Safe Holiday Travel
Campaign Evaluation Report

Background

FLHSMV lead the Safe Holiday Travel campaign to remind everyone to stay safe on and around Florida’s roads while they travel for the Thanksgiving, Christmas and New Year holidays. The Safe Holiday Travel campaign also encompassed NHTSA’s ‘Buckle Up. Every Trip Every Time.’ enforcement initiative on November 22, and the December Impaired Driving campaign, which included the ‘Buzzed Driving is Drunk Driving’ enforcement initiative from November 24 to December 12 and the ‘Drive Sober or Get Pulled Over’ enforcement initiative from December 13 to 31. FLHSMV educated and engaged the public on the importance of traveling safely during the holidays, especially the following driving safety topics:

- Tire Safety and Vehicle Preparation
- ECI Registration
- Drive sober and Never Drive Impaired – DUI Prevention
- Buckle Up – Seatbelt Usage for Drivers and Passengers
- Speeding – Slow Down
Data

There were 2,729 DUIs issued during the Thanksgiving and Christmas/New Year holiday periods combined in 2017. In 2017, there were 3,306 tire-related crashes in Florida, resulting in 285 serious bodily injuries (SBI) and 46 fatalities. Hillsborough County had the most crashes involving impairment and Duval County had the most fatalities due to a crash involving impairment in 2017. In 2017, 38 percent of those who were killed in crashes in vehicles where seat belt use is required chose not to wear their seat belts. During the holiday periods in 2017, the day with the highest number of seat belt citations was November 22, the day before Thanksgiving, with 307 seatbelt citations, which also coincides with NHTSA’s Buckle Up enforcement initiative. During the holidays in 2017, there were 27,792 citations given for unlawful speed.

Target Market

English and Spanish speaking motorists (Floridians and out-of-state travelers) age 20-59 driving in and out of Florida during the holidays in counties with the highest numbers of crashes and citations, including: Brevard, Broward, Duval, Hillsborough, Lee, Leon, Miami-Dade, Orange, Palm Beach, Pinellas and Sarasota.

Objectives

- Obtain three million (497,975 earned) earned and paid impressions on department social media channels.
- Garner more than 50,000 (17,463) visits to the Safe Holiday Travel campaign web pages on www.flhsmv.gov.
- Disseminate campaign messages through targeted advertisements and earn at least 100 (95+) million impressions.
- Secure at least 45 (38) news stories based off of the department-disseminated press releases.

Expenditures: $132,075

- Gas station digital ads ($32,500)
- Billboards ($24,575)
- Internet Radio PSAs ($25,000)
- Broadcast radio PSAs ($20,000)
- Online and social media ads ($20,000)
- Educational print - Road Trip Game Cards ($10,000)

Overall Impressions / Reach: 96,594,402

- 95,301,773 Paid Media + 699,512 Earned Media + 497,975 Social Media + 17,463 Website + 77,679 Outreach Events

Social Media: 497,975 Total Impressions

- 39 Facebook posts · 167,228 impressions · 2,643 engagements
- 44 Tweets · 290,517 impressions · 3,837 engagements
- 16 Instagram posts · 40,230 impressions · 3,622 engagements

Followers Gained: 751 Facebook | 258 Twitter | 250 Instagram

Compared to the 2017 campaign:
- Engagement increased 131% on Twitter and 229% on Instagram
- Impressions increased 117% on Twitter and 34% on Facebook

Best Performing Social Media Posts

Website Analytics: 17,463 Total Pageviews · 3,550 Total Link Clicks

- 269 Total downloads*
- 1:57 Average time spent on campaign pages

Data includes the campaign pages translated into Spanish.

*Download analytics based on 8% of sessions.
Florida Department of Highway Safety and Motor Vehicles

Paid Media: 95,301,773 Total Impressions
Online Ads: 52,177,210 Total Impressions from banner ads
$.38 Average CPM (Cost per 1,000 impressions) · 4,115 Clicks
$4.86 Average CPC (Cost-per-click) · .01% CTR (Click Through Rate)

Billboards: 15,329,400 Total Eyes-On Impressions
Daytona · Jacksonville · Miami · Orlando · Ocala · Pensacola · Tallahassee

Broadcast Radio: 14,324,400 Total Impressions
515 total spots from Florida News Network & other stations

Internet Radio: 11,468,697 Total Impressions
873 added value impressions from over-delivery
2,408,426 Banner Impressions · 146 Total Clicks · .01% CTR

Gas Station TV Ads: 1,952,066 Total Impressions
Ft. Myers · Jacksonville · Miami/Orlando · Daytona Beach · Tallahassee · Tampa Bay Area · West Palm Beach/Ft. Pierce
40,340 added value impressions from over-delivery

Road Trip Game Cards: 50,000 Total Printed
distributed to all FHP PAOs and Florida Welcome Centers
(see back page for artwork)

Outreach Events: 77,679 Total Participants
79 Total Events · 7 Troops

Earned Media: 699,512 Total Online Circulation & Views · 38 Total Stories
23 Total Print and/or Online News Stories from 24 News Outlets with 407,601 Online Circulation
13 TV Stories from 13 News Outlet with $1,705.52 Average Local Publicity Value

Media Markets:
- Fort Myers: Lehigh Acres Citizen, Naples Daily News, WBBH, WINK, WZVN
- Gainesville: WCJB, WOGX

Press Releases (posted in English and Spanish):
1. November 1, 2018: Safe Travel Tops The Checklist This Holiday Season
2. November 20, 2018: Buckle Up to Arrive Alive this Thanksgiving
3. December 13, 2018: Florida Highway Patrol Encourages the Gift of Safe Travel
Road Trip Game Cards - Road Trip Bingo (left) and License Plate Safari (right)