

# The Texting and Driving Epidemic: Changing Norms to Change Behavior

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<b>16 Abstract</b> <p>This campaign was created to reduce texting and driving and to increase awareness of the serious risks involved with texting and driving. The target audience of the campaign is University of Kansas students. This plan proposes an “Anti-Texting and Driving Week” that implements guerilla marketing strategies with support from traditional and social media outlets prior to, throughout and after the main event. The campaign is designed to be exportable to other campuses in Kansas and nationwide.</p> <p>The objective of the campaign is to:</p> <ol style="list-style-type: none"> <li>1. Increase awareness about the dangers of texting and driving.</li> <li>2. For those who are not driving, to speak up to the driver.</li> <li>3. Change the perception of the students to build a negative connotation of texting and driving.</li> </ol> <p>The campaign will utilize the captive audience of the campus environment to deliver messages to students in an unique way in order to create a stigma around texting and driving. The pervasiveness of cell phones and texting and driving provide a formidable challenge, as well as the opportunity to resonate with a larger audience.</p> <p>Strategies included in the campaign are:</p> <ol style="list-style-type: none"> <li>1. Place advertisement with the University Daily Kansan focusing on the dangers of texting and driving.</li> <li>2. Series of 2 advertisements in Jayplay (Campus Newspaper)</li> <li>3. Create video PSAs and distribute them through social media</li> <li>4. Advertise on campus buses where students will frequently be exposed to it.</li> <li>5. Run a public service announcement on the radio</li> <li>6. Create a “Txt L8r. Drive Safer.” Facebook Page.</li> <li>7. Create a “Txt L8r. Drive Safer.” Twitter account to send campaign update tweets using the hashtag #thumbsonthewheel</li> <li>8. Use Facebook ads to direct student attention toward our campaign’s Facebook page.</li> <li>9. Contact University of Kansas Athletic “celebrities” as well as local Lawrence businesses to promote our cause via Twitter and Facebook.</li> <li>10. Create an Anti-Texting and Driving Week event on campus.</li> <li>11. Create a scavenger hunt for students to participate in as part of the event week to raise awareness and increase interaction with the campaign, posting clues online and in the University Daily Kansan.</li> <li>12. Partner with Kansas University Student Union Activities (SUA) to put on a benefit concert at the end of the event week.</li> </ol>					
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# **The Texting and Driving Epidemic: Changing Norms to Change Behavior**

**Final Report**

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and

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## **PREFACE**

The Kansas Department of Transportation's (KDOT) Kansas Transportation Research and New-Developments (K-TRAN) Research Program funded this research project. It is an ongoing, cooperative and comprehensive research program addressing transportation needs of the state of Kansas utilizing academic and research resources from KDOT, Kansas State University and the University of Kansas. Transportation professionals in KDOT and the universities jointly develop the projects included in the research program.

## **NOTICE**

The authors and the state of Kansas do not endorse products or manufacturers. Trade and manufacturers names appear herein solely because they are considered essential to the object of this report.

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The contents of this report reflect the views of the authors who are responsible for the facts and accuracy of the data presented herein. The contents do not necessarily reflect the views or the policies of the state of Kansas. This report does not constitute a standard, specification or regulation.



A strategic campaign prepared for the  
Kansas Department of Transportation

Spring 2012



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# Executive Summary

This campaign was created to reduce texting and driving and to increase awareness of the serious risks involved with texting and driving. The target audience of the campaign is University of Kansas students. This plan proposes an “Anti-Texting and Driving Week” that implements guerilla marketing strategies with support from traditional and social media outlets prior to, throughout and after the main event. The campaign is designed to be exportable to other campuses in Kansas and nationwide.

## Objectives

The objective of the campaign is to:

1. Increase awareness about the dangers of texting and driving.
2. For those who are not driving, to speak up to the driver
3. Change the perception of the students to build a negative connotation of texting and driving

## Opportunities and Risks

The campaign will utilize the captive audience of the campus environment to deliver messages to students in an unique way in order to create a stigma around texting and driving. The pervasiveness of cell phones and texting and driving provide a formidable challenge, as well as the opportunity to resonate with a larger audience.

## Solutions

- Guerilla Marketing
  - Anti-texting and driving week
    - Totaled car on campus
    - Information booth
    - Cellphone graveyard
    - “Out of Place” parking spots
    - Missing car parts scavenger hunt
    - Benefit concert with the Jack Mannequin Band
- Social Media
  - Twitter
    - Create Twitter handle @kutxtl8r
    - Create hashtag “#thumbsonthewheel
    - Support tweets before, during and after “Anti-Texting and Driving Week”
    - Use popular KU and Lawrence twitter handles to support the campaign
  - Facebook
    - Create Facebook account “KU TXT L8R. DRIVE SAFER”
    - Two Facebook ads
    - Facebook updates to promote “Anti-Texting and Driving Week”

## Solutions cont.

- Traditional Media
  - Radio Ad
  - Television
    - Two advertisements
- Print
  - Door Hangers
  - Posters
  - University Daily Kansan
    - Three advertisements for the benefit concert
    - Three advertisements to increase risk awareness
    - Teaser and clues for scavenger hunt
  - Jayplay
    - Two advertisements to increase risk awareness
  - Table Tents
- Bus advertisement

## Resources Needed

Not including the benefit concert, the total cost of the campaign is estimated at \$10,114 out of the \$15,000 allocated. The benefit concert is at an estimated cost of \$37,000. The remaining \$4,886 of the budget brings the unpaid portion of the concert at \$32,114. This remaining cost is expected to be covered by corporate sponsorships.

# Situation Analysis

## Client

The Kansas Department of Transportation exists “to provide statewide transportation system to meet the needs of Kansas.” Therefore, KDOT is responsible for the safety of all the people who drive on Kansas roads. KDOT’s mission to protect Kansas drivers has led them to finance a statewide campaign to reduce texting and driving. Inspired by this goal, KDOT resolved to cut fatalities and injuries that happen on Kansas roads in half by 2020 (kdot.com).

Learning more about Kansas is vital to developing a better understanding of the Kansas Department of Transportation. There are 105 counties, 627 cities, and 4 MPOs in Kansas. KDOT managed 140,653 miles of public roads and 81,823 square miles

of land area. KDOT also protects 2,024,445 licensed drivers in the state of Kansas. The KDOT Quick Facts table (figure 1) further illustrates facts about its role.

### Kansas Transportation at a Glance - 2010

#### Background of Kansas

105 counties, 627 cities, 4 MPOs  
140,653 miles of public roads

**Land Area** (sq. Miles) 81,823

**Population** (2009 Est.) 2,853,118

#### State Tax Rates (cents/gal.)

Effective July 1, 2002

Gasoline 24

Diesel 26

Gasohol 24

#### Registered Vehicles

Autos 1,449,484

Pickups & Trucks 700,374

Trailers 149,488

Motorcycles 79,667

Motorized Bikes 7,748

Special Registrations 200,958

RV 11,849

Total 2,599,568

**Licensed Drivers 2,024,445**

**Annual Vehicle Miles of Travel (in 1,000s) 29,899,500**

Figure 1 - Kansas Transportation at a Glance

## Client cont.

Figure 2 indicates that Kansas ranks third among the states when comparing public road miles and population. There are 81,823 miles of public road in Kansas, a state with a population of 140,753. There are 20 people per mile (KDOT Quick Facts, 6). Kansas Department of Transportation receives 31.8 percent of its funding from the Federal Government, its primary source of funding (KDOT Quick Facts, 2012).

Twenty-eight percent of KDOT's funding comes from motor fuel tax, 20.6% of KDOT's funding comes from the Sales Tax Deposit, 12% comes from Reg./License fees and the rest of KDOT's Funding is illustrated in figure 3 (KDOT Quick Facts, 14).

### Comparison of Public Road Miles and Population

State	Ranking	Public Road Miles			
		Miles	Land Area	Population	People Per Mile
Texas	1	310,850	261,226	25,145,561	81
California	2	171,874	155,766	37,253,956	216
Kansas	3	*140,753	**81,823	2,853,118	20
Illinois	4	139,577	55,518	12,830,632	92

(Source - 2009 Highway Statistics, 2010 Census Estimates)

\* This includes roads under the jurisdiction of KDOT, KTA and Kansas cities and counties. About 100,000 miles of Kansas roads are non-paved.

\*\* Kansas ranks #15 in land area.

Figure 2 - Comparison of Public Road Miles and Population

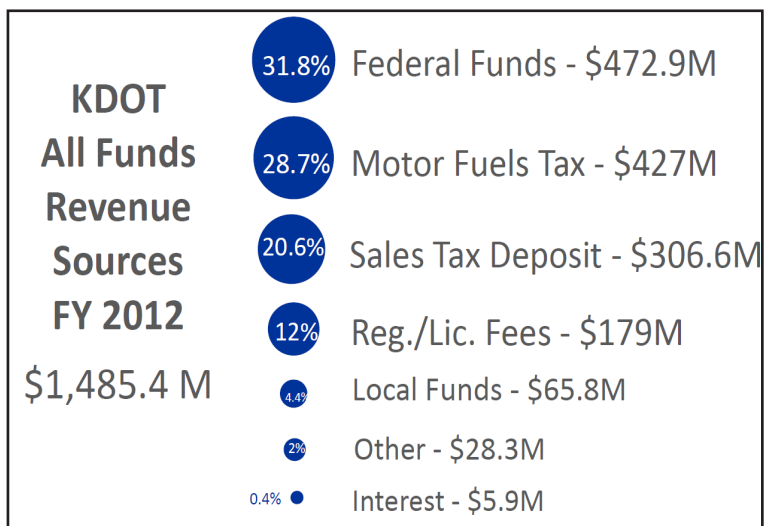


Figure 3 - Funds Revenue Sources

## Client cont.

The anti-texting and driving imitative could potentially inspire the federal government to continue its ample contribution to KDOT. According to a 2010 article by the Governor's Highway Safety Association, recently proposed federal legislation would require states to collect data about distracted driving in order to qualify for certain federal funding. The comprised data would include a section of cell phone and electronic equipment distractions.

It is important to recognize the

major courses of funding for KDOT in order to understand how funding relates to the amount of public road miles and other logistics.

It is also helpful to develop an understanding of the Kansas Department of Transportation's program structure. The four main programs illustrated in the graph below (figure 4) comprise KDOT. These Programs include the State Highway Program, Local Transportation Program, Other Modal Programs and Transportation Revolving Fund. (KDOT Quick Facts,

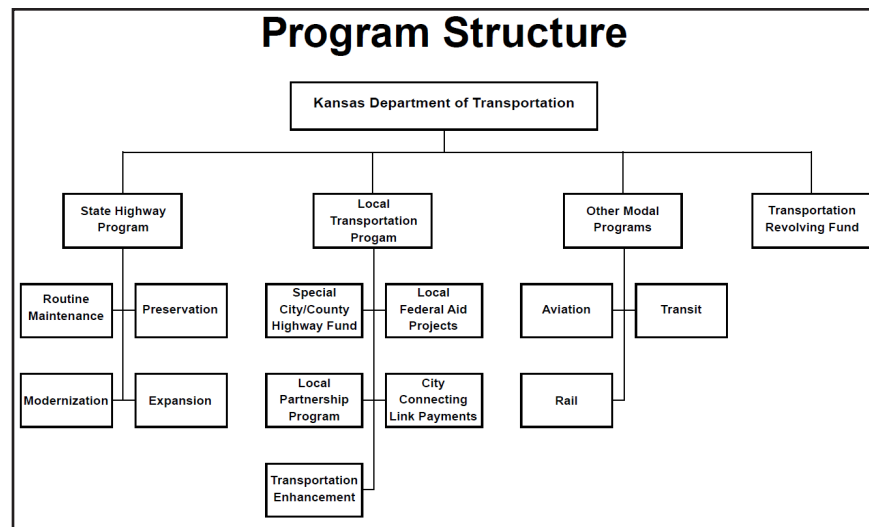


Figure 4 - KDOT Program Structure

## Client cont.

Now, besides the structure of the programs within KDOT, the funding of KDOT, and the coverage area of KDOT, including citizens, public roads, and land area, KDOT has a performance measure system that is based on fatalities, disabling issues and seat belt use (KDOT). Texting and driving would fall under a disabling issue, such as drinking and driving. According to the Public Relations department Kansas has one of the best transportation systems in the country. Some of this success must be attributed to KDOT and their efforts to keep the roads as safe as possible. The \$46,000 committed by KDOT over a two year period to finance research and a campaign at the University of Kansas to reduce texting and driving is not the first effort by KDOT to do so. KDOT has created a Facebook and Twitter page both title "DriveSafeKansas" that focuses on distracted driving, including texting and driving. They have also established a website called Teens Drive Smart that has sections on

texting and driving, but is not specifically geared towards preventing it. KDOT has also hired a former Kansas State University masters student who created anti-texting posters to help spread the message. These posters have the tagline, "What will your last text message say?" KDOT sponsored a bill that passed in January 2011 that banned the sending, reading and writing of texts. While clearly KDOT has had some success in spreading an anti-distracted driving message, their have also been shortfalls. A YouTube video created by KDOT titled, "Don't Text and Drive" only has received 913 views since April 2010. Additionally, despite the concerted effort to reduce texting and driving, only two of KDOT's last 27 public service announcements have addressed the issue. KDOT has made it clear that distracted driving, and especially texting and driving, is a critical issue for them going forwards, but there is no doubt that there is still much work left to do.

## Industry cont.

KDOT is a part of the transportation infrastructure industry, and within that the road and rail sub-segmentation. According to the Business & Company Resource Center, the primary driver of growth has been the significant developments made in technology within the industry. The new developments have modernized the transport infrastructure in such a way that is able to offer a much more efficient and safer service. The transportation infrastructure industry has slid into a lower gear since the high growth levels seen in earlier years. As a whole the industry has grown sub-

stantially in recent years, driven by increasing consumer demand for both goods and travel. This is largely a result of slower growth in government spending on roads.

However, one must also understand the cell phone industry to truly understand the importance of the message we are going to try to send through our campaign. According to the Nielsen Company, "Nielsen Wireless estimates that in the first quarter of 2007, more than 33 million persons 12 and older used mobile web in the past 30 days, and more than 8 million persons 12 and older viewed video on

**TABLE 12.** Mobile Device Penetration by Ethnicity

	White	African-American	Hispanic	Asian
Smartphone	30%	39%	53%	48%
Feature phone	70%	61%	47%	52%

Source: Nielsen.

Figure 5 - Mobile Device Penetration by Ethnicity



## Industry cont.

their mobile phone (this excludes videos created with a phone's camcorder function)." That was just in 2007. During the first quarter of 2007, according to Nielsen wireless, at least 7% of 18-34 year olds viewed mobile video programming while 25% used their mobile phone to connect to the internet.

But, petty stats like these from 2007 don't quite contain an entire grasp of the cell phone industry. A more recent 2010 study by Nielsen Company, shows the penetration of cell phone into the consumer market through the different ethnicities. This particular graph shows the growing market penetration of smart-phone's among the penetration of feature phone's in the consumer market.

Now besides the mobile penetration among the different ethnicities, a 2010 study by Nielsen company showed that 48% of young people in America ages 15-24 used mobile internet. 33% of young individuals within this age group downloaded ringtones, 33% used mobile instant messaging,

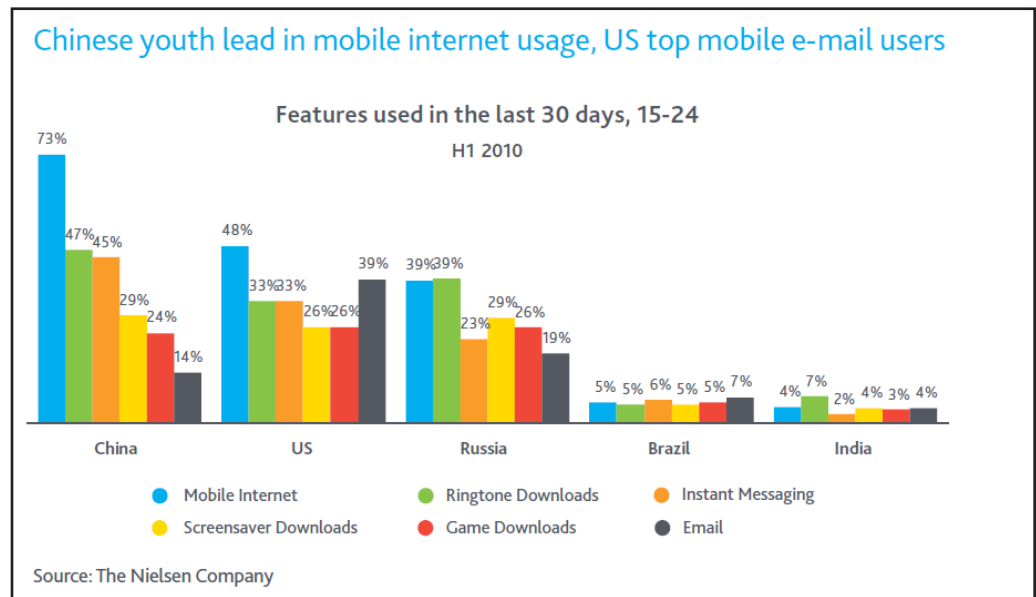


Figure 6 - Global Mobile Feature Usage

## Industry cont.

26% downloaded screen savers, 26% downloaded games onto their mobile phones, and 39% of American's ages 15-24 used mobile email to send emails via their phone. In other words, not only are cell phones in the American cell phone industry beginning to reach high levels of penetration amongst different ethnic groups, but the use

of advanced media, is also becoming a more and more important statistic when looking at cellphone use and cell phone data. As one can see from the Figure 7, the United States, according to the Nielsen 2010 study, is only second in advanced mobile media to china.

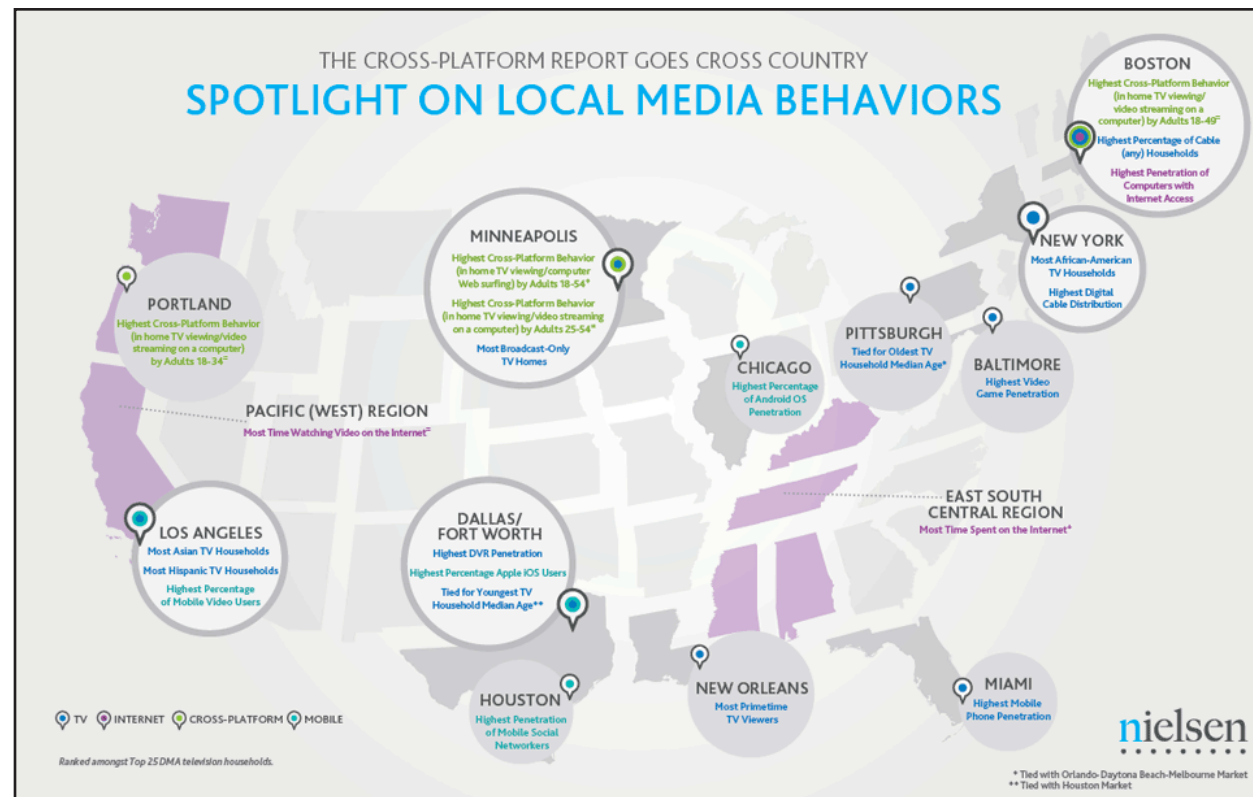


Figure 7 - Spotlight on Media Behaviors Cross Country

## Industry cont.

Besides knowing about the growing importance of advanced data within the mobile cell phone industry, it is also important to see where, (by city the greatest penetrations), of the types of cellphone use are. Now the graph below, done by Nielsen in 2010, spotlights local media behavior as a whole. However, there are a few important points that need to be pointed out to give perspective on different types of mobile media penetration in different target areas. In Los Angeles for example, one can find the highest percentage of mobile phone device video users. (Nielsen, 2010) Houston, has the highest penetration of mobile social networks. (Nielson, 2010) Chicago, has the highest percentage of Android OS penetrations. (Nielsen, 2010) In Miami, one can find the overall mobile

phone penetration. (Nielsen, 2010) These facts are important because they give a perspective of the mobile device penetration, and its types, as a whole, across the entire United States mobile device market.

By looking at the patterns of penetration through these graphs, by way of feature phones, smartphones, advanced media on mobile phone devices, and the different types of mobile penetration at their highest levels in specific large city areas, one can better understand the importance of the cell phone industry. The penetration of these types of mobile markets will be perfect for spreading our social media content for our campaign, which is against University of Kansas Students ages 18-24 texting while driving on campus.

## Product

Before delving into our product, which includes sending a message through interactive social media channels, traditional media channels, and through a special project to help stop, or reduce texting while driving by University of Kansas Students between the ages of 18-24; we must first analyze previous data, campaigns, and information collected by The Kansas Department of Transportation, that in turn has led us to a point where our product can even be discussed. In 2010 the Kansas Department of Transportation with the help of Brian Bookwalters from Kansas State University designed 5 anti-texting-and-driving posters and a website as a campaign against texting while driving according to Rosie Hoefling, in a news release from Kansas State in 2010. These posters included familiar images, such as a pair of feet with a toe tag that says “NT BSY JUST DRVN,” followed by “What will your last text message say?” Another poster showed two thumbs getting their jail head shots taken. The left

Thumb said, “txting kills” and the right thumb said, “Ur busted”. Below these images was a tag line that stated, “Don’t text while you drive, it’s the law.” Both of these poster images can be seen in Figure 8. Now these posters, according to Hoefling,



Figure 8 - Examples of Previous Campaigns

soon became part of the department’s statewide campaign to remind drivers not to text while driving and were on display for three weeks this spring at the state Capitol. They also have been credited with helping to get a law passed that bans texting while driving in Kansas.” (Hoefling, 1)

## Product cont.

Therefore the effect of these campaign posters created by Brian Walters and taken up for use by KDOT have actually been credited with helping pass laws that ban texting in Kansas. This accreditation could be considered reason to believe that this poster campaign by KDOT and Brian Bookwalters was moderately successful. The-Capital Journal in relation to Kansas states that, "Under the state's new texting while driving ban, which Gov. Mark Parkinson signed into law May 25, drivers caught texting will receive warnings until Jan. 1, 2011. After that, \$60 fines will be issued for violating the law." ( Capital Journal, 1)

Our goal is to manage to obtain the same amount of success or greater success with our 3 week campaign for KDOT, than the past campaigns mentioned above managed to accomplish. Our Product for this Campaign is the message "txt l8r. Drive Safer." The purpose of this message is to reduce or in some ways eliminate texting and driving on campus. The sub mes-

sage that will underlay this message is "Keep Your Friends Alive, Don't Text and Drive." The purpose of this sub message is to get the idea across to our target segment that they are not just endangering themselves by texting and driving, but that they are also endangering their friends riding with them as well.

However, first, before stating the specifics of our product we must have the facts as related to social media versus texting and cell phone use. According to the State of the Mobile Media Report, by Nielsen Company, "The majority of 25–34 and 18–24 year olds now own Smartphone's (64% and 53% respectively) and they have led in Smartphone penetration compared to other age groups since 2009." (Nielsen Company, 3). Nielsen goes on to say that apple is the top smart phone manufacturer in the U.S. with 28.6 percent of the smart phone market. 83% of all Smartphone application loaders use Android or Apple iOS. What does this have to do with social media? Well,

## Product cont.

Nielsen also states that, "Social networking is increasingly popular on mobile devices: Android Smartphone's and iPhone users spend more time engaging with the Facebook application on their phones than any other mobile application." In the graph below, are the top ten mobile media websites that are accessed from smart phone's particularly the Android and the Apple IOS because those two Smartphone providers are the most popular. In the graph below, it shows that 86% of Apple iOS Smartphone users and 66% of Android smart phone users use Facebook on their mobile devices. In fact,

according Figure 9 by Nielson company, Facebook is the # 2 mobile website accessed from Smartphone's behind Google. Number three on the list as in accordance with Figure 9 is twitter. So, right there you have social media websites such as Facebook and Twitter in the top three mobile websites accessed from this growing consumer group of smart phone users.

However, there is an even newer player to the social media game. The app, has begun to grow greatly among consumers, and can be found on major social media websites such as Twitter and Facebook. In fact according

to the State of the Mobile Media 2011 by Nielsen company Smartphone app downloader's report having an average of 33 apps on

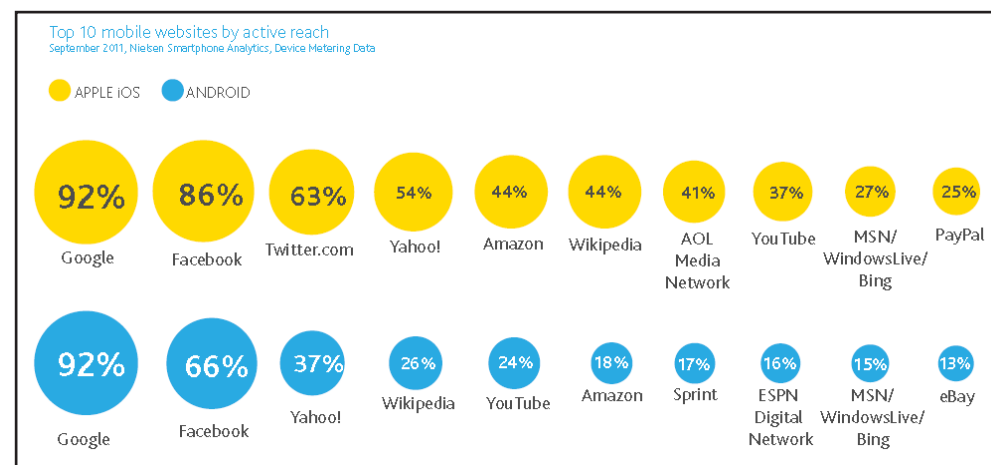


Figure 9 - Top 10 Mobile Websites by Active Reach



## Product cont.

their mobile phone, which is up 22 percent since 2010. (Nielsen Company, 14) Apple iPhone app downloaders have an average of 44 apps on their phones, while those with Android OS Smartphones report having an average of 32 apps. (Nielsen Company, 14) Below is a graph that shows how the top 50 apps account for the majority of time spent on Android Smartphones, according to Nielsen Company's State of the mobile media, 2011. According to Nielsen Company, and the graph below, Android Smart Phone users use the mobile web 31% of the time they are using their Android Phones, and these same users are using mobile apps 69% of the time. Therefore, there is a social media audience here within the apps category that not only growing, but is used 69% of the time already by users, specifically Android Users in this case. Another interesting fact noted by the Nielsen Company graph (figure 10), is that the top 50 apps are always changing. In fact 1/5th of apps in the top fifty as of September 2011,

when this research was done, were new apps to the top fifty. This means, for example, that if one was to create a texting and driving app that could be used on Smartphone's, if the app was

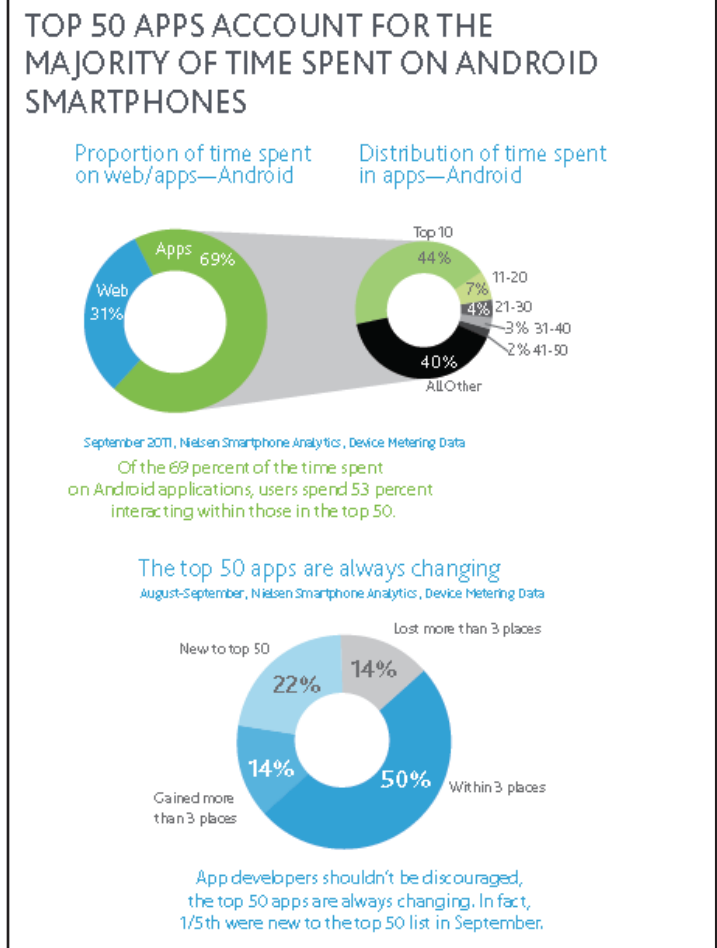


Figure 10 - Top 50 Android Apps Accounting for the Majority of Time Spent

## Product cont.

interesting enough, one could possibly become one of the top 50 apps used on smart phone devices. However, one would also have to consider the possibility that they could be dropped from the top 50 app category just as quickly as their app had entered the top 50. But, this is not a viable reason for not including the app aspect of social media as a possible media channel for distributing our product, our message, about good texting practices to have while driving.

Now we come to one of the most important part of this product section, the mobile marketing of our product to the target consumer. Nielsen Company states it brilliantly in their State of the Media, 2011 journal when they state that, "The promise of mobile marketing is its ability to reach the right consumer, at the right time, and in the

right place—including at the very moment and point of purchase." (Nielsen Company, 20) Now, in our case we won't have a point of purchase, but we will have something similar to it when our target segment "purchases"

the message that we are trying to reach them with, through our social media campaign. According to Nielsen Company, "the potential power of mobile is further magnified when you consider that Smartphone users spent most of the time on social networking applications, like Facebook, when in-

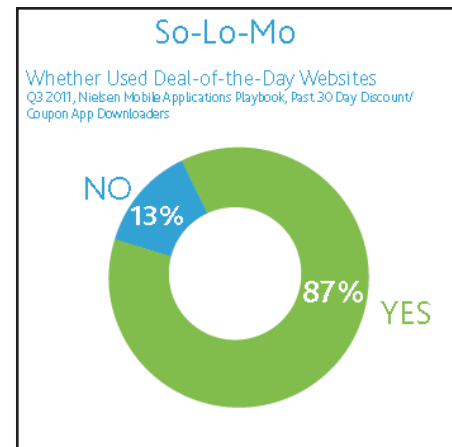


Figure 11 - Deal-of-the-Day

teracting with their devices." (Nielsen Company, 20) Nielsen applies the term "So—Lo—Mo (for social, local, mobile) when referring to this opportunity. In Figure 11, Nielsen used So—Lo—Mo when they collected a survey of nearly 5,000 respondents 13+ who had downloaded an application to their device in the past 30 days. They



## Product cont.

asked these respondents whether they used deal of the day websites. 13% of respondents said no, while the overwhelming majority of 87% of respondents said yes. Next, when Nielsen Company asked the participants what deal of the day websites in particular they used, 79% said Groupon and 48% said living social deals. The graph below shows the top 9 deal of the day websites used, though Groupon and Living Social Deals are by far the top two deal of the day websites used by users, specifically of smart phones.

Now, one may be wondering, how this statistical data relating to So-Lo-Mo has anything to do with our social media campaign. Well, besides accessing the target segment through social media apps, what if we could somehow create a coupon deal of sorts. What do I mean by this? Let's say for example that there is a seminar dealing with the dangers of texting and driving. What if through social media sources and the process of SO-LO-MO we would send a code at the end of

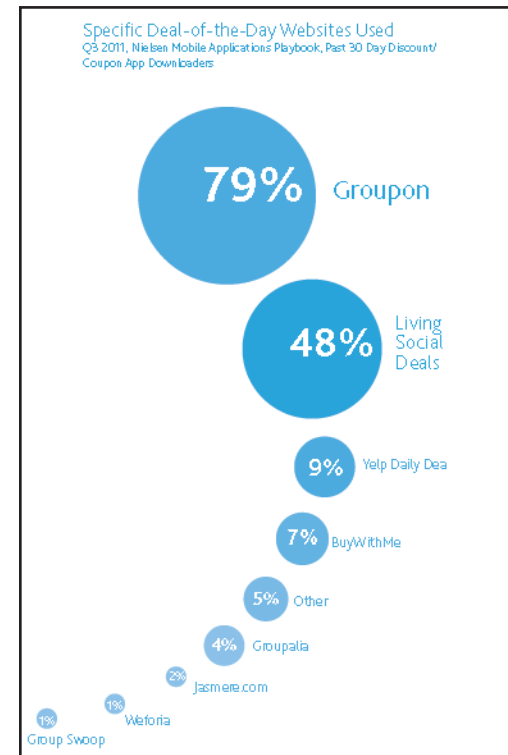


Figure 12 - Specific Deal-of-the-Day  
this seminar to those individuals that attended the seminar, or texting and driving talk for its entire period. What if this code gave these individuals special access to a deal of the day free chipotle burrito coupon or something like that. This would be an interesting way to use social media as a channel to spread our message. This is just one

## Product cont.

of the many ways, this channel could be used to relay our message to our target segment, which is University of Kansas Student's between the ages of 18-24.

The knowledge presented above, as related to the social media market and the product/message of stopping or discouraging texting while driving, will be extremely important when we begin to work on our social media campaign. The social media product we are trying to provide, cannot ignore the social media market especially when it comes to the target segment

of the population that we are trying to reach. By using social media websites, apps, and the process of SO—LO—MO, we will be able to deliver the most desirable product to the social media market. Therefore, for the final portion of the product section, I leave you with a graph by the Nielsen Company, 2011, that shows the percentages of social media usage in the 18-24 target segment age group as compared to older target markets. One will be able to see where users, especially Smartphone users, stand when it comes to accessing their mobile social media.

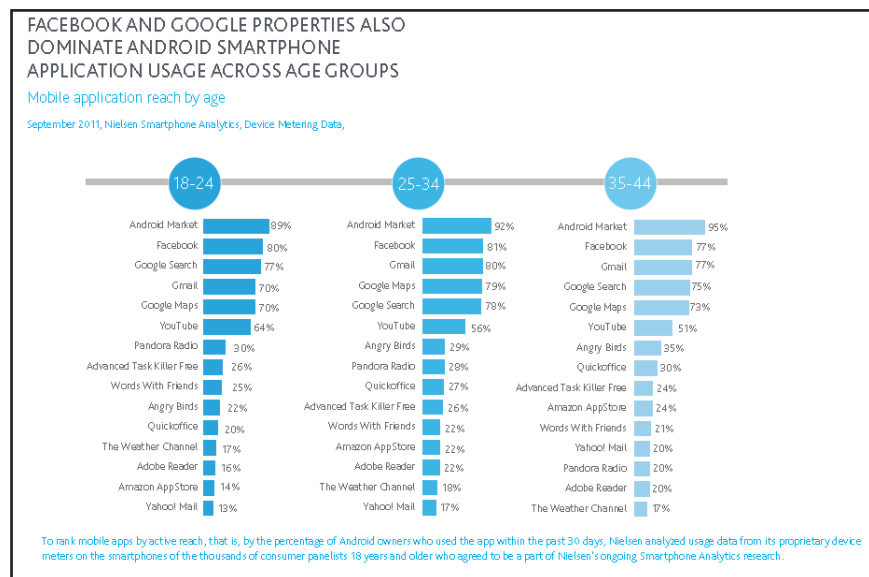


Figure 13 - Mobile Application Reach by Age

## Competition - Direct

Direct competition includes any company or organization, manufacturer, campaign, and/or technological application that promote a positive message surrounding text messaging. Any message that pulls the target audience in a different direction is competing with the goal of this campaign. According to Nielsen Company, only sixteen percent of young people's parents choose their phones. Which means it's up to the young person to choose a brand and provider. Cell phone companies market to them for this reason.

The top five phone companies marketing text messaging to college age students are 1.) Verizon, 2.) AT&T, 3.) Sprint, 4.) T-Mobile, 5.) Boost Mobile. These companies sell text messaging to students as a way to communicate—easier and faster. Each company offers its own 'Unlimited Talk and Text' plan, which imposes no limitations on the number of minutes used neither for voice calls nor for the number of text messages sent

or received. These organizations adhere to its customers' need for quick and easy communication and its customers' drive for instant satisfaction. (TopTenReviews) There is a significant statistical association between texting and driving and an unlimited texting plan, not to mention the significant statistical association between texting and driving and a phone keyboard. (Feldman, Greeson, Reena, & Monteith, 859)

Craig Moffett, an analyst at Sanford C. Bernstein, who covers the telecommunication industry says that the wireless industry generates more than \$20 billion in revenue just from text messaging alone. These companies have incentive to promote the use of this tech feature and have the support of its customers to do so.

Verizon is the most popular provider among both students and non-students with at least one-third from each group using that provider. AT&T enjoys somewhat higher usage among those college students with house-

## Competition - Direct, cont.

hold incomes above \$25K, perhaps owing to the fact that service for the Apple iPhone smartphone was available only on that carrier until February 2011. Older students are more likely to use “pay as you go” plans. One in four (26%, not tabulated) non-traditional students use some kind of no-contract plan compared to just 14% of traditional students (not tabulated). (Mintel, 2008)

In recent years, cell phone companies have sent out mixed-messages. AT&T for example, although it pushes text messaging as a benefit and provides customers with easier and more affordable means to text; AT&T also, has begun to highlight some of the dangers associated with texting, specifically texting while driving.

January of 2011, AT&T launched its “It Can Wait” campaign urging young drivers to put down their cell phones and focus on the road. The campaign started as a series of posters displaying text messages that resulted in driving accidents. One reads,

“where r” to show the triviality of the message that caused the accident. This campaign jump-started AT&T to produce an eleven minute documentary, “The Last Text.” The documentary tells the stories of young people everywhere who experienced loss and tragedy due to texting and driving. The company continues with this campaign idea, publishing advertisements in catalogues, newsletters, emails and at storefront.

Along with these campaigns, AT&T has developed the “Drive-Mode” mobile app. Upon downloading this application, users can create a personalized, auto-response message that works similarly to an “out-of-office” email response. Users of the app are able to activate the automated message prior to getting in their cars, to notify senders that the user is driving and cannot respond. (att.com)

AT&T contradicts itself. First, AT&T profits by promoting text messaging as a faster and more affordable means of communication and encour-

## Competition - Direct, cont.

ages users to participate. AT&T indirectly profits from its anti-text campaign. Customers will feel compelled to switch to a provider that supports a positive message and that provides good will to society.

While advancements in technology allow people to send emails, check Facebook and many other forms of electronic communication essentially for free, wireless providers are still charging up to twenty cents to send and receive text messages. Audience members are beginning to turn to cell phone applications as a means of free and easy communication. These applications utilize a Wi-Fi connection to enable customers to send and receive text messages with the simple 'click' of a download button. Wireless providers benefit from these apps because they still have the look and feel of text-messages, but the route the message takes is different.

As mentioned earlier, the message travels through a cellular network, enabling providers to profit by

selling customers wireless data plans. Customers also profit by saving money.

At 20 cents and 160 characters per message, wireless customers are paying roughly \$1,500 to send a megabyte of text traffic over the cell network. By comparison, the cost to send that same amount of data using a \$25-a-month, two-gigabyte data plan works out to 1.25 cents. (Wortham, New York Times, 2011)

Top nine most popular apps include: iMessage, textPlus, Kik, Google Voice, Fring, TextNow, Meebo, WhatsApp, Textfree (Each offers unlimited text messages or instant messages and are free or cheap or easy to download.) (Business Weekly)

Text apps are easy to download and free. For example, Google Voice gives down-loaders a separate phone number for sending and receiving notifications. The application is entirely free and even allows users to send texts from their Gmail accounts. Voice incorporates notifications for messag-

## Competition - Direct, cont.

es received, similar to the pre-installed message system that comes with the cell phone. Conversations are saved online and accessible to users. Available for Android, iPhone and Blackberry.

### **Facebook Group: Pro at Texting and Driving**

We a challenge in developing a message to change social norms and create a negative stigma to surround texting and driving. Groups on Facebook, recently developed by users, jus-

tify why texting and driving is okay in certain circumstances. For example, one group title reads, "I can drive and text like a PRO" while another reads, "Yea I text and drive, but I'm a pro at it." As this message reaches hundreds of thousands of users on Facebook daily, it will directly compete with the message of KDOT--to stop this deadly habit cold turkey, no matter how skilled drivers believe themselves to be at texting and driving. (Facebook)

## Competition - Indirect

Indirect Competition to our message is not nearly as detrimental as the aforementioned direct competition; however, there are a few indirect competitors with our message that need to be noted. Our first indirect competitor can be seen in the graph above, by in the direct competition section. Attention regulated motives do affect an individual's texting while driving; however, it is not as statically significant, although for indirect competition, it is significant none the less in young

adult drivers. (Feldman, Greeson, Reena, & Monteith, 859) Feldman, Greeson, Reena, & Monteith, go on to say that, "Attention-regulation motives were associated with mindfulness and with texting-while-driving in univariate analyses but not the multivariate path analysis." In other words, Attention regulation was partially supported in Feldman, Greeson, Reena, & Monteith's research, however there was not enough statistical data to place the attention—regulation motives as a



## Competition - Indirect, cont.

direct competitor with our message.

Popular past campaigns such as the, “It can wait” campaign by AT & T are also an indirect threat to our message, because it has a similar message and is quite popular. AT&T has also developed the “DriveMode” mobile app. Upon downloading this application, users can create a personalized, auto-response message that works similarly to an “out-of-office” email response. Users of the app are able to activate the automated message prior to getting in their cars, to notify senders that the user is driving and cannot respond. (att.com)

To give substance to this direct competitor example, I did a little research on my own. I went to the Google search engine and typed in “It can wait” AT & T. I was presented with 1,270,000,000 hits on Google. I then typed in University of Kansas, and the Google search engine came up with 27,900,000 hits, which was substantially less than “It can wait” by AT & T. Then I typed in the Kansas Department of Transportation, and

received 9,630,000 hits, which was substantially less than when I typed in the University of Kansas. Together the University of Kansas and KDOT have a total amount of hits of about 37,530,000 which is only about 3% of the hits AT & T generated. Now, this is important because our message is going through channels that at the moment, contain 3% the popularity as AT & T. Therefore, if we are going to reach an audience whom may have had a higher probability of seeing AT & T’s “It can wait” campaign, we must first understand that they are an indirect competitor to our message. Other indirect competitors campaigns would include National Youth Traffic Safety Month (1,890,000 hits on Google), RADD (3,140,000 hits on Google) among other campaigns I do not know about or have not mentioned whom may have at least 1,000,000 hits on Google. Popular past campaigns and Attention—regulation, are the two main indirect competitors that we will need to take note of if we are to get our message across.

## Environment - Politics and Legislation

Thirty-five states, including Guam and Washington D.C., have passed laws banning texting and driving. Kansas was the 28th state to do so. Both political camps endorse the anti-texting and driving initiative. According to the National Safety Council, 87 percent of people view texting and driving as a serious threat and support legislative action to put a stop to it. In the state of Kansas, texting and driving is a primary offense. The fine is \$60. In 2009, congress passed the Avoiding Life Endangering and Reckless Texting by Drivers Act. In order to reinforce the bill, congress will impose penalties on states that do not sign the bill, resulting in a loss of federal funding. The United States government has also created distracted.gov, specifically to deal with the dangers of distracting driving. Many states now include a category for cell phone and electronic equipment distraction on police accident report forms in order to earn federal funding. So, the federal funding that KDOT receives indirectly influences texting and driving initiatives.

## Environment - Society and Trends

Distracted driving is not a new problem in the U.S. Eating, putting make-up on, talking on the phone, driving under the influence and now texting continue to turn distracted driving into an epidemic. There was a decline of fatalities from distracting driving from 1999 to 2005 but with the rise of text messaging, the fatalities jumped nearly 30% in three years. Society is beginning to recognize texting and driving as a threat on the road and is taking action to address the problem. In 2007, Washington was the first state to ban texting and driving and today, in 2012, there are 42 states with some type of law against texting and driving. With these legislation



## Environment - Society and Trends, cont.

changes paired with effective enforcement and influential campaigns, the fatalities should once again decline. Technology supports the spread of information, ideas, attitudes and products. Without the technology we have today we would be very limited and there would be less growth as a society and economy. According to Marshall McLuhan's idea that a technological medium (or forum) shapes and guides a culture. Historically the invention of the most powerful new mediums changes the way we perceive the world, and how we relate and communicate with one another. Today, the cell phone or smart phone is one of those mediums. One trend that has been recognized with the increase of technology is what analysts Li & Bernoff call Groundswell, "A spontaneous movement of people using online tools to connect, take charge of their own experience and get what they need from each other." We see this movement through the use of wireless devices (especially smart phones) and

rapid increase of text input.

Since the creation of AOL Instant Messenger and blogging in 1997, social media has exploded into the number one platform for creating and sharing content in our society. Social media is defined as applications that allow people to interact with one another using digital network technologies (Seo). Social media outlets are accessible from virtually anywhere and have become an integral part of our daily lives, exemplified by more than 550 million people on Facebook, 65 million tweets sent on Twitter each day, 2 billion video views every day on YouTube and 90 million LinkedIn professional users. The characteristics of social media such as real-time conversations, instant links and gratification, and groups of followers shape and characterize modern day society. Forty percent of social media users access accounts through mobile devices, essentially meaning social media activity on a cell phone, such as updating your Facebook status, tweeting

## Environment - Society and Trends, cont.

and checking-in on Four Square. Any text input is included in making texting and driving a fatal activity. It is estimated that by 2015, 60 percent of the world's population will be using social media. (2011 Dr. Anthony Curtis, Mass Communication Dept., University of North Carolina)

Cell phones have become such a powerful medium that many young people feel like they cannot live without them. Texting in particular has become the preferred method of communication among young people as you can see in the statistics below.

Texting habits of young adults (aged 16-24):

- 60% feel addicted to their phone
- 58% feel that they don't currently own the phone they want the most - always wanting the new best thing
- 90% find texting to be important for connecting and staying connected with people
- 70% find texting to be important for developing a romantic relationship

Young adults are also especially subject to experience superiority bias. Many young people believe that they are much better at texting and driving than they are. This bias, in combination with the amount of young adults who feel texting is a vital form of communication, leads to a deadly result on the road.

Superiority Bias or Lake Wobegon effect:

- Where people think they are better at something than they are, and are willing to take risks because they think themselves superior to others, i.e. texting while driving. According to a 1986 study, 88% of American college students considered themselves to be above the top 50th percentile on driving safety in relation to other drivers. In the Journal of Personality and Social Psychology: "When people compare themselves with their peers, they focus egocentrically on their own skills and insufficiently

## Environment - Society and Trends, cont.

take into account the skills of the comparison group.” (McCormick et al. 1986) In short, a majority of believe they are above average, even though that’s impossible. According to The Journal of Accident Analysis & Prevention, 91% of college students text and drive. However, those same students agree that texting and driving is dangerous. (Harrison 2011) Culture: Academic Research Insert

According to research published in “Innovative Higher Education,” the societal context in which colleges and universities function has changed due to the increasing prevalence of technology use. Students now, “consider access to a global collection of information to be as basic a utility as water or electricity.” It is, not only useful,

but vital to understand how and why students use technology because not only do students spend a large amount of time texting from their cell phones, but their social lives is being virtually recreated via social media, creating a culture that’s “wired,” or “plugged in,” significantly more so than previous generations. (McLoughlin et al. 2008)

Today’s environment is one that gives us the ability to communicate in an instant, but it has also fostered the idea that everything must be done in an instant as well. This high-speed environment affects everything that we do, not just texting and driving. Unfortunately the consequences of this environmental trend are extremely dangerous when it comes to texting and driving.

## Audience

The audience for KDOT's anti-texting and driving campaign consists of traditional college students ages 18 to 24. According to the Center for Information & Research on Civic Learning & Engagement, the population of young people between the ages of 18 and 24 is better educated and more ethnically and racially diverse than the population of young adults in the 1970s. They belong to history's first generation of humans who are always connected, always wired-in. A 2010 Pew Research Center survey indicates that 61 percent of Millennials believe that their generation is unique and distinct from any other. Furthermore, 24 percent of Generation Y attributes that uniqueness to their use of technology. These individuals are submersed in a world saturated with technology, always rocking out to their Ipods, sharing funny videos on Youtube and texting on their smart phones. According to Cisco's Connected World Technology Report, 55 percent of 2,800 college students and young professionals sur-

veyed would choose the internet over a car. In fact, 83 percent of them sleep with their cell phones.

Members of the emerging Gen Y are more confident in their abilities, more expressive, less religious, more open to change, less conservative and better educated than any other generation in American history (Pew Research Center). Approximately six-in-ten of these individuals were raised by both parents (Pew Research Center). And they have good relationships with their parents, the 78 million baby boomers. So, when marketing to college students, it is important to remember their parents, who often pay for a lot of their needs.

Young adults aged 18 to 24 account for 10 percent of drivers on the road, but they are responsible for 20 percent of accidents (US Census Bureau 2010). Men are more inclined to cause accidents, but women make up 56 percent of the American college student population (Pew Research Center). The majority of college students in the U.S.

## Audience, cont.

are white. By nature, college students are transient subjects, so advertisers only have a window of a few years to reach them. Because the majority of Millennials are still in college or just entering the work force, they aren't home owners yet. The "poor college student" persona is often true. But despite a daunting recession, millennials remain optimistic about their futures. According to a Mintel report, college students tend to think inwardly. They are more concerned about themselves than global issues or other people. Because college students think inwardly, they often overestimate their abilities and underestimate consequences.

When advertising to young adults, it is important to remember that they deal with complicated schedules, complicated course loads and complicated lives. Living in a world brimming with endless information, stemming from endless sources, generation Y is ultra-selective when choosing who or what to listen to. When looking at their Facebook accounts, it becomes

clear that they listen to each another. They look to each other for validation. Nine out of ten college students and young professionals have a Facebook account, and 89 percent of them check it at least once a day (CCWTR). According to the Pew Research Center, 18 percent of internet users ages 18 to 24 use Twitter too.

Eighteen to 24-year-old male college students are likely to be "early adopters of technology," are skeptical of "traditional advertising" and are more prone to "do what their friends do" (Mintel). They are driven by social interaction. Because they value their friendships, word-of-mouth can be a tremendously beneficial marketing tool when trying to reach these individuals. Furthermore, college students see each other and communicate with each other so often that they're always in need of new conversation topics. It is not only easy for today's young adults to voice their opinions, get heard and become well known, it's natural (Paul, 6). They demand imme-

## Audience, cont.

diacy. They're used to getting in touch with people instantaneously and retrieving breaking news the moment it happens. They favor instant gratification, and they respond positively to "that MTV style of editing," which includes loud graphics, rapid edits moving cameras (Paul 3). They are concerned about authenticity, quality, access to

information, ongoing learning, career development and freedom to travel and experiment. Marketers and advertisers can reach these fast-paced individuals through concerts, extreme sporting events, movies, video game competitions, hiking events or mash-ups (Fields).

## Audience - Target

The target audience consists of traditional KU students aged 18 to 24 who attend class on the Lawrence campus. In the fall of 2011, 25,448 students attended school on KU's Lawrence campus. Undergraduates accounted for 75 percent of these students. Male students made up 50.6 percent of the student population. And the 2011 student population represented all 50 states and 105 countries.

KU students are smarter than average college students. KU students' 2010 average ACT score was

24.9, significantly higher than the national average of 22.2. The University of Kansas is ranked 8th among colleges for its social media usage. According to KU Psychology professor Paul Atchly, only 3 percent of KU students don't engage in some form of texting while driving. Atchly's research also indicates that KU students have too much faith in their capabilities; 70 percent of them have actually initiated a text while driving.

According to last semester's market research class' primary re-



## Audience - Target

search, 14 percent of KU students are “extremely fearful” of texting and driving, while 10.1 percent of KU students remain “not at all fearful.” Furthermore, 33.2 percent of KU students believe that they can safely text

and drive; 27.1 percent disagree. This slight variation indicates that the KU student population’s attitude toward texting and driving isn’t well defined or set in stone.

## Media Analysis

The media analysis is designed to help KDOT develop a better understanding of the media landscape in order to make an informed decision about which media channels to use to reach its intended audience. Despite knowing the dangers of texting and driving, people still do it. According to Atchly’s research, 97 percent of KU students text and drive, despite knowing the dangers. The media frequently depict texting and driving as a dangerous and detrimental activity. The media, however, hasn’t successfully created a social stigma around texting and driving like the stigma that surrounds drunk driving. What

the media has been able to do is generate conversation about texting and driving. Traditional media frame the public’s discussion about texting and driving by showing people graphic videos and images and telling them moving stories about the horrors of texting and driving.

Members of the target audience remain suspicious of traditional media, so utilizing new forms of media will result in a greater impact. For example, the implementation of a special event or guerilla advertising will be sure to capture the attention of the target audience. A Mintel report indicates that 91 percent of college stu-

## Media Analysis, cont.

dents pay attention to non-traditional advertising.

Companies spend hundreds of millions of dollars on advertising per year, yet only 30 percent of college students believe that TV marketing is effective (Mintel). In order to reach young adults, advertisers must utilize the types of media that young adults use. For instance, mobile phone video usage is up 51 percent from 2009 (Nielson). Ninety-three percent of college students connect to the internet when communicating, and 72 percent of them connect via social networks (Pew Research Center). Ninety-seven percent of college students have a cell phone, and 55 percent of them have connected to the internet from their phone (Pew Research Center). Furthermore, 53 percent of users accept advertising on their mobile devices in exchange for free content (Nielson).

One hundred percent of KU students surveyed use a cell phone to send and receive text messages, and 87 percent of them own smart phones.

These students are glued to their phones, using them to access social media sites like Twitter and Facebook. These students also spend countless hours on their lap tops, traversing the internet in search of research material, answers and ideas for schoolwork. After hours of research and paper writing, students look to social media websites for essential study breaks. Forty percent of KU students surveyed actually spend about half of their daily internet time on social media websites. They look to specific Twitter handles for comedic relief. For example, 15,400 people currently follow Fake Jeff Withey. Retweets from him would unquestionably reach numerous KU students, who look forward to reading his tweets.

Although KU students cannot get enough of their social media, research suggests that they still rely on specific traditional media outlets for some news and entertainment. Most notably, 65 percent of KU students read the Kansan at least once a week.



## Media Analysis, cont.

Students trust the Kansan's perspective and want to read about campus activities and what their peers are doing. They can easily relate to the student DJs on KJHK who often play alternative music not found on other local radio stations. Eighty-eight percent of KU students surveyed said that they primarily listen to local radio while in the car. So, advertisements on KJHK will reach students when they have the opportunity to choose between texting and driving or txting l8r.

# SWOT Analysis

## Strengths

- Useful insight from focus groups
- A campaign done by students is more likely to receive attention from other students
- Support from KU organizations
- We are part of the target audience, so we are able to relate to them.
- Most students are already aware that texting and driving is dangerous, so we will be reinforcing knowledge that they already have.
- There are many campus media available to advertise for minimal costs.
- Interconnectivity of social media allows us to fast and easy access to the target audience.

## Weaknesses

- Since we are in the target audience it can be difficult to look at the situation with an outsider's perspective
- Less control over traditional media advertising
- Limited quantitative research concerning effective social media channels.
- Limited amount of time we have to complete our campaign for texting and driving.
- Insufficient experience executing a campaign.
- We are the target audience, which makes it difficult to be objective.

## Opportunities

- People already know it's dangerous, they just don't know how dangerous
- Campus environment allows for more captive audience, with information spreading quickly
- KU students will listen to their friends
- There is no stigma surrounding texting and driving, so we can create one
- Texting and driving is a new initiative amongst preventative campaigns
- There are a large number of students to reach
- Texting and driving is not seen as one of the riskiest behaviors among our peers, so we have room to change this perception
- Many students are unaware of what laws are in place for texting and driving, so we can use media to let them know with the goal that they be influenced to change their behavior
- Past campaigns for similar causes, like drinking and driving, have succeeded, which shows opportunity for this campaign to succeed

## Threats

- Pervasiveness of cell phones and texting and driving
- Societal norms, instant gratification
- Very hard to enforce laws on texting and driving.
- Fines are not high enough for texting and driving tickets
- Young people have mentality that a texting related accident "won't happen to me"
- Texting and driving is one of the most common types of risky behavior 18 - 24 year olds engage in, so we will be competing with habits that the target audience already has established.
- Pressure from peers to be constantly engaged in social activities, which makes them more likely to ignore the danger of texting while driving to continue engaging in social activities.
- Technology continues to become more convenient, so there will be more temptation to use cell phones while driving.
- Most students who know the penalties of texting and driving don't think that there should be a harsher punishment, which shows that they do not think of it as that serious of an offense.
- Texting and driving is convenient
- Texting and driving is socially acceptable

# Strategic Plan

## Goal

Decrease texting and driving among KU students.

## Objectives

1. Increase awareness about the dangers of texting and driving.
2. For those who are not driving, to speak up to the driver
3. Change the perception of the students to build a negative connotation of texting and driving

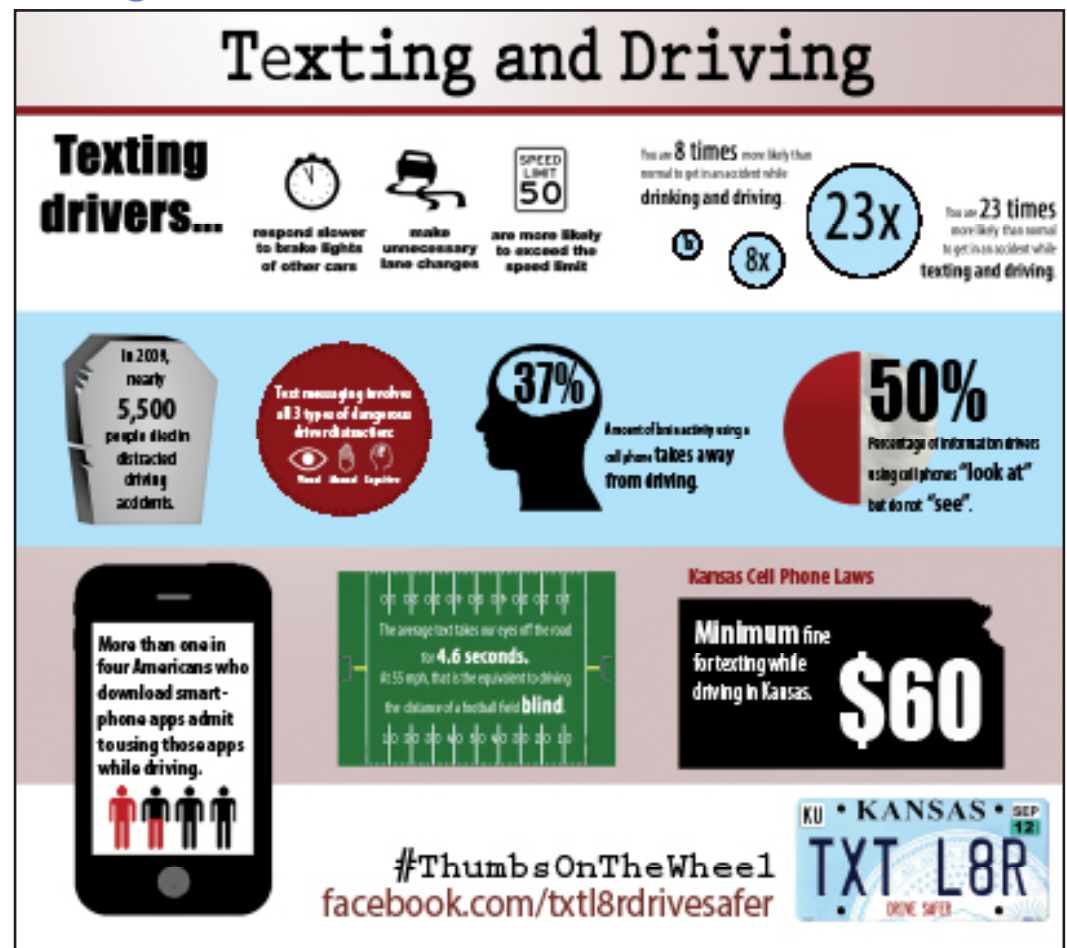
## Strategies

1. Place advertisement with the University Daily Kansan focusing on the dangers of texting and driving.
2. Series of 2 advertisements in Jayplay
3. Create video PSAs and distribute them through social media
4. Advertise on campus buses where students will frequently be exposed to it.
5. Run a public service announcement on the radio
6. Create a "Txt L8r. Drive Safer." Facebook Page.
7. Create a "Txt L8r. Drive Safer." Twitter account to send campaign update tweets using the hashtag #thumbsonthewheel
8. Use Facebook ads to direct student attention toward our campaign's Facebook page.
9. Contact University of Kansas Athletic "celebrities" as well as local Lawrence businesses to promote our cause via Twitter and Facebook.
10. Create an Anti-Texting and Driving Week event on campus.
11. Create a scavenger hunt for students to participate in as part of the event week to raise awareness and increase interaction with the campaign, posting clues online and in the University Daily Kansan.
12. Partner with SUA to put on a benefit concert at the end of the event week.

# Creative Plan

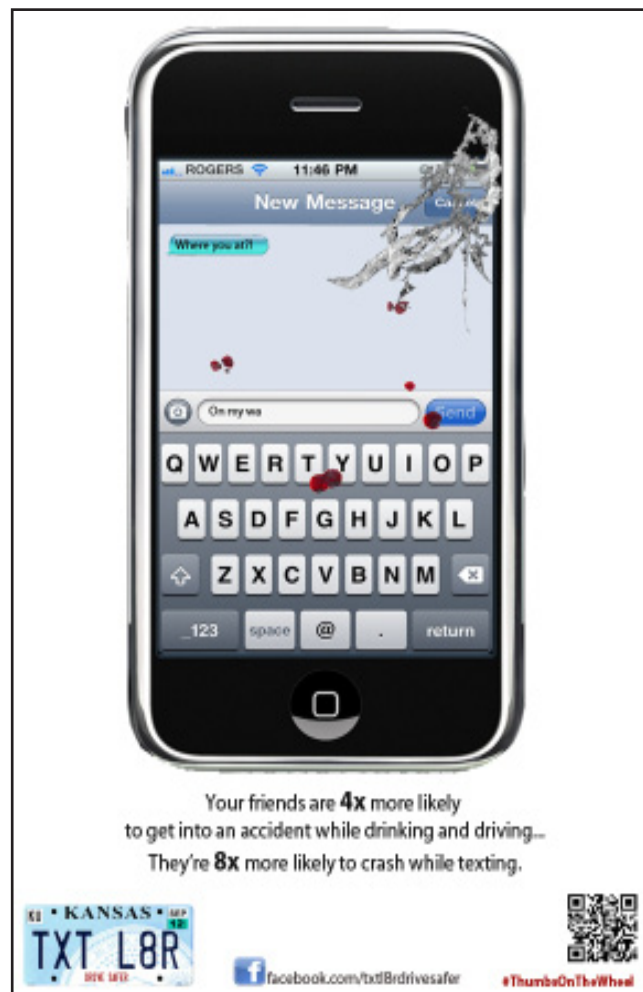
Strategy #1: Place advertisement with the University Daily Kansan focusing on the dangers of texting and driving

Tactic #1: Half-page full-color info-graphic showing statistics and laws about texting while driving



## Strategy #2: Series of two advertisements in Jayplay

Tactic #1: Quarter-page ad with graphic and related statistic on week one  
Tactic #2: Quarter-page ad with graphic and related statistic on week two





## Strategy #3: Create video PSAs and distribute them through social media

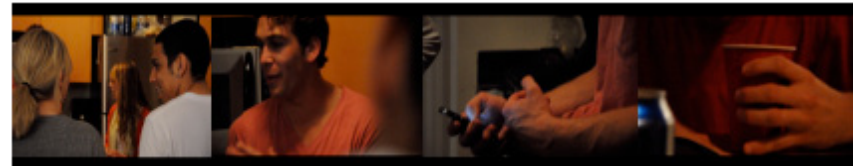
Tactic #1: Place a 3 minute video on the Facebook page telling the story of a college student who was killed in a texting and driving accident at the beginning of the week

### Happy Birthday Wish Part 1 (Storyboard)

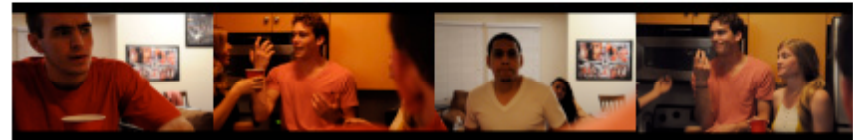
By: Nathaniel Kenny/ Daniel Suffield



<u>Cu—James texting on</u>	<u>Medium—Closeup—</u>	<u>OTS—Medium Close—</u>	<u>CU—Man talking at</u>
<u>Phone.</u>	<u>James talking with</u>	<u>Two girls talking at</u>	<u>party.</u>
	<u>People at party.</u>	<u>party.</u>	



<u>OTS—Man and</u>	<u>OTS—James talking</u>	<u>CU—James texting on</u>	<u>Cu—hand and cup pan</u>
<u>Woman to James</u>	<u>with girls.</u>	<u>phone. Talks to girls</u>	<u>up to Riley. James</u>
<u>who is talking.</u>		<u>still.</u>	<u>friend.</u>

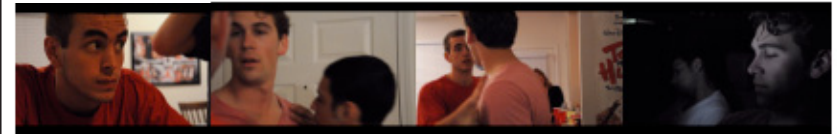


<u>Medium Cu—Riley</u>	<u>Medium—James</u>	<u>Medium/Close—Man:</u>	<u>Medium—James. "I</u>
<u>looks up towards</u>	<u>talking.</u>	<u>"hey James. .Bro?</u>	<u>have to go."</u>
<u>James.</u>		<u>James."Yeah. .Do it"</u>	

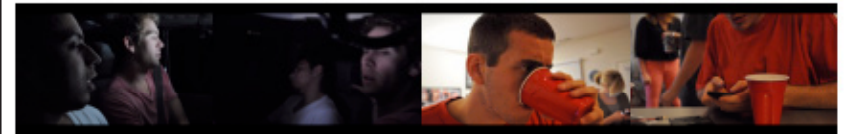
## Strategy #3: Create video PSAs and distribute them through social media

Tactic #1: Place a 3 minute video on the Facebook page telling the story of a college student who was killed in a texting and driving accident at the beginning of the week

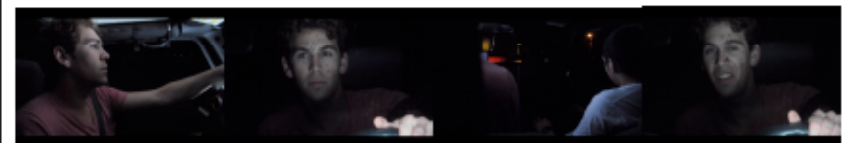
{Storyboard Continued}



<u>Cu—Riley looking at</u>	<u>OTS—Riley to James:</u>	<u>OTS James to Riley:</u>	<u>INT. Car. Dirty Over—</u>
<u>James. Get's up.</u>	<u>"You good to drive</u>	<u>"I'm good, buddy. . "</u>	<u>James to Man.</u>
_____	<u>bro?"</u>	_____	_____



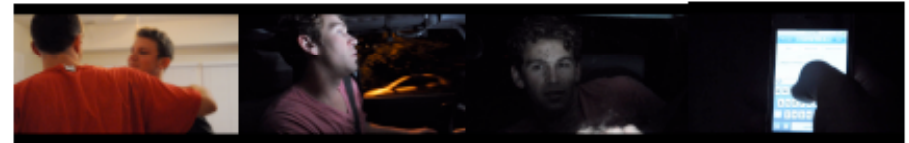
<u>Dirty Over—Man to</u>	<u>Dirty Over—James to</u>	<u>INT. House. CU—Riley</u>	<u>Medium/Cu Pan—</u>
<u>James: "Thanks for.</u>	<u>Man: "It's . . same for</u>	<u>drinks.</u>	<u>Riley tests James.</u>
<u>. . ride bro."</u>	<u>me.</u>	_____	_____



<u>Medium/Cu—James</u>	<u>CU—James Driving.</u>	<u>Medium Cu Pan—</u>	<u>Cu—James Smiles,</u>
<u>Driving.</u>	_____	<u>James to Man.</u>	<u>Driving. Switch to Cu</u>
_____	_____	_____	<u>of Riley texting</u>
			<u>"Happy Birthday"</u>

## Strategy #3: Create video PSAs and distribute them through social media

Tactic #1: Place a 3 minute video on the Facebook page telling the story of a college student who was killed in a texting and driving accident at the beginning of the week



Medium Du—Riley

Medium Cu—James

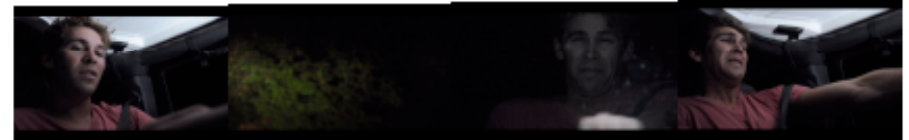
CU—James looks

Du—James texting.

Joins party.

pulls out phone.

down at phone.



Cu—James reading

Du Pan—Driving at

Cu—James prepares

Low angle Cu—James

Text.

Tree.

For impact.

About to crash.



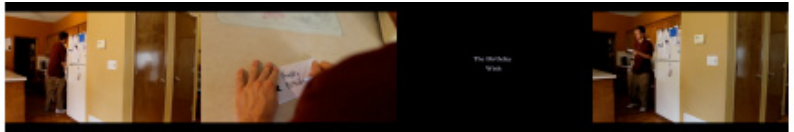
Cu—vehicle hits tree.

Light on truck goes out.

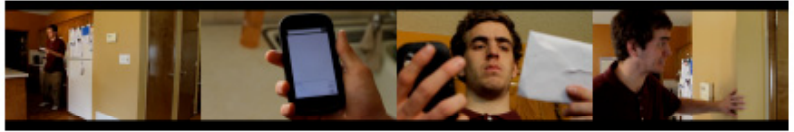
## Strategy #3: Create video PSAs and distribute them through social media

Tactic #2: Place a 1:30 minute video on the Facebook page at the end of the week as a follow up to the previous video, showing a friend leaving a birthday card on the student's grave

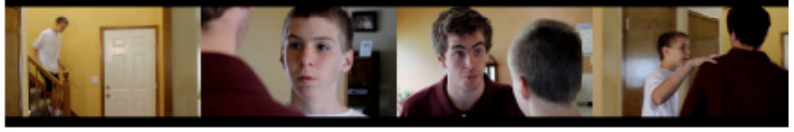
**Story Board 2 (Happy Birthday Part 2)**  
By: Nathaniel Kern



<u>Wide Angle Pan—</u>	<u>OTS—Riley writes</u>	<u>Black screen: "The</u>	<u>LWS—Riley</u>
<u>Establishing shot</u>	<u>happy birthday.</u>	<u>Birthday Wish."</u>	<u>looking at letter and</u>
<u>Riley goes down to</u>			<u>phone.</u>
<u>Kitchen</u>			



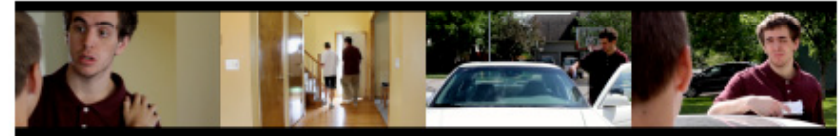
<u>LWS Zoom in—Riley</u>	<u>Cu Pan—Letter to</u>	<u>Low Angle Cu—</u>	<u>Medium Cu—Riley</u>
<u>Still looking at</u>	<u>Phone.</u>	<u>still looking at letter</u>	<u>yells up to little</u>
<u>Phone and letter.</u>		<u>and phone.</u>	<u>brother. Riley: "Seth</u>
			<u>hurry up. . . to go."</u>



<u>LS Fan—Brother</u>	<u>OTS—Riley to</u>	<u>OTS—Brother to Riley.</u>	<u>Medium—Riley</u>
<u>Comes down stairs.</u>	<u>brother. Brother:</u>	<u>Riley: "To see. . . a</u>	<u>and brother. Bro:</u>
<u>Bro: "I'm coming."</u>	<u>"So where. . . going"</u>	<u>happy birthday."</u>	<u>"can. . . cream"</u>

## Strategy #3: Create video PSAs and distribute them through social media

Tactic #2: Place a 1:30 minute video on the Facebook page at the end of the week as a follow up to the previous video, showing a friend leaving a birthday card on the student's grave



<u>OTS—Brother to</u>	<u>LS—Brother and</u>	<u>Ma Long Tracking.</u>	<u>OTS—Brother to</u>
<u>Riley. Riley. "Sure</u>	<u>Riley leaving house.</u>	<u>Riley and Brother</u>	<u>Riley. Riley. "Ah</u>
<u>thing, kiddo."</u>		<u>go to car.</u>	<u>No. "Bro. "Why not?"</u>
			<u>Riley. Last time said</u>



<u>OTS—Riley to Bro.</u>	<u>OTS—Bro to Riley.</u>	<u>Ma Pam—Bro to car.</u>	<u>Ma—Riley getting in</u>
<u>Bro: "... sit in the</u>	<u>Riley.</u>	<u>Bro: "You Suck."</u>	<u>car. Riley: "What</u>
<u>Back.</u>	<u>"Correctomundo"</u>		<u>was that?" Bro.</u>
			<u>"Nothing"</u>



<u>Cu—Phone and</u>	<u>Dirty over—Riley</u>	<u>LS—car backing out</u>	<u>Cu—Riley backing</u>
<u>Letter.</u>	<u>starts car.</u>	<u>of driveway.</u>	<u>up.</u>

## Strategy #3: Create video PSAs and distribute them through social media

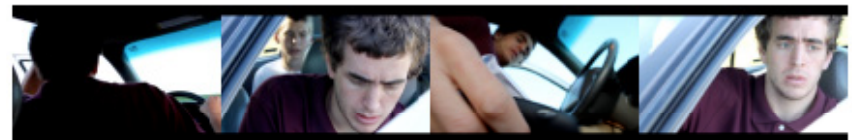
Tactic #2: Place a 1:30 minute video on the Facebook page at the end of the week as a follow up to the previous video, showing a friend leaving a birthday card on the student's grave



LS—Car driving off Cu—Riley's face. Cu—Brother's face. Cu—Riley looks  
 \_\_\_\_\_ Bro: "We have been Brother: "Driving back at bro. Bro:  
 \_\_\_\_\_ ..." fix . your." Riley: "why...letter..."  
 \_\_\_\_\_ "Not much further." \_\_\_\_\_















Cu—Brother. Bro: Cu—Riley. Riley: LS Pan—Car drives Cu—Riley looks  
"Can't you just . "I did . message." up and parks. Riley: back at Brother.  
Or something" \_\_\_\_\_ "This way it . . Riley: "Here we..  
 \_\_\_\_\_ personal." are."



Medium/Cu—Riley Cu/Dirty Over— Low Angle—Riley Cu Dirty Over—  
starts getting out of Riley to Brother. picks up phone and Riley to Brother.  
car. Brother: "Your out letter. Riley get's out of  
 \_\_\_\_\_ here." \_\_\_\_\_ car.

## Strategy #3: Create video PSAs and distribute them through social media

Tactic #2: Place a 1:30 minute video on the Facebook page at the end of the week as a follow up to the previous video, showing a friend leaving a birthday card on the student's grave

			
<u>Medium LS—Riley</u>	<u>MS/Cu—Riley</u>	<u>MS/Cu—Brother</u>	<u>Ground shot—</u>
<u>Get's out and walks</u>	<u>walk's around front</u>	<u>gets out of car.</u>	<u>Brother to Riley.</u>
<u>Around car.</u>	<u>of car.</u>		<u>Riley: "Happy</u>
			<u>Birthday James."</u>
			
<u>ML—Riley with</u>	<u>MS CU—Riley and</u>	<u>Cu—Riley looking</u>	<u>MS—Brother giving</u>
<u>Brother walking up in</u>	<u>brother.</u>	<u>down. Riley: "I</u>	<u>Riley a hug.</u>
<u>Back. Riley: "you will</u>		<u>shouldn't have sent</u>	
<u>Always... friend."</u>		<u>you that text."</u>	
			
<u>CU—Happy</u>	<u>CU—Pan out Riley</u>	<u>LS Pan—from road</u>	<u>Fade to Black.</u>
<u>Birthday letter and</u>	<u>and brother. Pan</u>	<u>to sky.</u>	<u>White Lettering:</u>
<u>Phone.</u>	<u>away from Riley</u>		<u>"Keep your friends</u>
	<u>and brother.</u>		<u>alive, don't...drive."</u>



## Strategy #3: Create video PSAs and distribute them through social media

Tactic #2: Place a 1:30 minute video on the Facebook page at the end of the week as a follow up to the previous video, showing a friend leaving a birthday card on the student's grave



Fade to logo: "Txt L8R"

Drive Safer." Fade to

Black.

\_\_\_\_\_

## Strategy #4: Advertise on campus buses where students will frequently be exposed to it

Tactic #1: Post an advertisement on campus buses with a graphic and statistic for one month following the campaign

The average text takes your eyes off the road for **4.6 seconds**.  
At **55mph**, that is equivalent to driving the distance of  
**an entire football field.**



#ThumbsOnTheWheel

10 20 30 40 50 40

KU • KANSAS • SEP 12  
**TXT L8R**  
DRIVE SAFER

facebook.com/txtl8rdrivesafer

## Strategy #5: Run a public service announcement on the radio

### Tactic #1: Run a 37-second radio PSA on KJHK

[SFX: Car door shuts]

**GIRL1:** Thanks for picking me up!

**GIRL2:** No problem, girl!

[SFX: Tri-tone text sound]

**GIRL1:** Who is it?

**GIRL2 (excited):** Michael!

[SFX: Tri-tone text sound]

**GIRL1:** What'd he say?!

**GIRL2:** He wants to "chill" later!

**TOGETHER:** AHHH!

**GIRL2:** What should I say?!

[SFX: Tri-tone text sound]

**GIRL1:** Play hard to get.

**GIRL2 (texting):** Hmm... What'd you have in mind?

[SFX: Tri-tone text sound]

**GIRL1:** Now what?!

**GIRL2:** He said, "My place at 8?"

**GIRL1:** Go for it!

[SFX: Tri-tone text sound]

**GIRL2:** (texting): Sounds gre--

[SFX: Car breaks screeching]

[SFX: Car Crash]

**NARRATOR:** Everyday, more people fall victim to distracted driving accidents on the road.

**NARRATOR CONT:** Text later. Drive safer.

[SFX: Tri-tone text sound]

## Strategy #6: Create a 'Txt L8r. Drive Safer.' Facebook Page

Tactic #1: Create a Facebook page with information about the campaign



## Strategy #6: Create a 'Txt L8r. Drive Safer.' Facebook Page

Tactic #2: Create a Facebook event for the benefit concert

The screenshot shows a Facebook event page for 'Jack's Mannequin Concert!'. The event is organized by 'Txt L8r. Drive Safer.' and is a public event. The date is Thursday, September 27, 2012, at 7:00pm. The location is 'The Granda, Lawrence, KS'. The event description states: 'Jack's Mannequin, brought to you by SUA, is performing a benefit concert at The Granda in support of text-free driving. Come listen to some good music, get your hands on some free giveaways and join us the fight against texting and driving.' The page includes a cover photo of the event, a map showing the location, and a section for writing a post. The footer of the page reads 'Facebook © 2012 - English (US)' and includes links for 'About', 'Advertising', 'Create a Page', 'Developers', 'Careers', 'Privacy', 'Terms', and 'Help'.

facebook

Search

Txt L8r. Drive Safer. Home

**Jack's Mannequin Concert!**

Public Event · By Txt L8r. Drive Safer.

4 Events 4 Share 4 Edit 4

Thursday, September 27, 2012 7:00pm

Jack's Mannequin, brought to you by SUA, is performing a benefit concert at The Granda in support of text-free driving. Come listen to some good music, get your hands on some free giveaways and join us the fight against texting and driving.

**The Granda**  
Lawrence, KS  
View Map · Get Directions

Write Post Add Photo / Video Ask Question

Write something...

Txt L8r. Drive Safer. created the event.  
Like · Comment · Unfollow Post · Yesterday at 1:36am

Facebook © 2012 - English (US)

About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

## Strategy #6: Create a 'Txt L8r. Drive Safer.' Facebook Page

Tactic #3: Send out a mass invitation to KU students inviting them to 'like' our Facebook page

Tactic #4: Post status updates throughout campaign



Strategy #7: Create a 'Txt L8r. Drive Safer.' Twitter account to send campaign update tweets using the hashtag #thumbsonthewheel

Tactic #1: Post tweets throughout campaign

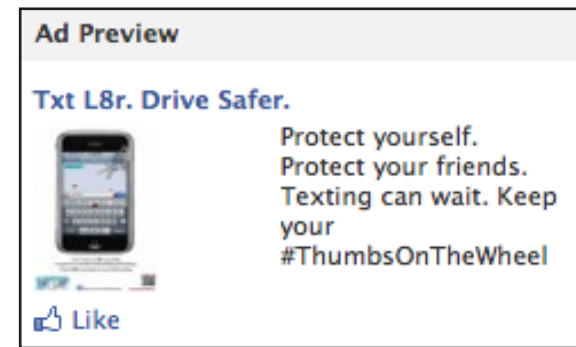
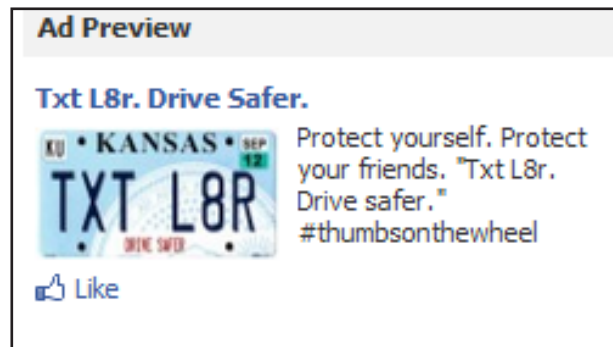
User: kutxtl8r  
PW: campaigns





## Strategy #8: Use Facebook ads to direct student attention toward our campaign's Facebook page

Tactic #1: Post Facebook advertisements targeted towards students in the Kansas network that links back to the Facebook page



## Strategy #9: Contact University of Kansas Athletic 'celebrities' as well as local Lawrence businesses to promote our cause via Twitter and Facebook

Tactic #1: Have the twitter user @fakejeffwithey promote the campaign by tweeting humorous messages including the campaign's hashtag #Thumbsonthewheel



## Strategy #10: Create an Anti-Texting and Driving Week event on campus

### Contact Information:

Student  
Involvement  
and Leadership  
Center

Tracey Martin  
tracey.martin@  
ku.edu

**Tactic #1:** Set up an information booth on Wescoe Beach to distribute information flyers, drink sleeves and t-shirts to University of Kansas students

### Statistics for Flyers:

- Texting and driving makes the driver 20 times more likely to crash or be in a near-crash situation (De Soto 2010, Rosomer 2010).
- The majority of young drivers will look away from the road for two to five seconds while texting (Rosomer 2010).
- At a speed of 55 miles per hour, a car will travel more than the distance of a football field in five seconds (Bortz 2010, De Soto 2010).
- When the driver is done writing or reading a text, their eyes have to readjust which increases the “blind” time (De Soto 2010).
- It’s estimated that texting and driving causes about 2600 fatalities a year (Harrison 2011).
- Texting and driving increases the time spent not looking at the road by 400 percent (De Soto 2010).



## Strategy #10: Create an Anti-Texting and Driving Week event on campus.

### Contact Information:

Rusty's Auto  
Salvage  
Rusty  
866-605-4865

Green Earth  
Auto Salvage  
Mark  
877-594-4601

Tactic #2: Place a totaled car on campus that will be taped off with caution tape with a sign including details of how the accident was caused by texting and driving





## Strategy #10: Create an Anti-Texting and Driving Week event on campus

Tactic #3: Set up a cell phone graveyard in front of Stauffer-Flint on campus, created out of tombstones redesigned to look like cell phones

### Contact Information:

Student  
Involvement and  
Leadership Center  
tracey.martin@  
ku.edu

### Materials Needed:

- 18 x 24 print of cell phone screen from FedEx Office
- 4 x 8 Insulation foam board from Home Depot
- Black Duct tape from Home Depot
- 3 cans of Granite Spray Paint per tombstone



## Strategy #10: Create an Anti-Texting and Driving Week event on campus.

Tactic #4: Paint out-of-place parking spots around trees on campus with a message on the pavement that reads “#thumbsonthewheel”

### Contact Information:

Student  
Involvement and  
Leadership Center  
tracey.martin@  
ku.edu

### Materials Needed:

-Aervoe White  
Marking Chalk Spray  
[http://www.world-  
paintsupply.com](http://www.world-paintsupply.com)



## Strategy #10: Create an Anti-Texting and Driving Week event on campus.

Tactic #5: Provide an anti-texting and driving pledge for students to sign stating that they will no longer text and drive

### TXR L8R DRIVE SAFER PLEDGE

Texting and driving is an epidemic that is completely preventable. You can keep yourself, your friends, your family and our roads safe by putting the phone down.

I pledge to not text and drive because:

- ▶ It's like taking my eyes off the road for an average of 5 seconds. Driving at 55 miles per hour, it is like driving the length of a football field blindfolded.
- ▶ It makes me 20 times more likely to crash.
- ▶ It causes 1,600,000 accidents per year and makes up for 25% of all car accidents.
- ▶ It causes 2600 fatalities a year.
- ▶ It is about 6 times more likely to cause an accident than drunk driving and equivalent to driving after having four beers.

By signing below, I am making the conscious commitment to not text while driving and to always speak up when I am the passenger and the driver is texting and driving.

Signature: \_\_\_\_\_ I Promise





Strategy #11: Create a scavenger hunt for students to participate in as part of the event week to raise awareness and increase interaction with the campaign, posting clues online and in the University Daily Kansan

Tactic #1: Place a Post-It on the front page of the UDK on the Thursday before the scavenger hunt begins informing students of the scavenger hunt

Tactic #2: Place the same Post-It on the front page of the UDK on the Friday before the scavenger hunt begins informing students of the scavenger hunt



Strategy #11: Create a scavenger hunt for students to participate in as part of the event week to raise awareness and increase interaction with the campaign, posting clues online and in the University Daily Kansan

Tactic #3: Place a Post-It on the front page of the UDK on the first day of the event week with a clue to where to find the first hidden car part at the Ambler Student Recreation Fitness Center

Tactic #4: Hide the first car part around the Ambler Student Recreation Fitness Center



Strategy #11: Create a scavenger hunt for students to participate in as part of the event week to raise awareness and increase interaction with the campaign, posting clues online and in the University Daily Kansan

Tactic #5: Place a Post-It on the front page of the UDK on the second day of the event week with a clue to where to find the second hidden car part at the Union

Tactic #6: Hide the second car part around the Union



Strategy #11: Create a scavenger hunt for students to participate in as part of the event week to raise awareness and increase interaction with the campaign, posting clues online and in the University Daily Kansan

Tactic #7: Place a Post-It on the front page of the UDK on the third day of the event week with a clue to where to find the third hidden car part at Allen Field House

Tactic #8: Hide the third car part around Allen Field House



Strategy #11: Create a scavenger hunt for students to participate in as part of the event week to raise awareness and increase interaction with the campaign, posting clues online and in the University Daily Kansan

Tactic #9: Place a Post-It on the front page of the UDK on the fourth day of the event week with a clue to where to find the fourth hidden car part at Watkins Memorial Health Center

Tactic #10: Hide the fourth car part around Watkins Memorial Health Center



Strategy #11: Create a scavenger hunt for students to participate in as part of the event week to raise awareness and increase interaction with the campaign, posting clues online and in the University Daily Kansan

Tactic #11: Place a Post-It on the front page of the UDK on the fifth day of the event week with a clue to where to find the fifth hidden car part at the Campanile

Tactic #12: Hide the fifth car part around the Campanile



## Strategy #12: Partner with SUA to put on a benefit concert at the end of the event week

### Contact Information:

Amanda Kravitz,  
Comedy & Music  
Coordinator  
Jordon Kaspar, Asst.  
Comedy & Music  
Coordinator  
suacomedyandmu-  
sic@gmail.com

### Concert Information:

TXT L8R. DRIVE  
SAFER.  
Benefit Concert  
featuring Jack's  
Mannequin

The Granada  
Theatre  
1020 Mass St.  
Lawrence, Ks

Tactic # 1: Hold benefit concert with Jacks Mannequin at the Granada Theatre on Thursday, September 27





Strategy #12: Partner with SUA to put on a benefit concert at the end of the event week

Tactic 2: Advertise the concert on a poster on bulletin boards around campus



## Strategy #12: Partner with SUA to put on a benefit concert at the end of the event week

Tactic #3: Advertise the concert on table tents in The Market at the Kansas Union.

Tactic #4: Advertise the concert on table tents in The Underground at Wescoe Hall.

Tactic #5: Advertise the concert on table tents in The Crimson Cafe at the Burge Union.



## Strategy #12: Partner with SUA to put on a benefit concert at the end of the event week

Tactic #6: Advertise the concert on door hangers placed on campus dorm room doors.



Strategy #12: Partner with SUA to put on a benefit concert at the end of the event week.

Tactic #7: Advertise the concert in the University Daily Kansan.

**TXT L8R DRIVE SAFER**  
**Benefit Concert**

featuring  
**Jack's Mannequin**  
**Thursday, September 27th**  
**The Granada**

Proceeds go to the  
Remember Alex Brown Foundation

**\$10** for Students  
**\$15** for General Admission

facebook.com/txtl8rdrivesafer

KU • KANSAS • SEP 12  
**TXT L8R**  
DRIVE SAFER

#ThumbsOnTheWheel

# Timeline

	Day 1 - Thursday, September 20, 2012														
	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00
Jayplay Print Ad 1															
Jayplay Print Ad 2															
UDK Concert Ad															
UDK Infographic															
Radio Spot															
Post-it - Teaser															
Post-it - Clue 1															
Post-it - Clue 2															
Post-it - Clue 3															
Post-it - Clue 4															
Post-it - Clue 5															
Bus Ad															
Table Tent															
Concert Door Hangers															
Poster															
Tweets		1				2					3				
Facebook Status Updates		1						2							
Facebook Event															
Video 1															
Video 2															
Facebook Ad 1															
Facebook Ad 2															
Totaled Car															
Cell Phone Graveyard Phase 1															
Cell Phone Graveyard Phase 2															
Cell Phone Graveyard Phase 3															
Cell Phone Graveyard Phase 4															
Cell Phone Graveyard Phase 5															
Car Part 1															
Car Part 2															
Car Part 3															
Car Part 4															
Car Part 5															
Parking Spots															
Wescor Info Booth															
Concert Info Booth															
Benefit Concert															

	Day 2 - Friday, September 21, 2012														
	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00
Jayplay Print Ad 1															
Jayplay Print Ad 2															
UDK Concert Ad															
UDK Infographic															
Radio Spot															
Post-it - Teaser															
Post-It - Clue 1															
Post-It - Clue 2															
Post-it - Clue 3															
Post-it - Clue 4															
Post-it - Clue 5															
Bus Ad															
Table Tent															
Concert Door Hangers															
Poster															
Tweets				4				5					6		
Facebook Status Updates				3						4					
Facebook Event															
Video 1															
Video 2															
Facebook Ad 1															
Facebook Ad 2															
Totaled Car															
Cell Phone Graveyard Phase 1															
Cell Phone Graveyard Phase 2															
Cell Phone Graveyard Phase 3															
Cell Phone Graveyard Phase 4															
Cell Phone Graveyard Phase 5															
Car Part 1															
Car Part 2															
Car Part 3															
Car Part 4															
Car Part 5															
Parking Spots															
Wescoe Info Booth															
Concert Info Booth															
Benefit Concert															

	Day 3 - Saturday, September 22, 2012														
	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00
Jayplay Print Ad 1															
Jayplay Print Ad 2															
UDK Concert Ad															
UDK Infographic															
Radio Spot															
Post-it - Teaser															
Post-it - Clue 1															
Post-it - Clue 2															
Post-it - Clue 3															
Post-it - Clue 4															
Post-it - Clue 5															
Bus Ad															
Table Tent															
Concert Door Hangers															
Poster															
Tweets			7				8					9			
Facebook Status Updates			5								6				
Facebook Event															
Video 1															
Video 2															
Facebook Ad 1															
Facebook Ad 2															
Totaled Car															
Cell Phone Graveyard Phase 1															
Cell Phone Graveyard Phase 2															
Cell Phone Graveyard Phase 3															
Cell Phone Graveyard Phase 4															
Cell Phone Graveyard Phase 5															
Car Part 1															
Car Part 2															
Car Part 3															
Car Part 4															
Car Part 5															
Parking Spots															
Wesco Info Booth															
Concert Info Booth															
Benefit Concert															



	Day 4 - Sunday, September 23, 2012														
	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00
Jayplay Print Ad 1															
Jayplay Print Ad 2															
UDK Concert Ad															
UDK Infographic															
Radio Spot															
Post-it - Teaser															
Post-it - Clue 1															
Post-it - Clue 2															
Post-it - Clue 3															
Post-it - Clue 4															
Post-it - Clue 5															
Bus Ad															
Table Tent															
Concert Door Hangers															
Poster															
Tweets					10				11			12			13
Facebook Status Updates				7										8	
Facebook Event															
Video 1															
Video 2															
Facebook Ad 1															
Facebook Ad 2															
Totaled Car															
Cell Phone Graveyard Phase 1															
Cell Phone Graveyard Phase 2															
Cell Phone Graveyard Phase 3															
Cell Phone Graveyard Phase 4															
Cell Phone Graveyard Phase 5															
Car Part 1															
Car Part 2															
Car Part 3															
Car Part 4															
Car Part 5															
Parking Spots															
Wescoe Info Booth															
Concert Info Booth															
Benefit Concert															

	Day 5 - Monday, September 24, 2012														
	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00
Jayplay Print Ad 1															
Jayplay Print Ad 2															
UDK Concert Ad															
UDK Infographic															
Radio Spot															
Post-it - Teaser															
Post-it - Clue 1															
Post-it - Clue 2															
Post-it - Clue 3															
Post-it - Clue 4															
Post-it - Clue 5															
Bus Ad															
Table Tent															
Concert Door Hangers															
Poster															
Tweets		14			15			16		17			18		
Facebook Status Updates			9					10						11	
Facebook Event															
Video 1															
Video 2															
Facebook Ad 1															
Facebook Ad 2															
Totaled Car															
Cell Phone Graveyard Phase 1															
Cell Phone Graveyard Phase 2															
Cell Phone Graveyard Phase 3															
Cell Phone Graveyard Phase 4															
Cell Phone Graveyard Phase 5															
Car Part 1															
Car Part 2															
Car Part 3															
Car Part 4															
Car Part 5															
Parking Spots															
Wescoe Info Booth															
Concert Info Booth															
Benefit Concert															

	Day 6 - Tuesday, September 25, 2012														
	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00
Jayplay Print Ad 1															
Jayplay Print Ad 2															
UDK Concert Ad															
UDK Infographic															
Radio Spot															
Post-it - Teaser															
Post-it - Clue 1															
Post-it - Clue 2															
Post-it - Clue 3															
Post-it - Clue 4															
Post-it - Clue 5															
Bus Ad															
Table Tent															
Concert Door Hangers															
Poster															
Tweets			19			20			21			22			
Facebook Status Updates				12							13				
Facebook Event															
Video 1															
Video 2															
Facebook Ad 1															
Facebook Ad 2															
Totaled Car															
Cell Phone Graveyard Phase 1															
Cell Phone Graveyard Phase 2															
Cell Phone Graveyard Phase 3															
Cell Phone Graveyard Phase 4															
Cell Phone Graveyard Phase 5															
Car Part 1															
Car Part 2															
Car Part 3															
Car Part 4															
Car Part 5															
Parking Spots															
Wescoe Info Booth															
Concert Info Booth															
Benefit Concert															

	Day 7 - Wednesday, September 26, 2012														
	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00
Jayplay Print Ad 1															
Jayplay Print Ad 2															
UDK Concert Ad															
UDK Infographic															
Radio Spot															
Post-it - Teaser															
Post-it - Clue 1															
Post-it - Clue 2															
Post-it - Clue 3															
Post-it - Clue 4															
Post-it - Clue 5															
Bus Ad															
Table Tent															
Concert Door Hangers															
Poster															
Tweets			23				24			25				26	
Facebook Status Updates				14						15					
Facebook Event															
Video 1															
Video 2															
Facebook Ad 1															
Facebook Ad 2															
Totaled Car															
Cell Phone Graveyard Phase 1															
Cell Phone Graveyard Phase 2															
Cell Phone Graveyard Phase 3															
Cell Phone Graveyard Phase 4															
Cell Phone Graveyard Phase 5															
Car Part 1															
Car Part 2															
Car Part 3															
Car Part 4															
Car Part 5															
Parking Spots															
Wesco Info Booth															
Concert Info Booth															
Benefit Concert															

	Day 8 - Thursday, September 27, 2012														
	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00
Jayplay Print Ad 1															
Jayplay Print Ad 2															
UDK Concert Ad															
UDK Infographic															
Radio Spot															
Post-it - Teaser															
Post-it - Clue 1															
Post-it - Clue 2															
Post-it - Clue 3															
Post-it - Clue 4															
Post-it - Clue 5															
Bus Ad															
Table Tent															
Concert Door Hangers															
Poster															
Tweets		27			28			29			30			31	
Facebook Status Updates			16						17						18
Facebook Event															
Video 1															
Video 2															
Facebook Ad 1															
Facebook Ad 2															
Totaled Car															
Cell Phone Graveyard Phase 1															
Cell Phone Graveyard Phase 2															
Cell Phone Graveyard Phase 3															
Cell Phone Graveyard Phase 4															
Cell Phone Graveyard Phase 5															
Car Part 1															
Car Part 2															
Car Part 3															
Car Part 4															
Car Part 5															
Parking Spots															
Wesco Info Booth															
Concert Info Booth															
Benefit Concert															

	Day 9 - Friday, September 28														
	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00
Jayplay Print Ad 1															
Jayplay Print Ad 2															
UDK Concert Ad															
UDK Infographic															
Radio Spot															
Post-it - Teaser															
Post-it - Clue 1															
Post-it - Clue 2															
Post-it - Clue 3															
Post-it - Clue 4															
Post-it - Clue 5															
Bus Ad															
Table Tent															
Concert Door Hangers															
Poster															
Tweets			32			33		34				35			
Facebook Status Updates						19									
Facebook Event															
Video 1															
Video 2															
Facebook Ad 1															
Facebook Ad 2															
Totaled Car															
Cell Phone Graveyard Phase 1															
Cell Phone Graveyard Phase 2															
Cell Phone Graveyard Phase 3															
Cell Phone Graveyard Phase 4															
Cell Phone Graveyard Phase 5															
Car Part 1															
Car Part 2															
Car Part 3															
Car Part 4															
Car Part 5															
Parking Spots															
Wesco Info Booth															
Concert Info Booth															
Benefit Concert															

	Day 10 - Saturday, September 29, 2012														
	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00
Jayplay Print Ad 1															
Jayplay Print Ad 2															
UDK Concert Ad															
UDK Infographic															
Radio Spot															
Post-it - Teaser															
Post-it - Clue 1															
Post-it - Clue 2															
Post-it - Clue 3															
Post-it - Clue 4															
Post-it - Clue 5															
Bus Ad															
Table Tent															
Concert Door Hangers															
Poster															
Tweets				36				37						38	
Facebook Status Updates							20						21		
Facebook Event															
Video 1															
Video 2															
Facebook Ad 1															
Facebook Ad 2															
Totaled Car															
Cell Phone Graveyard Phase 1															
Cell Phone Graveyard Phase 2															
Cell Phone Graveyard Phase 3															
Cell Phone Graveyard Phase 4															
Cell Phone Graveyard Phase 5															
Car Part 1															
Car Part 2															
Car Part 3															
Car Part 4															
Car Part 5															
Parking Spots															
Wescor Info Booth															
Concert Info Booth															
Benefit Concert															



	Day 11 - Sunday, September 30, 2012														
	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00
Jayplay Print Ad 1															
Jayplay Print Ad 2															
UDK Concert Ad															
UDK Infographic															
Radio Spot															
Post-it - Teaser															
Post-it - Clue 1															
Post-it - Clue 2															
Post-it - Clue 3															
Post-it - Clue 4															
Post-it - Clue 5															
Bus Ad															
Table Tent															
Concert Door Hangers															
Poster															
Tweets				39				40				41			
Facebook Status Updates						22								23	
Facebook Event															
Video 1															
Video 2															
Facebook Ad 1															
Facebook Ad 2															
Totaled Car															
Cell Phone Graveyard Phase 1															
Cell Phone Graveyard Phase 2															
Cell Phone Graveyard Phase 3															
Cell Phone Graveyard Phase 4															
Cell Phone Graveyard Phase 5															
Car Part 1															
Car Part 2															
Car Part 3															
Car Part 4															
Car Part 5															
Parking Spots															
Wescor Into Booth															
Concert Into Booth															
Benefit Concert															

	Day 12 - Monday, October 1, 2012														
	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00
Jayplay Print Ad 1															
Jayplay Print Ad 2															
UDK Concert Ad															
UDK Infographic															
Radio Spot															
Post-it - Teaser															
Post-it - Clue 1															
Post-it - Clue 2															
Post-it - Clue 3															
Post-it - Clue 4															
Post-it - Clue 5															
Bus Ad															
Table Tent															
Concert Door Hangers															
Poster															
Tweets			42			43					44				
Facebook Status Updates							24								
Facebook Event															
Video 1															
Video 2															
Facebook Ad 1															
Facebook Ad 2															
Totaled Car															
Cell Phone Graveyard Phase 1															
Cell Phone Graveyard Phase 2															
Cell Phone Graveyard Phase 3															
Cell Phone Graveyard Phase 4															
Cell Phone Graveyard Phase 5															
Car Part 1															
Car Part 2															
Car Part 3															
Car Part 4															
Car Part 5															
Parking Spots															
Wesco Info Booth															
Concert Info Booth															
Benefit Concert															

	Day 13 - Tuesday, October 2, 2012														
	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00
Jayplay Print Ad 1															
Jayplay Print Ad 2															
UDK Concert Ad															
UDK Infographic															
Radio Spot															
Post-it - Teaser															
Post-it - Clue 1															
Post-it - Clue 2															
Post-it - Clue 3															
Post-it - Clue 4															
Post-it - Clue 5															
Bus Ad															
Table Tent															
Concert Door Hangers															
Poster															
Tweets					45					46					
Facebook Status Updates							25								
Facebook Event															
Video 1															
Video 2															
Facebook Ad 1															
Facebook Ad 2															
Totaled Car															
Cell Phone Graveyard Phase 1															
Cell Phone Graveyard Phase 2															
Cell Phone Graveyard Phase 3															
Cell Phone Graveyard Phase 4															
Cell Phone Graveyard Phase 5															
Car Part 1															
Car Part 2															
Car Part 3															
Car Part 4															
Car Part 5															
Parking Spots															
Wescos Info Booth															
Concert Info Booth															
Benefit Concert															

# Media Plan

## Print Advertising

KDOT will advertise in two print publications:

- The University Daily Kansan newspaper
- Jayplay Magazine

KDOT will use ten different print advertisements that will be running in either The University Daily Kansan or the Jayplay Magazine. Two are quarter-page, full color advertisements. The two ads will contain an image of a cracked cell phone screen and statistics about texting and driving. One is an eighth of a page, full color advertisement that will contain information regarding the concert. One is a half-page, full color ad that will be an infographic. The last advertisements will be post-it notes that will run on the front page of the Kansan. There will be six different post-it advertisements. One will contain information about where to go to find out rules for the car parts scavenger hunt. The remaining five will have clues, one for each weekday, about where the car part is located for that day.

# University Daily Kansan

The University Daily Kansan  
news@kansan.com  
(785) 864-4358

The Kansan reaches our target audience of University of Kansas students ages 18 to 24 who attend class at the Lawrence campus. Eighty-one percent of KU students read the Kansan. The University Daily Kansan is published daily Monday through Friday during the school year except during University issued breaks and finals week. The University Daily Kansan has 20,400 readers per week with a daily circulation of 12,000.

KDOT will schedule the advertisements to run in The University Daily Kansan as follows:

Post-Its- Full color

- 9/20/12- Post-it teaser ad with information about car part scavenger hunt.
- 9/21/12- Post-it teaser ad with information about car part scavenger hunt.
- 9/24/12- Post-it ad with clue #1 for the location of the car part for the scavenger hunt.
- 9/25/12- Post-it ad with clue #2 for the location of the car part for the scavenger hunt.
- 9/26/12- Post-it ad with clue #3 for the location of the car part for the scavenger hunt.
- 9/27/12- Post-it ad with clue #4 for the location of the car part for the scavenger hunt.
- 9/28/12- Post-it ad with clue #5 for the location of the car part for the scavenger hunt.

## University Daily Kansan

Concert Ad –Eighth of a page, full color

- 9/24/12- Concert ad with information regarding the concert on Saturday.
- 9/26/12- Concert ad with information regarding the concert on Saturday.
- 9/27/12- Concert ad with information regarding the concert on Saturday.

Infographic Ad- Half-page, full color

- 9/24/12- Infographic ad with statistics about the dangers of texting and driving.

## Jayplay Magazine

(785) 864-4358

The Jayplay Magazine is the Kansan's magazine that is circulated with The University Daily Kansan every Thursday. The magazines main focus is on lifestyle and entertainment on and off campus. The Jayplay offers readers a place to look for popular trends and social events happening in the Lawrence community.

KDOT will schedule the advertisements to run in the Jayplay Magazine as follows.

Jayplay Ad #1 – Quarter- page, full color

- 9/20/12- Advertisement with image of cracked cell phone and “8x more likely...” stat.

Jayplay Ad #2– Quarter- page, full color

- 9/27/12- Advertisement with image of a cracked cell phone and “23x more likely...” stat.

## KU on Wheels

union@ku.edu  
(785) 864-2471

KU on Wheels transit system is a good way to reach our target audience of KU students 18 to 25 years of age who attend classes on the Lawrence campus. There are 47 buses that serve the Lawrence campus with advertising panels located inside each one. The advertising slots allow for 10"x16" laminated print advertisements for all 14,000 daily riders to see. Ads are posted in the buses on the last weekend of each month.

KDOT will have an advertisement that will be displayed in all 47 buses starting October 1. It will serve as a reminder and a follow up advertisement informing students about the seriousness of texting and driving. The advertisement will be in color with the image of a car driving on a football field. It will have the stat that reads, "The average text takes your eyes off the road for 4.6 seconds. At 55mph, that is equivalent to driving the distance of an entire football field."

KDOT will schedule the advertisement to run in all 47 KU on Wheels Buses as follows.

Bus Ad 10"x16", laminated, full color

- 9/30/12- Advertisement with image of car driving on football field along with statistic will run till the last weekend of October.



# Poster Advertisements

Jeannette Johnson; Assistant to the Provost  
jjohnson@ku.edu  
(785) 864-4904

Advertising around campus both inside and outside of buildings has restrictions and guidelines. On September 1, 1998, the policy “Bulletin Boards, Posting of Materials, and Sidewalk Chalking” was established. The policy restricts any materials other than class related information from being displayed inside classrooms. Class related materials are things instructors post for class or materials posted by the University. The policy bans any non-University issued material from being displayed on walls, chairs, bus stops or restrooms. If someone violates this policy, the company responsible for the advertisements may be charged for clean-up costs. There are bulletin boards located around campus that are labeled for “general use”. These bulletin boards allow students, teachers or organizations to post materials. Some examples that are acceptable on “general use” bulletin boards include information about community events and commercial advertisements.

KDOT will advertise using posters that will be displayed on the “general use” bulletin boards. The posters that will hang from these bulletin boards will be the concert poster as well as the infographic. The concert poster will contain information about the concert. The infographic poster will contain statistics about the dangers of texting and driving. The posters will be placed on four bulletin boards around campus. The location and the times the posters will be placed are listed below.

## Poster Advertisements, cont.

KDOT will schedule to place posters on bulletin boards on the following days:

Concert Poster-10"x14", full color

- 9/24/12- Concert poster hung up on bulletin board on first floor of Wescoe. Bulletin board is located in hallway outside The Underground. Will be displayed until 9/28/12.
- 9/24/12- Concert poster hung up on bulletin board on 3rd floor of Anschutz library. Bulletin board located in hallway outside of bathrooms. Will be displayed until 9/28/12.
- 9/24/12- Concert poster hung up on bulletin board on 2nd floor of Watson library. Bulletin board is located in hallway outside of bathrooms. Will be displayed until 9/28/12.
- 9/24/12- Concert poster hung up on bulletin board on 4th floor of the Union. Bulletin board is located in doors next to the ATM room.

## Table Tent Advertising

Kamay Plunkett

(785) 864-2447

Table tent advertisements are one way the University offers a way to advertise events. Table tents are placed at retail dining locations on all dining tables. They are placed in the middle of tables at, The Market located in the Kansas Union; The Underground in Wescoe Hall; The Crimson Café in the Burge Union and all residential dining halls. Mrs. E's dining hall serves 2,500 residents who live on Daisy Hill. Gertrude S. Pearson, an all-female residence hall, offers dining service for 600 residents daily. Oliver residence hall is located on Naismith Drive offers dining service for approximately 550 residents daily.

## Table Tent Advertising

KDOT will use the table tent advertisements to inform the target audience about the concert. It will be similar to the concert ad but will be fit to scale to fit in the table tents.

KDOT will schedule to have the table tents placed on tables on the following days:

Table Tent- Full color

- 9/24/12- Table tent advertisement with information about the concert on Saturday. They will be up through 9/28/12.

## Door Hangers

KU Department of Student Housing  
(785)864-4560  
Door hangers from [printplace.com](http://printplace.com)

KDOT will reach the target audience by distributing door hangers to university residence halls. Residence halls KDOT will distribute door hangers to will be Corbin, GSP, Oliver, McCollum, Ellsworth, Hashinger, Lewis and Templin. These residence halls house thousands of students who are within our target audience. The door hangers will have information regarding the concert.

KDOT will distribute the door hangers on the following day:

- 9/25/12- Concert door hangers distributed to residence halls.

# Radio Advertising

KJHK Radio  
(785)864-4745

KJHK 90.7fm reaches our target audience of KU student's ages 18 to 24 who attend the Lawrence Campus because it is the University of Kansas student-run radio station. KJHK aired its first program on 90.7 FM October 15, 1975 and has been the student-run radio station since. Our advertising message will reach the listeners with a short commercial that will air on KJHK. The commercial puts listeners in the car with a driver who is texting and becomes involved in an accident because of her actions.

KDOT will run a total of 24 spots on KJHK. It will air the commercial of the girls texting and driving all 24 times over the course of 12 days. The commercial is going to be aired twice a day during this time. It will air once in the morning and once in the afternoon. It will not run the same exact time for all 12 days because we want to reach a larger audience.

KDOT will schedule to have the commercial run on the following days and hours:

Commercial- 30 seconds

## SEPTEMBER

- 9/21/12- Commercial will run at 9:00a.m. and once again at 3:00p.m.
- 9/22/12- Commercial will run at 10:00a.m. and once again at 4:00p.m.
- 9/23/12- Commercial will run at 9:00a.m. and once again at 5:00p.m.
- 9/24/12- Commercial will run at 8:00a.m. and once again at 4:00p.m.
- 9/25/12- Commercial will run at 10:00a.m. and once again at 5:00p.m.
- 9/26/12- Commercial will run at 9:00a.m. and once again at 2:00p.m.
- 9/27/12- Commercial will run at 11:00a.m. and once again at 8:00p.m.
- 9/28/12- Commercial will run at 9:00a.m. and once again at 5:00p.m.
- 9/29/12- Commercial will run at 11:00a.m. and once again at 6:00p.m.
- 9/30/12- Commercial will run at 10:00a.m. and once again at 7:00p.m.

## OCTOBER

- 10/1/12- Commercial will run at 10:00a.m. and once again at 9:00p.m.
- 10/2/12- Commercial will run at 9:00a.m. and once again at 9:00p.m.

## Social Media

Our target audience of KU student's ages 18 to 24 years of age who attend class at the Lawrence campus use social media. Social media is a crucial element in order for our campaign to reach our target audience. Research shows that University of Kansas students use social media and use it often. Of the social media sites, Facebook and Twitter are the two most used by our target audience. KDOT is going to use a Twitter account @KUtxtl8r as well as a Facebook page "Txt L8r. Drive Safer" to interact with the audience and keep them updated on events happening during the campaign.

KDOT will use Hootsuite, a website that will allow them to manage their social media networks from one secure website. Hootsuite acts as a social media dashboard that will allow KDOT to distribute and post statuses and updates on a pre-determined schedule. Hootsuite is also a great way to identify who the audience is and continue to keep it growing. Go to [www.hootsuite.com](http://www.hootsuite.com) to set up an

## Twitter - @KUtxtl8r

KDOT will schedule to post Twitter statuses on these days and times:

- 9/20/12- @KUtxtl8r  
(9:00a.m.) Tweet #1- "Texting and driving is more dangerous than you think. RT and join us on our mission to spread the word. #thumbsonthewheel"  
(1:00p.m.) Tweet #2- "Two thumbs up...except while driving for #thumbsonthewheel"  
(6:00p.m.) Tweet #3- "Blow drying your hair in the bathtub is stupid. So is texting and driving. Cut that crap out. #thumbsonthewheel"

## Twitter - @KUtxtl8r, cont.

- 9/21/12-@KUtxtl8r  
(11:00a.m.) Tweet #4- "What if protecting your friends were as easy as driving? It is. Don't add distractions. #thumbsonthewheel"  
(3:00p.m.) Tweet #5- "(attach image of parking spot) #thumbsonthewheel"  
(8:00p.m.) Tweet #6- "The Bird is the Word. Let's get #thumbsonthewheel trending."
- 9/22/12-@KUtxtl8r  
(10:00a.m.) Tweet #7- "Save lives. Don't text and drive. Keep your #thumbsonthewheel"  
(2:00p.m.) Tweet #8- "Txt L8r. Drive Safer." campaign kicks off this Monday, lots to be excited about! Stay tuned. #thumbsonthewheel  
(7:00p.m.) Tweet #9- "Someone say money? We're giving it away! See: (attached photo of post-it teaser) #makinitrain #thumbsonthewheel"
- 9/23/12-@KUtxtl8r  
(12:00p.m.) Tweet #10- "Eyes on the Road! Not on the cell. #thumbsonthewheel"  
(4:00p.m.) Tweet #11- "Your chance to win some dough begins tomorrow. Keep your eyes on @UDK\_News, not your cell. (Attach photo of teaser) #thumbsonthewheel"  
(7:00p.m.) Tweet #12- "#thumbsonthewheel mayhem begins tomorrow. Keep your eyes open on campus."  
(10:00p.m.) Tweet #13- "Why did the chicken cross the road? He didn't. A driver ran over him while he was texting. #thumbsonthewheel"

## Twitter - @KUtxtl8r, cont.

- 9/24/12-@KUtxtl8r
  - (9:00a.m.) Tweet #14- "Start your day with some good news. Thanks to @suaevents, @jacksmannequin is coming to KU this Thursday! (fb event link)"
  - (12:00p.m.) Tweet #15- "It could happen to you. (video #1) #thumbsonthewheel"
  - (3:00p.m.) Tweet #16- "There's a scavenger hunt happening on campus this week! Check out @UDK\_News for clues. #thumbsonthewheel"
  - (6:00p.m.) Tweet #17- "Over 1/3 of drivers ages 24 and under text on the road. Yeah, that's stupid. So is eating yellow snow. Don't do either. #thumbsonthewheel"
  - (9:00p.m.) Tweet #18- "Campus craziness continues tomorrow. And all week. Get stoked. #thumbsonthewheel"
- 9/25/12-@KUtxtl8r
  - (10:00a.m.) Tweet #19- "Dude—I just tripped over a car part on my way to the rec. WTH is going on? #thumbsonthewheel"
  - (1:00p.m.) Tweet #20- "Here's some things you may not know...(post info graphic)"
  - (4:00p.m.) Tweet #21- "Why is there a car engine sitting on campus' lawn? Jacking it. #thumbsonthewheel"
  - (7:00p.m.) Tweet #22- "Have you seen the wrecked car on campus? Or the cellphone graveyard?! #thumbsonthewheel"
- 9/26/12-@KUtxtl8r
  - (10:00a.m.) Tweet #23- "WTH. . .there's a tree in my parking spot. (photo of parking space) #thumbsonthewheel"
  - (2:00p.m.) Tweet #24- "Don't let this be you (video 1) #thumbsonthewheel"
  - (5:00p.m.) Tweet #25- "Running with your eyes closed is stupid. So is taking your eyes off the road to text. #thumbsonthewheel"
  - (9:00p.m.) Tweet #26- "Don't forget, @jacksmannequin will be performing @theGranada tomorrow. #thumbsonthewheel"



## Twitter - @KUtxtl8r, cont.

- 9/27/12-@KUtxtl8r
  - (9:00a.m.) Tweet #27- ""@jacksmannequin playing at @theGranada tonight to support the fight against texting and driving. Buy yo tickets! #thumbsonthewheel"
  - (12:00p.m.) Tweet #28- "There are more cell phone tombstones in front of Strong Hall. Go find out why. #thumbsonthewheel"
  - (3:00p.m.) Tweet #29- "Don't forget to get your tickets for @jacksmannequin at @theGranada tonight!! Be there or be...lame. (poster) #thumbsonthewheel"
  - (6:00p.m.) Tweet #30- "Scavenger hunt still going on! Find the car parts on campus. See UDK for clues. #thumbsonthewheel"
  - (9:00p.m.) Tweet #31- "For every 6 seconds of drive time, a driver sending/receiving a text spends 4.6 seconds with their eyes off the road #thumbsonthewheel"
- 9/28/12-@KUtxtl8r
  - (10:00a.m.) Tweet #32- "Keep those thumbs on the Wheeeeeel! #thumbsonthewheel"
  - (1:00p.m.) Tweet #33- "My gf is doing some cell phone scavenger hunt? Anyone know what that is? #thumbsonthewheel"
  - (4:00p.m.) Tweet #34- "Check out this video (video 1) #thumbsonthewheel"
  - (8:00p.m.) Tweet #35- "My friend and I just stole car parts; they were just lying around campus. We're going to build a time machine #thumbsonthewheel"
- 9/29/12-@KUtxtl8r
  - (11:00a.m.) Tweet #36- "The scavenger hunt for car parts is over. Congratulations to (winner)! #thumbsonthewheel"
  - (3:00p.m.) Tweet #37- "If you missed the show Thursday night and would still like to sign the pledge to stop texting and driving and receive a free campaign t-shirt, it's not too late. #thumbsbehindthewheel"

## Twitter - @KUtxtl8r, cont.

- (9:00p.m.) Tweet #38- "This is how James's story ends. (video 2) #thumbsonthewheel"
- 9/30/12-@KUtxtl8r
  - (11:00a.m.) Tweet #39- "Lazy Sunday. Don't be lazy about your driving. Focus. #thumbsbehindthewheel"
  - (4:00p.m.) Tweet #40- "About 13% of adult drivers have surfed the Internet while driving. Don't try that while driving. #thumbsonthewheel"
  - (8:00p.m.) Tweet #41- "Washing your car with an SOS pad is stupid. So is texting and driving. So don't do it. #thumbsonthewheel"
- 10/1/12-@KUtxtl8r
  - (10:00a.m.) Tweet #42- "In case you missed it: (video 1)...(video 2) #thumbsonthewheel"
  - (1:00p.m.) Tweet #43- "Each year, 21% of fatal car crashes involving teenagers between the ages of 16 and 19 were the result of cell phone usage. #thumbsonthewheel"
  - (6:00p.m.) Tweet #44- "Studies show that texting while driving causes a 400% increase in time spent with eyes off the road. Keep those eyes and #thumbsonthewheel"
- 10/2/12-@KUtxtl8r
  - (12:00p.m.) Tweet #45- "What will you do to encourage your friends to stop texting and driving? Tell us using #thumbsonthewheel"
  - (6:00p.m.) Tweet #46- "(Video 2) Don't wait for something bad to happen to a loved one. Txt L8r. Drive Safer. #thumbsonthewheel"

## Facebook – “Txt L8r. Drive Safer.”

KDOT will place a Facebook ad on the Facebook to help drive traffic to the Facebook page “Txt L8r. Drive Safer.” We will have two different ads on Facebook. One ad will have our license plate logo with text next to it. It will read, “Protect yourself. Protect your friends. “Txt L8r. Drive safer.” #thumbsonthewheel.” The other ad will be the image of a cell phone with a cracked screen with the same text as the first ad. It will run from the beginning of the campaign to the end.

## Facebook Advertisements

- 9/20/12- and will run through 10/2/12.

## Facebook Video

KDOT will upload two videos on the “Txt L8r. Drive Safer” Facebook page. The videos are broken into two parts. Part one consists of James at a party with his friends when he decides to drive his friend home. James did not drink at the party but he is responsible for taking his drunken friend home. He receives a text while he is driving and decides to read and text back. He is then involved in a crash.

Video 1-(Birthday Wish-party scenes)

- 9/24/12- Will run through the end of the campaign on 10/2/12.

Part two of the video shows one of James friend delivering a birthday card to James. James friend pulls over to the side of the road. On the side of the road is the scene where James was involved in a wreck because he was texting and driving.

Video 2-(Birthday wish)

- 9/29/12- Will run through the end of the campaign on 10/2/12.

## Facebook Concert Event

KDOT will create a concert event promoting Jacks Mannequin performance at the Granda on Thursday, September 27th. The concert event page will serve as a place for students to look for ticket prices, concert time and what other students are attending. The Facebook event page will be launched:

- 9/24/12- Facebook event page launched.

## Facebook Status

KDOT will update the Facebook page “Txt L8r. Drive Safer” with these status updates, on these days and times:

-9/20/12-

(9:00a.m.) Update #1- “Texting and driving is more dangerous than you think. Help us help you protect your friends. ‘Like’ us and stay tuned for campaign news. Should be funnn. Txt L8r. Drive Safer. #ThumbsOnTheWheel”

(3:00p.m.) Update #2 - “Blow drying your hair in the bathtub isn’t smart. Same with texting and driving.”

-9/21/12-

(11:00a.m.) Update #3 - “(image of parking spot) Find out what this is all about...”

(5:00p.m.) Update # 4- “Follow @txt\_l8r on Twitter. We’ll laugh. We’ll cry. And maybe even save some lives. Let’s do it.”

-9/22/12-

(10:00a.m.) Update #5 - “Someone say money? We’re giving it away! See: (teaser) #ThumbsOnTheWheel”

(6:00p.m.) Update #6 - ““Txt L8r. Drive Safer.” campaign kicks off this Monday! Lots to be excited about! But they’re a surprise. Stay tuned and follow @txt\_l8r”

# Facebook Status

-9/23/12-

(11:00a.m.) Update #7 - "Save lives. Don't text and drive. Keep your #Thumb-sOnTheWheel"

(9:00p.m.) Update #8 - "Your chance to win some dough begins tomorrow. Keep your eyes on @UDK\_News, not your cell. (teaser image)"

-9/24/12- EVENT PAGE IS LAUNCHED THIS DAY

(10:00a.m.) Update #9 - "We're here to jump start your day with good news: Jack's Mannequin is coming to KU!! Thanks, SUA! Get on gettin' those tickets. :) <http://www.facebook.com/events/230814683687338/>"

(3:00p.m.) Update #10 - "There's a scavenger hunt happening on campus this week! Check out the UDK for clues."

(10:00p.m.) Update #11 - "Over 1/3 of drivers ages 24 and under text on the road. Yeah, that's stupid. So is eating yellow snow. Don't do either."

-9/25/12-

(11:00a.m.) Update #12 - "Here are some things you might not know... (info-graphic)."

(6:00p.m.) Update #13 - "Have you seen the wrecked car on campus? Or the cellphone graveyard?! Check it out if you haven't already."

-9/26/12-

(11:00a.m.) Update #14 - "It can happen to anyone...(video 1)

(5:00p.m.) Update #15 - "Clear your schedules. Jack's Mannequin is playing at The Granada tomorrow night. Get yo' tickets! <http://www.facebook.com/events/230814683687338/>"

-9/27/12-

(10:00a.m.) Update #16 - "Running with your eyes closed is stupid. So is taking your eyes off the road to text."

(4:00p.m.) Update #17 - "Jack's Mannequin. Tonight. Granada. Be there or be...lame. <http://www.facebook.com/events/230814683687338/>"

## Facebook Status

(10:00p.m.) Update #18 - "Scavenger hunts comes to an end tomorrow. Hurry to be the first to tweet all five photos! Prizes await you."

-9/28/12-

(1:00p.m.) Update #19 - "There are more cell phone tombstones in front of Strong Hall. Think you can figure out why? (tombstone photo)"

-9/29/12-

(2:00p.m.) Update #20 - "The scavenger hunt for car parts is over. Congratulations to (winner)!"

(8:00p.m.) Update #21 - "Remember the first video? This is how James's story continues. (video 2) "

-9/30/12-

(1:00p.m.) Update #22 - "Lazy Sundays are great. Lazy driving is not. Focus on the road. #ThumbsOnTheWheel"

(9:00p.m.) Update #23 - "Washing your car with an SOS pad is stupid. So is texting and driving so don't do it. Txt L8r. Drive Safer."

-10/1/12-

(2:00p.m.) Update #24 - "What were some things you liked during the anti-texting and driving campaign? Cell phone graveyard, wrecked car, car part scavenger hunt, Jacks Mannequin, etc.... Let us know."

-10/2/12-

(2:00p.m.) Update #25 - "Great Campaign! Thank you to everyone who participated. Final thought: What will you do differently to encourage your friends to stop texting and driving? Tell us here or on Twitter using #ThumbsOnTheWheel"

# Evaluation

After completion of the three week “TXT L8R. Drive Safer.” campaign, we would like to measure and evaluate the effectiveness of the traditional media, social media and special projects on KU students. In order to measure all three diverse chapters of our campaign, we must do special measurements and general measurements. It must be noted that social media will be involved in measuring most aspects of our campaign because it the most powerful and popular form of contact and conversation for our target audience because it is accessible, peer driven, and customizable.

To measure the overall effect of the campaign based on our original goal, to change KU students’ attitudes and behaviors towards texting and driving, we will re-administer our primary research sur-

vey given to KU students. We will analyze the answers to the original survey and the post campaign survey (same questions) to see if the target audience feels more compelled to change their texting while driving behaviors and/or feels more comfortable to speak up to their friends against texting while driving. The survey will be administered through direct intercepts and on Survey Monkey again. The survey will also be the most efficient way to measure the success of traditional media.

For social media, we will use Google Analytics, a free tool, to do overall measurements. Google Analytics reports on how many people are on the site, how they got there, measures the impact of your social media through referrals, which sources are engaging visitors most and their initial



paths, and what visitors are sharing and where they are sharing it. It is best used to track reach, paths, engagement and sharing which is important to seeing what worked, what was utilized and what content was shared through our target audience.

We will also analyze elements specific to the social media channel. On Facebook, we will monitor advertisement clicks, likes, tags, comments, shares and engagement. On Twitter, we will monitor re-tweets, mentions, followers, conversation and engagement. Engagement and conversation will be important to monitor for the scavenger hunt and benefit concert which are our biggest events that depend on student

involvement strongly driven by social media.

Our non-involvement special projects, such as the tree-parking spots, totaled car, graveyard etc., will be measured based on

conversation and engagement on social media platforms and by visual observation during the actual week. The Jack's Mannequin benefit concert will be evaluated based on attendance (ticket sales), signed pledges, verbal and online feedback, and

conversation and engagement on social media platforms. For the scavenger hunt, it will be measured based on participation, conversation and engagement on social media.

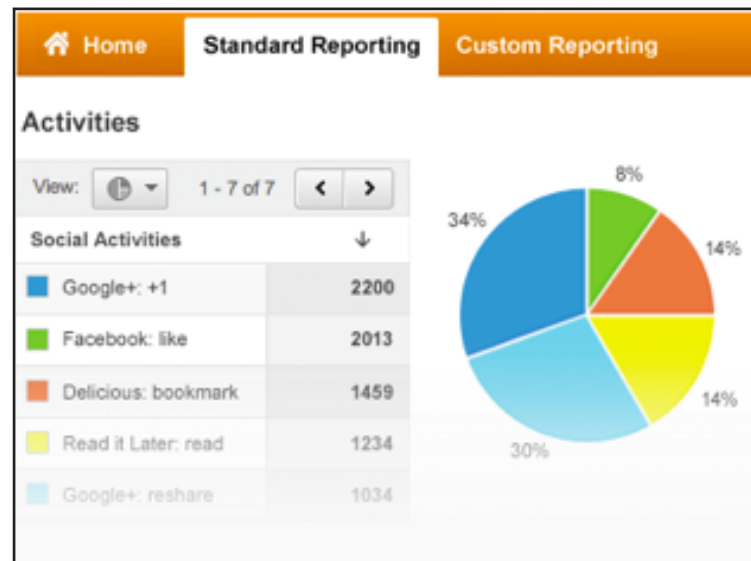


Figure 14 - Google Analytics

# Budget

Radio Ad	\$420	Graveyard	\$750
Video Ad 1	\$50	Wrecked Car	\$0
Video Ad 2	\$50	Parts	\$0
Jayplay Ad 1	\$270	T-Shirts	\$1000
Jayplay Ad 2	\$270	Parking Spots	\$30
UDK Concert Ad (3)	\$945	Info Booth	\$190
UDK Infographic	\$915	Table	\$0
Bus Ad	\$195	Koozies	\$710
Post its (6)	\$2,880	Giftcard	\$100
Table Tent	\$25	Concert	\$4886 ***with sponsorship
Posters	\$100		
Door Hangers	\$208		
Facebook Ad	\$1,000		
HootSuite	\$6		

Total: \$15,000

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# K-TRAN

## KANSAS TRANSPORTATION RESEARCH AND NEW-DEVELOPMENT PROGRAM

