

## Occupant Protection Campaign Plan Summary

### Background

Buckling up is the most effective way to decrease traffic fatalities and injuries.

Between 2012 and 2017, over 400 unbelted vehicle occupants lost their lives and over 1,000 were seriously injured in traffic crashes on Nevada roadways. In 2018, 45% of individuals who were in a car crash in the U.S. were not buckled up. According to NHTSA, this increases to 50% of fatalities over the Thanksgiving holiday weekend.

### Goals

- Get people to care about buckling up, especially those most likely to be unbelted
- Leverage the influence of those that care about buckling up to tell their loved ones to do so
- Ultimately, help to play a role in decreasing the number of unbelted occupant related fatalities

### Strategy

To get people to care, we must appeal to what motivates them. Our campaign creative shows holiday moments and life experiences that our target audience may care about, or “give a click” about this season – seeing their kids face light up on Christmas morning, going on an annual snowboarding trip, proposing to their girlfriend.

This campaign uses an integrated media (paid, earned, owned) and multi-platform paid media approach to reach a young adult male target audience, with a strong focus on video content to drive interest and engagement with this demographic.

### Message

Please, *give a click* this holiday season.

What do we give a click about this holiday season?

We give a click about having a holiday season with Zero Fatalities.

- Time Frame:** November 25, 2019 - December 29, 2019
- Targeting:** Southern Nevada (75%), Northern Nevada (20%) and Rural (5%)
- Audience:** Primary: Adult Males A21-35  
Secondary: Adult Parents A26-35

| TACTICS   |                  |
|---|------------------|
|  | Streaming TV     |
|  | Traditional TV   |
|  | Cinema           |
|  | Print            |
|  | Social Media     |
|   | Public Relations |

All campaign assets will be available on the Zero Fatalities website, under the Occupant Protection (Always Buckle Up) landing page, for public and partner use and download. We also invite you to share the message, using the social posts below.

- What do you give a click about this holiday season? We give a click about a holiday season with Zero Fatalities. #GiveAClick
- Do you know what we give a click about this holiday season? Making sure there's not an empty seat at your Thanksgiving table. #GiveAClick
- This holiday season, we want you to give a click about what really matters—Zero Fatalities on our Nevada roadways. #GiveAClick
- There's something about the holiday season that makes you give a click about what matters most in life. Don't cut it short because you didn't buckle up. #GiveAClick

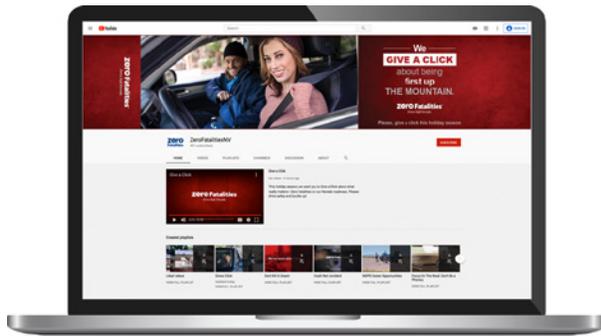
Please tag @zerofatalitiesnv on Instagram and Facebook and @DriveSafeNV on Twitter.



Video - Digital



Website Banner



YouTube Banner



Social Media



Infographic



Video - Cinema

All campaign assets are available for public and partner use and download at [zerofatalitiesnv.com/downloads](http://zerofatalitiesnv.com/downloads)

Please stay in touch with us via [zerofatalitiesnv.com](http://zerofatalitiesnv.com) and through social media at

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