

**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)
- ½ 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**

**PIT STOP**

Distracted driving is illegal in Oregon. We want you to stay focused on the track. Park your phone in the designated area to avoid a \$2,000 fine. The phone, which you must turn off, should be placed face down in the designated area.

**365**

Next generation enthusiasts get apps, gear with digital content, social marketing and more!

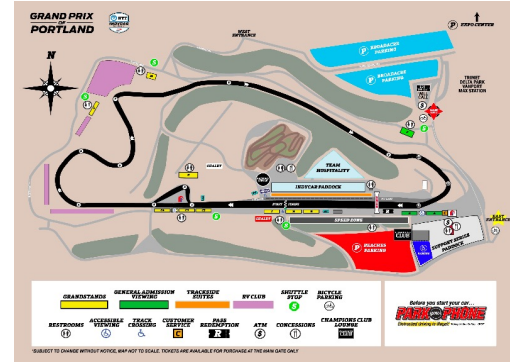
TV | VIDEO | EVENTS | DIGITAL | SOCIAL | MAGAZINE

The ultimate platform to engage our enthusiasts through smart, useful media and traditional print and digital properties across North America.

Learn more at [www.tubefor.com](http://www.tubefor.com)

**NTT INDYCAR SERIES**  
**ENTRY LIST**  
Portland International Raceway - Portland Oregon / September 2-4, 2022

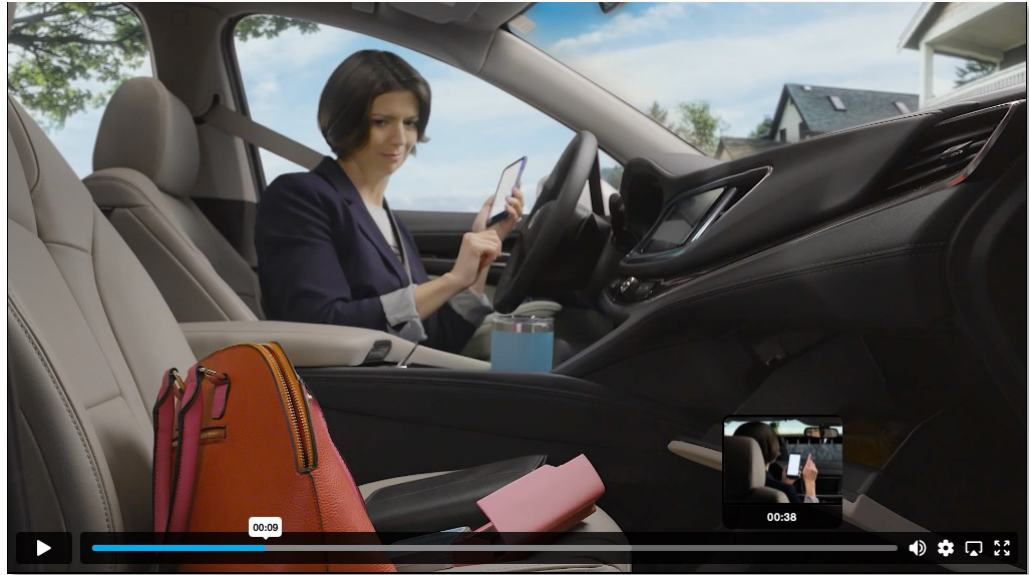
#	DRIVER	DRIVER/TOWN	TEAM	CAR BRAND
1	Scott Dixon	Scott Dixon	Chip Ganassi Racing	Honda
2	Alex Albon	Alex Albon	Alex Albon Racing	Honda
3	Colton Herta	Colton Herta	Colton Herta	Honda
4	Justin Haley	Justin Haley	Justin Haley	Honda
5	Michael McDowell	Michael McDowell	Michael McDowell	Honda
6	Ryan Hunter-Reay	Ryan Hunter-Reay	Ryan Hunter-Reay	Honda
7	Will Power	Will Power	Team Penske	Honda
8	Helio Castroneves	Helio Castroneves	Team Penske	Honda
9	Simon Pagano	Simon Pagano	Simon Pagano	Honda
10	Scott McLaughlin	Scott McLaughlin	Scott McLaughlin	Honda
11	Ed Jones	Ed Jones	Ed Jones	Honda
12	James Hinchey	James Hinchey	James Hinchey	Honda
13	Justin Marks	Justin Marks	Justin Marks	Honda
14	Tommy Milner	Tommy Milner	Tommy Milner	Honda
15	Michael Conner	Michael Conner	Michael Conner	Honda
16	Chad Knaus	Chad Knaus	Chad Knaus	Honda
17	David Reardon	David Reardon	David Reardon	Honda
18	Chad McCumby	Chad McCumby	Chad McCumby	Honda
19	Jack Miller	Jack Miller	Jack Miller	Honda
20	Chad Knaus	Chad Knaus	Chad Knaus	Honda
21	Chad Knaus	Chad Knaus	Chad Knaus	Honda
22	Chad Knaus	Chad Knaus	Chad Knaus	Honda
23	Chad Knaus	Chad Knaus	Chad Knaus	Honda
24	Chad Knaus	Chad Knaus	Chad Knaus	Honda
25	Chad Knaus	Chad Knaus	Chad Knaus	Honda
26	Chad Knaus	Chad Knaus	Chad Knaus	Honda
27	Chad Knaus	Chad Knaus	Chad Knaus	Honda
28	Chad Knaus	Chad Knaus	Chad Knaus	Honda
29	Chad Knaus	Chad Knaus	Chad Knaus	Honda
30	Chad Knaus	Chad Knaus	Chad Knaus	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

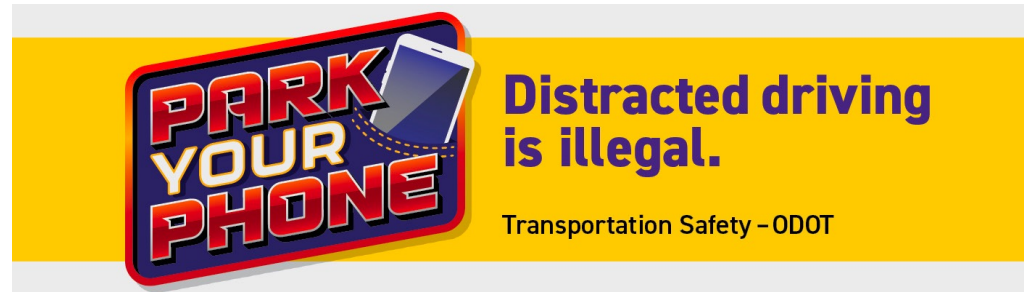
- Creative
  - “Park Your Phone” (:30 Jingle)
- Target: Adults 18-54, Oregon
- Total cost: \$54,369 (+ \$10,873.80 added value)
- Total spots: 4,461
- Impressions: 1,871,700



# 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.