



State Road 60 - Prairie Lake Road to Florida Turnpike

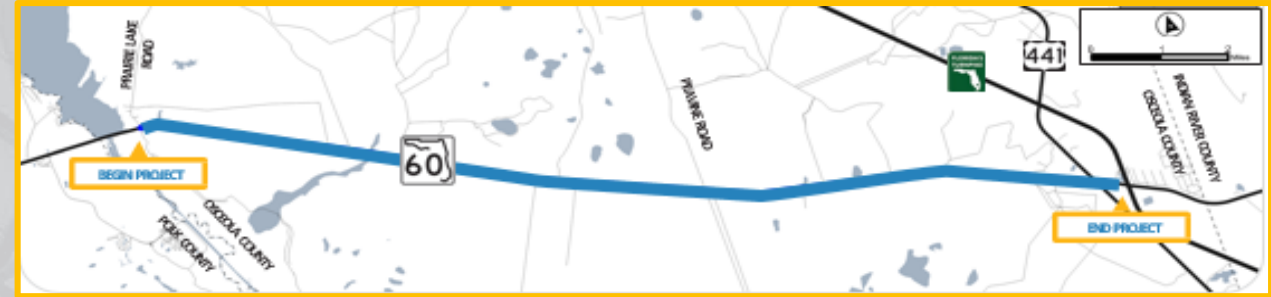
Digital Safety and Awareness Campaign

MEDIA PLAN OVERVIEW 8/1/25 – 10/31/25

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 crashes on this stretch, leveraging mobile IDs, IP addresses, OTT/CTV, and YouTube video advertising.



MEDIA PLAN OVERVIEW

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

Current Active DIGITAL DISPLAY and :30 Sec VIDEO:

:30 Sec
Video



300 x 250 Display



320 x 480 Display



DIGITAL MEDIA SNAPSHOT 8/1/25 – 10/31/25

Platform	Creative	Imps	Clicks	CTR %	Video Completion Rate %	Video Completions
Programmatic Video	3x Speeding/Aggressive, Distracted, and Seatbelt :30 sec Safety Videos	918,753	516	0.06%	45.6%	419,574
Programmatic Display	FDOT_MessageBoard_300x250-TZ-final.gif (656283547)	1,487,051	724	0.05%		
	FDOT_MessageBoard_320x480-TZ-final.gif (656283544)	28,192	123	0.31%		
OTT / CTV	3x Speeding/Aggressive, Distracted, and Seatbelt :30 sec Safety Videos	416,667	13	0.01%	96%	399,005
YouTube	3x Speeding/Aggressive, Distracted, and Seatbelt :30 sec Safety Videos	500,006	1,277	0.26%	15%	76,992

3,350,669 Impressions Served, 2,653 clicks, and 895,571 completed views in August - October!

DIGITAL MEDIA SNAPSHOT 8/1/25 – 10/31/25

VIDEO PERFORMANCE :

- Delivered **strongly within national benchmarks** across Programmatic Video and OTT/CTV platforms.
- Achieved a **71% Video Completion Rate (VCR)** — consistent with the upper range of national norms (60–75%).
- **YouTube skippable units** achieved a **15% completion rate**, aligning with the higher side of national averages (10–15%).

DISPLAY :

- **Display Ads** performed in line with national standards, averaging a **0.06% CTR**.
- Performance reflects strong delivery and consistency with awareness-focused campaign goals.

ENGAGEMENT AND AUDIENCE RESPONSE :

- Maintained a **0.06% Click-Through Rate (CTR)** — on par with national averages.
- Positive engagement observed **despite no click-based call-to-action** in creative.
- Messaging effectively resonated with the **target audience**, maintaining high retention and recall.
- Note: **CTV/OTT platforms are non-clickable**, naturally resulting in lower CTR metrics.

Considering the SR60 creative did not include a click-through call-to-action, the campaign outperformed expectations in both delivery and completion. High video completions achieved the primary objective of expanding roadway-safety awareness and reinforcing our messaging across the SR-60 corridor.

MEDIA PLAN OVERVIEW

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.

