2016 Look Twice for Motorcycles Campaign
440,000+
Situation

455 deaths
Marketing Strategy Overview

HOW?
Statewide multimedia campaign
Strategy: Target Audience

All Drivers

More often at fault in a collision with a motorcycle.
Remind drivers that they don’t want to take a life.

Humanize the motorcyclist – they’re dads, vets, mom’s …

Riders are exposed and vulnerable.

Motorcycles are hard to see, especially at intersections.
LOOK TWICE for motorcycles
Billboards

There's a life riding on it.

Look Twice

Share the Road.
Gas station advertising (111 gas stations)
Digital Ad

There’s a life riding on it.

Look Twice. Share the Road. TxDOT
Mobile Ads

Campaign Ads
On average, a motorcyclist is killed on Texas roads every day. Remember to look twice for motorcycles, especially at intersections. Every motorcycle is unique.

There's a life riding on it.
PUBLIC RELATIONS & MEDIA EVENTS
Campaign media kit

- Press Kit
  - Statewide news release
  - Media advisory
  - Fact sheet
- Talking points for PIOs and TSS
- Video b-roll
Media & Outreach

- Kickoff press conference
- Six media and outreach events
Public Relations & Media Events
Customized photo experience
Customized photo experience
Educational and promotional items
SOCIAL MEDIA
Facebook promoted posts
Facebook promoted posts
Custom “Twibbon” profile pictures
Shareable graphics for partners

Social Media
Shareable graphics for partners

Social Media

Lubbock Police Department shared Texas Department of Transportation’s photo.

April 28

#ShareTheRoad #LookTwiceforMotorcycles

There’s a life riding on it.

27% of motorcycle crashes = DEATH OR SERIOUS INJURY

Texas Department of Transportation
April 27

On average, a motorcyclist dies in a crash on Texas roads every day. Today we launch the “Share the Road: Look Twice for Motorcycles” campaign. Read more about it here: http://ow.ly/4naryx

#looktwice #sharertheroad

1 Comment
PARTNERSHIPS & GRASSROOTS EFFORTS
Involve motorcyclists
Motorcycle Coalition Flyer

455 RIDERS NEEDED!
April 21, 2016 – San Antonio, TX

Help us bring together 455 riders—one for every rider who died in a fatal crash last year.

Show your support for riders who died on Texas roadways.

Join us to launch the Share the Road Look Twice for Motorcycles safety campaign and Motorcycle Safety Awareness Month in May.

WHO:
Texas motorcycle clubs and riders

WHAT:
Statewide press conference
launching the Share the Road
Look Twice for Motorcycles safety campaign

WHEN:
Thursday, April 21, 2016
• 10 a.m. – Arrival by motorcyclists
• 10:30 a.m. – Set up and press photos
• 11 a.m. – Press conference

WHERE:
Nelson Wolff Municipal Stadium
Home of the San Antonio Missions Baseball Team
5757 U.S. Highway 90 West
San Antonio, TX 78227

WHY:
To show solidarity for riders who lost their lives in 2015 and to raise motorcycle awareness of the importance of looking twice for motorcycles.

THANK YOU FOR YOUR SUPPORT!

Register your group by April 15, 2016 to be recognized in press materials. Registration is not required to participate in the press conference, but is encouraged.

To register, email Emily Baker at outreach@sherry.matthews.com
Be sure to wear your helmet!

Share the Road. Look Twice.
PAID MEDIA
Statewide

High fatality markets

Media mix: Multiplatform
- Emphasis on out-of-home and in vehicle

English and Spanish

Timing: Safety Awareness Month (May)
Six high fatality markets

- Austin
- Dallas/Fort Worth
- Houston
- El Paso
- San Antonio
- Waco
Statewide media plan

- Pandora digital radio
- Mobile
- Pre-roll video
- Facebook ads
- Television PSAs
RESULTS
### Results

<table>
<thead>
<tr>
<th>Facebook</th>
<th>3.1 million reached</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>16,479 likes</td>
</tr>
<tr>
<td></td>
<td>1,255 comments</td>
</tr>
<tr>
<td></td>
<td>9,452 shares</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Outreach Events (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Interactions:</strong> 2,562</td>
</tr>
<tr>
<td><strong>Photobooth:</strong> 1,464</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TV PSAs (May)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Airings:</strong> 101</td>
</tr>
<tr>
<td><strong>Audience Reach:</strong> 275,784</td>
</tr>
<tr>
<td><strong>Ad value:</strong> $11,510</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pandora Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Impressions:</strong> 1.8 million</td>
</tr>
<tr>
<td><strong>Total Clicks:</strong> 2,583</td>
</tr>
<tr>
<td><strong>Click Rate:</strong> .14%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gas Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pumptoppers:</strong> 111</td>
</tr>
<tr>
<td><strong>Impressions:</strong> 26.1 million</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Billboards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Locations:</strong> 18</td>
</tr>
<tr>
<td><strong>Impressions:</strong> 44.1 million</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Impressions:</strong> 10.3 million</td>
</tr>
<tr>
<td><strong>Total Clicks:</strong> 227,815</td>
</tr>
<tr>
<td><strong>Click Rate:</strong> 2.21%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Paid Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Average Reach:</strong> 60%</td>
</tr>
<tr>
<td><strong>Average Frequency:</strong> 5x</td>
</tr>
<tr>
<td><strong>GRPs:</strong> 300/market</td>
</tr>
<tr>
<td><strong>Impressions:</strong> 28.7 million</td>
</tr>
</tbody>
</table>

**TOTAL IMPRESSIONS:** 114.4 Million
Thank you!

S H E R R Y  M A T T H E W S
A D V O C A C Y  M A R K E T I N G