

Colorado Department of Transportation

Problem

How does the Colorado Department of Transportation raise awareness of the importance of Colorado's seat belt law on its 20th anniversary?

Solution

Develop an OOH campaign with grand 3-D visuals reminding the audience of the repercussions of not wearing a seat belt.

Background

It was the 20th anniversary of the seat belt law and CDOT wanted to execute a campaign to raise awareness of the importance of the law, as well as highlight the many ways individuals can be injured or killed by not wearing a seat belt and/or having a passenger not wear their seat belt.

Objective

- Maintain and increase awareness of the importance of seatbelt usage
- Create more of a "crisis" with the 20 year anniversary
- Reach a broad target to expand audience impressions
- Encourage drivers and passengers to take seat belt safety precautions at all times
- Launch the campaign to spike awareness and interest and maintain through end of the fiscal year
- Reach people while they are in their car and can change their behavior

Strategy

With a very limited budget, and the idea of a campaign running for a full year to play on the anniversary, the following tactics were selected:

- Colorado Broadcasters association – to broadly and efficiently reach the entire state through broadcast TV and radio for a consistent six months
- Digital video to extend the video to a younger demographic and reach cord cutters
- OOH – anchored by a large 3D wallscape in downtown Denver to generate buzz and earned media, we placed a 3D airbag that appeared to be busting out of the side of a hotel. The wallscape was surrounded by bus shelters with the same creative throughout the city to add frequency. The bus shelters had a window cling overlay to make the glass appear to be shattered as the airbag broke through. The idea was people would be seeing airbags pop



up throughout the city, accompanied by the very large 3D execution. Bus tails were also used to cover a more broad area and add frequency to the overall campaign.

Plan Details

Markets: Colorado Statewide - extra focus in Denver, Jefferson, Adams, El Paso, Weld, Pueblo counties

Flight Dates: April 2016 - September 2016

OOH Formats Used: 3D wallscape, bus shelters with glass cling overlay and bus tails

Target Audience: A25-54

Budget: The budget was very limited for such a high impact campaign. The team wanted to invest more in the OOH as it was the big “bang” for the campaign. 42% of the budget went to OOH.

Results

The campaign generated over 39 million paid impressions to date and had significant earned media coverage – it was a hot topic when you put a huge airbag on the side of the building! Change in seat belt fatalities and usage will be reported next year.