

Social Media Ad Brief

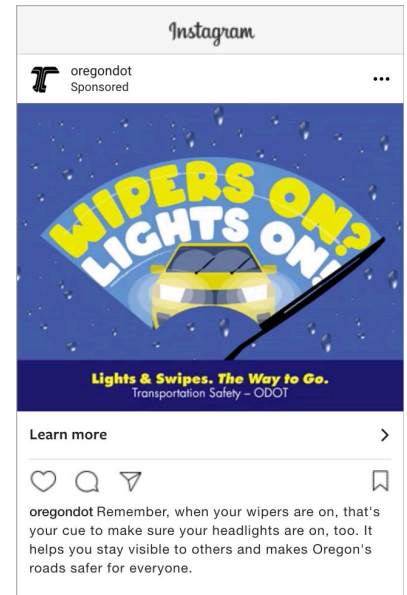
CAMPAIGN: Lights & Swipes – “Wipers On? Lights On!” (Animated Ad)



Facebook Desktop



Facebook Mobile



Instagram

AD DETAILS:

Objective: Awareness

Target Audience(s): A16-54 in Oregon

Placement: Facebook & Instagram news feeds

Launches: December 20, 2022

Ends: February 15, 2023

Link: <https://www.oregon.gov/odot/Safety/Pages/Safe-Driving.aspx>

BACKGROUND:

Oregon Facebook and Instagram demographics have shown to be an effective way to reach a wide reaching and attentive audience for safety messages. This animated re-release from 2020 will run across the state, alongside the other corresponding media. The goal is to reach as many attentive Oregon drivers as possible, hence targeting all users aged 16-54, to inform them about the laws regarding having your lights running whenever using your windshield wipers (ORS 801.325) and remind them it's a safe habit to adopt for any limited visibility conditions.