



2023 STRATEGIC COMMUNICATIONS FORUM



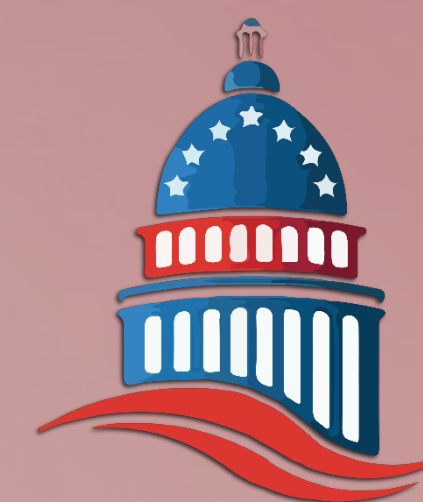
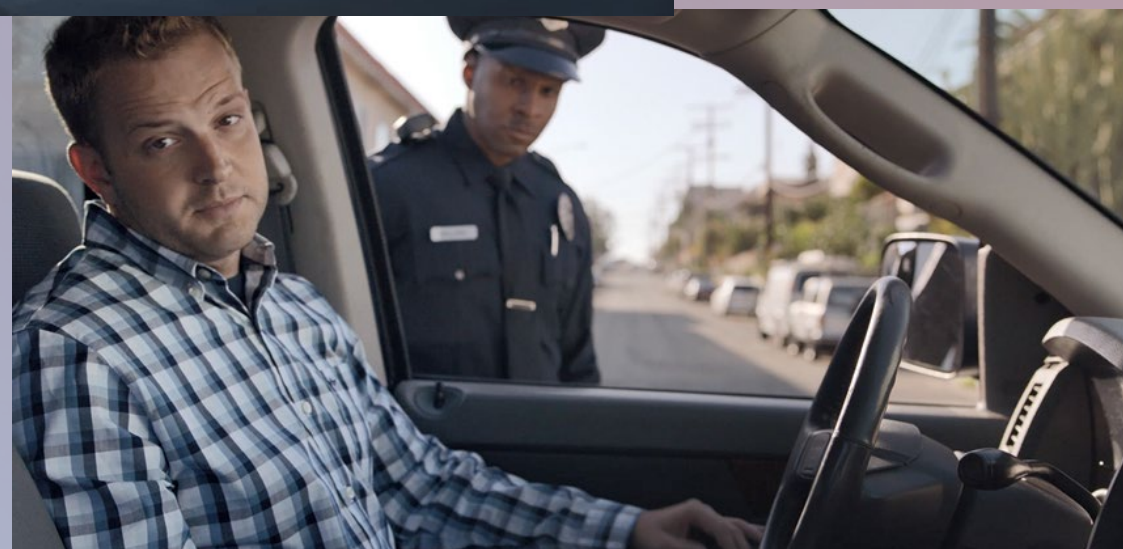
LEVERAGING DATA AND MARKET RESEARCH TO INFORM CAMPAIGN STRATEGY

Moderator: Mike Joyce, NHTSA

AGENDA

- Creative Examples
- Types of Market Research - At a Glance
- Click It or Ticket Case Study
 - Background
 - Research
 - Findings
 - Creative Planning





Types of Research NHTSA Conducts - At a Glance

■ Qualitative

- Focus Groups
 - Exploratory
 - Insights into behavior of target audience(s)
 - Understand the issue, opinions, and motivations
 - Inform new creative concept development
 - Communication checks
 - Test the creative concepts
 - Ensure the message resonates
 - Informs the top concept to develop
- Bulletin Boards

■ Quantitative

- Surveys/Segmentation
 - Quantify the results from qualitative
 - Understand the different types of audience to reach



A Click It or Ticket Case Study



Click It or Ticket - Iconic or Tired?

Going on Two Decades Nationally



Coca-Cola



*“Taste the Feeling”
“Open Happiness”
“The Coke Side of Life”
“Make It Real”*

*“Always Cool”
“Things Go Better with Coke”
“Have a Coke and a Smile”
“The Real Thing”*



NHTSA's Brand and Products



What We Don't Want



A Click It or Ticket Case Study

How we got here



How did we reinvigorate Click It or Ticket?

Considered the history, research, and accomplishments of the Click It or Ticket HVE campaign and provided recommendations for changes/updates

Review

Reviewed the existing Click It or Ticket campaign—seat belt use, crash, citation, and other data; other HVE/non-HVE seat belt use campaigns; and interest/needs of partners



Research

Completed exploratory research to validate what influenced the behavior of the non-compliant male target audience, understand the perceptions of risk, and evaluated efficacy of existing campaign messages/approaches and visuals

Analyze

Reviewed research results



Discuss

Coordinated series of working groups to collectively report out and discuss findings

Recommend

High-level recommendations provided for future consideration and path forward for Click It or Ticket campaign



A Click It or Ticket Case Study

Research - What we found



Phase 1 - Exploratory Research

1 Behavior + Consequences: Legal/enforcement consequences alone are not highly compelling—normative consequences are most impactful to young males that do not wear seat belts

2 Role of Advertising: Combining normative/personal injury consequences with effective advertising elements (serious tone, realistic situations, impact on loved ones) can help drivers break out of preconceived assumptions about wearing a seat belt

3 Role of Enforcement: Legal/enforcement elements can still play a role, but need to be merged with the most impactful consequences to drivers (personal injury and death)

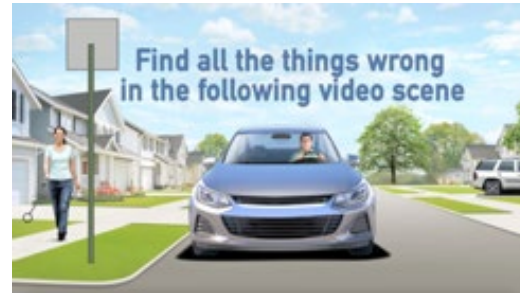
4 Click It or Ticket Brand: Brand recognition is valuable and widespread, but needs to be focused on current mindsets to better resonate with the target audience



Phase 2 - Creative Concept Research

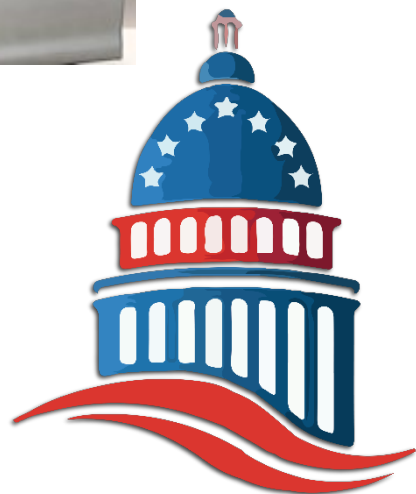
General Market

- Relatable and realistic
- Storyline grabs and keeps attention of the viewer
- Illustrates immediate impact on not only the driver, but family/friends
- Performs well on emotional impact
- Most appropriate use of law enforcement presence



Spanish

- Relatable and realistic
- Clearly communicates the message
- Illustrates seriousness of consequence of not buckling up
- Conveys physical, emotional, and financial consequences



Phase 2 - Focus Message Lines

English and Spanish groups had similar takeaways:

- More positive reactions toward statements that do not mention law enforcement
- Notion among target audience that the idea of law enforcement wanting drivers to be safe is not seen as credible. That law enforcement has a role to play and can impact messaging but in today's environment it should not be predominant message.
- Consequence of receiving a ticket is not as severe as potential injury or death
- When these types of consequences (injury/death) extend to affecting others, they become even more powerful to the target audience



A Click It or Ticket Case Study - Creative Planning

**How it informed our refreshed
messaging**



Production of New TV Ads



Popular Branding Slogans



"Have a Coke and a Smile"



"You Deserve a Break Today"



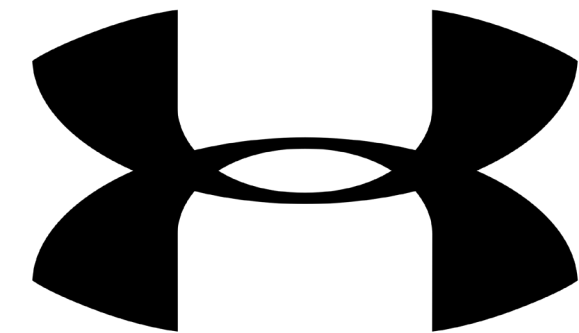
"Smell like your own man, man".



"Just do it."



"That's What I Like"

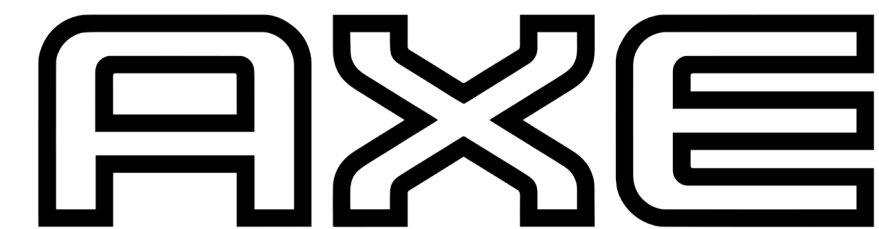


UNDER ARMOUR

"The Only Way is Through"



"Be Your Way"



"Find Your Magic"



New Campaign Focus Message Lines

General Market



Click It,
Don't Risk It



Spanish



Buckle Up: It's 2
Seconds That
Could Save Your
Life





NCSA TOOLS, PUBLICATIONS AND DATA

Umesh Shankar, NCSA

NCSA Tools, Publications, and Data <https://cdan.dot.gov/>

- Crash Data Publications
- State Traffic Safety Information (STSI)
- Traffic Safety Facts Annual Report Tables
- Fatal Motor Vehicle Crash Data Visualization
- Fatality Injury Reporting System Tool (FIRST)
- Motor Vehicle Crash Databook

Contact NCSARequests@dot.gov for any questions or comments.





LEVERAGING MARKET
RESEARCH TO HELP
SUPPORT A
CAMPAIGN STRATEGY
**Ben Custer, Heart + Mind
strategies**

Leveraging Market Research to Help Support a Campaign Strategy

Inform, Evaluate and Refine



Part I

What We Do



Two Categories of Research

Qualitative Research

- Provides rich, descriptive insights based on exploring in-depth understanding and context
- Methods include interviews, focus groups and threaded discussions

Data-driven insights to help build and refine effective communications

Quantitative Research

- Helps validate and prioritize through numerical data and statistical analysis
- Methods include surveys, large scale observations and experiments

Data-driven insights to prioritize and reveal impact among target audiences



Qualitative Overview

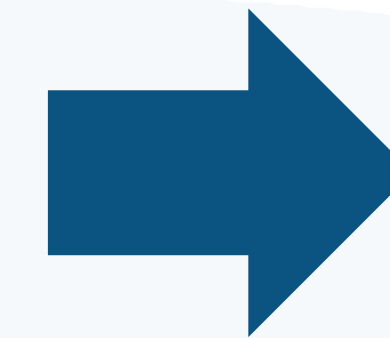
Qualitative Research

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Application

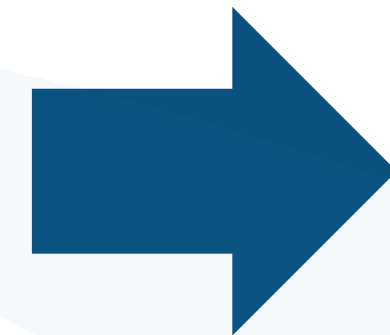
Exploratory
Research



Purpose

Informs

Concept
Testing
Research



*Evaluate and
Refine*



What Is Exploratory Research?

Data-driven insights to help build effective communications

Understand the target audience



*How do they think or act
relative to a specific behavior?*

Identify relatable scenarios, relevant
language, and consequences



*What triggers a behavior?
What would suppress it?
What are believable situations?
How do they talk about it?*

Informs the development of creative
(for several years)



*What are the most effective elements
that convey the desired message?*



Click It or Ticket Example

Exploratory Research

- **Explore** how seat belt usage fits in with safety mindset
- **Uncover** the most common motivations for compliance/non-compliance
- **Document** consequences and risks associated with not wearing a seat belt
- **Discover** what role advertising can play in influencing behavior
- **Define** the most compelling elements (words, images, scenarios, etc.)
- **Understand** the most effective way to portray law enforcement
- **Measure** the recognition and relevance of CIOT in the current environment



What Did We Learn?

Click It or Ticket

Some of Our Key Takeaways

- Strong linkage between seat belts and safety—noncompliance driven by perceptions of low risk, convenience and existing habits - **demonstrates a need to influence how drivers think about risks and increase relevance; ad should show impact on family members**
- While both physical consequences and enforcement consequences are a concern, the physical consequences are considered a bigger threat - **physical consequences and impact on others influences the perceived risk; enforcement can still play a role but needs to be in conjunction with physical risks**
- Advertisements CAN play a role and Click It or Ticket is widely recognized - **to be effective, advertising needs to have a serious tone and connect on an emotional level; need to find way to leverage equity in existing brand, but extend beyond enforcement/compliance; recent ads have included an additional phrase of “Click It, Don’t Risk It”**



What Is Concept Testing Research?

Data-driven insights to help refine effective communications

Evaluate advertising concepts



What does the concept communicate? Is it believable?

Identify effective elements and opportunities for refinement



What works well? What grabs attention? How to make it better?

What is the most effective way to feature law enforcement?



Is the role of law enforcement believable? Appropriate?

Reveals which concept has strongest potential



How well does the concept deliver on its intent? How will it change behavior?



Click It or Ticket Example

Concept Testing

- **Evaluate** concepts (*four concepts tested*)
- **Identify** most compelling elements
- **Diagnose** potential areas of improvement
(*including how best to portray law enforcement*)
- **Measure** the likelihood to change behavior



What Did We Learn?

Click It or Ticket

Some of Our Key Takeaways for the Winning Concept

- Clear and easy to understand—features three different behaviors and their outcomes shows how one's choices have consequences - **final ad streamlined to feature two behaviors—wearing a seat belt vs. not wearing it**
- Effectively communicates not just the personal risks associated with not wearing a seat belt, but also the harm it can bring to your family - **final ad shows how wearing a seat belt means the difference between coming home to your family or not**
- The theme of seat belts protecting your family from the pain of losing you resonates even for those who aren't married and don't have children - **the ending clearly demonstrates the pain not wearing a seat belt can cause for your family**



The Evolution of a Concept ...



... to a Final Execution



Part 2

How We Do It



Building Effective Research

Research and planning go hand-in-hand and there are four steps we use as part of our process.

- 1. Understand the need**
Why is it important to do the research?



Seat belt usage is 91.6% (8.4% non-compliance), however, 47% of fatalities were unrestrained.

- 2. Create a goal + objectives**
What do we want to accomplish?



Effectively communicate how seat belts save lives and should be worn to prevent deadly consequences—that's why law enforcement is active in the community.

- 3. Select research design**
How will we do this?



Creative Concept Testing
Online Focus Groups - Nationwide

- 4. Develop research assets**
What tools will we use?

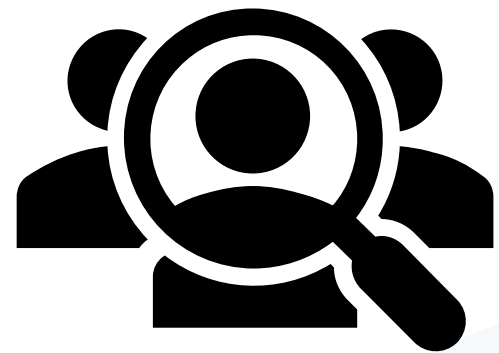


Screenener, Discussion Guide, Creative Concepts



Framing Questions

Framing questions provide important context for design.



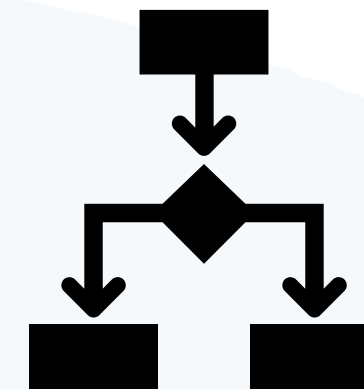
**Who is the
target
audience?**



**What do we
want them to
think or do?**



**What is the
context of
the decision?**



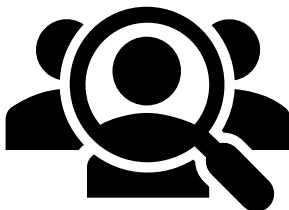
**What
are the
alternatives?**

These help set a clear goal and inform research objectives.

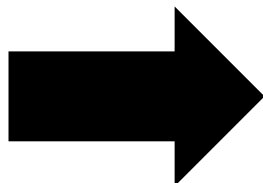


Click It or Ticket Example - Two Guys

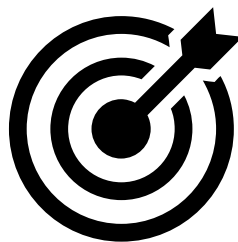
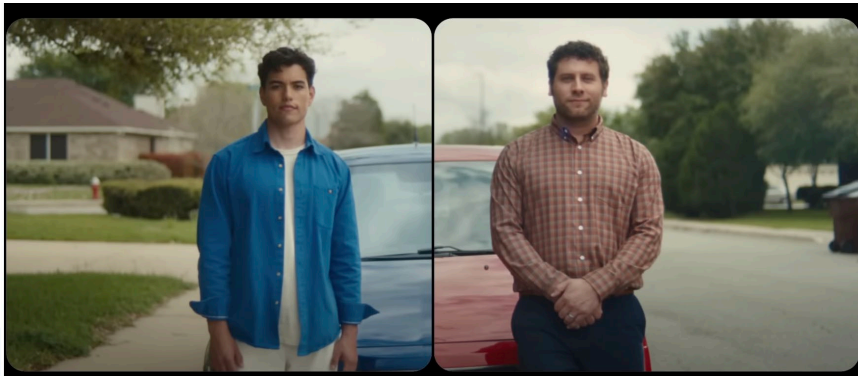
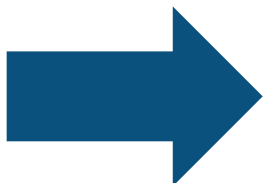
Framing Questions



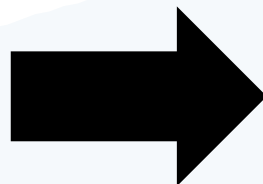
Who is the target audience?



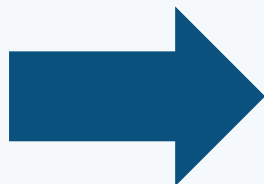
Young men (18-34)



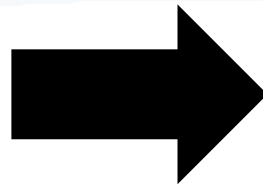
What do we want them to think or do?



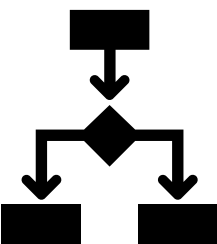
Wear their seat belt every time



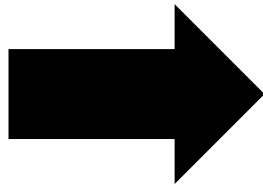
What is the context of the decision?



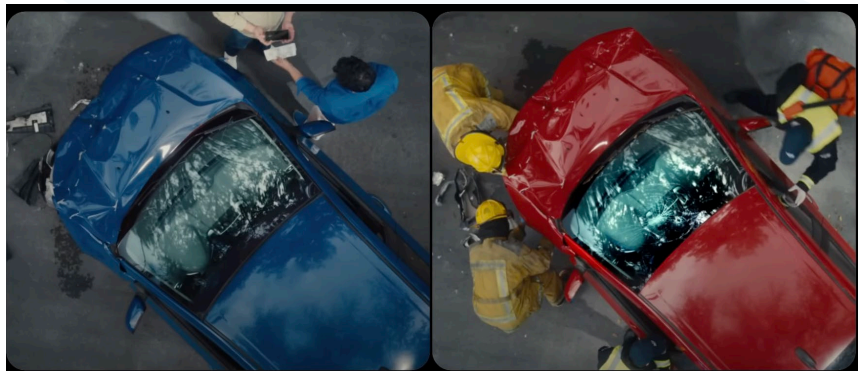
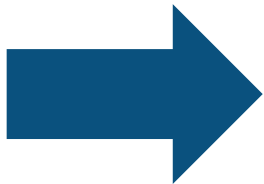
Driving or riding in a vehicle



What are the alternatives?



Costly consequences that go far beyond a ticket



Best Practices - Qualitative

Screeners/Recruiting

The screener is the document used to recruit participants.
It includes a series of questions to determine if a person meets the right criteria and qualifies to participate in the study.

S1. With which gender do you most closely identify?

1. Male

2. Female

3. Other

4. Prefer not to say

THANK & TERMINATE

THANK & TERMINATE

THANK & TERMINATE

S2. What is your age?

1. <18

2. 18–26 [TARGET n=48]

3. 27–34 [TARGET n=48]

4. 35+

THANK & TERMINATE

THANK & TERMINATE

S3. Do you currently have a valid driver's license?

1. Yes

2. No

THANK & TERMINATE

S4. Which of the following best describes the area of your current primary residence?
[RECRUIT A MIX]

1. An urban or city area

2. A suburban area next to a city

3. A small town/rural area

THANK & TERMINATE

S5. While most people wear seat belts, some don't wear them 100% of the time they are driving or as a passenger in a vehicle. When you are driving a vehicle, how often do you wear your seat belt, regardless of how far you might be driving? As a reminder, your answers are strictly confidential and will be used only for the purposes of this study. The results will be reported in aggregate form only and cannot be identified individually.

1. 0%

2. 1%–9%

3. 10%–19%

4. 20%–29%

5. 30%–39%

6. 40%–49%

7. 50%–59%

8. 60%–69%

9. 70%–79%

10. 80%–89%

11. 90%–99%

12. 100%

MAX OF n=4 per group

THANK & TERMINATE

3

CIOT Example

Identify your target and their defining criteria



Men ages 18-34 who don't wear a seat belt 100% of the time

Make sure to include a mix of demographics



Mix of Gen Z & Millennials, region, education, ethnicity, income, etc.

Screen out any sensitive industries



Media, marketing, PR, law enforcement, auto insurance, etc.

Include an articulation exercise



Tell me about an effective ad you've seen recently—what was it for and what made it effective?

Over-recruit—not everyone will show up



Online: Recruit 12 to seat 6
In-person: Recruit 14 to seat 9



Best Practices - Qualitative Discussion Guide

The discussion guide helps the moderator facilitate the focus group, listing question questions to ask and probes to explore.

WARM-UP

[12 min/12 min RUNNING TOTAL]

Q1. When you are driving a vehicle, what are some of the things that help make you feel safe?

Q2. And what are some of the things that make you feel unsafe or concerned?

EVALUATION OF INDIVIDUAL CONCEPTS

[12 min per concept/48 min RUNNING TOTAL]

Q3. What was the main message of that concept?

• PROBE—What are some of the elements that are most effective in conveying that message?

Q4. Let's talk about the grades...

• Let's go one at a time—tell me what grade you gave this concept and why

• PROBE ON GRADES B–F: What changes need to be made in order to make the concept more effective in conveying the message?

MEMORABLE ELEMENTS

[5 min/65 min RUNNING TOTAL]

Q5. Now thinking back to the four concepts we've reviewed—what sticks out in your mind as something that is memorable?

• PROBE: What makes it memorable?

COMPARISON OF CONCEPTS

[5 min/70 min RUNNING TOTAL]

SHOW VISUAL OF ALL CONCEPTS

CONCEPT L	CONCEPT M	CONCEPT O	CONCEPT P
-----------	-----------	-----------	-----------

Q6. Which one of these concepts would be most likely change your behavior and wear your seat belt every time you drive a vehicle? (Pick one.)

• PROBE: Tell me what makes that concept most effective for you? Why?

WRAP-UP & CLOSE

[5 min/75 min RUNNING TOTAL]

Those are all the questions and activities we have planned for this evening. Do you have any questions, comments or other ideas you would like to share before we wrap up?

Thank you for your time this evening.

- Start with broad questions then follow with more specific ones
- Rotate order of concepts so no single concept is always shown first or last
- Don't overload the guide—make sure to allow for time for discussion
- Offer respondents a chance to share additional perspective



CIOT Example

- Open discussion with questions about what makes you feel safe vs. unsafe in a vehicle
- Transition to concepts
- Evaluate concepts individually
- Concept comparison

Create a table that shows the order of concepts for each group; randomize order for each group

Build in time for iterative discussion and follow-up around each question

Time permitting, invite participants to share additional thoughts/ reactions



Quantitative Research Applications

Advanced Analytics and Statistical Modeling

- Segmentation research—to get the right message in front of the right people
- Discrete choice models—find ideal combination of attributes
- Regression based models—looks at drivers of behaviors

Large-Scale Concept Testing

- Allows pressure testing creative with the target audience across a larger geography
- Identify opportunities to further tailor messaging before production and/or going into market

Benchmarking and Tracking

- Monitor trends in attitudes and behaviors over time
- Can evaluate campaign performance over time
- Can use pre/post analysis to show impact of campaign



Best Practices - Quantitative

Sample

Sampling is similar to the screening process from qualitative research—it details who you want to include in the research.

Impaired Segmentation Example

Determine what type of sample is needed and how to source



Large scale quantitative sample
Probability sample (projectable)

Identify your target and their defining criteria



Licensed Driver/Motorcycle rider
Lives in United States
Ages 21-54
Consumes alcohol regularly
Exhibits “at-risk” attitudes/behaviors

IF KNOWN - Use quotas to make sure your sample reflects a similar demographic mix to your target population



Since demographic targets are not KNOWN for drivers/riders aged 21-54 who consume alcohol regularly and classify as AT-RISK; outbound sample will reflect representative mix of key demos—age, gender, region, etc.



Best Practices - Quantitative

Questionnaire

Questionnaire would be similar to the discussion guide in qualitative research—it covers all the data you want to capture from participants.

Impaired Segmentation Example

Keep length minimized—quality of data declines with long surveys



Once survey was drafted, we prioritized and trimmed content to help control length

Use cognitive testing to make sure questions and responses are appropriate and consistently understood



Impaired segmentation will include n=18 interviews (n=8 English; n=8 Spanish) to test survey content

Keep questions simple and objective



Align questions with the purpose of the research; keep questions focused; avoid jargon

Rotate/randomize content as appropriate



Randomize lists/responses

Be judicious with open-ended questions



No open-ends; one other specify

Ask sensitive content towards the end



Income; sexual orientation questions at the end

Include an option to complete in Spanish



Participants can complete in English or Spanish



Questions ?