

# ALASKA DEPARTMENT OF TRANSPORTATION AND PUBLIC FACILITIES

**SAFETY CAMPAIGN**  
June 2017 - September 2017

Category 3c) Radio Advertisement



# THE CHALLENGE

National and local research indicate that drivers fail to pay attention to road construction zones due to frustration, distracted driving, rushed driving, and stress, resulting in more than 40,000 injuries in work zones each year. The Alaska summer months are referred to as “construction season” as most road construction must be conducted within the four to five-month period when the soil isn’t frozen. The high concentration of road construction in a short period of time means crews take advantage of almost 24-hours of daylight and work around the clock. The public must adjust their driving habits to accommodate the corresponding traffic impacts, often causing increased frustration. Adding to this mix, over 1 million tourists flock to Alaska to experience the midnight sun, crowding the roadways. The Alaska Department of Transportation and Public Facilities (DOT&PF) recognized the risk that road construction workers face each day and they needed a way to promote worker safety and raise awareness among the driving public to mitigate the high risks.

## The Solution

The *Alaska DOT&PF Safety Campaign* is an initiative to promote safety in work zones, mostly focused on highlighting fines and the potential legal implications for driving recklessly in work zones. In 2017, DOT&PF partner Spawn Ideas proposed a new approach to raising awareness about work zone safety; connect with our audience in a more authentic and meaningful way and to break through the overly saturated media landscape experienced on a daily basis. And based on secondary research, we knew our audience didn’t want to hear threatening messages, but instead would listen to honest and simple messages that were relevant and mattered to them.

# MARKETING STRATEGY

As we launched into the strategy of the campaign, the insight we developed was that our audience had a common connection to the men and women who risked their lives every day when they went to work at construction sites: they were real people just like anyone else, with families and people at home who needed them. We knew that this uniting thread was easily overlooked when the general public association of a construction zone was simple: the impact it will have on drive time and the immediate inconvenience it poses. No personal connection to the people working on those projects existed among our audience, when the reality was that there was a real connection, and our strategy was to uncover that hidden and vital reality.

Based on our insight, we developed a strategic direction that highlighted what's really at risk when drivers are negligent or reckless - we gave them a reason to care. We made this connection by showcasing real Alaskan construction workers in cherished moments with their families. By doing this, we would make our audience more aware, attentive, and careful when driving through construction zones, because now they had a powerful reason to care – and to change their driving behavior for the better.

# OBJECTIVE AND GOALS

**OBJECTIVE:** Highlight the individuals who work in construction zones so drivers are more cautious in construction zones.

**GOALS:**

1. During the 2017 construction season, increase driver awareness about the risks of driving recklessly through construction zones in Alaska.
2. During the 2017 construction season, reduce crash rates and have zero fatalities in road construction zones in Alaska.

# CREATIVE APPROACH

Our strategy emphasizing the humanity behind the road construction projects was a message that had never been utilized for DOT&PF before. We knew the public would notice the fresh creative and we hoped it would resonate enough to change unsafe driving habits in construction zones.

# CREATIVE



# AUDIENCE AND MEDIA

Because we were targeting individuals who would be on the roadways during the summer, our target audience was extremely broad, adults 16-65. Included in that targeting pool, we wanted to be sure we hit tourists who are renting cars.

Our media strategy was tailored to target such a wide net of people. The 2017 safety campaign consisted of print, radio, and digital, with the campaign beginning early in the summer (early June) and continuing past Labor Day weekend, with the intention of reaching drivers during peak construction season and around busy travel holidays such as the 4th of July.

Tactics were flighted in tandem throughout the summer in order to have the greatest impact possible. We utilized print in the local newspaper, which is still widely read in the Anchorage area and distributed in the top hotels. Digital ran continuously through the summer, utilizing cross-platform display (targeting car owners and commuters) and placement on ADN.com. Radio ran in two week flights throughout the summer as well, on a variety of highly-rated Southcentral stations throughout the Anchorage, Mat-Su and Kenai Peninsula areas.

## Print Ads x16

- Alaska Dispatch News
- Mat-Su Valley Frontiersman

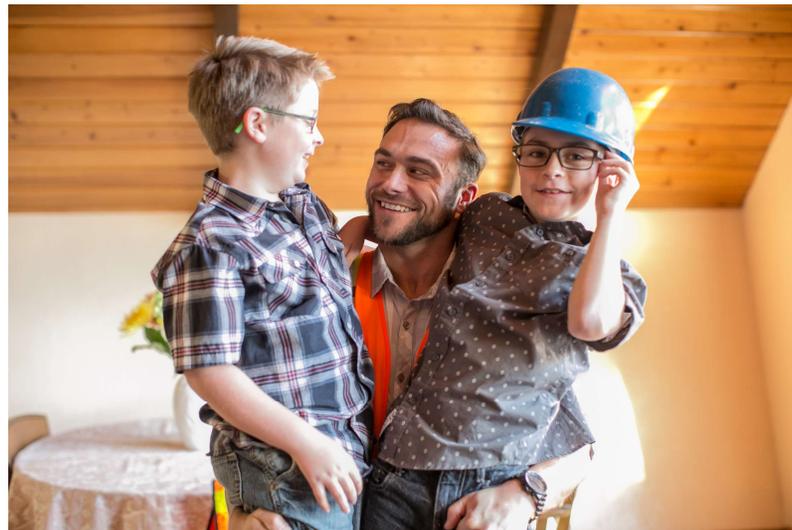
## Radio x8 weeks

- **Anchorage DMA**
  - **Includes Kenai and Mat-Su Valley**

## Digital

- Alaska Dispatch News
- Google Display

Total Media Budget: \$77,550.



# RESULTS

## OBJECTIVE

Highlight the individuals who work in construction zones so drivers are more cautious in construction zones.

**RESULT: The Alaska DOT&PF Safety Campaign successfully raised awareness and resulted in reduced crash rates and reduced fatalities.**

## GOALS

1. During the 2017 construction season, increase driver awareness about the risks of driving recklessly through construction zones in Alaska.

**RESULT: In a post-campaign survey among our audience, 75% of participants recalled the imagery and message for this campaign.**

2. During the 2017 construction season, reduce crash rates and have zero fatalities in road construction zones in Alaska.

**RESULT: During the 2017 construction season, there were 0 deaths in Alaska construction zones, down from three in 2016, and an overall 18% decrease in car accidents in construction zones from 2016.**

The success of the 2017 Safety Campaign convinced the department to expand the program to include more staff and a larger media buy.

## Additional Media Results:

- The campaign reached 80% of our audience with a frequency rate of 28.8 over the course of the campaign
- The digital campaign generated 6.2M impressions

