

Paid Media Summary

Overview

During FY 2004, the Delaware Office of Highway Safety committed significant funding to paid media. More than \$387,000 in 402 and incentive grant funds was spent to maximize the effectiveness of enforcement and educational programming initiatives. The following section includes a breakdown of how the dollars were allocated for paid media, what segment of the population they were intended to reach and did reach, and any additional evaluation measures taken.

Section 402 Funds

Amount allocated: \$26,946.00

These funds were used to support a two-month aggressive driving enforcement mobilization. In mid-July, the Office of Highway Safety launched a two-month aggressive driving enforcement crackdown. Paid media in the form of radio advertising was used to support the enforcement efforts. The entire \$26,000 budget went to advertising on four radio stations throughout the state (2 in Northern DE and 2 in Southern DE) that are most frequently listened to by the target audience, which was young adult males 16 – 25. Ads were run in mid-day and afternoon drive times.

10 a.m. – 3 p.m.

Station	Avg. Rating	Avg. Persons	Cum Pers.	Reach	Frequency
WSTW	2.5%	1,700	13,000		
WJKS	1.0%	700	10,300		
WZBH	7.2%			24%	14.4
WOCQ	4.8%			39.3%	5.4

3 p.m. – 7 p.m.

Station	Avg. Rating	Avg. Persons	Cum Pers	Reach	Frequency
WSTW	1.8%	1,200	11,300		
WJKS	1.8%	1,200	11,400		
WZBH	4.2			28.2%	5.4
WOCQ	5.1			40.2%	4.6

At the end of the two month time period, officers from participating agencies had issued 1,226 citations for various acts of aggressive driving – related violations, which are outlined in the Delaware traffic code. Unfortunately, at the end of the campaign, aggressive driving behaviors remained a factor in 64% of fatal crashes, the same percentage as at the start of the campaign.

Section 157 Innovative Funds

Amount allocated: \$190,278.00

These funds were used to support the Click It or Ticket campaign and to promote the State’s new primary seat belt law.

Click It or Ticket (\$122,480.00)

Paid media efforts were used to support the Click It or Ticket enforcement efforts. Paid media ran for one month while the enforcement ran for two weeks in the middle of the campaign. The target audience for Click It or Ticket was 18-54 with a secondary demographic of males 20-44. This age group was selected based on data which shows that they are most often involved in crashes and not wearing seat belts.

"Click it or Ticket" 2004 BUDGET SUMMARY	
Radio	\$55,829
Cable Television	\$36,900
Broadcast Television (WBOC & Spanish)	\$11,800
Outdoor	\$14,060
Transit	\$2,753
Spanish Print	\$1,138
total:	\$122,480

Radio

Radio advertisements ran on eleven stations and were broadcast on Traffax.

of Spots - 1,129

Reach - 48.6%

Frequency - 11.06

GRP’s - 532

Cable TV

Television advertisements ran on Comcast Cable on the following stations: BET, CNN, FOX NEWS, FAM, MTV, TNT (NBA playoffs), TNT, FX, CNN Headline news, and VH1. In addition, Comcast Cable provided 130 – 200 spots at no charge. All spots were 30 seconds in duration.

of spots – 736

GRP’s – 208.8

Broadcast Television

Advertisements also ran on broadcast television on WBOC-TV, which reaches Kent and Sussex counties in Delaware, and Salisbury, Maryland. WBOC provides “station support” at a rate of 40% support of paid media, equaling 18 spots valued at \$175 each provided at no charge. All spots were 30 seconds in duration.

of spots – 58

GRP’s – 325.6

UNIVISION-TV (Spanish)

Advertisements also ran on Univision-TV, which reaches the Spanish-speaking population in Delaware.

of spots - 36 spots:

Univision does not report rating information to Nielsen, so GRP info is not available

Outdoor

Clear Channel Communications posted 40 panel billboards that were 12 feet by 25 feet in size. This included an additional three boards at no charge. The average four-week circulation was 14,162,400.

Total Reach: 92.3%

Total Frequency: 26.0

GRP – 75

Transit Advertising

In New Castle County 18 King panels were purchased to be displayed on buses used for public transportation. It is estimated there were 3,750,000 impressions as a result.

Print

Print advertisements were used in two Spanish language circulations – Hoy en Delaware and Unidad Latina. Both advertisements were full-page ads that ran in the May issues.

Run 1 time

Circulation: 30,000 (Hoy en Delaware)

Run 1 time

Circulation: 20,000 (Unidad Latina)

Additional Evaluation:

As required by NHTSA for paid media campaigns of \$100,000.00 and higher, OHS conducted additional evaluation. A pre and post telephone survey was conducted. Below are some of the highlights.

Survey Response

- Interviewers surveyed 500 respondents in each survey, both before and after the campaign, for a total of 1000 respondents.
- Respondents in both surveys were about 60% female.
- About 6 in 10 respondents were in the 30-39 age range. About 1 in five was aged 40-49, with the others aged 29 years or younger.
- About half of all respondents drive passenger cars. The second most prevalent vehicle was SUV, followed by minivans and pick-up trucks.
- More than three-quarters of the respondents were white. African Americans were the most often mentioned minority race, followed by Hispanics and Asians.

Awareness of Click It or Ticket

- Awareness of Click It or Ticket jumped more than nine percentage points to 89.4% after the campaign.
- The awareness of Click It or Ticket by individuals aged 40-49 increased the most – 15 percentage points. The respondents in the 16-20 year age range had the highest final awareness level of Click It or Ticket, at 97.6%. Those in the 30-39 year age range had the lowest final awareness at 85.4%.
- Respondents may have longer lasting recall of billboard ads for Click It or Ticket than for other distribution channels. Before the campaign, about 41% of those recalling the Click It or Ticket campaign said they had seen it on billboard. The next most frequent mentions were TV (about 21%), newspaper (primarily earned media – about 16%), and radio and traffic checkpoints (both about 12%). After the campaign, TV was more frequently mentioned than billboards (41% vs. 27%), with radio third at 23%. Traffic checkpoints were fifth at about 17%.

Frequency of Seatbelt Use

- More than 85% of respondents report they wear seat belts all of the time.
- The portion of respondents always wearing seat belts increased by 1.4% (from 85.4% to 86.8%) between the pre-campaign survey and the post-campaign survey. The number of respondents reporting that they wear seat belts most of the time decreased from 8.8% to 7.8%. The number of respondents who claim to rarely or never use seat belts remained constant at 3.8%.

- **Women wear seat belts more often than men. In the pre-campaign survey 94.3% of men reported wearing seat belts always or most of the time, with that number dropping to 90.2% for the post campaign survey. This contrasts with 94.7% percent of women saying they use seat belts always or most of the time in the pre-campaign survey and 97.6% in the post-campaign survey.**
- **Younger respondents improved more over the life of the campaign than did the older drivers. The 16-20 group reported an increase of 7.0 percentage points to 95.2% who use seat belts always or most of the time. The 21-29 group increased 3.9 percentage points to 97.6% who use seat belts always or most of the time. This was also the highest usage rate reported by age. Seat belt usage by the 30-39 group remained essentially unchanged at about 94%. Usage in the 40-49 age group declined over the course of the campaign from 96.6% to 91.6%, which was the lowest post-campaign usage rate.**
- **The percentage of Caucasian respondents who reported wearing their seat belts always or most of the time declined slightly from 94.7% to 93.9% during the campaign. Usage by African Americans, however, showed a striking increase of 11.2 percentage points to 98.2%. The usage by members of “other races” also increased from 96.5% to 97.2%.**
- **In the pre-campaign survey 172 individuals reported having seen or heard of special seat belt enforcement efforts in the previous month. That number increased more than 100% to 353 respondents in the post-campaign survey.**

Awareness of Mandatory Seat Belt Law

- **Before the campaign 87% of respondents reported knowing that Delaware has a law that requires all vehicle occupants to wear a seat belt, and that police may issue citations to anyone in violation. After the campaign, that number had increased to 90.4%.**
- **Virtually all of the increase in awareness of the mandatory seat belt law occurred in women. The awareness in men remained essentially unchanged, at about 87%.**
- **When considering the age of respondents, the largest increases in awareness occurred in the age categories of 21-29 (6.6%) and 40-49 (4.8%). The largest overall awareness level was in the 40-49 post-campaign group, where almost 96% of respondents reported knowing there is a mandatory seat belt law.**

Final Evaluation Notes:

Funds spent in a prior fiscal year (not accounted for in this breakdown) were also used for evaluation of the PI & E campaign, the media contractor’s fees, and printing of collateral materials such as posters, banners, brochures, and incentive items to be distributed at checkpoints.

During the two-week enforcement period officers from 31 state and local law enforcement agencies issued over 3-thousand seat belt citations for drivers and passengers who weren’t buckled up. Additionally, seat belt use rose statewide from 75% in 2003 to 82% in 2004. The enhanced awareness efforts effectively supported the enforcement efforts for this campaign.

Support and Passage of Primary Seat Belt Law (\$67,798.00)

In late June of 2003, Delaware upgraded its seat belt law to primary enforcement status. However, because of issues with the court system, enforcement did not begin until October of 2003. The following is a breakdown of efforts to promote the specifics of the new law. The target audience was the general public, however more attention was paid to young adult males who are less likely to wear seat belts.

BUDGET SUMMARY	
Radio	\$30,000
Outdoor	\$23,600
Printing of Posters & Fliers	\$ 4,698
Media Contractor Admin. Fees	\$9,500
total:	\$67,798

Outdoor

11 posters (12 X 25)
80 GRP Impressions

Radio

689 spots

Information on Reach and Frequency were kept for only two of the 8 stations contracted with, and both were calculated differently:

WOCQ – Reach 54.2%, Frequency – 6.6

WSTW - Reach 232, Frequency – 2.4

Fliers and Posters

55,000 fliers and 300 posters in both English and Spanish were produced and distributed statewide.

Final Evaluation Notes:

Within a month of the start of the promotion, OHS conducted enforcement as part of the National Operation ABC Mobilization. Officers issued 120 citations to unbelted drivers and motorists. By the end of the year, seat belt use in fatalities had risen from 36% in 2002 to 45% in 2004, which meant that lack of seat belt use was on the decline. Additionally, these efforts bolstered May 2004 Click It or Ticket efforts and helped to push the statewide seat belt use rate to its highest ever level of 82%. The telephone surveys conducted as part of CIOT showed a pre-campaign awareness of the state's new primary seat belt law of 87%, which can be attributed in part to the awareness efforts undertaken here.

Section 405 Funds

Amount allocated: \$102,312.50

These funds were used to support the one-week Operation ABC (America Buckles Children) mobilization, to support the one-week Child Passenger Safety Awareness Week enforcement efforts, to support a two-month fall seat belt mobilization, and to advertise the availability of the Office of Highway Safety's fitting station program.

Operation ABC Mobilization (\$14,660.80)

OHS advertised on Comcast cable to support Operation ABC enforcement efforts targeted at increasing child restraint and seat belt use in November of 2003. The total was \$14,660.80. The target demographic for the advertisement was female drivers 25 – 49 years old, because they are more likely to have children, and should be encouraged to use car seats in compliance with state law.

Advertisements were run on Comcast Cable on TNT, NIK, TLC, and MTV. Estimates for the reach and frequency are based on running the spots in two different regions. The first region is the Wilmington/Middletown area and the second region is the Central and Southern Delaware area.

For the one-week campaign, 448 spots aired on all the stations combined, (224 ran in the Wilmington/Middletown area and 224 ran in the Central and Southern Delaware area). In Wilmington/Middletown, the Reach was 41.5%, Frequency was 2.7, and GRP was 112 (Impressions were 84,139).

For the Central and Southern region the Reach was 26.4%, Frequency was 3.4, and GRP was 89.6 (Impressions were 3,6064).

Final Evaluation Notes:

In and of itself the effectiveness of the paid advertising for this campaign is difficult to evaluate beyond noting reach, frequency and GRP's.

Child Passenger Safety Awareness Week (\$36,438.70)

OHS used three different methods of paid advertising (TV, radio and print) to support Child Passenger Safety Awareness Week efforts. Child Restraint and seat belt enforcement for CPSAW only lasted one week, however, paid advertising efforts lasted two weeks.

BUDGET SUMMARY	
Radio	\$17,588
Cable Television	\$9,885.50
Print	\$ 3,699
Media Contractor Admin. Fees	\$5,266.20
total:	\$36,438.70

The primary form of advertising was using radio advertisements to promote OHS's Fitting Stations. \$17,588.00 was spent on radio advertising on 9 different stations statewide. The target audience was young adult women 21-44, who would be likely to have children and use the Fitting Stations. Radio advertising ran for two weeks. Unfortunately, the reach and frequency are not available for this radio buy because the media contractor who coordinated and placed the buy did not maintain that information. The seventeen-thousand bought 485 spots, and an additional 138 no charge spots.

The secondary method used to promote the Fitting Stations during this time was through print advertising (\$3,699.00) in the state's two largest newspapers, and a monthly publication called Metro Kids. While print advertising isn't usually effective, it is more effective for women than for men. The ads ran two consecutive Sundays in each paper, with a combined circulation for each Sunday of 171,500. The ad ran for one month (February) in Metro Kids with a reported circulation of 34,000 copies.

These two methods of advertising did increase calls to OHS for more information on the Fitting Stations.

The final method of advertising was a TV ad to support the enforcement efforts of CPSAW. Advertising for \$9,885.50 was done on Comcast Cable in 5 "zones" or portions of the state. The ads ran on channels more women watch such as Family, NIK, TNT, TLC, HG TV, TBS, and the Food Channel. These cable systems reach 258,000 households in the State, which has a population of over 700,000. Money is generally spent on cable and not broadcast TV because Delaware does not have its own broadcast TV market, meaning there is no TV station seen in Delaware that is seen only in Delaware. Cable is more cost effective, and the message is not "wasted" by airing in other states that won't use our services.

Final Evaluation Note:

While the advertisements and print advertising (with the exception of the Metro Kids ad) promoting the Fitting Stations were effective, the effectiveness of the TV ads supporting the enforcement is not known. From Metro Kids, of 100 customer service surveys sent out by the Fitting Station Coordinator in New Castle County, only 2 reported seeing the ad.

[Support Two-Month Seat Belt Mobilization \(\\$51,000.00\)](#)

OHS conducted a two-month "maintenance" enforcement mobilization for occupant protection from mid-September – mid November 2004. The goal was to maintain the gains in the statewide seat belt usage rate, as a result of Click It or Ticket 2004. Statewide seat belt use had risen from 75% in 2003 to 82% in 2004.

Paid media was used to support the enforcement efforts during this time. The total amount of funding expended for paid media in this mobilization was \$50,000 (including administrative fees for the media contractor) but not all were expended in the FY 04 Fiscal year.

BUDGET SUMMARY	
Radio	\$28,873
Cable Television	\$10,020
Broadcast Television	\$ 8,610
Media Contractor Admin. Fees	\$3,460
total:	\$50,963

Expenditures on TV and radio in September total \$16,571, plus the media contractor and administrative fees for a total expenditure up to Sept. 30, 2004 of \$20,031.00.

The target audience was adults 18 – 54 with a secondary target audience of males 20 – 44. This mirrored the target audience used for Click It or Ticket, since these individuals have been found to have low belt usage in crashes. Again, reach and frequency were not available for this media buy because media contractor did not maintain the information after the buy was placed. The \$16,571 spent in September bought 861 spots.

Final Evaluation Note:

Lack of seat belt use in traffic deaths declined from 51% at the start of the campaign to 48% of the total occupants killed at the end of the campaign. Interestingly, police agencies issued 1,393 citations to unbuckled motorists during the two-month mobilization. This was a surprising figure to OHS officials based on the state’s high belt usage rate.

Support OHS’s Fitting Station Program (\$250.00)

Based on the success of using 157 Incentive Funds for paid print advertising to promote the Sussex County Fitting Station which had just opened, OHS also decided to advertise in the Delmarva Parent magazine, which serves the county in which the new Fitting Station is located.

12,000 copies of the Delmarva Parent are printed and distributed every six months. Copies are placed in doctor’s offices, grocery stores and drug stores. The ability to evaluate the effectiveness of this particular ad is limited, and therefore, unlikely that we will use it again.

An additional \$5,974.00 dollars of 157 Innovative will be used to promote the Northern County’s Fitting Station in FY 05.

Section 157 Incentive Funds

Amount allocated: \$5,140.00

These funds were used to support the Office of Highway Safety's fitting station in Sussex County. Because the third of OHS's Fitting Stations is located in a State Police Troop, it does not get as much "walk-in" traffic as the other two, which are located in DMV buildings. Therefore, OHS wanted to explore avenues for increasing awareness of the existence of the new Fitting Station.

Delaware has two major daily papers, and each of its three counties has several community newspapers that are printed on a weekly basis as well. A large segment of the public reads these weekly newspapers to get information on what is happening in their own community. So while advertising in the daily newspapers could have generated acceptable exposure, OHS felt it was more cost effective to run an ad in several community newspapers for several weeks consecutively.

The Dover Post printing company reaches over 360,000 Delaware readers across the state through its network of 15 community newspapers. OHS decided to advertise in the six papers in Sussex County for an 8 – week period, alternating color and black and white ads to prolong the run. The six papers combined boast a circulation of 8,340 in the county and the Dover Post company says that combined they reach 106,260 readers.

Final Evaluation Note:

The Fitting Station Coordinators send out customer service surveys after installing a seat which are mailed back to OHS. Of 21 surveys, 6 noted that they learned about the service through the newspapers. The rest either mentioned doctor's offices, or referrals from friends or booster seat distributions.

Section 410 Funds

Amount allocated: \$67,395.00

These funds were used to support the six-month Checkpoint Strikeforce enforcement campaign and to place indoor advertising to support Superbowl DUI enforcement.

Checkpoint Strikeforce (\$65,000.00)

Delaware OHS in conjunction with the other states of the NHTSA Mid-Atlantic Region participated for the second consecutive year, in a regional sobriety checkpoint campaign called Checkpoint Strikeforce. The campaign, which runs annually from July 4th – New Year's Day, involves weekly sobriety checkpoints in each state in the region for a six-month period. Paid advertising in the form of radio ads and billboards was used to support the enforcement effort. The target audience was young adult males ages 21 – 34.

Not all of the campaign funds listed above were expended in FY 04, some were expended in FY '03. I will attempt to break this information out.

BUDGET SUMMARY	
Radio	\$35,000
Outdoor Advertising	\$30,000
total:	\$65,000

Outdoor Advertising:

Eleven billboards were placed throughout the state each month from October 2003 – December 2003, at a cost of \$12,450.00. The number of boards in Wilmington produced about a 15 GRP level, and the boards in Kent and Sussex combined also produced about a 15 GRP level.

Radio:

Advertising was conducted on four stations throughout Delaware to reach the target audience of young adult males 21 – 34. From October 2003 – December 2003 \$23,000 was spent on radio advertising. This bought 402 radio spots. Unfortunately, information on reach and frequency was not maintained from this campaign.

Final Evaluation Note:

The Checkpoint Strikeforce campaign in 2003 doubled the number of checkpoints from 2002 to 99, and the number of DUI arrests to 388. The percentage of alcohol-related fatalities rose just slightly from 36% in 2002 to 37% in 2003. However, it's likely that this is a function of an 8% increase in overall traffic fatalities and not a failure of the effectiveness of the campaign.

Superbowl DUI Enforcement (\$2,395.00)

To support additional enforcement mobilizations, OHS looked into what's called Captive Marketing. This involves putting your ad, in nearly poster size, into restrooms of bars and restaurants. In terms of DUI prevention, this can be considered "point-of-sale" prevention. During December and January of 2003 – 2004, OHS placed print ads supporting our DUI awareness campaign, "DUI, When a Drink Costs More Than You Think" in 20 establishments throughout the state. Flagship Media, the company that produces and places the ads has a total of 75 locations in the state with a reach of 500,000 per month, an average viewing time of 1.5 minutes per poster, and a recall rate of 84%. Benefits of this type of marketing for DUI prevention are that it targets the 21-49 age range, and can be targeted even further by gender. This means you can place more ads in male or female rest rooms depending on your target audience.

Final Evaluation Note:

While there has been no specific additional evaluation measure for this form of advertising, testimonials from other Delaware companies that have used this advertising medium have been overwhelmingly positive.

Section 154 Transfer Funds

Amount allocated: \$100,000.00

These funds were used to support the six-month Checkpoint Strikeforce enforcement campaign. OHS is participating for the third year in the regional Checkpoint Strikeforce campaign, which runs from July 4th 2004 – December 31st 2004. Paid advertising included radio ads, television ads, indoor advertising, and print advertising in the form of an entertainment magazine, is again being used to support the enforcement six-month long effort. The target audience remains young adult males ages 21 – 34.

BUDGET SUMMARY- whole campaign	
Radio	\$40,084
Cable Television (includes \$2,775 for production)	\$41,207
Indoor Advertising	\$2,200
Print	\$ 3,150
Media Contractor Admin. Fees	\$9,800
total:	\$96,441

FY 2004 BUDGET SUMMARY – July - September	
Radio	\$13,976.50
Cable Television	\$21,795
Indoor Advertising	\$1,050
Print	\$ 1,575
Media Contractor Admin. Fees	\$9,800
total:	\$48,196.50

# of Spots Aired – July - September	
Radio	295
Cable Television	1,210
Indoor Advertising	Ad in 20 locations per month
Print	3 ¼ page ads

Indoor Advertising:

Demographic profiles for this medium were provided in the section detailing the use of Section 410 funds.

Print:

OHS advertised in an entertainment magazine called Out & About. It's distributed to more than 700 locations, with 80% of the magazines going to Delaware's northern most county, and the remaining 20% going to the Southern and Central counties in Delaware.

Approximately 34,000 magazines are printed each month, reaching 56,000 people. Out & About is distributed to corporate centers, hotels, night clubs, theatres, restaurants, fitness centers, sidewalk display boxes and Happy Harry's drugstores statewide.

Cable Television:

Comcast Cable reaches 251,800 homes in Delaware. OHS chose to advertise on cable stations that are most watched by individuals in the target audience, those ages 21 – 34. Stations include ESPN, TNT, Spike, Comedy Central and Comcast SportsNet. Combined impressions for ESPN, TNT, and Comedy Central are 46,305 (impressions for other networks not listed on ranker information).

Radio:

Station Cumulative Rating	
WZBH (10 a.m. – 7 p.m.)	10
WSTW (6 a.m. – 12 p.m.)	20.3
WRDX	21.5
WDSB	10
WWTX	(not available at this time)

Radio ads were aired on stations statewide that had a large listening audience in the target demographic in each area of the state. Ads were placed in afternoon and evening drive times.

Final Evaluation Notes:

Currently, Checkpoint Strikeforce 2004 is still underway. However, law enforcement has already made 522 DUI arrests with one week remaining in the campaign, already surpassing last year's total arrests. Additionally, since January 1, 2004, alcohol has been involved in 31% of Delaware's fatal crashes, which is 7% lower than at this time last year, and translates into approximately 13 lives saved. It is hoped that by putting more money into paid media this year than last, awareness will increase as well, effecting a positive behavior change.