

TRANSPORTATION SAFETY DIVISION

Distracted Driving 2022

November, 2022

Program Background

The Distracted Driving program seeks to serve goals around the following focus areas:

- to increase public awareness of the details and consequences of the mobile device law, specifically in Distracted Driving month. Oregon is one of only 7 states in the U.S. that currently has a primary law for distracted driving; meaning that a driver can be pulled over and given a citation for driving while using a mobile hand-held device. Fines and penalties for the offense compound upon previous citations (doubling) with up to \$2,000 maximum fine potential.

Gard supported TSD in this effort by developing and placing educational awareness media materials statewide, amplifying core messages and focusing on target audiences April through September 2022



Distracted Driving
Laws



Consequences



Educational
Awareness

Paid Media Campaign Summary

- Media Buy Dates: 4/01/22 – 09/30/22
- Geographic Areas: Oregon State
- Targets: Adults 18-54
- Total Media Budget: \$393,233 (+ \$167,343 added value)
- Media Areas: Digital, Geofencing, Billboard, Airport, Theaters, Radio, Television, Streaming TV
- Total Impressions: 21,291,671 imps



Adults



Theater



Airport

2022 Messages



“Park Your Phone!” – This year, the main message of the Distracted Driving program was released across multiple mediums including airports and event partnerships. Repetitive messages have strategically shown success in affecting behavioral change. We also conceived and created a musical message to accompany the campaign, that was translated into Spanish.

2022 Media Overview



Facebook & Instagram

“Park Your Phone”
(Graphic 1,2 & :30
Video)
A18-54
April
July – September



Google Display Ads

“Park Your Phone”
(New Graphic)
A18-54
July – September



Geofencing

“Grand Prix – Park
Your Phone”
“Park Your Phone”
(Yellow/ Purple)
Portland Int’l
Raceway
Festival, Fairs, Sports
June – September



OTT

“Park Your Phone”
(:30 Video)
A18-54
8% designated
Native American
populations
April – September



Cable TV

“Park Your Phone”
(:30 jingle)
A18-54
April – May

2022 Media Overview (cont.)



Billboard

"Park Your Phone"
(2021 Denim & Yellow
Graphic)
32 Postings
April – September



Airport

"Park Your Phone"
(Yellow Graphic)
18 Signs
June – September



Theater

"Park Your Phone"
(:30 Jingle)
539 Screens
June – October



Radio

"Park Your Phone"
(:30 Jingle)
A18-54
8% Designated to
Ethnicity: Native
American
April – May



Spanish TV

KUNP-TV
"Teens " (:30 video)
"Distracted Driving
2022" (:60 video)
Spanish Media
June – August

Facebook & Instagram Overview

April & July – September

April Run

- Creative
 - "Park Your Phone" (Graphic 1,2 & :30 Video)
- Target: A18-54, Oregon
- Total cost: \$7,000
- Impressions: 2,332,065

Summer Run

- Creative
 - "Park Your Phone" (Animation & :30 Video)
- Target: A18-54, Oregon
- Total cost: \$10,000
- Impressions: 3,565,343

Oregon Department of Transportation
Sponsored · 🌐

Handling your phone while driving is unsafe and against the law. A distracted driving violation can cost you up to \$2,500. So please, before you start your car...

Before you start your car...

OREGON.GOV/ODOT
Hands on the wheel. Eyes on the road.
Drive Safely. The Way to Go.

Learn more

Oregon Department of Transportation
Sponsored · 🌐

Sound on for an important – and incredibly catchy – safety message.

♪ hands off your phone, ♪

OREGON.GOV/ODOT
♪ **Before you start your car, you gotta park your phone.**

Learn more

Share

Google Ads Overview

July – September

- Creative
 - “Park Your Phone” (New Graphic)
- Target: Adults 18-54, Oregon
- Total cost: \$5,819
- Impressions: 3,874,297



Geofencing Overview

June – September

- Creative
 - "Grand Prix - Park Your Phone" 300x250
 - Yellow/Purple "Park Your Phone" 300x250 2022
- Target: Portland Int'l Raceway, Festivals, Fairs, Sports
- Total cost: \$15,003
- Impressions: 5,008,842



2022 NASCAR Events Overview

June & September

2022 Pacific Office Automation 147 (June 3-4)

- 20 5' x 12' spectator signs
- At least 6 :30 video board commercials, 2 per event day(5 videoboards)
- Exit messaging on videoboards included "Park Your Phone" messaging (5 videoboards)
- ½ page ad in Fan Program --- 10,000copies
- 12 6' x 4' vinyl maps were displayed throughout the event site which included the "Park Your Phone" logo



2022 NASCAR Events Overview (cont.)

June & September

2022 Grand Prix of Portland (September 2-4)

- 20 5' x 12' spectator signs
- At least 6 :30 videoboard commercials, 2 per event day (5 videoboards)
- Exit messaging on video boards included "Park Your Phone" messaging (5 videoboards)
- 1/2 page ad in Fan Program --- 10,000copies
- 12 6' x 4' vinyl maps were displayed throughout the events site which included the "Park Your Phone" logo



Before you start your car... PARK your PHONE

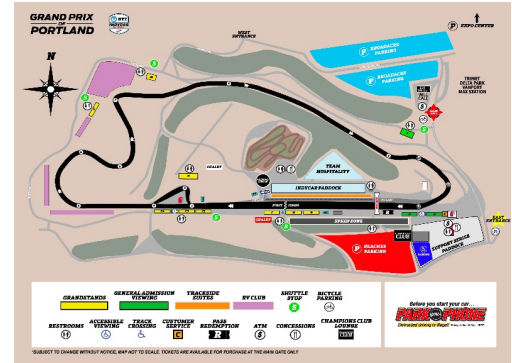
PIIT STOP

Distracted driving is illegal in Oregon. It's also illegal to use a handheld mobile phone while driving. If you're caught, you could face a \$2,000 fine and 30 days in jail. For more information, visit www.oregon.gov/OSD/SAFETY/ParkYourPhone.aspx

NTT INDYCAR SERIES ENTRY LIST

Portland International Raceway - Portland Oregon | September 2-4, 2022

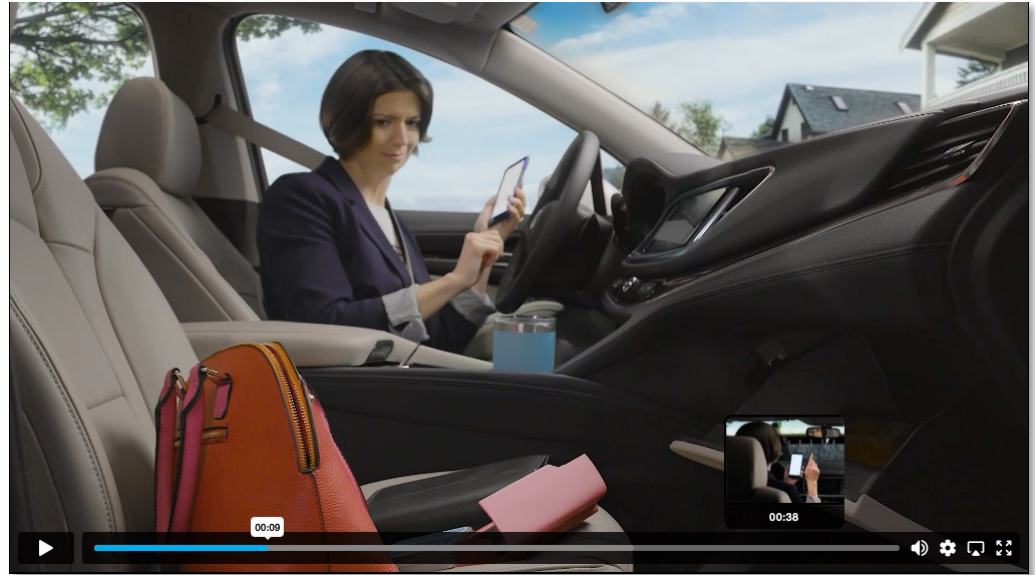
#	DRIVER	DRIVER/TOWN	TEAM	CAR BRAND
1	Scott Dixon	Scott Dixon	Chip Ganassi Racing	Honda
2	Alex Albon	Alex Albon	Andretti Autosport	Honda
3	Justin Haley	Justin Haley	Sam Schmidt Motorsports	Honda
4	Colton Herta	Colton Herta	Sam Schmidt Motorsports	Honda
5	Will Power	Will Power	Team Penske	Honda
6	Ryan Hunter-Reay	Ryan Hunter-Reay	Andretti Autosport	Honda
7	Mike Conway	Mike Conway	Andretti Autosport	Honda
8	Simon Pagano	Simon Pagano	Andretti Autosport	Honda
9	Helio Castroneves	Helio Castroneves	Team Penske	Honda
10	Scott McLaughlin	Scott McLaughlin	Andretti Autosport	Honda
11	Blaise Alexander	Blaise Alexander	Andretti Autosport	Honda
12	James Hinchcliffe	James Hinchcliffe	Andretti Autosport	Honda
13	Marcus Ericsson	Marcus Ericsson	Andretti Autosport	Honda
14	Jack Harvey	Jack Harvey	Andretti Autosport	Honda
15	Alex Zanardi	Alex Zanardi	Andretti Autosport	Honda
16	Justin Wilson	Justin Wilson	Andretti Autosport	Honda
17	Tony Kanaan	Tony Kanaan	Andretti Autosport	Honda
18	Ed Jones	Ed Jones	Andretti Autosport	Honda
19	Max Chilton	Max Chilton	Andretti Autosport	Honda
20	Lucas Fiedler	Lucas Fiedler	Andretti Autosport	Honda
21	Mike Rockenfeller	Mike Rockenfeller	Andretti Autosport	Honda
22	Tommy Milner	Tommy Milner	Andretti Autosport	Honda
23	Scott McLaughlin	Scott McLaughlin	Andretti Autosport	Honda
24	Blaise Alexander	Blaise Alexander	Andretti Autosport	Honda
25	James Hinchcliffe	James Hinchcliffe	Andretti Autosport	Honda
26	Marcus Ericsson	Marcus Ericsson	Andretti Autosport	Honda
27	Justin Wilson	Justin Wilson	Andretti Autosport	Honda
28	Tony Kanaan	Tony Kanaan	Andretti Autosport	Honda
29	Ed Jones	Ed Jones	Andretti Autosport	Honda
30	Max Chilton	Max Chilton	Andretti Autosport	Honda
31	Lucas Fiedler	Lucas Fiedler	Andretti Autosport	Honda
32	Mike Rockenfeller	Mike Rockenfeller	Andretti Autosport	Honda
33	Tommy Milner	Tommy Milner	Andretti Autosport	Honda
34	Scott McLaughlin	Scott McLaughlin	Andretti Autosport	Honda
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45	Scott McLaughlin	Scott McLaughlin	Andretti Autosport	Honda
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100	Scott McLaughlin	Scott McLaughlin	Andretti Autosport	Honda



OTT Campaign

April & June – September

- Creative
 - “Park Your Phone” (:30 Jingle)
- Target: Adults 18-54, 8% designated to Native American population, Oregon
- Total cost: \$45,002.75 (+ \$2,700.28 added value)
- Impressions: 1,145,715



Cable TV

April – May

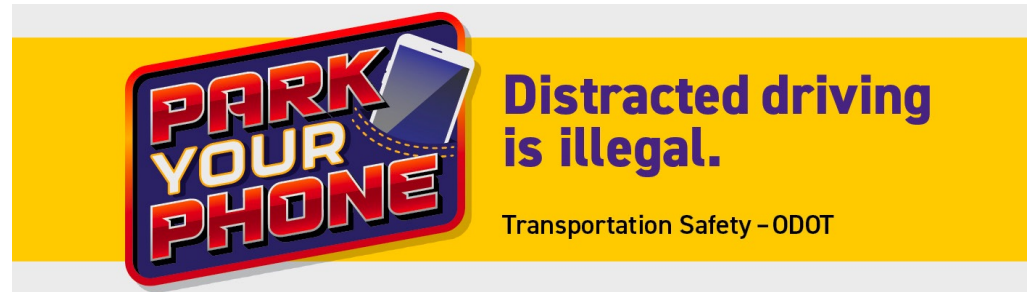
- Creative
 - “Park Your Phone” (:30 Jingle)
- Target: Adults 18-54, Oregon
- Total cost: \$54,369 (+ \$10,873.80 added value)
- Total spots: 4,461
- Impressions: 1,871,700



Billboard Overview

April – May & June – September

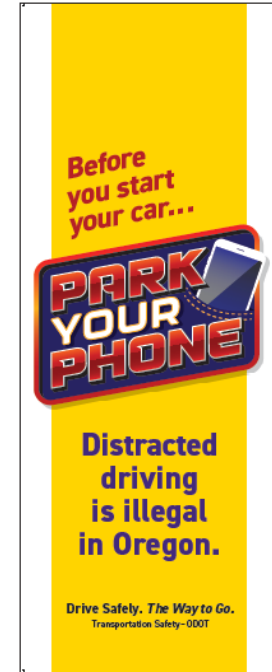
- Creative
 - "Park your phone" (2021 Denim)
 - "Park your phone" Yellow Graphic
- Target: Portland, Salem, Eugene
- Total cost: \$53,558
- Postings: 32



Airport Overview

June – September

- Creative
 - "Park your phone"
Yellow Graphic
- Target: Portland, Eugene, Medford, Redmond
- Total cost: \$50,772.16 (+ \$33,714 added value)
- Total signs: 18



Distracted driving is illegal in Oregon.

Drive Safely. *The Way to Go.* Transportation Safety - ODOT



Theater Overview

July – October 2019

- Creative
 - “Park Your Phone” (:30 Jingle)
- Target: Theaters across Oregon
- Total theaters/screens: 66 theaters / 539 screens
- Estimated total spots: 785,223
- Target: Theaters across Oregon
- Total cost: \$48,000 (+ \$52,800 added value)
- Projected Impressions: 1,855,834



Streaming Audio & Radio Overview

April – May

Streaming Audio

- Creative
 - "Park Your Phone" (:30 Jingle)
- Target: A18-54, 8% designated to Ethnicity: Native American, Oregon
- Total cost: \$10,000 (+ \$500 added value)
- Impressions: 728,887

Radio

- Creative
 - "Park Your Phone" (:30 Jingle)
- Target: A18-54, Oregon
- Total cost: \$19,995 (+ \$3,999 added value)
- Impressions: 685,327



Spanish TV

April - October

- KUNP-TV
 - “Families” (:30/60 Video)
 - “Distracted Driving” (:60 Video)
- Target: Oregon
- Total cost: \$40,000 (+ \$23,950 station added value)
- Impressions: 2,079,495



In Conclusion

Distracted Driving continues to be a focus topic of the Safe Driving program due to the urgency of the increase in the use of hand held mobile devices in Oregon and Nationwide. Oregon is working hard to combat the concerns of Distracted Driving by increasing behavioral messages around the social unacceptability of use.

In 2022, we grew the program's partnerships with large scale racing events hosted at Portland International Raceway and reintroduced and/or increased advertising at movie theaters and airports with the lifting of mask mandates statewide. This allowed us to widen the target audiences with a more diversified set of products.

Special emphasis in media placement was placed on serving Native communities and Spanish speaking audiences across radio and television.

Thank you.