

Campaign Evaluation Report



CHECK YOUR TIRES

MAKE SURE YOUR TIRES ARE PROPERLY INFLATED, WITH ADEQUATE TREAD.



CHECK YOUR CONTACTS

REGISTER OR UPDATE EMERGENCY CONTACT INFORMATION (ECI) AT FLHSMV.GOV/ECI.



CHECK FOR RECALLS

VISIT SAFERCAR.GOV TO CHECK FOR RECALLS.



CHECK FOR KIDS AND PETS

NEVER LEAVE CHILDREN OR PETS UNATTENDED IN A MOTOR VEHICLE.

Background

Throughout the *Safe Summer Travel* campaign, the Florida Department of Highway Safety and Motor Vehicles (FLHSMV) educated the public regarding the importance of driving safely on Florida's busy roadways during summer vacation months. In conjunction with the June 1 beginning of hurricane season and summer travel, FLHSMV encouraged Floridians to make a plan for emergency preparedness, register or update their Emergency Contact Information (ECI) and check tires before any road trips. The campaign also focused on speeding prevention; obeying speed limits improves safety by reducing the probability and severity of crashes. The FLHSMV also placed additional emphasis throughout the campaign on: seat belt usage, child vehicular heat stroke prevention and DUI prevention.

Data

In 2017, there were 3,306 tire-related crashes occurred in Florida, resulting in 285 serious bodily injuries (SBI) and 46 fatalities. The highest number of these tire defect coded crashes occurred in June and July of last year. Since 1998, 84 child heatstroke deaths have occurred in Florida, more than any other state except Texas. In June and July 2017, there were 54,044 and 64,541 citations given for unlawful speed respectively. The number of speeding citations issued in July was the highest out of any month in 2017. Citations for unlawful speed have consistently been high in the summer months since 2014. There were 34,442 DUIs issued in 2017, 2,822 in June and 3,034 in July. There were almost as many DUIs issued in July 2017 as there were in March 2017, which has been the highest for DUIs since 2014.

Target Market

English and Spanish speaking motorists age 20-39 in counties with the highest numbers of crashes, fatalities and citations, including: Broward, Brevard, Duval, Hillsborough, Indian River, Lee, Miami-Dade, Orange, Palm Beach, Pinellas, Polk, St. Lucia and Volusia.

Objectives *Actuals in "(BOLD)"*

- ✓ Secure at least 45 **(103)** new stories based off of the department-disseminated press releases
- ✓ Disseminate campaign messages through targeted advertisements and earn at least 70 **(115)** million impressions.
- ✓ Garner more than 30,000 **(78,156)** visits to the Safe Summer Travel campaign web pages on www.flhsmv.gov.
- ✓ Conduct at least 50 **(100)** safety events for relevant audiences statewide.

Expenditures: \$196,864.71

Online Ads in English and Spanish (\$32,000),
 Gas Station TV Ads (\$32,000),
 WAZE Navigation App Ads (\$32,000),
 Internet radio (\$30,000),
 Billboards (\$29,690),
 Social Media Ads (\$21,175.71),
 Educational Materials - Sunglasses and Tire Gauges (\$19,999)

Overall Impressions / Reach: 119,471,136

115,486,158 Paid + **3,300,155** Earned + **606,667** Social Media + **78,156** FLHSMV.gov + **37,926** Outreach Events

Partners



Florida Department of Transportation (FDOT), Florida Department of Children and Families (DCF), Florida Police Chiefs Association (FPCA), Florida Sheriffs Association (FSA) and AAA - The Auto Club Group

- Tax Collector Motor Vehicle Network graphics in 17 counties
- Campaign message on highway message boards and posters in all FDOT rest areas and welcome centers statewide
- FPCA Green Alert with campaign information sent to all members
- Partnered with DCF for Hot Car Press Events in 7 troops statewide

Social Media: 606,667 Total Impressions

72 Total Posts · **10,184** Total Engagements (Twitter & Instagram)

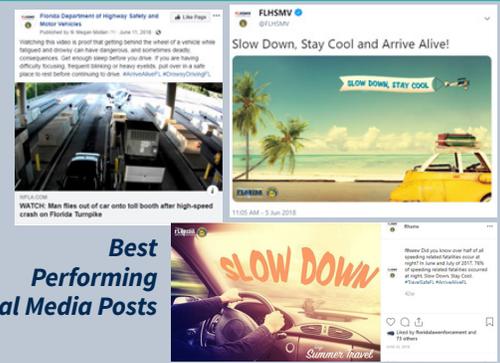
32 Facebook posts · **168,675** impressions · **6,008** engagements

36 Twitter posts · **429,186** impressions · **2,802** engagements

4 Instagram posts · **8,806** impressions · **1,374** engagements

Followers Gained: **828** Facebook | **430** Twitter | **248** Instagram

Facebook engagement up 40% from 2017 · Twitter impressions up 184% from 2017



Best Performing Social Media Posts

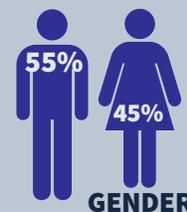
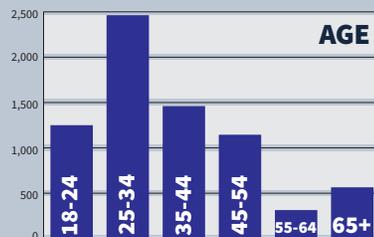
Website Analytics: 78,156 Total Pageviews · 367 Total Downloads*

19,253 Total unique pageviews

5,142 Total clicks

02:02 Average time spent on campaign pages

*Clicks are based on 7.58% of sessions.



Paid Media: 115,486,158 Total Impressions

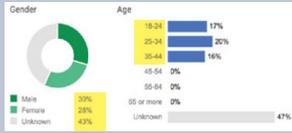
Online Ads : 54,495,100 Total Impressions (Adwords Display Network)

\$0.30 Average CPM (Cost per 1,000 impressions) · **42,018 Clicks** \$0.38

Average CPC (Cost-per-click) · .08% CTR (Click Through Rate)

English: 42,862,926 Impressions · 31,222 Clicks

Spanish: 11,632,174 Impressions · 10,796 Clicks



Billboards: 34,839,456 Total Eyes-On Impressions

\$29,690 Paid · \$151,190 Total Retail Value · 5:1 Value Match

4 Daytona Beach · 3 Lakeland/Orlando ·

3 Miami/Pompano Beach · 2 Jacksonville ·

2 Panama City/Pensacola



Internet Radio: 18,348,518 Impressions · 744 Channels

10,825,627 Streaming Ad Impressions

7,522,893 Banner Ad Impressions · 382 Clicks

Gas Station TV: 1,052,795 Impressions · 12% Added Value

Ft. Myers/Naples · Gainesville · Jacksonville · Miami/Ft. Lauderdale

Orlando/Daytona Beach/Melbourne · Tallahassee/Thomasville · Tampa/

St. Petersburg/Sarasota · West Palm Beach/Ft. Pierce

WAZE Ads: 1,600,000 Impressions · 804,718 Unique Users

14,100 Save Clicks · 1,900 Info Clicks · .88% Save Rate (clicks/impressions)

Social Media Ads: 5,127,168 Total Impressions

\$4.13 Average CPM (Cost per 1,000 impressions) · 13,262 Clicks \$2.58

Average CPC · .26% CTR

Snapchat: 3,500,000 Impressions · 2,716 Clicks

Facebook/Instagram: 1,360,424 Impressions · 9,761 Clicks

Twitter: 266,744 Impressions · 785 Clicks

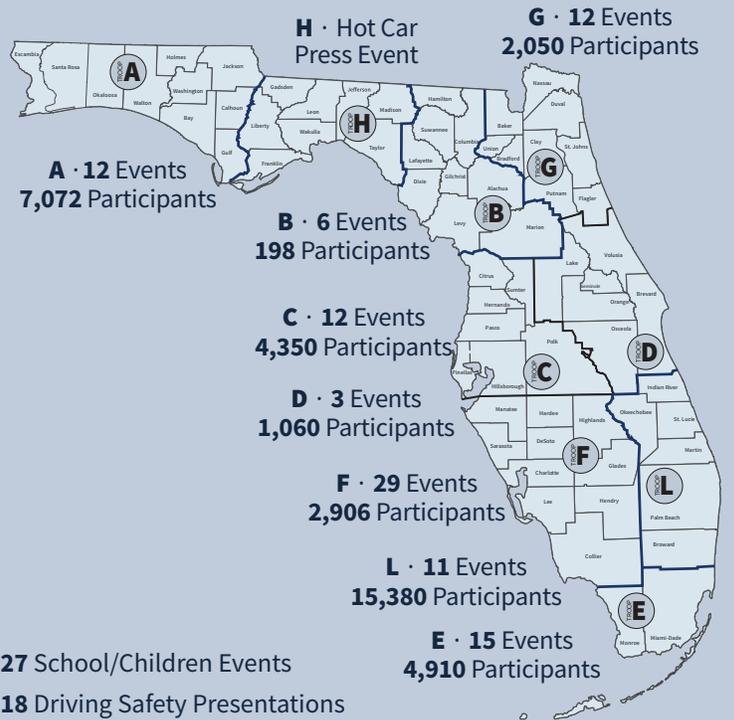
Educational Materials - 11,494 Sunglasses · 11,627 Tire Gauges

distributed statewide to all PAOs for outreach



Outreach Events: 37,926 Total Participants

100 Total Events · 9 Troops



- 27 School/Children Events
- 18 Driving Safety Presentations
- 15 Community Partner Events
- 11 Parades/Festivals/Fairs
- 9 Radio/TV Shows
- 8 Church or Hospital Events
- 2 Hurricane Prep Events

Partners: DCF – Miami, Orlando, Fort Myers, FDOT District 3 (Pensacola), District 5 (Orlando) & District 6 (Miami), AAA – SWFL, Bay County Sheriffs, Okaloosa County Sheriffs, Citrus County Sheriffs, Sarasota County Sheriffs, Fort Myers Police, Hillsborough County Tax Collector, City of Pensacola, Panama City Beach Fire Dept, Gilchrist County Schools, Crimestoppers of Columbia County, Hillsborough Schools & Bus Drivers, City of Miami, Miami Fire Dept, Port of Miami, Port of Tampa Bay, MADD, Lee County Emergency Operations Center, Safe Kids of SWFL

Earned Media: 3,300,155 Total Online Circulation & Views · 103 Total News, TV & Radio Stories

88 Total Print and/or Online News Stories from 54 News Outlets with 3,049,667 Online Circulation

15 Total TV and Radio Stories from 12 News Outlets with \$1,531.30 Average Publicity Value

Fort Myers/Sarasota: Fox 4, WINK, WUCU, WFTX, WWSB, *Naples Herald* · **Gainesville:** *The Independent Florida Alligator*, WCJB · **Jacksonville/St. Augustine:** *First Coast News*, Fox News, *Florida Times-Union*, *St. Augustine Record*, *Daily Commercial*, WJCT, WFOX, WJAX, WJXT, WOKV, WTLV · **Miami:** *Miami Herald*, *Sun Sentinel*, *Brevard Times*, WSVN, WPLG · **Ocala/Orlando:** *The Villages Daily Sun*, *Villages News*, *Orlando Sentinel*, *Ocala Star Banner*, *Orlando Weekly*, *Click Orlando*, Fox 35 WOFL, WKMG, WTKS · **Pensacola/Panama City:** *Chipley Bugle*, *Chipley Observer*, *Northwest Florida Daily News*, WEAR, WJHG, WMBB · **Tallahassee:** WFSU, *Florida Politics*, WTXL, WCTV · **Tampa:** *Tampa Bay Times*, ABC Action News, *The Ledger*, Fox 13, WFTS, WFLA · **West Palm Beach:** *TC Palm*, *Palm Beach Post Vero News*, WPBF, WPTV

Notable Headlines: "Do you drive aggressively? State troopers are looking for you" *Sun Sentinel* · "Safe Summer Travel campaign pushes Floridians to drive safer" *WFSU*



MAKE A PLAN

PREPARE FOR EXTREME WEATHER CONDITIONS.
VISIT FLORIDADISASTER.ORG.

TIPS FOR A SAFE TRIP



SLOW DOWN



BUCKLE UP



DRIVE SOBER



PAY ATTENTION

DIAL *FHP (*347)

**TO REPORT DANGEROUS DRIVING SITUATIONS
OR IF YOU NEED ASSISTANCE.**



LEADERS IN SERVICE • AGENTS OF PROGRESS • CHAMPIONS FOR SAFETY

