

# 2024 FLORIDA CLICK IT OR TICKET NATIONAL MOBILIZATION

---

*presented to*

*Florida Occupant  
Protection Coalition*

*presented by*

*Chris Craig, Traffic  
Safety Administrator*



*May 15, 2024*





# CLICK IT OR TICKET FLORIDA





# ST. JOHN & PARTNERS – JACKSONVILLE FL.

## our client experience



Johnson & Johnson



ROOMS TO GO

Ruby Tuesday



Winn-Dixie





# PLANNING PARAMETERS

## **TARGET AUDIENCE:**

Men 18-34

## **GEOGRAPHY:**

All 10 Florida DMAs

## **SCHEDULE/TIMING:**

May 13 - June 3, 2024

## **MEDIA BUDGET:**

\$1,500,000



# TELEVISION & CABLE

## :30 Spots

Include cable networks such as Adult Swim, MTV, ESPN, FX, Fox Sports, TruTV Comedy Central and ESPN

Seek opportunities for exposure during in-season sports programming such as NBA, MLB, MLS (with emphasis on Florida-based teams).



# DIGITAL VIDEO (MIQ)

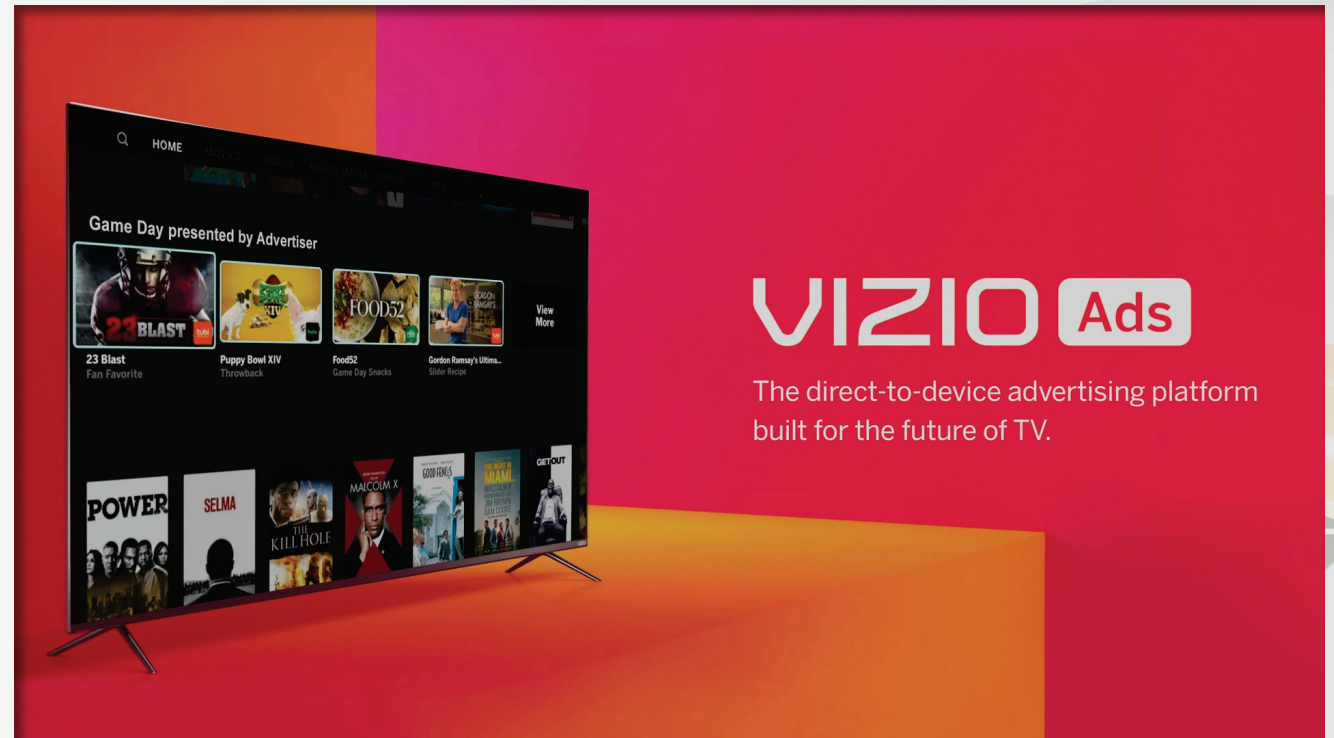
- » State of Florida
- » Men 18-34
- » :30 commercials
- » Layer in the pickup driver audience
- » Access to live and on-demand inventory on Connected TV
  - Roku, Apple TV, Sling, gaming consoles, etc





# DIGITAL VIDEO (VIZIO)

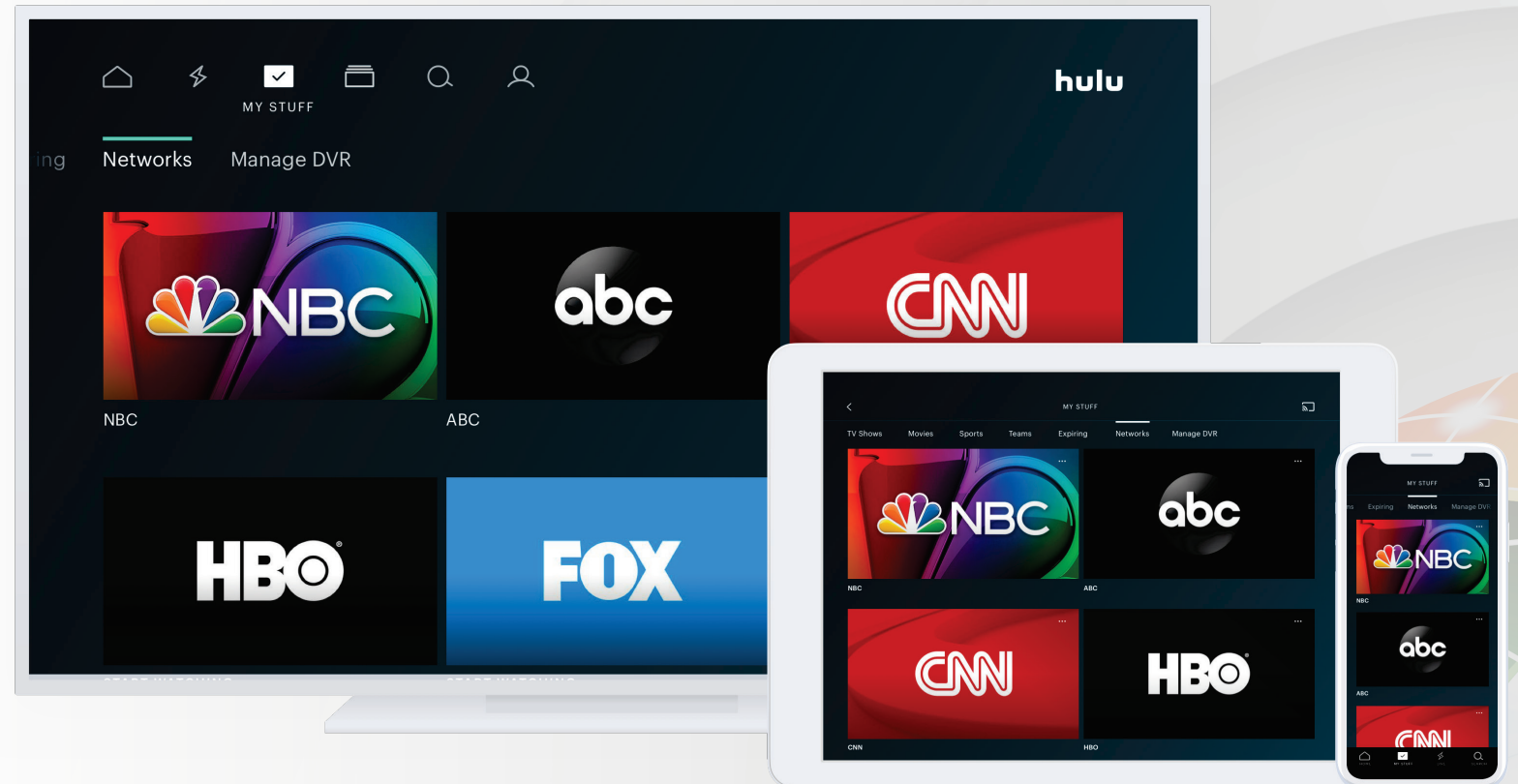
- » 2nd best selling smart TV brand in the U.S.
- » Exclusive premium ad inventory
- » Less than 5 percent of VIZIO's users rely on 3rd party HDMI plug in devices. Including VIZIO extends reach to target audience while avoiding duplication
- » :30 video ads



# DIGITAL VIDEO (HULU)

hulu

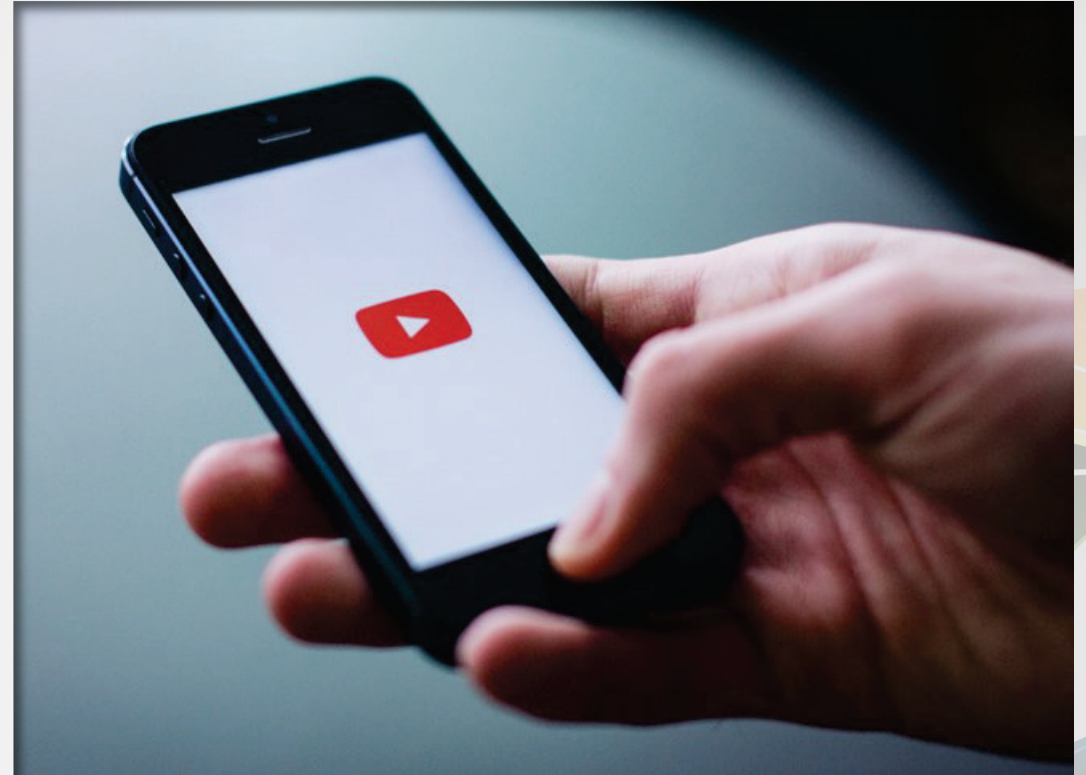
- » State of Florida
- » Men 18-34
- » :30 commercials



# DIGITAL VIDEO (YOUTUBE)



- » Opportunity to showcase video messaging where the target audience is already viewing content
- » Targeting capabilities allow us to efficiently reach our audience with no waste
- » :15 or :30 video ads (based on availability)

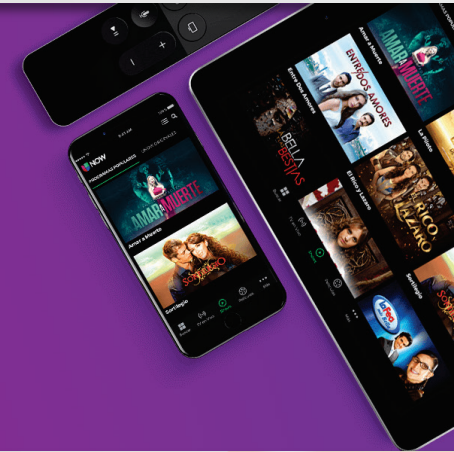


# DIGITAL VIDEO (UNIVISION)

- » **Target:** Spanish Speaking Audience in Miami, Orlando, and Tampa Markets
- » Research indicates 87% of Hispanic audience streams content regularly.
- » 70% of all impressions delivered across other streaming services are not delivered to U.S. Hispanic population.
- » Univision has the ability to reach 93% of all Spanish speaking households
- » :30 video ads

**Univision is available  
on all your favorite  
devices.**

Univision lets you connect and watch shows on all your devices: TV, tablet and mobile, from home or anywhere. Enjoy your favorite shows at any time.





# ENGLISH TV COMMERCIAL



# SPANISH TV COMMERCIAL





# RADIO

**:30 Spots**

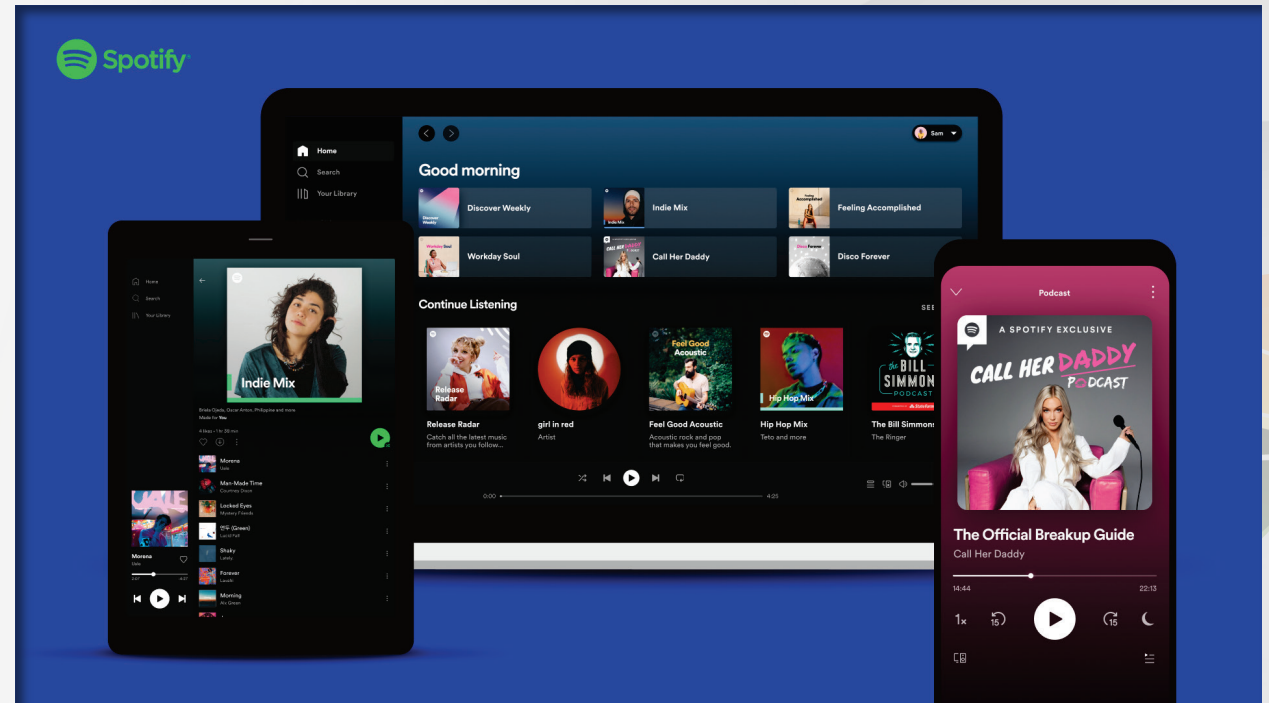
Contemporary Hits Radio, Alternative Rock, Urban, Country, and others that align best with target audience in each market.

Include Spanish-Language Radio in Miami, Orlando, and Tampa



# DIGITAL AUDIO

- » Spotify is the single most popular ad-supported digital audio platform among men 18-34.
- » Pandora buy includes inventory on ad-supported SiriusXM content, as well as SoundCloud and podcasts
- » :30 audio, companion banners



# PERFECT DAY RADIO COMMERCIAL





# STUPID JOEY RADIO COMMERCIAL



# PAID SOCIAL (FACEBOOK & INSTAGRAM)

- » 68 percent of men 18-34 use Facebook or Instagram.
- » video ads





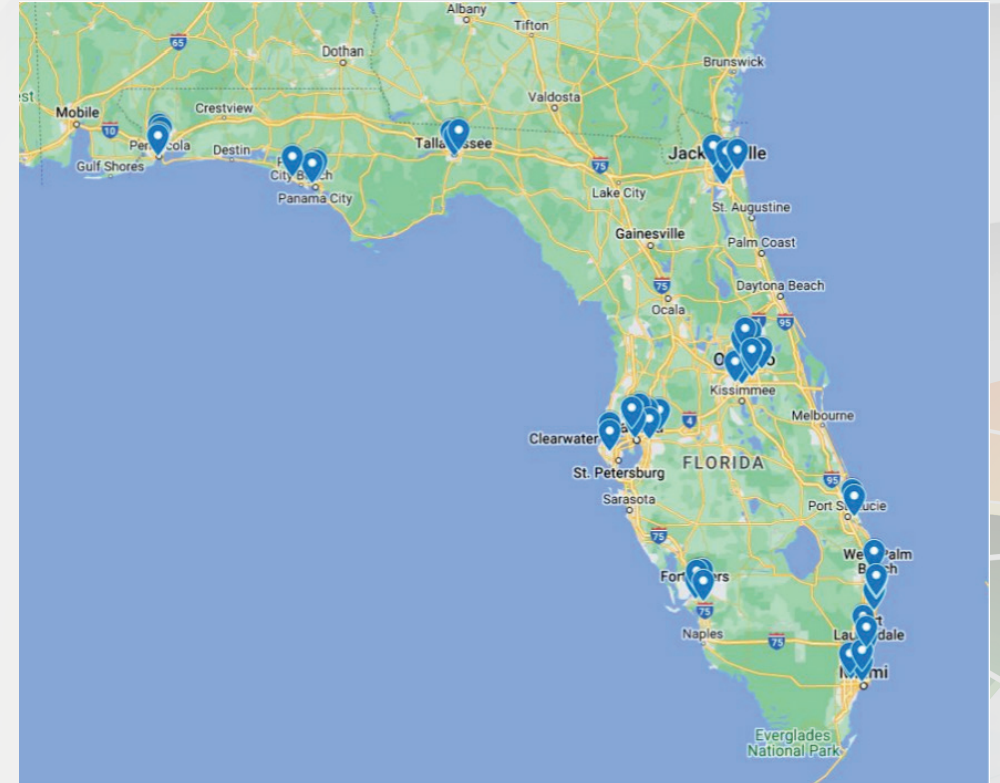
# PAID SOCIAL (SNAPCHAT)

- » 32 percent of men 18-34 living in Florida use Snapchat
- » :06 - :15 sec Video ads (9:16 aspect ratio)



# OUT-OF-HOME (BILLBOARDS)

| Market             | Estimated # of Units | Estimated Budget    |
|--------------------|----------------------|---------------------|
| Ft. Myers          | 4                    | \$8,715.00          |
| Jacksonville       | 4                    | \$10,507.36         |
| Miami              | 7                    | \$32,238.01         |
| Orlando            | 9                    | \$24,729.89         |
| Panama City        | 3                    | \$9,633.75          |
| Pensacola          | 5                    | \$19,582.50         |
| Tallahassee        | 3                    | \$5,622.75          |
| Tampa              | 9                    | \$19,152.65         |
| West Palm Beach    | 6                    | \$19,356.94         |
| <b>GRAND TOTAL</b> | <b>50</b>            | <b>\$149,538.85</b> |





# OUT-OF-HOME (TRANSIT)

| Market                 | Estimated # of Vehicles | Estimated Budget*  |
|------------------------|-------------------------|--------------------|
| Tampa                  | 20                      | \$8,130.00         |
| Miami / Ft. Lauderdale | 112                     | \$51,093.00        |
| Orlando                | 25                      | \$10,162.50        |
| West Palm Beach        | 10                      | \$5,257.50         |
| <b>GRAND TOTAL</b>     | <b>167</b>              | <b>\$74,553.00</b> |



# OUT-OF-HOME (GSTV)

| Market             | Estimated # of Gas Stations | Estimated Budget* |
|--------------------|-----------------------------|-------------------|
| Ft. Myers          | 46                          | \$5,507           |
| Gainesville        | 30                          | \$3,040           |
| Jacksonville       | 100                         | \$10,988          |
| Miami              | 170                         | \$25,755          |
| Orlando            | 119                         | \$11,189          |
| Tallahassee        | 53                          | \$6,096           |
| Tampa              | 92                          | \$10,183          |
| West Palm Beach    | 23                          | \$2,242           |
| <b>GRAND TOTAL</b> | <b>633</b>                  | <b>\$75,000</b>   |



# INVESTMENT BY CHANNEL

| Channel                  | Media Investment (Planned) | Estimated Impressions | Start Date | End Date* | Ad Units                 |
|--------------------------|----------------------------|-----------------------|------------|-----------|--------------------------|
| Broadcast TV             | \$493,538.83               | 1,323,906             | 5/13       | 6/2       | :30 Video                |
| Broadcast Radio          | \$200,908.02               | 2,451,143             | 5/13       | 6/2       | :30 Audio                |
| Digital Video            | \$252,000.00               | 9,913,553             | 5/13       | 6/2       | :15 or :30 Video         |
| Digital Audio            | \$93,300.00                | 6,275,006             | 5/13       | 6/2       | :30 Audio + Banner       |
| Paid Social              | \$50,050.30                | 2,176,099             | 5/13       | 6/2       | Image/Video              |
| Out-of-Home (Billboards) | \$149,538.85               | 6,357,492             | 5/13       | 6/2       | Digital/Static Bulletins |
| Out-of-Home (Transit)    | \$74,553.00                | 1,260,744             | 5/13       | 6/2       | Transit Billboards       |
| Out of Home (GSTV)       | \$75,000.00                | 848,875               | 5/13       | 6/2       | :30 Video                |
| Agency Fee               | \$111,111.00               | N/A                   | N/A        | N/A       | N/A                      |
| <b>GRAND TOTAL</b>       | <b>\$1,500,000</b>         | <b>30,606,818</b>     |            |           |                          |



# INVESTMENT BY MARKET

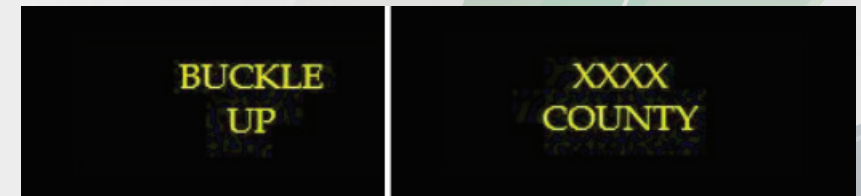


| Market                                | Estimated Budget      |
|---------------------------------------|-----------------------|
| Ft. Myers                             | \$43,558.42           |
| Gainesville                           | \$15,453.03           |
| Jacksonville                          | \$62,499.35           |
| Miami                                 | \$324,050.69          |
| Orlando                               | \$219,902.27          |
| Panama City                           | \$19,386.01           |
| Pensacola                             | \$27,196.07           |
| Tallahassee                           | \$25,602.14           |
| Tampa                                 | \$177,129.10          |
| West Palm Beach                       | \$78,761.62           |
| Pandora (State of Florida)            | \$35,300.00           |
| Spotify (State of Florida)            | \$58,000.00           |
| MIQ TV (State of Florida)             | \$85,000.00           |
| VIZIO TV (State of Florida)           | \$55,000.00           |
| Hulu (State of Florida)               | \$42,000.00           |
| Univision (Miami, Orlando, Tampa)     | \$30,000.00           |
| YouTube (State of Florida)            | \$40,000.00           |
| Facebook/Instagram (State of Florida) | \$30,050.30           |
| Snapchat (State of Florida)           | \$20,000.00           |
| Agency Fee                            | \$111,111.00          |
| <b>GRAND TOTAL</b>                    | <b>\$1,500,000.00</b> |





# DMS SIGNS



# DMS SIGNS DURING OTHER HOLIDAYS

TRICK OR TREAT  
BUCKLE  
YOUR SEAT

YOUR DAD SAID  
BUCKLE UP

ROAD TRIP  
BUCKLE UP  
ARRIVE ALIVE

BUCKLE UP  
ELECT TO  
STAY SAFE

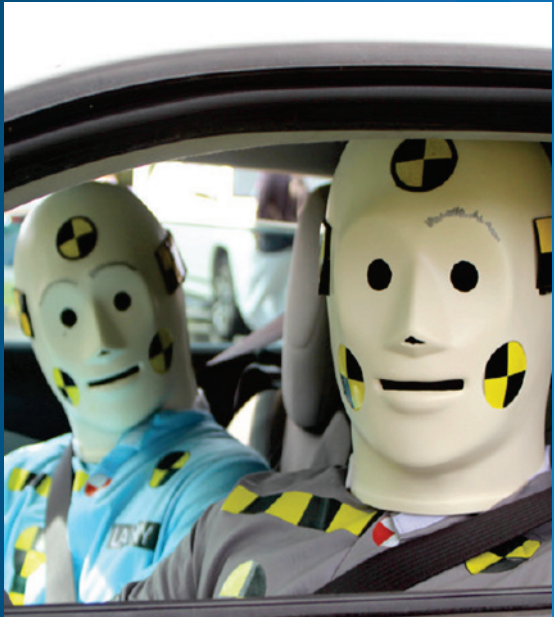
LOVE MEANS  
WEARING YOUR  
SEAT BELT

YOUR SEAT BELT  
IS YOUR  
LUCKY CHARM

YOUR MOM SAID  
BUCKLE UP







# QUESTIONS?



# NEW NHTSA COMMERCIAL

