

Spring Break: *Arrive Alive, Don't Drink and Drive* Campaign Evaluation Report



Background

Each year, Florida is one of the top Spring Break destinations in the nation 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 Florida Department of Highway Safety and Motor Vehicles (department) reminded these individuals to safely enjoy their Spring Break vacation by not driving drunk.

March routinely has one of the highest crash rates of any other month of the year and, other than Spring Break, includes significant dates and events such as St. Patrick's Day and Daytona Bike Week. The campaign was augmented by the FHP *Click It or Ticket* seat belt enforcement initiative, the *Buzzed Driving is Drunk Driving* enforcement initiative on St. Patrick's Day and Office of Driver Safety events.

The department was the lead agency for the month-long Spring Break: *Arrive Alive, Don't Drink and Drive* campaign from March 1 through March 31, 2018. Throughout the campaign, the department focused on educating high schoolers and college-aged students on the seriousness and consequences of drinking and driving by targeting the Spring Break destinations where the most DUI citations and crashes occur in Florida, using strategically-placed paid and earned media.

Data

In March 2017, there were more than 8,100 crashes per week, significantly higher than any other weeks of the year. March also had the most total crashes of any other month (37,383), highest numbers of serious bodily injuries (2,003) and the highest numbers of fatalities (295). Since 2013, crashes in March consistently account for nine percent of all crashes, fatalities and injuries. Alcohol was confirmed in 4,766 crashes in 2017 and March had the highest number of alcohol confirmed crashes of any month. March has had the highest numbers of DUI arrests, open container citations and seat belt citations from 2014-2017 than any other month.

Expenditures: \$130,118.31

Online Ads in English and Spanish (\$30,000), Online Social Media Ads, including YouTube & Snapchat (\$30,000), Gas station TV ads (\$25,000), Internet radio (\$15,000), Broadcast radio (\$10,000), *Arrive Alive* sunglasses (\$9,994), Google Waze ads, during FHP enforcement initiative (\$10,000), Printing and mailing (\$124.31)

Objectives *Actuals in "(BOLD)"*

- ✓ Secure at least 20 **(33)** new stories based off of the department-disseminated press releases
- ✓ Disseminate campaign messages through targeted advertisements and earn at least 45 **(113+)** million impressions.
- ✓ Garner more than 10,000 **(54,921)** visits to the Distracted Driving campaign web page on www.flhsmv.gov.
- ✓ Obtain at least 10,000 **(760,115 earned / 7,055,727 paid)** impressions on department social media channels.

Target Market

Motorists aged 20-34, specifically ages 25-29, were involved in the most crashes in March involving alcohol. The counties with the most crashes in March were Miami-Dade, Broward, Orange, Palm Beach, Hillsborough, Duval, Pinellas, Lee, Polk and Volusia. Florida's Spring Break destinations include: Daytona Beach, Fort Myers Beach/Naples, Clearwater/Tampa, Miami Beach, Key West, Cocoa Beach, Ft. Lauderdale/Boca Raton, Panama City Beach/Destin, Orlando and Jacksonville/Amelia Island/St. Augustine.

Overall Impressions / Reach: 114,836,060

113,368,992 Paid Media + **611,794** Earned Media + **760,115** Social Media + **54,921** Website + **40,238** Outreach Events

Partners

- Tax Collector Motor Vehicle Network graphics in 12 counties
- Highway message boards and posters in all FDOT rest areas
- FPCA Green Alert with campaign information to all members



Social Media: 760,115 Total Impressions

25 Facebook posts · 68,325 impressions · 58 ave. engaged users

36 Twitter posts · 667,103 impressions · 1,416 engagements

7 Instagram posts · 24,687 impressions · 1,278 engagements

Followers Gained: **807** Facebook | **299** Twitter | **286** Instagram

Compared to the 2017 campaign:

- Impressions increased **751%** on Twitter
- Engagement increased over **200%** on Instagram



Best Performing Social Media Posts

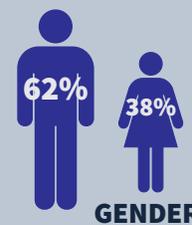
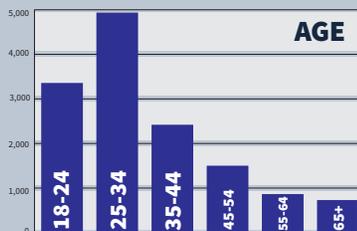
Website Analytics: 54,921 Total Pageviews · 535 Total Downloads*

50,369 Total unique pageviews

486 Total unique downloads*

2:20 Average time spent on campaign pages

*Download analytics based on 20.9% of sessions.



Paid Media: 113,368,992 Total Impressions

Online Ads: 90,440,138 Total Impressions
 \$1.66 Average CPM (Cost per 1,000 impressions) · 53,145 Clicks
 \$1.62 Average CPC (Cost-per-click) · .11% CTR (Click Through Rate)
Adwords: 83,384,411 impressions · 42,474 clicks
 English: 56,013,573 impressions · 25,522 clicks
 Spanish: 27,370,838 impressions · 16,952 clicks
Facebook: 1,949,742 impressions · 2,779 clicks
Instagram: 2,844,005 impressions · 3,790 clicks
Snapchat: 1,550,742 impressions · 3,400 swipe ups
Twitter: 711,238 impressions · 702 clicks



Gas Station TV: 2,227,596 Total Impressions
 665,056 Added Value · 143% Difference from contracted imp.



Miami-Ft. Lauderdale · Orlando-Daytona Beach-Melbourne · Tampa-St. Petersburg (Sarasota) · West Palm Beach-Ft. Pierce · Jacksonville · Ft. Myers-Naples

Internet Radio: 9,596,485 Total Impressions
 757 stations/channels · 531 Total Clicks · 0.012% CTR



422,226 Added Value Impressions
 Streaming Audio: 5,278,067 impressions
 Companion Banner: 4,318,418 impressions
 Age Target: 15-34

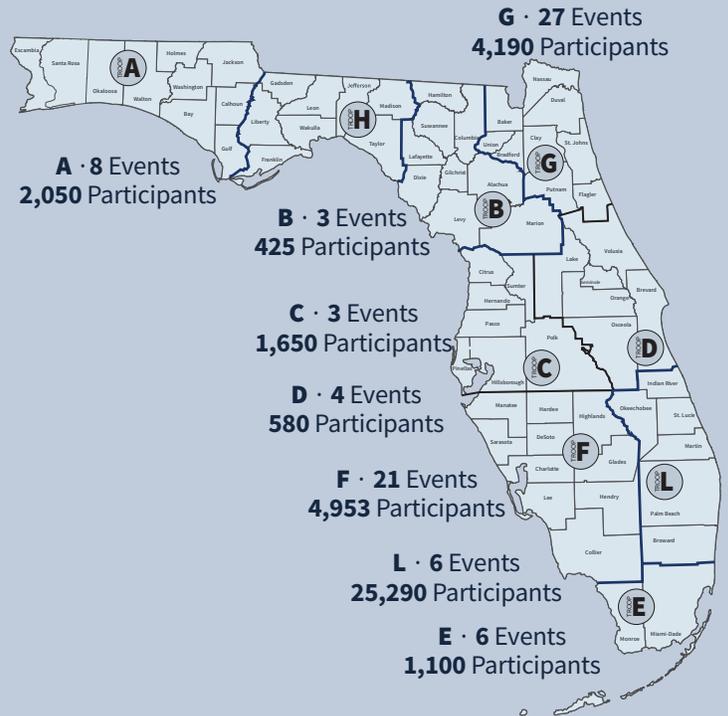
Broadcast Radio: 10,593,100 Impressions · 1,202 Spots
 12,400 Added Value Impressions

WAZE App Ads: 501,679 Impressions · 3,636 Ad Downloads
 1,034 Inbox Impressions · 569 Clicks · 212 Inbox Action Clicks

Sunglasses: distributed 9,994 statewide

Outreach Events: 40,238 Total Participants

78 Events · 8 Troops



- 26 Community Events and Fairs
- 25 High School Safety Events
- 7 Safety Trainings (i.e. Active Shooter)
- 5 Law Enforcement or Military Partner Events
- 4 University/College Events
- 4 Elementary/Middle School Events
- 4 Radio/TV Show Interviews
- 2 Church/Hospital Events

Earned Media: 611,794 Total Online Circulation & Views · 33 Total News, TV & Radio Stories

23 Total Print and/or Online News Stories from 20 News Outlets with 420,051 Online Circulation
10 Total TV and Radio Stories from 9 News Outlets with \$1,184.81 Average Local Publicity Value

Bradenton/Fort Myers/Naples: Bradenton Herald, Hello South West Florida, Naples Herald · **Gainesville:** WGFL · **Jacksonville:** WFOX, WJAX, WJXT · **Miami:** WPLG, WFOR · **Orlando:** Central Florida News 13, WFTV, WKMG, WOFL · **Pensacola/Panama City:** Chipley Bugle, Northwest Florida Daily News, WEAR, WJHG, WMBB · **Tampa:** Bay News 9, Tampa Bay Times, WFLA · **Tallahassee:** WTXL · **West Palm Beach:** TC Palm, WPEC · **Out of State:** The Advocate (New Orleans)

Notable Headlines: "FHP tells students on spring break to not drink and drive" - WTXL
 "More than 50 arrested before and during music festival; 100 pounds of drugs seized" - TC Palm
 "Watch Out! FHP is Cracking Down on Seatbelts and Drunk Drivers" - Hello South West Florida
 "Ready for St. Patrick's Day? So are Florida state troopers" - Bradenton Herald

ARRIVE ALIVE

DON'T DRINK & DRIVE

LEADERS IN SERVICE • AGENTS OF PROGRESS • CHAMPIONS FOR SAFETY

