

# Social Media Ad Brief

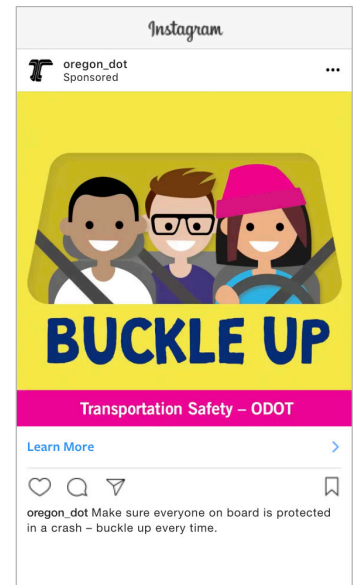
**CAMPAIGN:** Occupant Protection – “Everybody Buckle Up” Animated Ad (1 of 2)



Facebook Desktop



Facebook Mobile



Instagram Mobile

## AD DETAILS:

**Objective:** Awareness

**Target Audience(s):** A16-25 in Oregon and A18-54 in Oregon

**Placement:** Facebook & Instagram feeds

**Launches:** July 2, 2020

**Ends:** August 2, 2020

**Link:** <https://www.oregon.gov/odot/Safety/Pages/Belts-Seats.aspx>

## BACKGROUND:

While safety belt use is generally high, 2018 state crash data shows that lack of safety belt or child restraint use is a factor in over 33% of motor vehicle fatalities. New federal data from the GHSA shows that in 2018, 803 unrestrained rear seat passengers also lost their lives to this preventable cause.

Additionally, data shows teens, as a group, are less likely to be restrained than those under 14 years. We will run this ad through the summer as family road trips and vacations increase statewide.

# Social Media Ad Brief

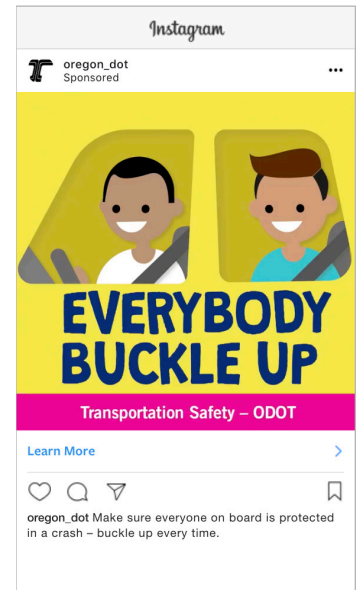
**CAMPAIGN:** Occupant Protection – “Everybody Buckle Up” Animated Ad (2 of 2)



Facebook Desktop



Facebook Mobile



Instagram Mobile

## AD DETAILS:

**Objective:** Awareness

**Target Audience(s):** A16-25 in Oregon and A18-54 in Oregon

**Placement:** Facebook & Instagram feeds

**Launches:** August 3, 2020

**Ends:** September 4, 2020

**Link:** <https://www.oregon.gov/odot/Safety/Pages/Belts-Seats.aspx>

## BACKGROUND:

While safety belt use is generally high, 2018 state crash data shows that lack of safety belt or child restraint use is a factor in over 33% of motor vehicle fatalities. New federal data from the GHSA shows that in 2018, 803 unrestrained rear seat passengers also lost their lives to this preventable cause.

Additionally, data shows teens, as a group, are less likely to be restrained than those under 14 years. We will run this ad through the summer as family road trips and vacations increase statewide.