



Florida 2019 Cinco De Mayo (May 5th) Media Materials

By Chris Craig, FDOT Traffic Safety Administrator

St. John & Partners – Jacksonville FL.



Our Brand Experience

ZAXBY'S

Helping fans tell the brand's story and fuel industry-leading growth.

Marriott

Enhancing SEO into a social, branded experience.

DAYTONA
INTERNATIONAL SPEEDWAY

Creating an engaging race-day experience through social media.

FLORIDA
Lottery

Transforming a product category into a sales-driving portfolio of brands.

ACUVUE
BRAND CONTACT LENSES

Ad
Council

AHCA
AMERICAN HEALTH CARE ASSOCIATION

BEDSIDER

BI-LO

CLEAR

Discovery
CHANNEL

E3

ENTERPRISE
FLORIDA

FIS

FLORIDA
CITRUS

Helping fans tell the brand's story and fuel industry-leading growth.

FLORIDA
PREPAID
COLLEGE BOARD

The Florida Times-Union

Ford

JEA
Building Community

Planning Parameters

Target: Men 18-34

Geography: All 10 Florida DMAs

Scheduling/Timing: April 29 – May 5, 2019

Media Approach:

Utilize Streaming/Digital Audio, Paid Social, and Digital Out of Home to generate state-wide awareness of Impaired Driving leading up to and on Cinco de Mayo.

Added Value:

For Digital and OOH media, added value (bonus impressions) will be requested but not guaranteed based on typical industry practices.

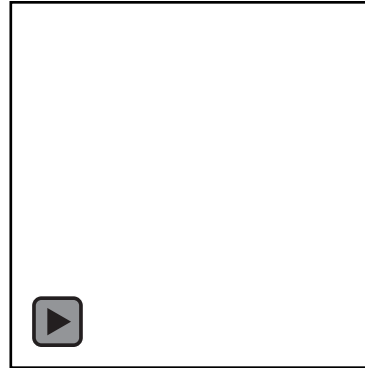
Media Budget: \$125,000 net





Medium	Media Investment (Planned)	Estimated Impressions	Start Date	End Date	Ad Units
Digital/Streaming Audio (Pandora)	\$25,000	1,666,667	4/29/19	5/5/19	:30 Audio + Banner Ads
Paid Social (Facebook/Instagram)	\$26,771	3,824,429	4/29/19	5/5/19	Display Ads + :15 or :30 Video
Out of Home (Digital Bulletins)	\$55,104	1,982,059	4/29/19	5/5/19	Digital Bulletins
Digital Video (YouTube)	\$10,000	1,000,000	4/29/19	5/5/19	:15 or :30 Video
Agency Fee	\$8,125	N/A	N/A	N/A	N/A
Total:	\$125,000	8,473,155			

Radio Commercial



Pandora Radio Commercial



CINCO DE MAYO

**DRIVE SOBER OR
GET PULLED OVER**

Celebrate Responsibly.
Designate a Sober Driver
or Catch a Ride Service.

MORE INFO
Funded by FDOT

Facebook

MOBILE NEWS FEED



FDOT
 Sponsored ·

Before celebrating Cinco de Mayo, plan ahead. Designate a sober driver or catch a ride service.



Celebrate Responsibly!

Drive sober or get pulled over.




119

5 Comments
 16 Shares

 Like
  Comment
  Share

[See Feature Phone Preview](#)

RIGHT COLUMN

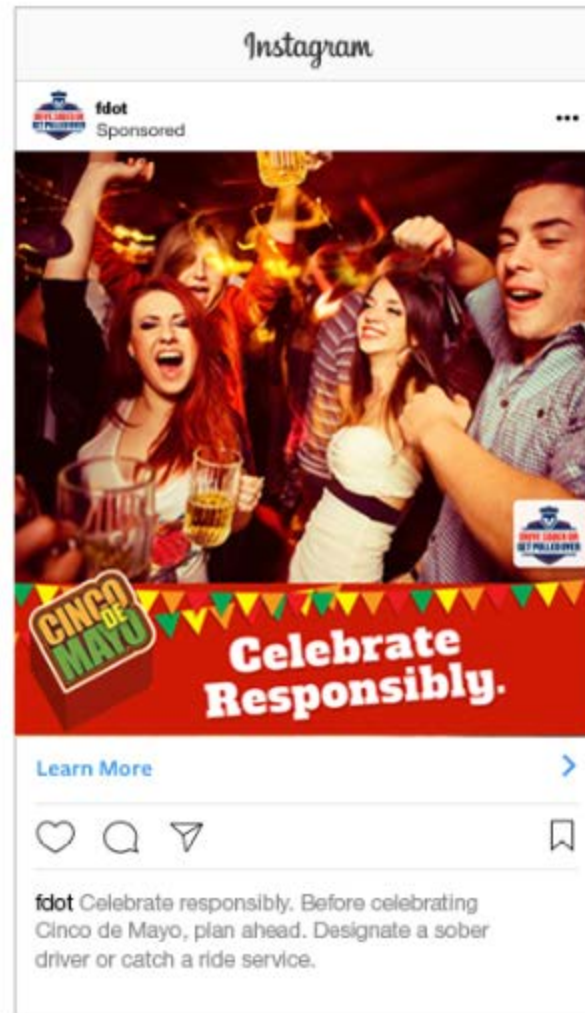


Celebrate Responsibly!

Before celebrating Cinco de Mayo, plan ahead. Designate a sober driver or catch a ride service.

Instagram

INSTAGRAM FEED



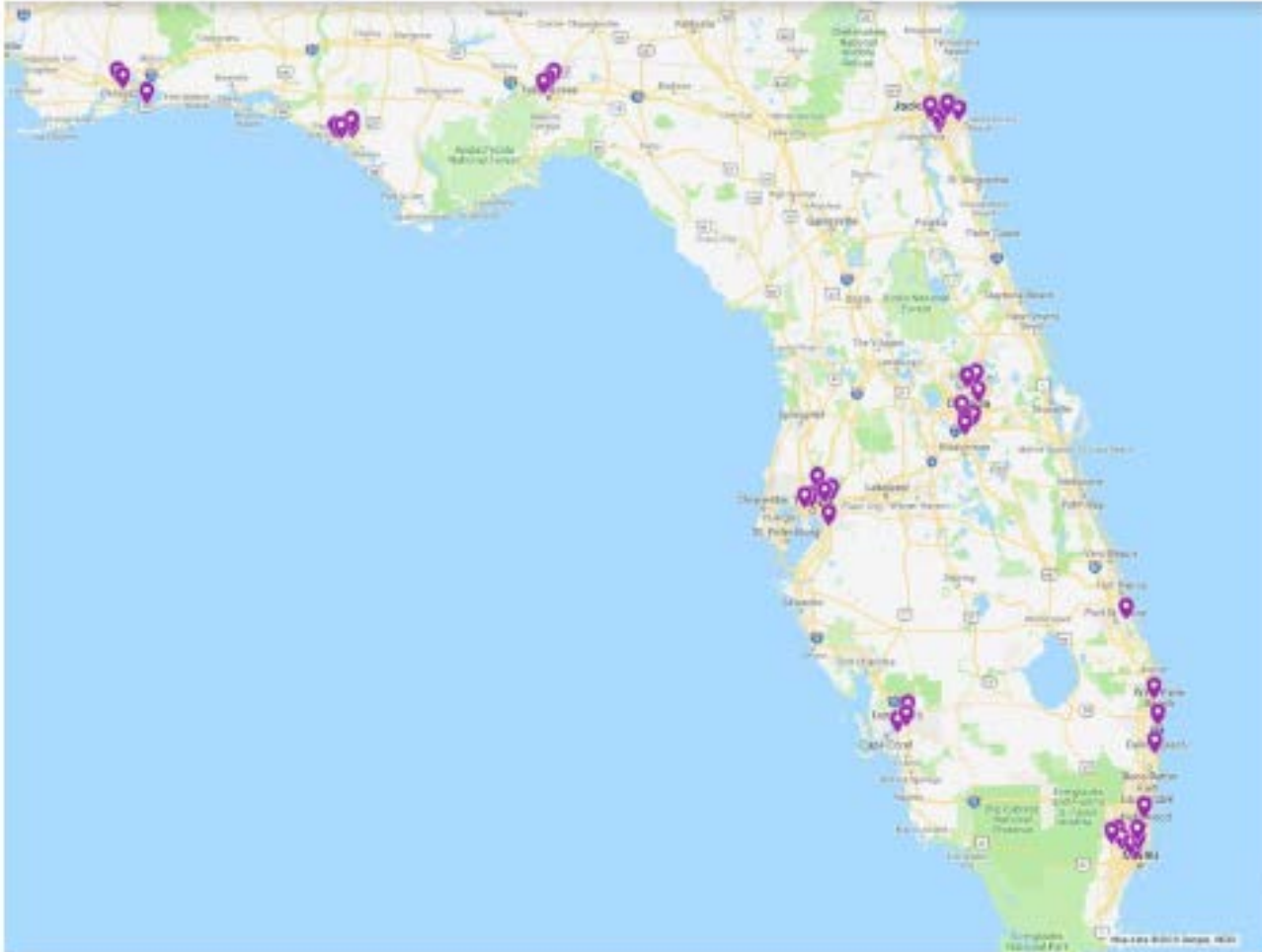
INSTAGRAM FEED



Billboards



Billboards



Billboards

Market (DMA)	Estimated # of Units
Ft. Myers-Naples	4
Gainesville	Not Available
Jacksonville	6
Miami-Ft. Lauderdale	7
Orlando-Daytona Beach-Melbourne	7
Panama City	4
Pensacola	3
Tallahassee	3
Tampa-St. Petersburg (Sarasota)	6
West Palm Beach-Ft. Pierce	4
Total	44

Video Commercials





Dynamic Message Signs

**DRIVE SOBER
OR GET
PULLED OVER**

**DON'T DRINK AND DRIVE
ARRIVE ALIVE**

**DON'T DRINK
AND DRIVE
PREVENT A TRAGEDY**

Additional Activities

The word "MORE!" is rendered in a large, 3D, red, metallic-looking font. The letters are thick and have a glossy finish, reflecting light. The word is slanted slightly to the right, giving it a sense of forward momentum. The exclamation mark is also in the same style, with a long, curved tail.

Law Enforcement Partners



Questions

