

## Case Study: Ohio Department of Public Safety with Fahlgren Mortine

### Background

Fahlgren Mortine has been working with the Ohio Department of Public Safety (ODPS) for more than five years, first as the media buying services agency of record and later as strategic partner in collaboration with the Lt. Governor's office on behalf of InnovateOhio and the Ohio Bureau of Motor Vehicles. Most recently, we worked with ODPS to implement a campaign focused on ensuring Ohioans are aware of and familiar with the new law relating to distracted driving.

We approach our work on behalf of ODPS and all our clients strategically, starting with the identification of clear objectives and comprehensive investigation of the intended audiences. Every successful strategy starts with - and is guided by - those two foundational elements. They inform message development, and those messages permeate every aspect of the campaign.

### Objectives

Every campaign placed on behalf of ODPS has an overarching objective of creating awareness and educating Ohioans. Specific examples include:

- **Distracted Driving:** The general objective is to change drivers' behavior when it comes to distracted driving, specifically texting and driving.
- **Impaired Driving:** Increase community awareness of enforcement efforts to reduce impaired driving statewide. Many times, these efforts are flighted around times of year and events that may result in higher levels of impairment (ex. Superbowl, St. Patrick's Day, July 4<sup>th</sup>, football season).
- **Motorcycle Safety:** Increase awareness of motorcyclists and safety to both motorcycle riders and motor vehicle drivers.
- **Seat Belt Safety:** Generate awareness of the benefits of seat belt usage statewide.
- **Speed Prevention:** The program's main objective is to save lives throughout the state of Ohio. Speeding-related crashes accounted for 29% of all fatal crashes in the U.S., in 2020.

For some campaigns, there is also a specific landing page that we encourage Ohioans to visit providing education on the topic. Some examples include:

- **Youthful Driving:** Educate young people about the rules they need to follow to stay safe behind the wheel of a motor vehicle. These rules address the greatest dangers for teen drivers: alcohol, inconsistent or no seat belt use, distracted and drowsy driving, speeding, and number of passengers.
  - Drive parents of teens learning to drive to [TeachYourTeenToDrive.Ohio.Gov](http://TeachYourTeenToDrive.Ohio.Gov) to download information and resources to help with the process.
- **Ohio BMV Online services:** Generate awareness of the BMV's online services to the public and drive traffic to the BMV website where people could see the list of online services and how to use them.



## Audience Insights & Channel Strategy

The audience for these efforts can be defined broadly as all Ohioans, but each effort is targeted toward subsets of Ohio's population. We work closely with the Department to get any insights or data they have showing us where we may need to focus delivery and how we deliver the appropriate messages.

For example, based on OSHP data on impaired driving crashes, ODPS is able to tell us that the Impaired Driving message needs to be focused to a younger male demographic while the Distracted Driving effort is focused to Drivers 18-24 with a slight skew to female drivers. Seat belt safety messaging is focused on Men 18-34, and we know from the data they are less likely to use safety belts if they travel in pickup trucks, consume alcohol, ride at night and/or are African American or Latino.

Armed with this information, we developed tailored messages and a custom channel plan based on the specific audience's media habits. Using research tools like MRI-Simmons, Nielsen and eMarketer, we prioritize media channels and make recommendations for the best delivery for that audience. Typically, each campaign includes a variety of channels to create a foundation for awareness, then layers specific channels based on that audience, message and seasonality. We've highlighted a few examples below:

### Impaired Driving

Channels for an Impaired Driving campaign (M18-34 target) include:

- Cable TV focused on sports
- Audio including terrestrial radio, Hispanic radio and streaming audio
- Digital programmatic banners targeted based on mobile activity and locations visited (colleges, gyms, breweries, nightclubs, sporting events, bars, etc.)
- Paid social focused on Facebook and Instagram
- Venue partnerships with teams like the Cleveland Browns and Cincinnati Bengals, as well as at music venues like PromoWest, Riverbend, Rose Music Center and more
- Seasonal efforts also include wrapping Ice Boxes at targeted gas stations in rural counties



### Distracted Driving

Channels for a Distracted Driving campaign (Drivers 18-34 target; slight female skew) include:

- Audio focused to terrestrial radio in major markets along with statewide ONN and streaming audio via Spotify
- Connected TV targeting audiences via specific programming on their living room screens as well as via mobile devices
- YouTube videos
- Programmatic Digital banners and paid social media
- Bus Shelter Locations in rural counties with messaging focused to "Stay Alive Don't Text and Drive"



## Message Development and Customization

While the central messages supporting these campaigns are fixed and largely consistent across audiences, we customize and package those messages to better connect with those high-priority audiences. For example, we know the target audience for the Distracted Driving campaign is largely young drivers who consume information across digital platforms. When writing for this group, we sought for a voice and tone that would be authentic and familiar, that would educate without lecturing.

A strong example of this is an educational video introduced in June 2023 ([linked here](#)), aimed at teen drivers. It features two teens bantering about Ohio's new distracted driving law in a way that feels in every way authentic to Gen Z. The video secured a nomination for an Ohio Valley Regional EMMY award.

## Partner Selection & Buy Process

Fahlgren Mortine engages potential partners based on channel and audience. We provide partners with a detailed understanding of the campaign objectives, message and KPIs. Partners are required to provide detailed rationale, examples, measurement details and are expected to include significant added value in their proposals.

From there, the team determines the best mix of partners and negotiates for best value for ODPS. Once buys are finalized, the Fahlgren Mortine team traffics creative assets provided by the National Highway Traffic Safety Administration or from our partners at ODPS if they (or another agency) developed the assets. Part of our trafficking process includes inclusion of all tracking mechanisms to be able to monitor and adjust if needed.

## Optimization

All campaigns are constantly monitored and adjusted as needed based on established KPIs and metrics. This can sometimes include tweaks to audience and data targeting and other times mean adjustments to partners overall. As AOR for ODPS for several years, campaigns, channels, and partners have evolved greatly over time. When we began working with ODPS, much of their channel mix was focused on traditional media channels (linear TV, terrestrial audio, print). We've optimized programs year-over-year to include channels where we know audiences are spending time today. You can see in our channel plans above that while the traditional channels still play a role, it's been important for us to evolve the program to include more modern digital channels and outlets from Connected TV to paid social and mobile location-based targeting.

And the evolution never stops. As channels emerge and habits change, our goal is to constantly deliver programs that truly connect with the varying audiences.

## Results

With most ODPS efforts focused on delivering awareness, our key results typically lie in impression delivery. In 2022, Fahlgren Mortine managed campaigns that resulted in **more than 250 million impressions** across the state of Ohio covering 15+ campaigns throughout the year.

For campaigns with landing pages, we can track activity to the landing page and measure accordingly.

- For the *OhioBMV campaign focused on new online services*, the effort delivered **109 million impressions and over 2.1 million clicks** to the BMV website during the six-month campaign.
  - The video partners delivered almost nine million video completions.
  - **Results from the BMV indicate over 85.5K people renewed their driver's licenses online in the first six months.**
- For our campaign focused on *Teaching Teens to Drive*, the ads began running on television and digital in early 2021 and over the first two years, the campaign delivered **over 16 million impressions and over 150,000 clicks** to the Teach Your Teen to Drive landing page. The online video partners delivered **nearly 9 million video completions.**

