

Don't Drive Impaired - Don't Kill a Dream

Background

Impaired driving has been a consistent problem in Nevada and is a common cause of motor vehicle crashes resulting in injuries and death. In 2017, there were 99 impaired related fatalities. As the only state with 24-hour alcohol access, no alcohol control board, and the legalization of marijuana in 2017, Nevada has a number of factors that contribute to a high number of impaired related fatalities.

Goals

- Shift the impaired conversation to one that is personal, relatable and ownable, encouraging participation to work together to save lives
- Educate the public on the risks associated with driving under the influence of alcohol or drugs, and discourage impaired driving
- Decrease the number of impaired fatalities and serious injuries due to driving impaired
- Positively influence and increase safe driving behaviors, including: drive sober and plan a ride (designated driver, rideshare, etc.)

Strategy

A culture of traffic safety can only be created if we change the dialog, think beyond traditional marketing campaigns, and start building a movement that will advance the vision of Zero Fatalities.

Message

Don't Drive Impaired. Don't Kill a Dream.

The message of Don't Kill a Dream is simple: when someone is killed...their dreams die along with them. There were 99 impaired fatalities in the State of Nevada in 2017. That's 99 dreams lost and left unfulfilled.

The launch of the Don't Kill a Dream movement aims to bring a personal connection to the issue of impaired driving and champion the responsibility that everyone has - to drive sober, to save a life, and to save a dream.

Time Frame	Mid-October 2018 – Early January 2019
Targeting	S. Nevada (Clark County) + N. Nevada (Washoe County)
Audience	Primarily Male Drivers A21-35
Emphasis	Major Consumption Holidays: Halloween, Thanksgiving, Christmas, New Years, and Sporting Events and Sports-Viewing

RESULTS SUMMARY	
Channel	Impressions
Online Ads	2,292,000
Added-Value	259,418
Additional Guaranteed Clicks = 160,718	
Radio	3,218,847
Added-Value	586,218
Digital Billboards	39,201,021
Added-Value	4,607,382
Social Media	6,118,098
Total Impressions	56,282,984

Results by Channel

Radio

Pandora streaming radio and top Adult Contemporary, Rock, Alternative, Sports and Country radio stations were used to reach the M21-35 demographic with :30 spots in Reno and Las Vegas. Due to the political window, traditional radio was flighted for the Thanksgiving and Christmas/NYE weeks to run post-election. In the audio spots, we incorporated a period of “dead air” into the creative spot to demonstrate a dream killed abruptly. Additionally, to leverage our partnership with the Golden Knights, in-arena host and on-air radio talent, “Big D” was used to further endorse the Impaired Driving message. Announcements aired prior to each of the 9 home Vegas Golden Knights games.

Billboards

Digital billboards were utilized along major freeways and surface streets with a priority focus on the highest registering quintiles for Males 21-34. The secondary focus of the campaign was on the general market, ensuring the digital coverage and messaging was increased during the holidays.



A total of 39 digital boards and 2 static boards were secured throughout the campaign—with digital units providing 12,748 spots per digital board per day. Added-value placements were also provided, resulting in **4,607,382** extra impressions and a dollar value of \$10,114.02.



Mobile Ads

To complement out-of-home efforts, a mobile geofence (virtual perimeter) was set up around all home Vegas Golden Knights games. Additionally, home football games for UNLV and UNR were targeted during pre-game tailgate festivities in hopes of influencing positive decisions before the game. Over the course of the campaign we received **2,359,202** total impressions in our target demographic—males (25-31) who are fans of NHL, college football and/or frequent bars and nightclubs.

As a secondary digital layer, we used a mobile partner that specializes in pre-qualifying consumers with a question prior to serving an ad to ensure ads reach to the right audience. Over the course of the campaign we received:

- **97.7%** initial engagement rate, with **160,700** total consumers answering the first quiz question
- **14,500** clicks to “Learn More” on the quiz end-screen
- A total of **259,000** impressions—all included as added-value

[PREQUALIFICATION]

Show the best ads for you!

Do you consume wine, beer, spirits, and/or marijuana?

Yes
 No
 I prefer not to answer

Submit

Answer to make one of the next ads you'll see in this app more relevant. Your response will not be used for any other purpose, including making additional ads more relevant, so no opt out choices apply. If you prefer not to answer, click the back button or choose "I prefer not to answer." See our [privacy policy](#) to learn more.



Social Media

Using a combination of paid social advertising and organic content creation, social media was utilized to reach people in both Southern and Northern Nevada. The Don't Kill A Dream: Impaired social ads were deployed on October 22 and concluded on December 31. This campaign **reached 805,359** Facebook and Instagram users and resulted in **6,118,098 total impressions**. In addition, the impaired ads received **443,733 engagements** and **8,631 link clicks**.



PR

The KDC PR team drafted a media one sheet providing information about the Impaired Driving Don't Kill a Dream campaign, impaired driving statistics, and a link to campaign assets. Utilizing the one sheet, the team employed our "always on" strategy, responding to impaired driving stories in the news by pitching interviews with Andrew Bennett and offering information about the campaign.

The team secured live shots with KTNV TV 13 in which Andrew spoke about the campaign in front of a Don't Kill a Dream billboard on I-15 South. The segment aired multiple times to reach a local television audience of over 100,000 and was posted on the network's social media and website that has 300,000 monthly viewers. The team also drafted Impaired Driving: Don't Kill a Dream Campaign talking points for in-studio opportunities and the Zero Fatalities website.

Website

Over the course of the 3-month campaign, the zerofatalitiesnv.com website received 14,788 total visits, 84.1% of which were new visitors. Social media helped to drive 22.2% of this traffic, with another 10.3% coming from search and 60% direct. 73.2% of website visitors accessed the site from a mobile device. During the campaign, the Impaired Driving landing page received 28,742 page views.



Events

This campaign kicked off at Nevada's annual Traffic Safety Summit at the South Point Hotel and Casino in Las Vegas. Attendees were asked to submit their dreams to be posted on a Dream Wall, and over 100 dreams were collected. The Dream Wall was also used at an NHP community open house. The Dream Wall concept is available for use at other public and private events.

All campaign assets are available for public and DPS partner use and download at <https://zerofatalitiesnv.com/downloads/>

Andrew Bennett | Public Information Officer

State of Nevada | Department of Public Safety | Office of Traffic Safety
Desk: 702.432.5126 | Cell: 702.860.4609 E: Andrew.Bennett@dps.state.nv.us

Please stay in touch with us via zerofatalitiesnv.com and through social media at



Always Buckle Up



Don't Drive Impaired



Focus on the Road



Stop on Red



Be Pedestrian Safe



Ride Safe



Young Drivers