

2020 Distracted Driving Campaign Overview

Lori Gabrielle Millen
Marketing Specialist
Office of Communications





NHTSA's 2020 National Distracted Driving Campaign

- In April, States and communities across the country will participate in the fifth annual ***National Distracted Driving Awareness Month***.
- *U Drive. U Text. U Pay.* - NHTSA's national high-visibility multi-media advertising campaign and law enforcement blitz to enforce distracted driving laws.
- Target Audience: Men & Women 18-34 (w/a slight skew to women)
- Paid Multi-Media: April 6-13
- Enforcement: April 9-13
- Social Norming: April 13 - 30



NHTSA's 2020 National Distracted Driving Campaign

Available on trafficsafetymarketing.gov:

- General audience fill-in-the-blanks earned media templates
- Fill-in-the-blanks earned media templates for law enforcement personnel
- “Connect-to-Disconnect” (C2D) Enforcement Initiative Materials
- Downloadable static and animated infographics
- Traffic safety fact sheets and other general resources
- Logos
- Digital ads
- National advertisement (“Déjà Vu” - coming on April 6)
- Media buy plan

We create these materials to help our partners and law enforcement agencies create a positive shift in motorists' behaviors', which helps save lives.



NHTSA's 2020 National Distracted Driving Campaign

DISTRACTED DRIVING

U Drive. U Text. U Pay.

April 6-13, 2020

U Drive - U Text - U Pay is a campaign centered on aiding law enforcement officers in their efforts to keep distracted drivers off the road. Distracted driving is a first offense in many states and continues to gain recognition across the nation as a deadly problem.

This campaign is targeted to men and women 18 to 34 years old with a skew toward women.

Campaigns Under U Drive. U Text. U Pay.

Connect To
Disconnect (C2D)

PEAK Enforcement Kit



NHTSA's 2020 National Distracted Driving Campaign

The screenshot shows the main landing page for the NHTSA Distracted Driving campaign. The header includes the TSM Traffic Safety Marketing logo and navigation links. The main content area features a 'Distracted Driving' section with a sub-header 'April is National Distracted Driving Awareness Month'. Below this, there are four campaign material buttons: 'Evergreen Campaign Material', 'One Text Or Call Could Wreck It All', 'Phone In One Hand - Ticket In The Other', and 'U Drive, U Text, U Pay'. The footer contains NHTSA contact information and website resources.

This screenshot displays a gallery of campaign materials. At the top, there are four large promotional images with titles: 'DRIVING, DRIVING', 'WHILE DRIVING, YOU MIGHT NEED MAKUP', 'MULTI-CAR MULTI-CAR PHLEPS', and 'EATING AND DRIVING, THE BEST YOU'RE EATING'. Below these are sections for 'Radio Ads' and 'TV Ads', each containing several smaller thumbnail images of audio spots and video advertisements. Each thumbnail includes a 'PREVIEW' and 'DOWNLOAD' link.

This screenshot shows the same gallery as the previous one, but with a 'Refine' sidebar on the left. The sidebar includes filters for 'Type' (Banner Ads, Infographics, Posters, Radio Ads, TV Ads, Web Videos), 'Language' (English, Spanish), and 'Years' (2017). The main content area shows a grid of material thumbnails with titles such as 'See The Crash What Led To This [various sizes]', '40% Do What Led To This Crash [various sizes]', 'Here's The Before, Now See The After [various sizes]', and 'If You're Texting, You're Not Driving [various sizes]'. Each thumbnail has 'PREVIEW' and 'DOWNLOAD' links.

This screenshot shows a section of the gallery focusing on video content. It features two columns of video thumbnails. The first column has titles '[1:15 and 30 Videos] Distracted Driving - For broadcast quality spots, please contact the Office of Communications and Consumer Information at (202) 366-9100.' and '[1:15 and 30 Videos] Spanish Distracted Driving - For broadcast quality spots, please contact the Office of Communications and Consumer Information at (202) 366-9100.'. The second column has titles 'No dipses que un emoji destruya tu vida.' and 'Don't let an emoji wreck your life.'. Each thumbnail includes 'PREVIEW' and 'EXTERNAL LINK' options.



NHTSA's 2020 National Distracted Driving Campaign

The collage consists of several overlapping screenshots from social media and news websites. At the top left is a Twitter post from the DC Police Department (@DCPoliceDept) with a banner that says "WE ARE HERE TO HELP" and a photo of police officers. Below it is a tweet from the same account regarding a missing person, Brian Garner, with a "CRITICAL MISSING" poster. To the right is a Facebook post from the Montgomery County Police Department featuring a similar banner and photos of police cars. Below the Facebook post is a news article titled "Operation Safe Ride to School - A Message from the Police Department" with a letter to parents. At the bottom right is a news article titled "CO Offers Perspective on Heavy Traffic, Pedestrian" with a photo of a traffic sign.

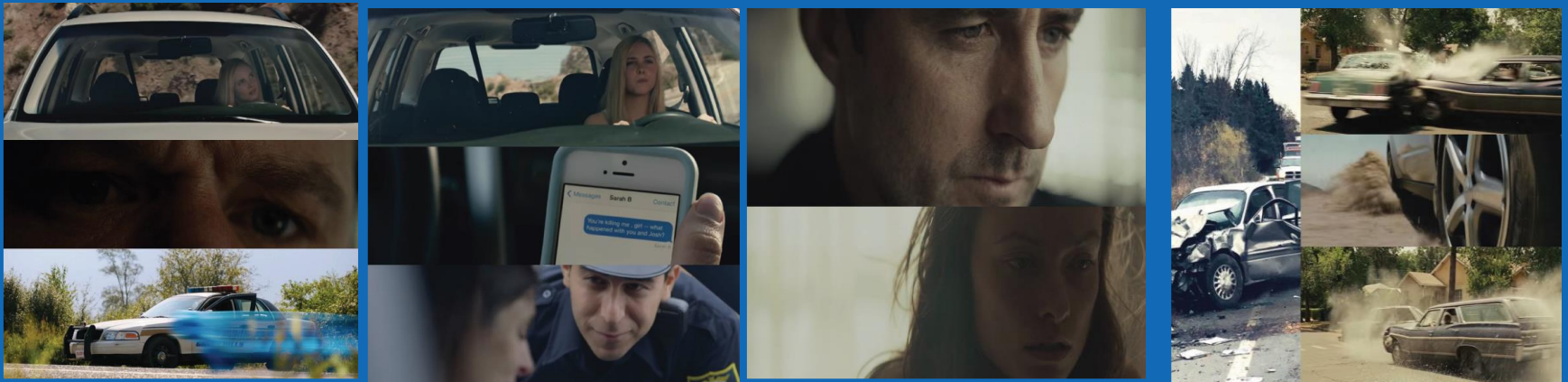


NHTSA's 2020 National Distracted Driving Campaign

New “Déjà Vu” enforcement commercial (English or Spanish)

Filming Feb 5-7, 2020

Releasing to national audience - April 6, 2020



APRIL IS COMING



**THAT MEANS: THE U DRIVE. U TEXT. U
PRY. ENFORCEMENT CAMPAIGN**



NHTSA's 2020 National Distracted Driving Campaign

Questions?

Lori Gabrielle Millen

lori.millen@dot.gov

202-366-9742