



Advertising Work Zone Safety

3. Advertising

e. Ads, Print and Electronic



Advertising Work Zone Safety Mississippi Department of Transportation

Work Zone Safety Awareness Month

The Situation:

Every year, the Mississippi Department of Transportation (MDOT) recognizes April as Work Zone Awareness Month. This year, with the launch of new work zone safety resources for the traveling public, MDOT developed new branded digital ads to send target audiences to the resources on MDOT's new website:

GoMDOT.com/drivesmartms

The screenshot shows the homepage of the drivesmartms website. At the top, there is a navigation bar with links for Home, Toward Zero Deaths, Work Zone Safety, Road Smart, Emergency Preparedness, and Blog. The main heading is "#drivesmartms" with the tagline "Don't be that driver. Watch the video" and a play button icon. Below this is a grid of four content cards: "Highway workers rely on you for safety", "APRIL IS WORK ZONE AWARENESS MONTH" (featuring the MDOT logo), "Safe Driving Tips" (featuring a steering wheel), and "Fallen Worker Memorial". Below the grid is a red banner for a blog post titled "WORK ZONE SAFETY IS EVERYONE'S RESPONSIBILITY". Underneath is a section titled "Drive Smarter on Mississippi's Highways" with three sub-sections: "Roundabouts", "Flashing Yellow Arrow", and "Continuous Flow Intersection". The footer contains social media links for @MississippiDOT, contact information for MDOT, and the website URL www.GoMDOT.com. A copyright notice for the Mississippi Department of Transportation is at the very bottom.



Advertising Work Zone Safety

Mississippi Department of Transportation

Work Zone Safety Awareness Month

Goals:

- To provide resources for the traveling public about the importance of safe driving in work zones.

Objectives:

- To reach 50% of Mississippi's population with digital advertisement impressions from April 1, 2018, to April 30, 2018.
- To increase the click through rate by 2% from digital advertisements to the GoMDOT.com/drivesmartms website compared to April 2017.





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Advertising was a part of the larger public relations plan for Work Zone Awareness Month as a strategy to expand the reach of public relations and social media efforts.

Work Zone Awareness Month PR Plan

April 1 – April 30, 2018

Goals:

- To educate the public on how to travel safely through highway work zones

Objectives

- Increase number of visits to DriveSmartMS website in April 2018 by five percent compared to April 2017
- Increase engagement on work zone awareness month social media messaging in April 2018 by five percent compared to April 2017
- Increase media stories on work zone awareness month in April 2018 by five percent compared to April 2017

Audiences:

- Internal
 - Leadership
 - Employees
 - MDOT contractors
 - MDOT vendors
 - Legislature
- External
 - Traveling public in Mississippi
 - Media
 - State agencies
 - Trade associations

Strategies:

- Use public relations efforts to promote work zone safety
- Use social media messaging to promote stories, resources and tips
- Use advertising to expand reach of public relations and social media efforts
- Create engaging graphics that promote key messages and access to online resources

Tactics:

- Press releases throughout the month focusing on key work zone safety topics
- Media pitch to TV stations encouraging anchors to wear orange or orange ribbon while on air
 - We can provide ribbons to media outlets.
- Social media posts on all MDOT and leadership properties
- Work zone safety blog on DriveSmartMS website
- Fallen Worker Memorial Wreath Laying Ceremony
- Graphics for social media posts and advertising
- Advertising
 - TV
 - Statewide - :30 DriveSmartMS
 - Radio
 - Statewide + TeleSouth + Paul Ott
 - April 1-13 – :30 DriveSmartMS Work Zone Awareness Week packaged for each Commissioner; Commissioner specific DMA

- April 14-30 – :30 Drive Smart MS Work Zones packaged for each Commissioner; Commissioner specific DMAs
- Digital
 - Social
 - Facebook
 - Instagram
 - Twitter
 - Mobile
 - Programmatic Display
 - Video

Deliverables:

- Press releases
- Media pitches/ orange ribbons
- Social media posts – frequency set by DMM
 - Twitter
 - Instagram/ Instagram Stories
 - Facebook/ Facebook Live
 - Snapchat
- Graphics
 - External
 - Social media
 - Posts
 - Skins
 - Profile photos for employees and frames for public
 - Advertising
 - Rotating banner
 - Internal
 - Spotlight
 - Jackson and district infocasters
 - Roundabout MDOT
 - Admin Building First Floor Display
 - MDOT@Work Dedicated Page
- Videos
 - Leadership Videos
 - Melinda McGrath
 - Commissioners
 - James Williams
 - Division Directors
 - Worker Videos
 - Maintenance
 - Traffic Signal Engineer
 - Sign Installer
 - Rails Inspector
 - Near Misses/Close Calls

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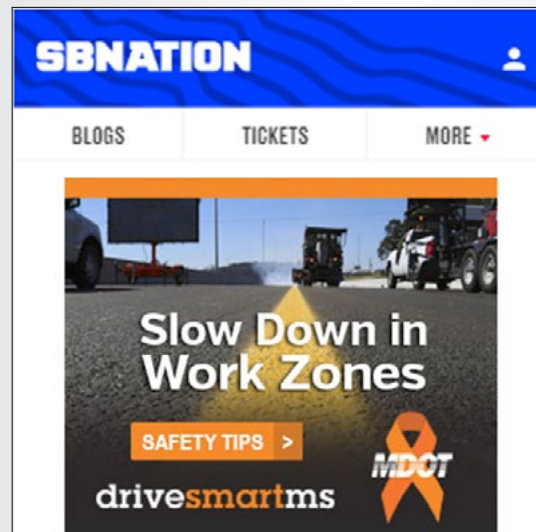
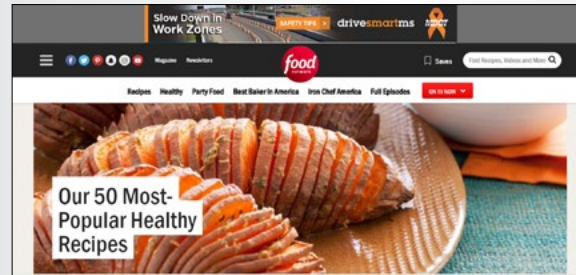
Mississippi Department of Transportation

Target Audience:

- Traveling public
- Commercial and Freight Vehicles
- Trade Associations
- Media
- Local and state officials

Strategies:

- Programmatic Display
- Mobile Display
- Video Pay Per Click
- Social Media
 - Facebook
 - Twitter
 - Instagram





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Measurable Results

Objective:

To reach 50% of Mississippi's population with digital advertisement impressions from April 1, 2018, to April 30, 2018.

Results:

- There were 1,831,007 impressions for Work Zone Awareness Month digital advertisements. Mississippi's population is 2,984,000. We served 62% of the population.
- Ads cost - \$10,390.67.

Objective:

To increase the click through rate by 2% from digital advertisements to the GoMDOT.com/drivesmartms website compared to April 2017.

Results:

On average globally, the CTR for a display ad across all industries is 0.35% and a Facebook ad is anywhere from 0.5%-1.6%. The overall CTR for this Work Zone Awareness campaign uses the combined impressions of video, social media, and display ads weighed against the number of clicks.

	2018	2017
<i>Impressions</i>	1,831,007	2,647,107
<i>Clicks</i>	59,026	45,336
<i>CTR</i>	3.22%	1.71%
<i>Cost</i>	\$ 10,390.67	\$ 14,674.48
<i>CPM</i>	\$ 5.67	\$ 5.54
<i>CPC</i>	\$0.18	\$ 0.32

- On average for an MDOT safety campaign, the CTR of all of these advertising platforms combined is 1.82%.
- A CTR increase by 2% compared to last year is a reasonable goal to highlight the improved performance and quality of the digital ads.

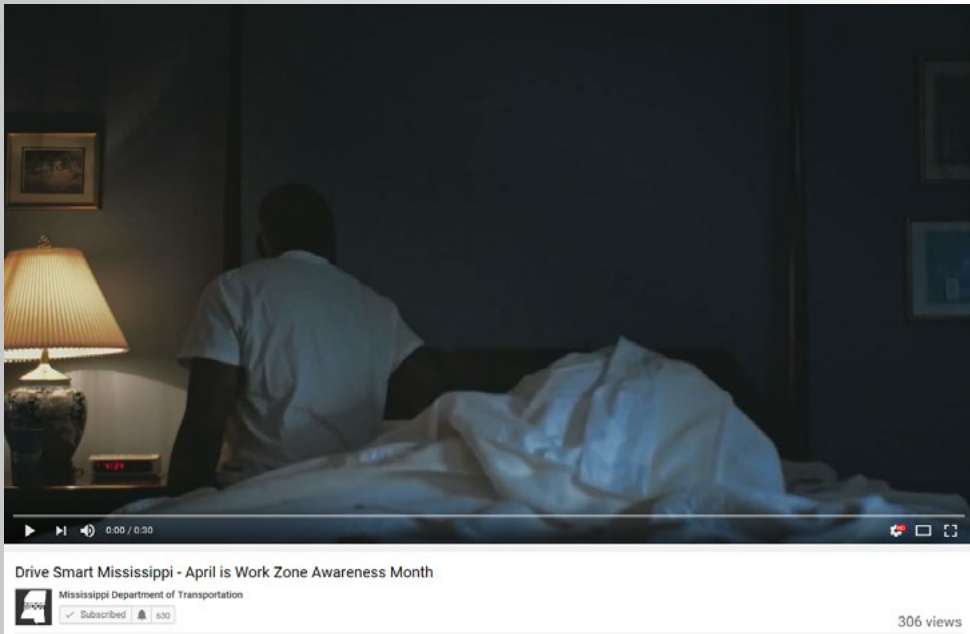
In April 2017, the click through rate was 1.71% with 2,647,107 impressions and 45,336 clicks. In April 2018, the click through rate was 3.22% with 1,831,007 and 59,026 clicks.



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Results continued:

The video, Facebook and Instagram digital ads performed the best with a view rate of 44.31% for the video and a click through rate of 228% on Facebook and Instagram.



Video(PPC)	<i>Impressions</i>	107,868
	<i>Views</i>	47,793
	<i>View Rate</i>	44.31
	<i>Cost</i>	\$ 1,099.94
	<i>CPM</i>	\$10.20
	<i>CPV</i>	\$0.03
Social Media - Facebook/Instagram	<i>Impressions</i>	2,643
	<i>Clicks</i>	6,041
	<i>Actions/Conversions</i>	102,335
	<i>CTR</i>	228.60%
	<i>Cost</i>	\$ 2,642.57
	<i>CPM</i>	\$ 5.88
	<i>CPC</i>	\$0.44
	<i>CPA</i>	\$0.03
	<i>Video Impressions</i>	150,831
	<i>Video Views</i>	98,303
	<i>Video View Rate</i>	65.17%
	<i>Video Completes</i>	44,953

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