



State Road 60 - Prairie Lake Road to Florida Turnpike

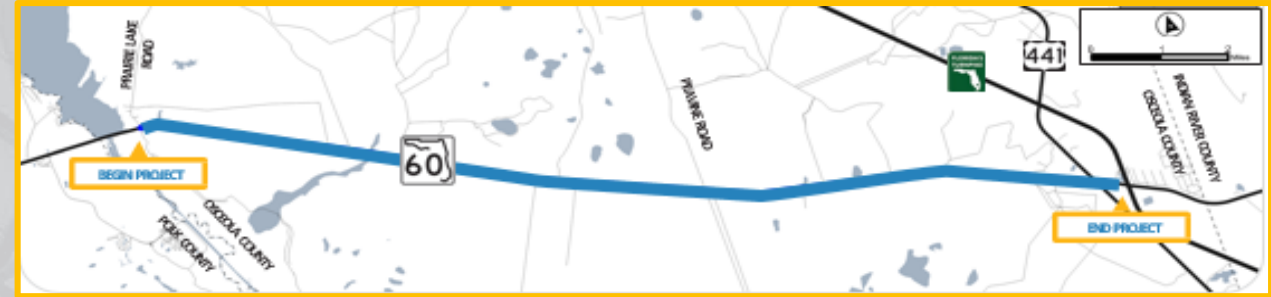
Digital Safety and Awareness Campaign

MEDIA PLAN OVERVIEW 3/1/25 – 5/31/25

Marketing Plan: Addressing Safety Concerns and Raising Awareness for Improvements on S.R. 60 from Prairie Lake Road to Florida's Turnpike.

Objective: To increase public awareness of safety issues along the S.R. 60 corridor between Prairie Lake Road and Florida's Turnpike (S.R. 91), focusing on safety improvements and the need for continued investment in the region's infrastructure.

The plan will specifically target SUV drivers, Truck drivers, and Students who are overrepresented in accidents on this stretch, leveraging mobile IDs, IP addresses, OTT/CTV, and YouTube video advertising.



MEDIA PLAN OVERVIEW 3/1/25 – 5/31/25

Target Audience: Truck and SUV Drivers; SUVs are disproportionately involved in crashes on S.R. 60, which indicates that targeting SUV owners is a critical part of the solution.

Demographics: Focus on middle to high-income households (ages 25-54) who tend to drive SUVs for both personal and family use

Behavioral Targeting: Aim at people who frequently travel along the S.R. 60 corridor and those who are regularly in the area for work, school, or leisure with an emphasis on students.

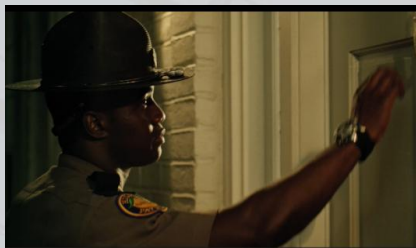
Content Message: Promote safety-focused messaging, including reminders of the higher crash rates, the importance of cautious driving, and upcoming infrastructure improvements.



DIGITAL MEDIA CREATIVE ASSETS 3/7/25 – 3/31/25

Current Active DIGITAL DISPLAY and :30 Sec VIDEO:

:30 Sec
Video



728 x 90 Display

Early. On time. A little late. **JUST GET THERE SAFELY.**

EVERY TRIP. EVERY TIME.

Keep your distance **EMBRACE THE SPACE**

DRIVE TIME IS YOU TIME Ride with DO NOT DISTURB

300 x 250 Display

Every trip.
EVERY TIME.

Early. On time. A little late.
JUST GET THERE SAFELY.

Keep your distance
EMBRACE THE SPACE

DRIVE TIME IS YOU TIME
Ride with DO NOT DISTURB

Every trip.
EVERY TIME.

320 x 480 Display

Every trip.
EVERY TIME.

Every trip.
EVERY TIME.

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DIGITAL MEDIA CUMMULATIVE SNAPSHOT 3/7/25 – 5/31/25

Platform	Creative	Imps	Clicks	CTR %	Video Completion Rate %	Video Completions
Programmatic Video	3x Speeding/Aggressive, Distracted, and Seatbelt :30 sec Safety Videos	918,253	548	0.08%	53.83%	496,073
Programmatic Display	FDOT_SeatbeltSafety_Banner_300x250	215,298	67	0.03%		
	FDOT_TZ_Speeding-safely_Media Buy_billboards_24	188,656	61	0.03%		
	FDOT_TZ_Distracted_MediaBuy_300x250_DigitalBillboard	188,367	57	0.03%		
	FDOT_TZ_Aggressive_300x250_Digital BulletinBillboard	183,494	47	0.03%		
	FDOT_SeatbeltSafety_Banner_300x250 V1	181,739	44	0.02%		
	FDOT_SeatbeltSafety_Banner_300x250 V2	136,213	22	0.02%		
	FDOT_TZ_Aggressive_728x90_Digital BulletinBillboard	113,380	28	0.02%		
	FDOT_TZ_Speeding-safely_Media Buy_billboards_24_728x90	112,927	13	0.01%		
	FDOT_SeatbeltSafety_Banner_728x90 V2	110,048	22	0.02%		
	FDOT_SeatbeltSafety_Banner_728x90 V1	109,122	16	0.01%		
	FDOT_TZ_Distracted_MediaBuy_728x90_DigitalBillboard	40,874	8	0.06%		
	FDOT_TZ_Distracted_MediaBuy_320x480_DigitalBillboard	2,687	0	0.00%		
	FDOT_TZ_Speeding-safely_Media Buy_billboards_24_320x480	2,685	1	0.03%		
	FDOT_SeatbeltSafety_Banner_320x480_-V2	2,503	0	0.00%		
	FDOT_TZ_Aggressive_320x480_Digital BulletinBillboard	2,505	2	0.11%		
OTT / CTV	3x Speeding/Aggressive, Distracted, and Seatbelt :30 sec Safety Videos	419,193	279	0.07%	88.68%	374,776
YouTube	3x Speeding/Aggressive, Distracted, and Seatbelt :30 sec Safety Videos	505,323	1364	0.27%	21.33%	108,413

3,433,267 Impressions Served, 2,579 clicks, 979,262 completed views March-May!

DIGITAL MEDIA SNAPSHOT 3/7/25 – 5/31/25

VIDEO:

Video Completion Rate (VCR): This metric indicates the percentage of times an ad was viewed to completion. A higher VCR suggests that viewers find the ad engaging enough to watch it entirely. While specific national averages for skippable ads stand around 10%-15%, a good video completion rate typically ranges from 70% to 80%. This range indicates that a majority of viewers are engaged enough to watch through the entire video duration.

•**SR60 Video Ads performed on par to national averages within the programmatic video and OTT/CTV platforms with a VCR of 71.26%. YouTube skippable platform carries a completion rate of 21% which 11% higher than the national average of 10%-15%.**

Click-Through Rate (CTR) for Video Ads:

Average CTR for video ads typically ranges from 0.05% to 1.5%.

•**SR60 Video Ads are well in the national average click through range with a .14% click through rate. This is encouraging as there is no call to action with any of the video ads and the messaging is proving to be engaging with the precise target.**

DISPLAY:

The national average click-through rate (CTR) for display ads can vary based on the industry, the ad placement, and the platform used. However, as of recent data:

•The average CTR for display ads tends to hover around 0.05% to 0.10%. This means that, on average, 5 to 10 out of every 10,000 people who see a display ad will click on it.

•**SR60 Display Ads currently stand slightly below the national average with a .03% click through average. (Keep in mind this has to do with the creative not having a click through call to action and is being utilized as a digital billboard awareness asset.)**

Overall the SR60 digital outreach project performed very well in achieving fulfillment in audience targeting, audience reach and frequency which should lead to positive safety message recall amongst all vulnerable road users along this corridor.

MEDIA PLAN OVERVIEW 3/1/25 – 5/31/25

Creative Fuel leverages its advanced evaluation tools to establish performance metrics and benchmarks, enabling us to make informed, evidence-based media decisions. Through comprehensive research, data analysis, and specialized tools like geo-framing, we consistently strive to reduce serious injuries and fatalities to ZERO.

While Key Performance Indicators (KPI's) are necessary to measure the success and outcomes of campaigns including click through rates (CTR), video completion rates (VCR), Return on Investment (ROI), and Return on Ad Spend (ROAS), there is no greater KPI is better then saving a life.

