

Spring Break: *Never Drive Impaired* Campaign Evaluation Report



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ENJOY SPRING BREAK RESPONSIBLY



Background

Each year, Florida is one of the top Spring Break destinations in the nation for high school and college-aged students, including vacationers. March routinely has one of the highest crash rates of any other month of the year and among Spring Break, includes significant dates and events such as St. Patrick's Day and Daytona Bike Week. 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 (FLHSMV) led the Spring Break: *Never Drive Impaired* campaign to remind these individuals to safely enjoy their Spring Break vacation by not driving impaired. 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.

FLHSMV led the month-long Spring Break: *Never Drive Impaired* campaign from March 1 through March 31, 2019, developed messaging and graphics and provide marketing materials to public affairs officers, partners and other stakeholders throughout the state. FLHSMV focused on educating high schoolers and college-aged students on the seriousness and consequences of impaired driving by targeting the Spring Break destinations where the most DUI citations and crashes occurred in Florida, using strategically-placed paid and earned media.

Data

March 2018 had the most numbers of total crashes of any other month with 36,562, highest numbers of serious bodily injuries with 1,947 and the highest number of fatalities with 294. March also had the highest number of alcohol-confirmed crashes of any month in 2018, closely followed by January. In Marijuana was the most prevalent drug result in crashes for drivers aged 18 to 34, in 2018 preliminarily. March has the highest or second highest numbers of DUI arrests, open container citations and seat belt citations from 2014-2018 of any other month. There are more DUI arrests made in March than any other month since 2014.

Objectives *Actuals in "(BOLD)"*

- ✔ Obtain at least 100,000 (**262,104 earned/1,372,000 paid**) impressions on department social media channels.
- ✔ Garner more than 5,000 (**7,954**) visits to the Spring Break campaign web page on www.flhsmv.gov.
- ✔ Disseminate campaign messages through targeted advertisements and earn at least 50 (**56+**) million impressions.
- ✔ Secure at least 30 (**31**) new stories based off of the department-disseminated press releases

Target Market

- Motorists aged 18-39 (Motorists age 20-39, specifically ages 25-29, were involved in the most crashes in March involving alcohol. Marijuana was the most prevalent of all drugs detected in drivers age 18-34 involved in drug-impaired crashes.)
- The counties with the most crashes in March: Miami-Dade, Broward, Orange, Palm Beach, Hillsborough, Duval, Pinellas, Lee, Polk and Volusia
- Florida's Spring Break destinations: 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

Expenditures: \$82,349.82

Billboards - including design (\$27,350),
 Online Ads in English and Spanish (\$20,000),
 Internet radio (\$20,000),
 Broadcast radio (\$10,000),
 Never Drive Impaired sunglasses (\$4,999.82)

Overall Impressions / Reach: 58,059,042

56,723,894 Paid Media + 1,045,756 Earned Media + 262,104 Social Media + 7,954 Website + 19,334 Outreach Events

Partners

- Tax Collector Motor Vehicle Network graphics in 13 counties
- Highway message boards and posters in all FDOT rest areas
- FPCA Green Alert with campaign information to all members



Social Media: 262,104 Total Impressions

25 Facebook posts · 67,743 impressions · 58 avg. engaged users

28 Tweets · 147,743 impressions · 1,056 engagements

22 Instagram posts · 46,618 impressions · 1,726 engagements

Followers Gained: 1,256 Facebook | 158 Twitter | 198 Instagram

Compared to the 2018 campaign:

- Impressions increased 1.3% on Facebook
- Engagement increased over 35% on Instagram



Best Performing Social Media Posts

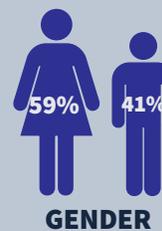
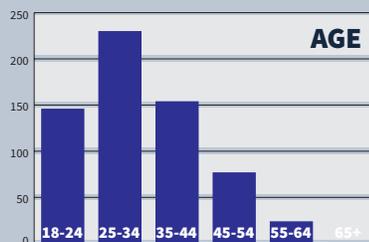
Website Analytics: 7,954 Total Pageviews · 361 Total Downloads*

6,951 Total unique pageviews

338 Total unique downloads*

1:38 Average time spent on campaign pages

*Download analytics based on 13.1% of sessions.



Paid Media: 56,723,894 Total Impressions

Online Ads: 23,872,000 Total Impressions
 \$0.83 CPM (Cost per 1,000 Impressions) • 20,494 Total Clicks • .08% CTR (Click Through Rate)

Online Banner Ads: 22,500,000 impressions
 Facebook/Instagram: 1,150,000 impressions
 Snapchat: 155,000 impressions
 Twitter: 67,000 impressions



Billboards: 18,362,880 Total Eyes-On Impressions
 \$88,615 Added Value • 4:1 Value Match



Daytona Beach • Fort Myers • Jacksonville
 Miami • Orlando • Panama City
 Pompano Beach • Tallahassee • Tampa

Broadcast Radio: 12,259,200 Impressions • 393 Spots
 2,060,800 Added Value Impressions

Internet Radio: 2,222,772 Total Impressions
 855,979 Total Reach • 5,415 Total Clicks • .24% CTR



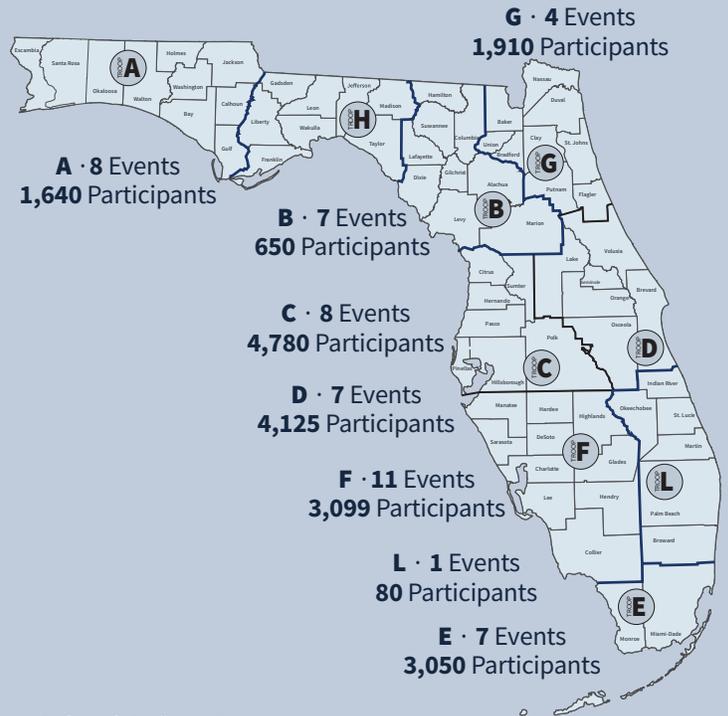
22,772 Added Value Impressions
 Latin Audio Everywhere: 505,178 impressions
 Audio Everywhere: 1,515,543 impressions
 Mobile Display Banner: 202,051 impressions

Sunglasses: distributed 7,042 statewide



Outreach Events: 19,334 Total Participants

53 Events • 8 Troops



- 20 School Safety Events
- 12 Community Events and Fairs
- 10 Safety Trainings (i.e. Active Shooter)
- 6 Law Enforcement or Military Partner Events
- 5 University/College Events

Earned Media: 1,045,756 Total Online Circulation & Views • 31 Total News, TV & Radio Stories

28 Total Print and/or Online News Stories from 24 News Outlets with 926,550 Online Circulation

3 Total TV and Radio Stories from 2 News Outlets with \$2,365.11 Average Local Publicity Value

Fort Lauderdale: Sun Sentinel • **Fort Myers:** WFTX, WWSB • **Gainesville:** WESH, WGFL • **Jacksonville:** Flagler Live, Florida Today • **Miami:** Miami Herald, Miami New Times, WPLG, WTVJ • **Orlando:** Daytona Beach News Journal, Space Coast Daily, WCTV, WKMG, WOFL • **Panhandle:** The Walton Sun • **Tampa:** Tampa Bay Newspapers, Tampa Bay Reporter • **Out of State:** Alabama.com, Patch.com (AL), New York Post, Washington Post, WBRC (AL)

Notable Headlines: "Spring Break 2019 - don't make a memory you'll want to forget"
 - Alabama.com
 "National 'Click It Or Ticket' Safety Belt Enforcement Month Begins, FHP Reminds You to Use Seat Belt"
 - Space Coast Daily



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