

# Spring Break Campaign Evaluation Report



*Providing Highway Safety and Security through Excellence in Service, Education, and Enforcement*



## Background

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Each year, Florida is one of the top Spring Break destinations in the country for high school and college-aged students. As a result of the influx of younger drivers in the state throughout the month of March, the Department of Highway Safety and Motor Vehicles sought to remind these individuals to safely enjoy their vacation in Florida by not driving drunk.

In March 2015, there were more than 32,000 crashes throughout Florida and of those, 478 involved drivers who had alcohol in their system. Additionally, 44 people were killed in alcohol-related crashes and law enforcement officers issued more than 4,500 DUI citations.

In 2015, Palm Beach County led in DUI fatalities (19), followed by Miami-Dade County (18) and Broward County (14).

## Campaign Objectives (to be met by March 31, 2016)

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- Obtain more than five news articles regarding the dangers of drinking and driving as a result of department-disseminated press release.
- Disseminate campaign message through advertisements and earn at least three million impressions in target areas.
- Obtain more than 2,000 “engagements” on department social media channels.
- Acquire more than 200 visits to the Spring Break campaign Safety Center webpage on [www.flhsmv.gov](http://www.flhsmv.gov).

## Budget

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In addition to a great deal of earned media, the Office of Communications allocated the following expenditures for the Move Over, Florida! campaign:

Internet Radio: .....	\$15,000
Print (weekend entertainment sections) and Digital:.....	\$159,520
<b>TOTAL: .....</b>	<b>\$174,520</b>

## Evaluation

The 2016 Spring Break Campaign was successful in meeting campaign goals and objectives and reached more than 11 million people through paid media. Throughout the month, the campaign garnered 22 news stories in newspapers and local news channels statewide. Overall earned media reached at least 7,035,400 people. The department used its social media platforms Facebook, Twitter and Instagram to promote the Spring Break campaign and content was posted a total of 68 times throughout the month. Spring Break content posted on the departments accounts made a minimum of 752,819 impressions.

### Paid Media

#### Digital Advertisements

Vendor	Impressions Delivered
Tampa Bay Times	190,284
Orlando Sentinel	1,040,952
Panama City News Herald	130,034
Tallahassee Democrat	609,789
Miami Herald	1,791,032
Palm Beach Post	3,009,358
<b>Total</b>	<b>6,771,449</b>

#### Print Advertisements

Vendor	Channel	Circulation
Tampa Bay Times	Times-Weekend	245,555
Tampa Bay Times	Tampa Bay Times	70,000 Monday-Thursday 90,000 Friday
Orlando Sentinel	Orlando Sentinel Entertainment Calendar	151,000
Orlando Sentinel	Orlando Sentinel Print Full Run Edition	151,000
Orlando Sentinel	Orlando Signature Magazine	47,000
Panama City News Herald	The Entertainer	166,561
Panama City News Herald	Northwest Florida Daily News	105,630
Panama City News Herald	Destin Log	33,849
Panama City News Herald	Panama City News Herald	116,561
Tallahassee Democrat	Limelight Tabloid	108,712
Tallahassee Democrat	FSView	25,000
Tallahassee Democrat	Tallahassee Democrat	36,670
Miami Herald	Friday Miami Herald	147,130
Miami Herald	Friday Viernes El Nuevo Herald	48,338
Palm Beach Post	TGIF	83,073
	<b>Total</b>	<b>1,220,524</b>

#### Spring Break Internet Radio PSA

The department contracted with Hearst Audience Platform to air mobile internet radio advertisements throughout the Spring Break Campaign. The advertisements targeted specific counties based off of DUI crash data in order to encourage drivers to find a safe ride home instead of driving drunk.

The Spring Break PSA aired between 3pm and 3am from March 1, 2016 to March 31, 2016 over Hearst local internet streaming radio stations. The target audience was individuals ages 18–25, and the spot was broadcast in English 70 percent of the time and in Spanish 30 percent of the time. Targeted areas included:

County	Impressions
Orange	346,684
Volusia	346,688
Polk	346,682
Pinellas	346,697
Duval	346,649
Hillsborough	346,689
Lee	346,959
Broward	346,699
Palm Beach	346,696
Miami-Dade	346,699

**Hearst + Florida Department of Highway Safety and Motor Vehicles**

Product	Start Date	End Date	Impressions Delivered
Internet Radio	3/1/2016	3/31/2016	3,464,142

**Earned Media**

Date	Publication	Title	Readership	Link
3/1/2016	<i>Clearwater Patch</i>	Spring Break 2016: Troopers on Lookout for Drunk Drivers	1.2 million subscribers	<a href="http://goo.gl/Mx12vg">http://goo.gl/Mx12vg</a>
3/2/2016	<i>Villages-News</i>	FHP warning against drunk driving during spring break	Monthly page views unavailable.	<a href="http://goo.gl/NuMZGS">http://goo.gl/NuMZGS</a>
3/2/2016	<i>The Madison News</i>	DON'T DRINK AND DRIVE THIS SPRING BREAK: Nothing kills a buzz like drunk driving	10,000 unique monthly visitors	<a href="http://goo.gl/OoeKNR">http://goo.gl/OoeKNR</a>
3/2/2016	<i>Space Coast Daily</i>	VIDEO: Florida Department of Highway Warns Spring Breakers about DUI	150,000 unique monthly web visitors	<a href="http://goo.gl/Xqnwdb">http://goo.gl/Xqnwdb</a>
3/2/2016	<i>Suwannee Democrat</i>	DHSMV reminds motorist not to drink and drive this spring break	Weekly circulation of 5,450	<a href="http://goo.gl/4293UK">http://goo.gl/4293UK</a>
3/5/2016	<i>WCTV</i>	Law Enforcement Issues Warning Ahead of Spring Break	Broadcast circulation of 272,520	<a href="http://goo.gl/vbjbEm">http://goo.gl/vbjbEm</a>
3/5/2016	<i>WEAR TV</i>	Florida highway patrols to increase in March	Broadcast circulation of 527,930	<a href="http://goo.gl/5U8RB7">http://goo.gl/5U8RB7</a>
3/5/2016	<i>Naples Daily News</i>	Florida highway patrols to increase in March	Daily circulation of 58,213	<a href="http://goo.gl/4Cz3wo">http://goo.gl/4Cz3wo</a>
3/5/2016	<i>WKMG Click Orlando</i>	Florida highway patrols to increase in March	Broadcast circulation of 1,465,460	<a href="http://goo.gl/u0Nrky">http://goo.gl/u0Nrky</a>
3/5/2016	<i>TC Palm</i>	Florida highway patrols to increase in March	Reach of 450,293	<a href="http://goo.gl/wwiUqD">http://goo.gl/wwiUqD</a>
3/5/2016	<i>WWSB ABC 7</i>	Florida highway patrols to increase in March	Broadcast circulation of 1,788,240	<a href="http://goo.gl/fYtzEa">http://goo.gl/fYtzEa</a>
3/5/2016	<i>Florida Times Union</i>	Florida highway patrols to increase in March	Daily circulation of 175,241	<a href="http://goo.gl/jXetuj">http://goo.gl/jXetuj</a>
3/5/2016	<i>CBS 12 WPEC</i>	Florida highway patrols to increase in March	Broadcasting circulation of 788,020	<a href="http://goo.gl/VqZkWs">http://goo.gl/VqZkWs</a>
3/5/2016	<i>Palm Beach Post</i>	Florida highway patrols to increase in March	Daily circulation of 175,241	<a href="http://goo.gl/UGx2yS">http://goo.gl/UGx2yS</a>
3/5/2016	<i>Orlando Sentinel</i>	FHP warns spring breakers: Don't drive drunk	Daily circulation of 213,406	<a href="http://goo.gl/9AM5xh">http://goo.gl/9AM5xh</a>
3/5/2016	<i>The Ledger</i>	Florida highway patrols to increase in march	733,000 monthly visitors	<a href="http://goo.gl/BkLlJE">http://goo.gl/BkLlJE</a>
3/5/2016	<i>Brown County Democrat</i>	Florida highway patrols to increase in march	Weekly circulation of 32,000	<a href="http://goo.gl/6YtS9T">http://goo.gl/6YtS9T</a>
3/5/2016	<i>NBC 2</i>	Florida highway patrols to increase in March	Broadcast Circulation of 504, 240	<a href="http://goo.gl/6YtS9T">http://goo.gl/6YtS9T</a>
3/5/2016	<i>WFLX</i>	Florida highway patrols to increase in March	Broadcast circulation of 788,020	<a href="http://goo.gl/O7u1Lg">http://goo.gl/O7u1Lg</a>
3/6/2016	<i>Jackson County Floridian</i>	DHSMV reminds motorists not to drink and drive this spring break	Daily circulation of 6,349	<a href="http://goo.gl/5l21A7">http://goo.gl/5l21A7</a>
3/6/2016	<i>WTXL</i>	Florida Highway Officials Warn About High Crash Numbers	Broadcast circulation of 272,520	<a href="http://goo.gl/1kBdCU">http://goo.gl/1kBdCU</a>

Date	Publication	Title	Readership	Link
3/11/2016	<i>Calhoun Liberty Journal</i>	DHSMV reminds motorists not to drink and drive this spring break	Weekly circulation of 5,077	<a href="http://goo.gl/4cXobT">http://goo.gl/4cXobT</a>
<b>22 total news stories</b>			<b>At least 7,035,400 reached</b>	

## Social Media

### Facebook: Page Level Data

Posts for the March 2016 Spring Break Campaign began on March 1, 2016. Prior to the start of the campaign, the department’s Facebook page had 11,573 likes. Over the course of the campaign, the department gained 345 new likes, a 2.9 percent increase totaling 11,918 by March 31, 2016.

Throughout March 2016, the department’s Facebook account reached a minimum of 182,113 unique users, reaching at least 3,913 each day and, at most, 39,560 on a single day. The page engaged with a minimum of 15,283 unique users and made a minimum of 632,819 impressions over the course of the campaign. The department increased its reach (88 percent), engagements (191 percent) and impressions (97 percent) compared to March 2015.

### Facebook: Post Level Data

All posts containing Spring Break Campaign content made by the department reached between 740 and 13,506 unique users. The average reach a campaign post garnered 2,955 users. The average reach of a campaign post to those users who did not previously follow the department’s Facebook page was 1,602. The post with the highest reach was a post referencing DUI convictions:



This post reached more than 13,000 users, which is 109 percent of the department’s Facebook likes. This indicates that the department Spring Break Campaign content reached Facebook users who had not previously “liked” the department’s page, ultimately reaching a new set of users.

## Florida Department of Highway Safety and Motor Vehicles

The average rate of engagement per Spring Break Campaign post was three percent among Facebook users. The minimum engagements on a single Spring Break post were nine engagements, while the maximum engagements on a single post were 456. The post with the highest engagement rate, over four percent, was a quote from FHP Colonel Gene Spaulding:



The average number of impressions made per Spring Break Campaign post was 6,156 impressions. Each post made at least 1,218 impressions and, at most, 24,222 impressions. The post that garnered the most impressions, more than 24,000, was the same post that reached the most people: the post referencing DUI convictions.

In addition to the department page and post level data, there were more than 20 unique Facebook posts made including either DHSMV Spring Break Campaign content or the campaign hashtag, #SafeSpringBreakFL. Notable accounts include WWSB ABC 7 (45,347 friends), the Florida Department of Law Enforcement (26,876 friends), NBC2 News (177,315 friends) and WCTV (87,265 friends).

**Twitter:**

At the start of the Spring Break Campaign, the department’s Twitter account had 5,445 followers. By March 31, 2016, the department gained 149 new followers, representing a 2.7 percent increase totaling 5,594 followers. Over the course of the campaign, the department received over 130,000 impressions, 3,395 profile visits, 224 mentions and maintained an engagement rate of 1.1 percent.

Compared to March 2015, the department’s impressions, link clicks, retweets, likes and replies all increased. Impressions (152 percent), retweets (285 percent), likes (854 percent) and replies (114 percent) all increased by over 100 percent. The department’s link clicks, however, only increased by 24 percent.

The department posted 24 Spring Break Campaign tweets throughout March 2016. Spring Break earned a total of 145 retweets, 136 likes, 32 link clicks, 15 #SafeSpringBreakFL hashtag clicks and 19 replies. On average, each tweet received 2,068 impressions, 49 engagements, was retweeted six times and received six likes.

Below is the department tweet with the most impressions, receiving 4,291 impressions.



Below is the department tweets with the highest engagement rate. This tweet exceeded the department’s page engagement rate of 1.1 percent by 500 percent with an engagement rate of 5.09 percent.



In addition to department tweets, there were more than 15 unique tweets made by other twitter accounts that included either DHSMV Spring Break Campaign content or the campaign hashtag, #SafeSpringBreakFL. Notable accounts include Orlando Sentinel (142,000 followers), WTXL ABC 27 (16,100 followers), Florida Department of Transportation (11,700 followers) and the Florida Department of Businesses and Professional Regulation (1,838 followers).

### Instagram:

The department made 17 posts that contained Spring Break Campaign content over the course of the campaign. All posts received more than 50 likes and the average likes that a Spring Break Campaign post received was 79. The top Spring Break Campaign post was Colonel Spaulding’s quote, receiving 169 likes.



## **FLHSMV.gov**

The department's Spring Break Campaign webpage, reachable through the department's newsroom and safety center, received 22,621 page views between March 1, 2016 and March 31, 2016. Of the 22,621 total views, there were 18,604 page views from unique web users.

The DHSMV Spring Break Campaign page included talking points, the campaign press release and 2015 DUI citation and crash data. People clicked on both data charts a total of 126 times. Of the 72 clicks on 2015 DUI citation data, 66 clicks were made by unique web users. All 54 clicks on 2015 DUI crash data were made by unique web users.

In March 2015, DHSMV did not maintain a robust Spring Break Campaign web page that would serve as a point of comparison for the 2016 Spring Break Campaign webpage. However, compared to the most recent month-long DHSMV safety campaign, Move Over, Florida!, total page views increased by 95 percent and unique page views increased by 109 percent.

## **Partner Outreach**

Throughout the Spring Break Campaign, the department partnered with the Florida Department of Business and Professional Regulation, Florida Department of Transportation, Florida Sheriff's Association, Florida Police Chiefs Association, Visit Florida and Florida Restaurant and Lodging Association for its 2016 Spring Break campaign.

Additionally, some of the department's Tax Collector partners ran the Spring Break Campaign graphic on their Motor Vehicle Network (MVN). The message was displayed throughout the month in the following counties: Duval, Monroe, Santa Rosa, Lee, Walton, Brevard, Citrus, Leon, Escambia, Liberty, Nassau and Pinellas. The department also ran the graphic on its offices' Motor Vehicle Network in the following counties: Miami-Dade, Broward and Volusia.



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