



National Highway Traffic Safety Administration *Click It or Ticket* May 2009 Mobilization Strategic Media Work Plan

Enforcement Period

May 18 to May 31, 2009

Advertising Period

- Paid advertising will run from May 11 to May 24 (14 days).
- Added value and bonus weight may run after the May 24 end date for paid media, and can run until Sunday, May 31.

Working Media Budget

- \$8,000,000 net (Increase of \$500K over 2008)

Audience Segment Profiles

- Primary Segment – *Influence segment to always use a seat belt*
 - **White males, 18 to 34 years old**
 - Largest demographic who does not wear seat belts
 - Of those who drive pickup trucks, seat belt use remains lower than drivers of other vehicle types
 - **Male teens, 15 to 17 years old**
- Secondary Segment – *Raise awareness and influence segment to always wear a seat belt*
 - **Newly arrived immigrant Latino males, 18 to 34 years old**
 - Hispanic drivers have lower seat belt use rates than non-Hispanic whites, and higher fatality rates
- Tertiary Segment – *Sustain general use increases while mainly influencing young males to always use a seat belt*
 - **African-American males, 18 to 34 years old**
 - One out of every four African Americans still does not buckle up on every trip



2008 Plan

In 2008 the *Click It or Ticket* media plan budget was allocated as follows:

Broadcast TV

Late Night:	\$ 238,000	
Sports:	\$ 384,015	
	\$ 622,015	8.3%
Cable TV:	\$ 3,212,881	42.9%
Hispanic:	\$ 602,705	8.0%
Alternative:	\$ 1,486,559	19.8%
Radio:	\$ 1,357,918	18.2%
HCN	\$ 212,974	2.8%
Total:	\$ 7,495,052	100%

Broadcast prime dollars were not included in the plan due to carry-over delivery and inventory problems from the writers' strike. Broadcast scatter was priced too high, and would not be guaranteed as broadcast networks needed to husband inventory for upfront make-goods.

Media Strategy

The primary media strategy will continue to be to build frequency. In order to affect behavioral change the message must be seen many times. Our goal will be to reach 20% to 25% of our target audience at the 8+ effective frequency level.

Media Selection and Rationale

Men 18 to 34 are not as elusive as we may think. They can be found through sports, the digital interactive space, and in the right cable networks and broadcast programming.

The 2009 *Click It or Ticket* campaign will consider the following media –

Television – Broadcast and Cable

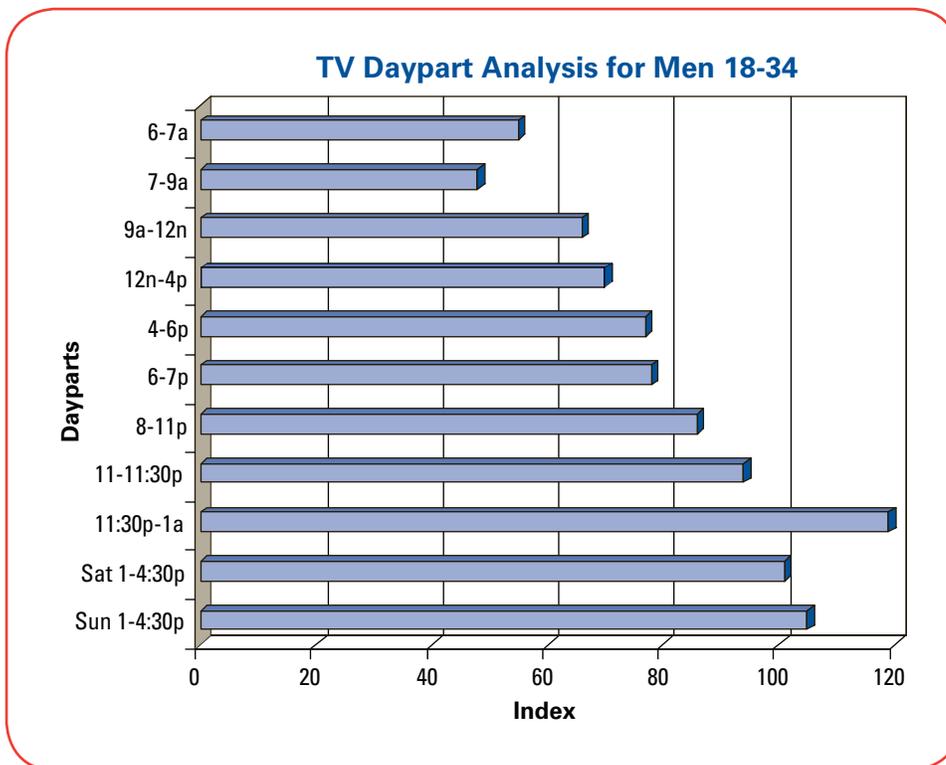
Radio

New Media

Television will remain the primary vehicle for the *Click It or Ticket* campaign.

Though television, as a medium overall, may not appear to present itself as a flagship medium it does perform very well, however, within select dayparts and programming.

As the chart below details, the late night and weekend (sports) dayparts index over 100.



Source: 2008 MRI Doublebase

Prime Time indexes fewer than 100. However, specific programs within the daypart perform very well against the male 18 to 34 audience. Listed on the following page are some of the top performing Prime programs for reaching our young male target audience.

Program	Men 18-34	Men 18-34 Drive a Pickup	Teens 15-17
	Index	Index	Index
Cops 2	133	142	99
Family Guy	250	261	105
Hell's Kitchen	116	106	NA
King of the Hill	190	226	108
America's Most Wanted	121	125	99
Smallville	127	93	99
Supernatural	126	101	91

Source: 2008 MRI Doublebase & 2008 MRI Teenmark

Within the Late Night daypart the following programs index very high against our target.

Program	Men 18-34	Men 18-34 Drive a Pickup	Teens 15-17
	Index	Index	Index
Jimmy Kimmel Live	175	221	NA
Late Show with C. Ferguson	133	112	NA
Late Night with Conan	200	183	NA
Saturday Mad TV	182	173	107
Saturday Night Live	139	135	109

Source: 2008 MRI Doublebase & 2008 MRI Teenmark

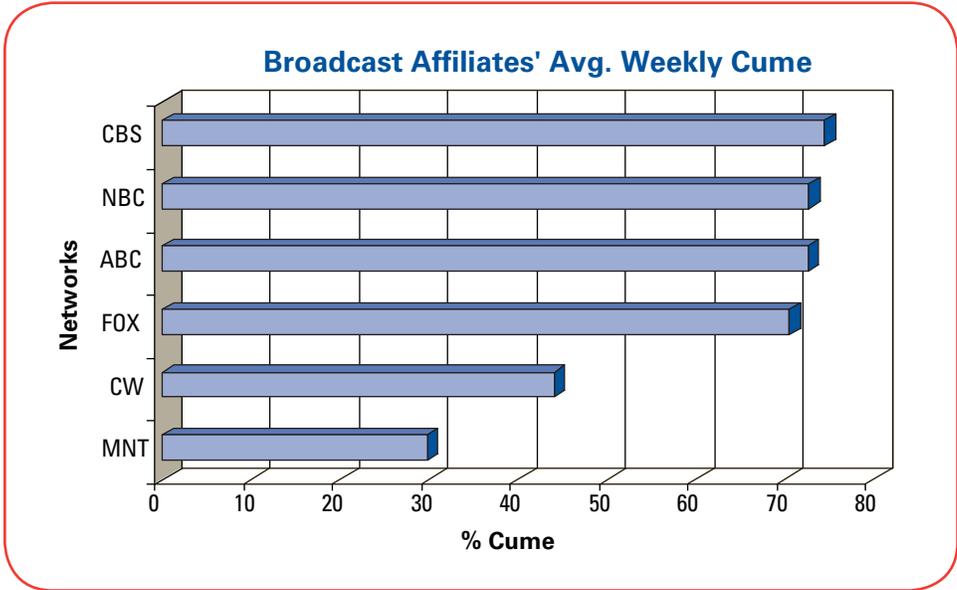
During the *Click It or Ticket* campaign the following sports opportunities will be available, and will perform very well against our target. It is very interesting to note that:

- 94% of men 18 to 34 consider themselves to be sports fans;
- 95% of African-American men 18 to 34 are sports fans, with 64% of them avid fans; and
- ESPN properties make up over one-third of media consumption for men 18 to 34.

Program	Men 18-34	Men 18-34 Drive a Pickup	Teens 15-17
	Index	Index	Index
NBA Playoffs	159	145	99
NHL Playoffs	138	155	99
Indianapolis 500	85	116	90
Indy 500 Time Trials	105	142	84
NASCAR Nationwide Series	111	165	102
NASCAR Sprint Series	103	151	101

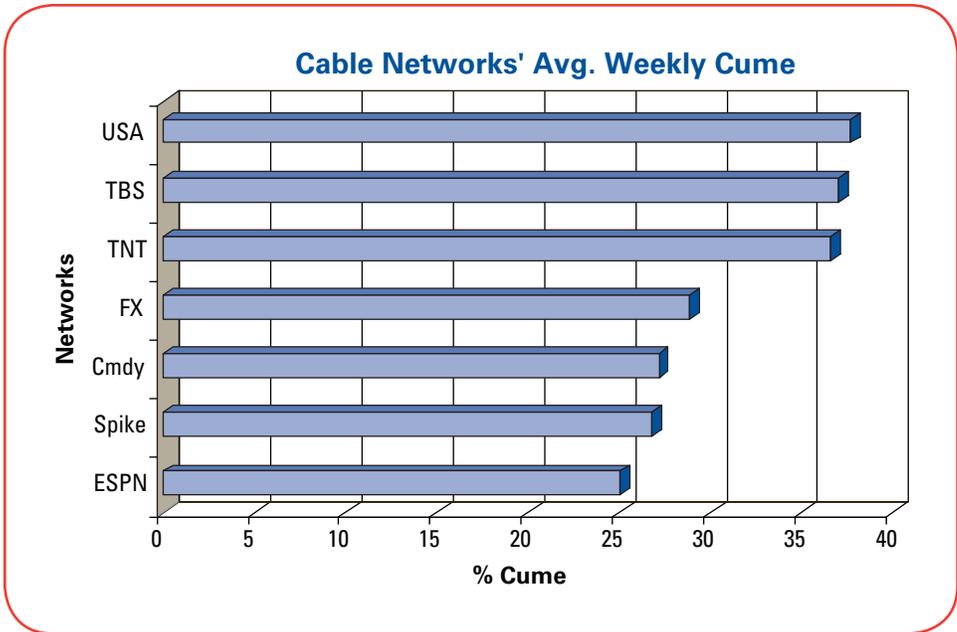
Source: 2008 MRI Doublebase & 2008 MRI Teenmark

Broadcast TV will be used to build a base of reach against men 18 to 34 years old. Though we have seen the migration away from broadcast television, especially among younger viewers, broadcast still delivers the greatest single network reach potential.



Source: TVB 1Q 2007

This strong weekly cume potential of broadcast networks becomes clearer as we look at the average weekly cume potential of some key cable networks.



Source: TVB 1Q 2007

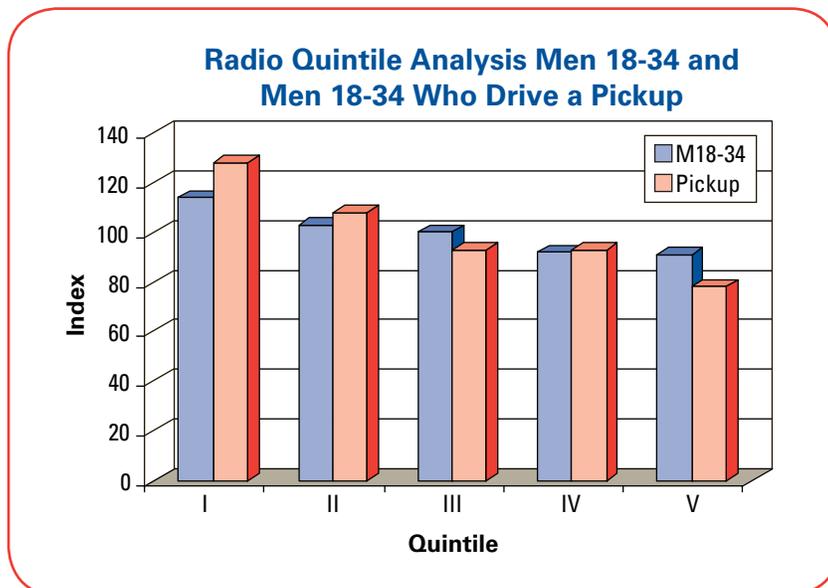
Cable TV will be used to extend reach off of a base of broadcast, but will also be used to build frequency due to the lower absolute cost of cable. One of the strengths of cable is its large selection of networks and programming to reach a wide variety of audiences. Some of the top cable networks to reach men 18 to 34 and men 18 to 34 who drive pickups are listed below. Also indicated is the ability of these networks to reach male teens as well.

Network	Men 18-34	Men 18-34 Drive a Pickup	Teens 15-17
	Index	Index	Index
Adult Swim	330	325	109
CMT	93	141	102
Comedy Central	185	201	111
ESPN	153	161	104
Fuse	305	363	118
FX	154	175	107
G4	315	346	107
Outdoor Channel	119	183	114
Speed	187	284	96
FSN	185	209	118
Spike	197	229	98
TBS	115	118	107
USA	120	127	107
Versus	200	294	109

Source: 2008 MRI Doublebase & 2008 MRI Teenmark

Radio will continue to be used to extend the reach created by broadcast and cable television, but will primarily be used to build frequency.

Based on a quintile analysis we see that radio is still heavily consumed by our target audiences.



Source: 2008 MRI Doublebase

Not only is radio consumption high for terrestrial radio it is also high for satellite and Internet radio as well.

Type	Men 18-34 Index	Men 18-34 Drive a Pickup Index
XM	121	193
Sirius	108	114
Internet	162	138

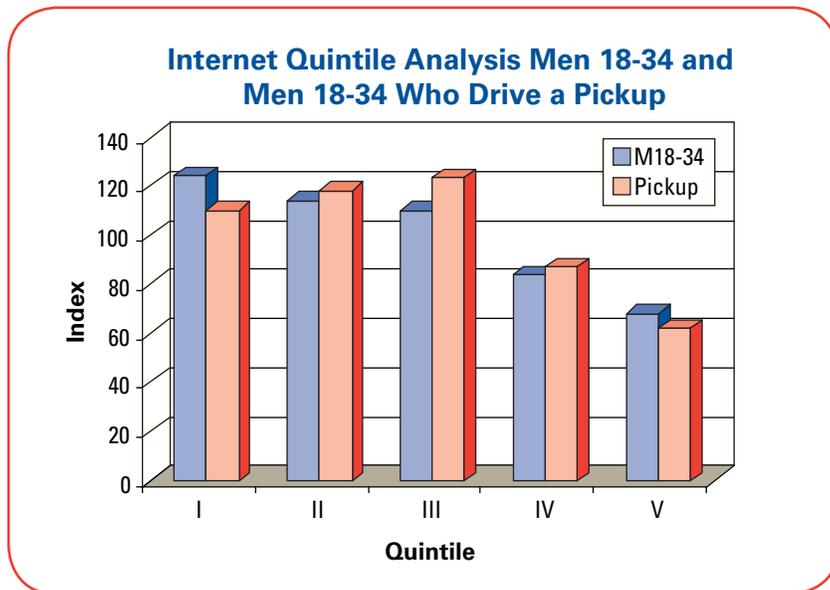
Some of the leading formats for reaching our young male targets are:

Format	Men 18-34 Index	Men 18-34 Drive a Pickup Index	Teens 15-17 Index
Alternative	208	224	124
CHR	181	168	104
Classic Rock	143	197	128
Country	93	144	103
Sports	139	116	121
Urban	173	134	109

Source: 2008 MRI Doublebase & 2008 MRI Teenmark

New Media continues to enjoy the benefits of migration from more traditional media, especially among young men.

When we look at a quintile analysis we see that the Internet represents heavy usage among men 18 to 34 and men 18 to 34 who drive pickup trucks.



One of the reasons for such heavy usage of the Internet by our target audiences is the number of activities performed with it.

Activity	Men 18-34	Men 18-34 Drive a Pickup	Teens 15-17
	Index	Index	Index
E-mail	110	108	107
Instant Messenger	160	146	107
Online Dating	170	120	NA
Info for Car Purchase	155	164	NA
Looked for Employment	157	149	NA
Visited Network TV Site	135	116	100
Listened to Radio Online	162	138	109
Downloaded Music	216	205	109
Watched Online Video	208	194	104
Played Games Online	172	153	95

Source: 2008 MRI Doublebase & 2008 MRI Teenmark

Of the activities detailed above our plan will react to the following:

1. Visited a Network TV Site
2. Downloaded Music
3. Watched Online Video
4. Played Games Online

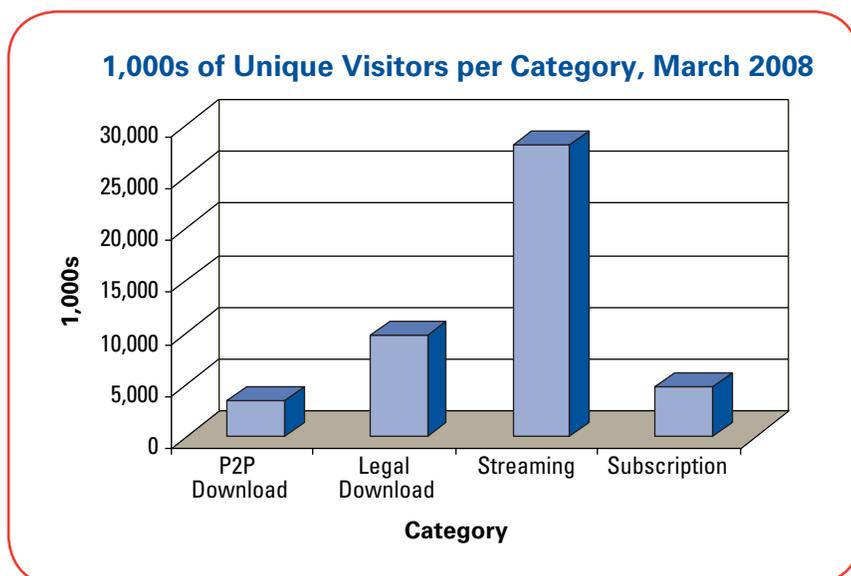
Visited a Network TV Site

We will continue to work with the network television sites of ESPN, FOX, NBC, and Turner due to their appeal to younger, and male, audiences.

Downloaded Music

We will explore this further via a social site called Imeem. Imeem.com is the #1 streaming music site, larger than Yahoo, Music, AOL Music, MySpace Music, Pandora, and Last FM.

As the chart below details, streaming music is the most popular option for listening to music.



Source: complete.com via Imeem

Watched Online Video

We will continue to work with Break.com. Break.com enjoys the highest composition among men 18 to 34.

Web Site	Index
Break Media	157
Veoh.com	145
MaximOnline.com	138
MetaCafe.com	136
MySpace.com	133
YouTube.com	124
Heavy.com	109

Source: comScore, February 2008 via Break Media

Played Games Online

One of the leading benefits of advertising on video games is the desire of the players and watchers for the games to be as realistic as possible. This applies to the advertising venues that appear in the game as well.

According to MRI the desire for product placement in video games is rated as "considerable."

Interest in Advertising Placement in Video Games

Interest Level	Men 18-34	Men 18-34 Drive a Pickup
	Index	Index
Not at all	107	110
Some	183	184
Considerable	223	158

We will continue to work with Massive via Xbox Live consoles, and also with IGA on Playstation 3 consoles.

Anticipated Budget Allocation

Advertising dollars will be allocated to broadcast and cable television, radio, new media, and Hispanic approximately as detailed below:

Medium	% Allocation
Broadcast	15%
Cable	45%
Radio	15%
Hispanic	10%
New Media	15%

Campaign Performance

Vehicle	% Reach	Avg. Frequency	% Effective Reach 8+
Television	69	4.9	14
Radio	<u>24</u>	<u>21.7</u>	<u>12</u>
Total	77	11.3	26