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# Oklahoma Highway Safety Office

## Spring 2020 – Motorcycle Report

### Executive Summary

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Friday, August 7, 2020



vi marketing and branding

**Oklahoma Highway Safety Office**

Spring 2020 – Motorcycle Report

**MOTORCYCLE**

Objective: Experience no more than 82 motorcycle fatalities in FY20.

Target Audiences:

- Primary – Non-Motorcyclists (Drivers)
  - Drives a car
  - Ages 16+
  - Lives in primary target counties (defined by KAB crashes per VMT)
  - They have spent their entire lives riding and driving in cars. They have four stable wheels, they can swerve quickly, and a small pothole means almost nothing to them. Drivers rarely understand the risks that motorcyclists face each time they are on the road.
  
- Secondary – Motorcyclists
  - Male
  - Age 21+
  - Rides a motorcycle
  - A bike isn’t just a vehicle to them. It is their most treasured possession. They understand they are taking risks all for the sake of not taking a “cage.” The risk at the forefront of their mind sometimes tempts them to push a little farther that most would. “I’m already in a bit of danger, what is a little more going to hurt?”

Strategies:

- Non-Motorcyclists
  - Educate drivers on the unknown risks that effect motorcyclists more than cars. (i.e. cutting them off, more difficult to come to a quick stop, etc.)
  - Communicate steps drivers can take that will make them more aware of their surroundings.
- Motorcyclists
  - Educate motorcyclists that small impairment creates a greater risk.

**Funnel and Tactics**



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### Campaign Performance Summary

#### Television – Road Science (May 11th– June 21st)

- Markets
  - Oklahoma City
    - Total Impressions: 12,572,013
    - Total Spots: 413
  - Tulsa
    - Total Impressions: 10,526,109
    - Total Spots: 504
  - Lawton
    - Total Impressions: 3,029,753
    - Total Spots: 400

#### Road Science Canvas – Remarketing (June 3<sup>rd</sup> – June 28<sup>th</sup>)

- Based on the Success of the FY18 Road Science canvas, this asset was utilized as an educational tool focusing on educating drivers on how to drive safely around motorcycles.
  - **KPI Canvas View Percentage: 30.21%**
    - FY20 Canvas View Percentage: 28.39%
  - **KPI Canvas Average Time Spent: 8.11 seconds**
    - FY20 Canvas Average Time Spent: 10.19 seconds (25.65% increase year-over-year)
  - **Total Metrics:**
    - Impressions: 566,262
    - Reach: 104,704
    - Post Engagements: 2,558
    - CTR: 0.41%
    - Link Clicks: 2,254 (17.45% increase year-over-year)
    - Frequency: 5.31

#### Impaired Road Science Canvas – Video Remarketing Audience (June 3<sup>rd</sup> – June 28<sup>th</sup>)

- The Impaired Road Science canvas focused on educating motorcycle riders on the importance of driving sober. Canvas allowed users to dive deeper into an educational and interactive message.
  - **KPI Canvas View Percentage: 64.64%**
    - FY20 Canvas View Percentage: 61.77%
  - **KPI Canvas Average Time Spent: 16.16 seconds**
    - FY20 Canvas Average Time Spent: 13.95 seconds
  - **Total Metrics:**
    - Impressions: 359,901
    - Reach: 61,488
    - Post Engagements: 61,333
    - CTR: 0.47%
    - Link Clicks: 1,698
    - Canvas View Time: 13.95 seconds



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- Canvas View Percentage: 61.77%
- Frequency: 5.85

#### Motorcycle Courses Display – Website Click Ads (June 10<sup>th</sup> – June 28<sup>th</sup>)

- This campaign used display on Facebook and Instagram to promote motorcycle safety course availability across the state.
  - **CTR: 0.36%**
  - **Total Metrics:**
    - Impressions: 385,113
    - Reach: 85,168
    - Post Engagements: 1,761
    - CTR: 0.36%
    - Landing Page Views: 1,092
    - Frequency: 4.52

#### Social Video – Car Drivers Audience (May 12<sup>th</sup> – June 14<sup>th</sup>)

- The Road Science spot was executed among the primary target of Car Drivers audience on Facebook and Instagram.
  - **ThruPlays: 442,241**
    - ThruPlay: The number of times your video was played to completion, or for at least 15 seconds
  - **Total Metrics:**
    - Impressions: 5,557,899
    - Reach: 711,935
    - Post Engagements: 1,892,642
    - CTR: 0.14%
    - Frequency: 7.81
- This audience received the videos below ranked by the highest amount of ThruPlays.
  - Blinkers – Turn Signal Safety – 131,950 → 30,701
  - Blinkers – Be Careful with Blinkers – 106,588
  - Road Science :30s – Check Before You Wreck – 87,687
  - Blinkers – Take Care and Beware – 80,805
  - Intersections -Focus on the Road – 12,653
  - Intersections – Inspect Intersections – 11,484
  - Intersections – Focus on Road Safety – 11,074

#### Social Video – Motorcycle Enthusiasts Audience (May 12<sup>th</sup> – June 14<sup>th</sup>)

- This video campaign targeted motorcyclists and focused on the impacts of impaired driving, road hazards and overall rider safety.
  - **ThruPlays: 239,737**
  - **Total Metrics:**
    - Impressions: 3,836,592
    - Reach: 353,024



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- Post Engagements: 1,367,773
- CTR: 0.21%
- ThruPlays: 239,737
- Frequency: 10.87
- This audience received the videos below ranked by the highest amount of ThruPlays.
  - Impaired Video – 90,300
  - Road Hazards – Road Debris – 44,036
  - Turns and Curves – Rule the World – 40,200
  - Road Science – Check Before You Wreck – 26,264
  - Potholes – Cruise Without Chaos – 16,279
  - Turns and Curves – Take it Easy – 7,487
  - Potholes – Dodge Danger – 7,089
  - Potholes – Sharp Eyes – 5,613
  - Turn and Curves – Give Safety a Turn – 2,469

#### TrueView – Impaired Road Science (May 12<sup>th</sup> – June 14<sup>th</sup>)

- **KPI: View Rate: 39%**
  - **FY20 View Rate: 49.31%**
- **Total Metrics:**
  - Impressions: 756,994 -> 372,518
  - Views: 373,250 -> 143,592
  - View Rate: 49.31%
  - Earned Views: 55
  - Average CPV: \$0.02
    - Planned CPV: \$0.08
    - Added Value: \$22,395.00

#### TrueView – Car Drivers (May 12<sup>th</sup> – June 14<sup>th</sup>)

- In FY20, TrueView proved to be a cost-efficient and effective tactic to drive awareness and educate target audiences about the importance of Motorcycle Safety by executing the Road Science Video.
  - **KPI: View Rate: 39%**
    - **FY20 View Rate: 42.55%**
  - **Total Metrics:**
    - Impressions: 2,733,115
    - Views: 1,163,072
    - View Rate: 42.55%
    - Earned Views: 323
    - Earned Subscribers: 21-40
    - Average CPV: \$0.02
      - Planned CPV: \$0.12
      - Added Value: \$116,307

#### TrueView – Motorcycle Enthusiasts (May 12<sup>th</sup> – June 14<sup>th</sup>)



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- In FY20, TrueView proved to be a cost-efficient and effective tactic to drive awareness and educate target audiences about the importance of Motorcycle Safety by executing the Road Science Video.
  - **KPI: View Rate: 39%**
    - **FY20 View Rate: 42.24%**
  - Total Metrics:
    - Impressions: 831,154
    - Views: 351,038
    - View Rate: 42.24%
    - Earned Views: 78
    - Earned Subscribers: 1-20
    - Average CPV: \$0.02
      - Planned CPV: \$0.10
      - Added Value: \$35,107.80

#### Key Takeaways

- The display campaign for motorcycle courses saw strong engagement on a minimal spend. We recommend continuing this campaign in the future. Moving into next year's campaign we recommend updating the landing page to have clear CTA's directing to class options by region and type. We saw multiple comments about insurance. This is something we could look at addressing with future ad copy.
- The Road Science targeting has changed year-over-year to allow the canvas ads to be solely remarketing tactics. The remarketing audience was based on users who have engaged with the Road Science and other educational motorcycle videos.
- Even though the canvas percentage view decreased year-over-year, the time spent with canvas increased which still achieves our goal of increasing education. An increase with the time spent with canvas is hopefully more time reading and understanding the materials.
- Road Science canvas has been used for two years and because this is such a niche target audience, we would recommend updating the creative component of canvas, so we aren't hitting users with the same message each campaign period.
- The Impaired canvas and video had a high performance on social. The creative for both of these tactics has more of a storytelling aspect rather than educational. This type of creative increases engagement due to the user wanting to see the final outcome.
- The TrueView campaigns resulted in 456 earned views and between 21-40 earned subscribers. Earned views and subscribers show that our messaging is resonating with the audience enough that they are wanting to continue engaging with the OHSO brand and content.
- The Impaired video had the highest performance on TrueView with a view rate of 49.31%. The Nightlife Enthusiasts audience helped improve the overall view rate by having a view rate of 52.64%.
- The TrueView campaigns brought many opportunities for optimizations from looking into device performances and make bid adjustments along the way. We added +50% bid adjustments on Mobile Phones, TV Screens, and Computers. Across the board, TV Screen was the device with the highest view rate which aligns with the state of the world today of more users consuming more TV than ever before.

