downloads* · 1,894 Total Unique Downloads*

*Based on 14.07% of sessions