

Campaign Foundation

Challenge

Road rage is a dangerous and destructive behavior that is killing people on Utah's roads and ruining countless lives.

There are consequences that remain long after that moment when drivers choose to engage with another driver. It's critical to reach drivers and persuade them to make the choice to stay calm and avoid road rage before they find themselves in a circumstance to react.

Goal

- For drivers to decide ahead of time that they will not engage in a road rage situation.
- Give tips to prevent road rage.



Target Audience

Primary

- Men ages 16-39
- Men are involved/cause about 5x more road rage incidents than women.



Audience Insights

The target gets caught up in the moment and then doesn't back off. They need to make a decision to not engage in road rage before they can't take it back.



Call to Action

- Slow down
- Back off
- Check yourself before you can't take it back





Media Mix

Video will be promoted

Based on audience research, men 18-39 are consistent users of Facebook. On Instagram, the audience over indexes, showing men are more likely to use the platform compared to the majority of adults in Utah.

KPIs

Engagements to include clicks, comments, shares, etc.
Visits to [zerofatalities.com/rage](https://www.zerofatalities.com/rage)

Option 4

“Blink of an Eye”

Spot Title- "Blink of an Eye"

Video 16x9:30

Zero Fatalities[®]
A Goal We Can All Live With



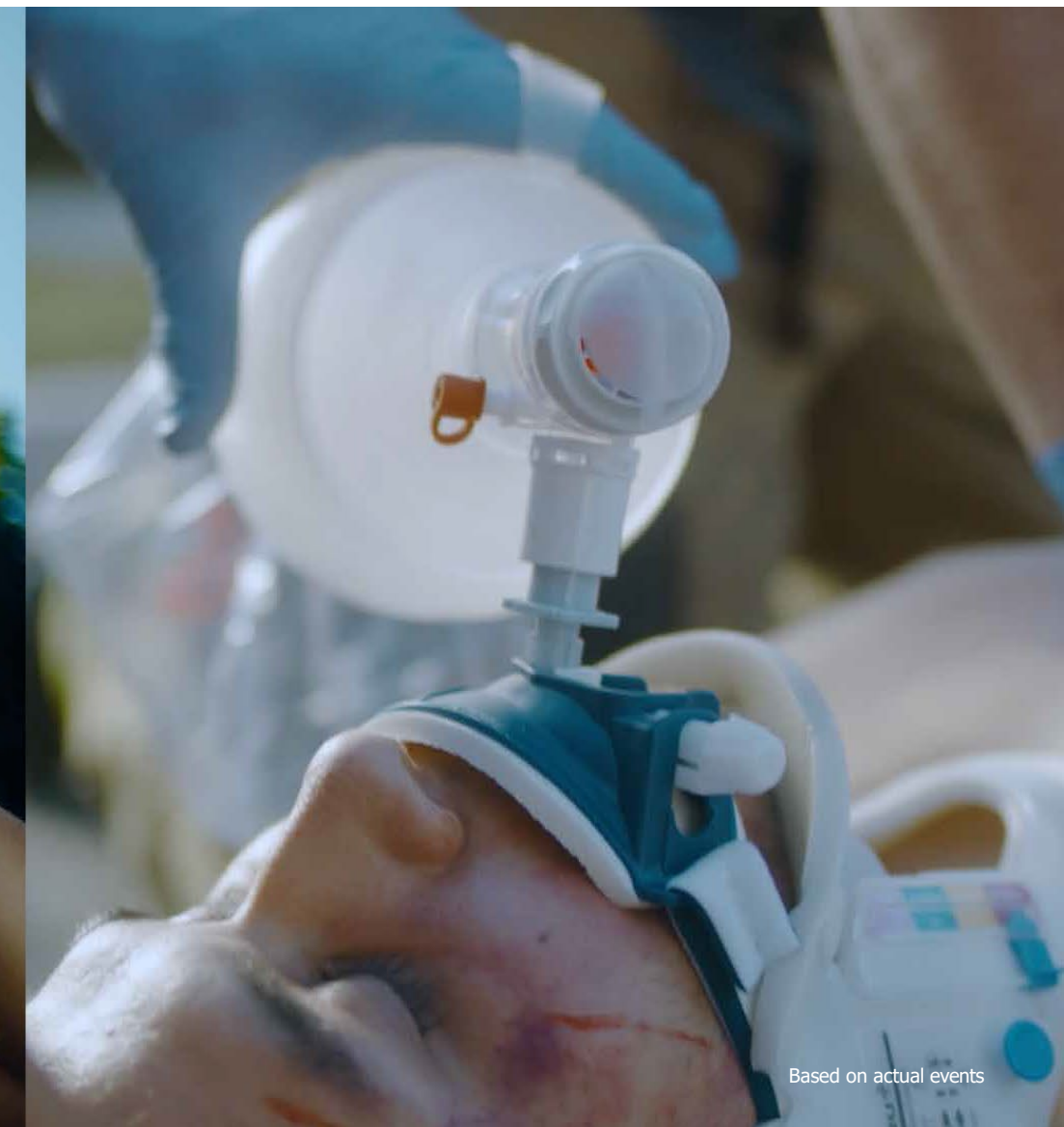
VO: In the blink of an eye, it can all change.

Spot Title - "Blink of an Eye"

Video 16x9, :30

Zero Fatalities[®]
A Goal We Can All Live With

Rapid flashes of series of events.



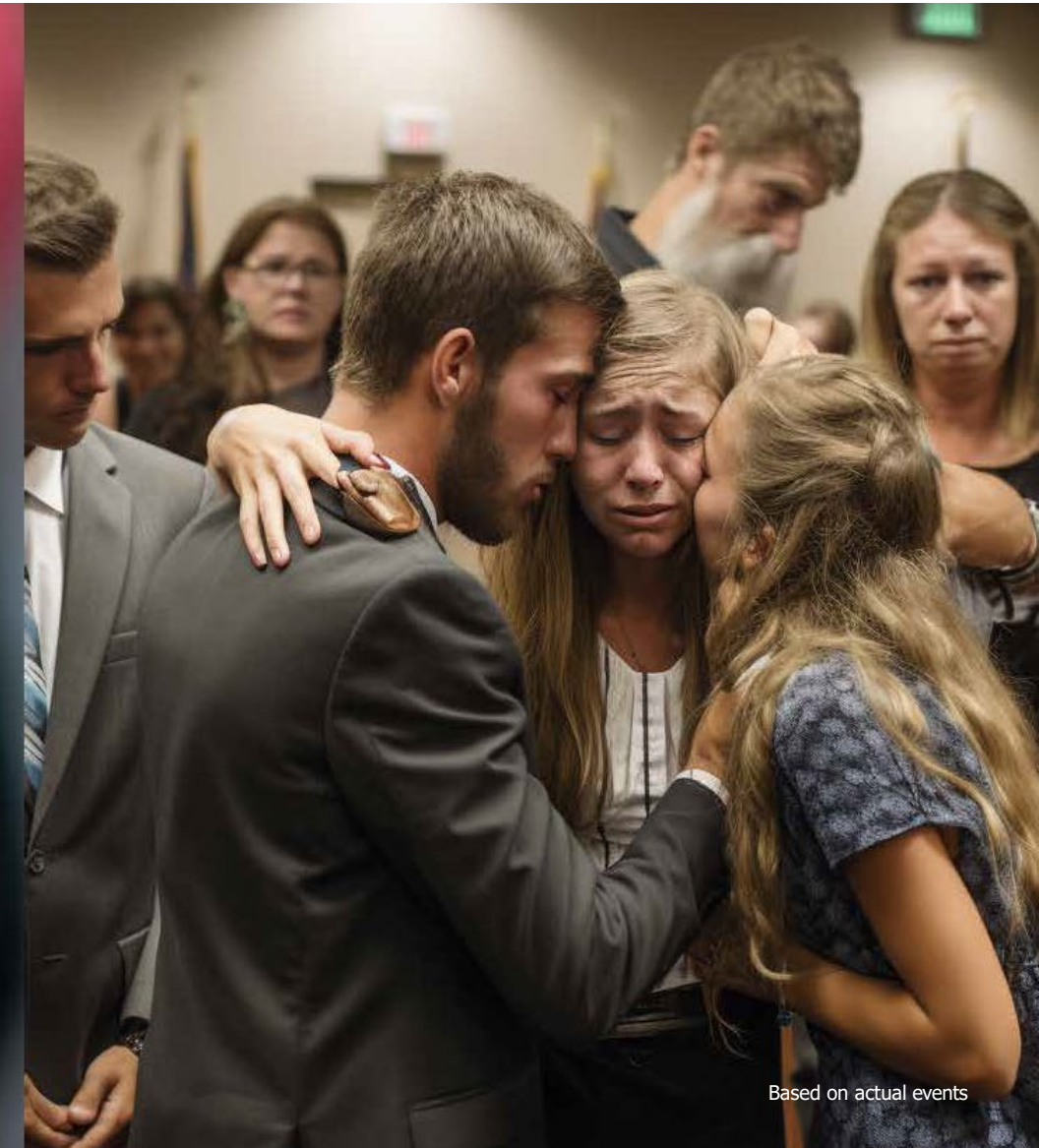
VO: You can lose your cool. You can let your anger get the better of you. You can set in motion a downward spiral that's beyond your control.

Spot Title - "Blink of an Eye"

Video 16x9, :30

Zero Fatalities[®]
A Goal We Can All Live With

Rapid flashes of series of events.



VO: You can ruin innocent lives. You can lose your freedom, lose your family ...

Spot Title - "Blink of an Eye"

Video 16x9, :30

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VO: ... lose everything.



VO: So before that happens ...

Spot Title - "Blink of an Eye"

Video 16x9, :30

Zero Fatalities[®]
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VO: ... make the right choice. When you're behind the wheel, drive calm.

Spot Title - "Blink of an Eye"

Video 16x9, :30

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Campaign Production Costs

\$50,000

Digital Advertisement Costs

\$35,000

Based on a 4-week Campaign Window

- Connected TV: \$35,000 60% Reach, 3.4 Frequency
- Digital Video: \$30,000 70% Reach, 3.8 Frequency
- Paid Social: \$55,000 70% Reach, 5.0 Frequency
- Streaming Audio: \$25,000 60% Reach, 3.0 Frequency

Total Budget

\$85,000