



PIO Marketing Brief

Campaign Title: SR 46 Speed Safety

Timing: November 10 – December 15, 2025

Campaign Objective

To maximize visibility and engagement for the corridor safety campaign, we will deploy a dual digital outreach strategy combining **boosting** and **geotargeting**. This approach balances broad awareness with hyper-local relevance, fostering community engagement and encouraging safer driving behaviors.

Campaign Details

- **Timeline:** November 10 – December 15, 2025
- **Target Locations:**
 - Locations along the SR 46 Corridor in Seminole, Volusia, and Brevard Counties, including a three-mile buffer north and south of the roadway
 - SR46 to I-95 and termini into each county, going to county line limits
 - Seminole County – E. Lake Mary Blvd. to the St. John's River crossing (east)
 - Volusia County – Land mass at St. John's River crossing (west) and St. John's River crossing (east) to the Brevard County line at 28.667143, -80.965361
 - Brevard County – Volusia County line at 28.667143, -80.965361 to the I-95/SR 46 interchange

Approach

The FDOT D5 Office of Safety will work in close partnership with FDOT D5 PIO to ensure strategic alignment throughout the campaign. This includes selecting and preparing content for boosting, coordinating timing and messaging to support campaign objectives, and sharing performance metrics to guide ongoing improvements.

Key Messages

- Rush less. Slow Down. Protect Lives.
- Let's Get Everyone Home Safely.



Target Audience

- Local drivers and commuters in and around the identified corridor.

Digital Marketing Strategy

To effectively engage both broad and local audiences, the campaign will utilize a dual digital outreach strategy: **boosting** and **geotargeting**. Boosting involves promoting existing FDOT District 5 social media posts to their followers and extended networks, leveraging FDOT D5's established credibility and audience to amplify safety messaging. In parallel, geotargeting will deliver custom advertisements to residents within zip codes along the corridors, ensuring the campaign reaches those most directly impacted.

By combining these two approaches, we create a comprehensive outreach strategy that enables performance comparison and future optimization, allowing us to refine messaging and targeting based on real-time results.

Partners

- Seminole County Sheriff's Office
- Brevard County Sheriff's Office
- Volusia County Sheriff's Office
- Florida Highway Patrol
- Orlando Sanford International Airport (Sanford Airport Authority)
- City of Sanford
- Volusia County Government
- Brevard County Government
- Seminole County Government
- River to Sea TPO (Volusia County)
- Space Coast TPO (Brevard County)
- MetroPlan Orlando

Evaluation Metrics

- Social media impressions and video views
- Partner feedback and community response
- Evaluation conducted by **Gresham Smith**:
 - Pre-campaign assessment in September
 - Ongoing monitoring during the campaign



- Post-campaign analysis to measure impact

This campaign will serve as a baseline for measuring digital outreach effectiveness, with consistent evaluation of performance data to inform adjustments in strategy. By remaining responsive to real-time insights and community feedback, we aim to optimize engagement and ensure the campaign's success in promoting corridor safety.



Social Media Marketing Creative Content

Instagram

  **RUSH LESS. SLOW DOWN. PROTECT LIVES.**

Every second you save by speeding could cost a life.

Along SR 46, every driver plays a role in keeping our community safe.

 **Click the link in bio to watch the video and learn how you can help us get everyone home safely.**

 **#TargetZero #LetsGetEveryoneHomeSafely #DriveSafe #SlowDown #ProtectLives**

Link for bio: [https://fdotwww.blob.core.windows.net/sitefinity/docs/default-source/targetzerodocs/time-management-\(speeding\)/speeding_aggressive_distracted_samsung_vizio_youtube_30.mp4?sfvrsn=fbd5220b_2](https://fdotwww.blob.core.windows.net/sitefinity/docs/default-source/targetzerodocs/time-management-(speeding)/speeding_aggressive_distracted_samsung_vizio_youtube_30.mp4?sfvrsn=fbd5220b_2)



Facebook

 **RUSH LESS. SLOW DOWN. PROTECT LIVES.**

Speeding might save you a minute, but it could cost a life.

Along SR 46, every driver plays a role in keeping our community safe. Let's all do our part to make our roads safer—for our families, our neighbors, and our community.

 **Click the link below to watch the video and learn how you can help us get everyone home safely.**

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#TargetZero #LetsGetEveryoneHomeSafely #DriveSafe #SlowDown #ProtectLives