



ANNUAL MEETING
NOVEMBER 15 - 16, 2021

VISION ZERO



Zero deaths and zero serious injuries
on Montana Roadways.

VISION ZERO

The Montana Department of Transportation (MDT) continues the Vision Zero initiative, focusing on the four areas that are critical moving toward zero deaths and zero serious injuries on Montana roads:

1. EDUCATION

Education through public information campaigns and local outreach through Buckle Up Montana, DUI Task Forces, Safe On All Roads (SOAR), and Teen Peer to Peer programs.

2. ENFORCEMENT

Enforcement of Montana seat belt and impaired driving laws by law enforcement agencies whose presence reminds drivers and occupants to obey traffic laws. Traffic enforcement is increased around the busiest travel times of the year and around high-risk events.

3. ENGINEERING

Engineering of Montana roadways to ensure that Montana's thousands of miles of state roads and highways are built and maintained with safety as the first concern.

4. EMERGENCY

Emergency medical response adequately funded, trained, and equipped to respond to vehicle crashes through MDT's Emergency Medical Services Grant Program.

JUST ONE REASON

What's your ONE REASON
for driving safely?

Supporting Vision Zero through Personal Empowerment

CREATIVE STRATEGY GOALS

- Move away from graphic depictions and messaging
- Simple and clear messaging
- Relatable and unpretentious
- Balance emotional approaches with straight-forward, fact-based messaging
- Showcase and normalize positive behavior, when possible, rather than negative
- Empower individuals
- Encourage self-accountability
- Create pride uniting Montanans

JUST ONE REASON CREATIVE

This concept challenges everyone in Montana to find their own individual reason for choosing to drive safely. Everyone's reason is different, but each person is key to reaching Vision Zero.

JUST ONE REASON CREATIVE

- Challenging every Montanan to think of their own reason creates a personal and emotional connection
- More likely to be remembered and engrained in their decision making because of the personal connection
- It is empowering, rather than disapproving
- It is thought-provoking and non-judgmental
- Creates unity and a “people like us do things like this” mentality
- It reminds people of the WHY safe driving is important

BUCKLE UP

Wendt produced multiple campaigns and versions to reach different target audiences

BUCKLE UP CREATIVE

“Dad”

- General audience
- Showcasing a dad realizing his “one reason” in real time
- 30-second TV
- Banner ad

BUCKLE UP CREATIVE



BUCKLE UP CREATIVE

“Basketball”

- Men 18-34
- Featuring young men having a casual conversation about their reasons for using seat belts
- 30-second TV
- Banner ad

BUCKLE UP CREATIVE



BUCKLE UP CREATIVE

“Truck”

- Men 18-34
- Featuring a young man explaining how his reasons have evolved over the years
- 30-second TV
- Banner ad

BUCKLE UP CREATIVE



BUCKLE UP CREATIVE

“More Than Enough Reasons”

- Evolution of original creative
- Showcasing a variety of Montanans, vehicles, and lifestyles
- 30-second TV
- Banner ad

BUCKLE UP CREATIVE



BUCKLE UP MEDIA STRATEGY

Target Audience

- Primary – Adults 18-64
- Secondary – Men 18-34
- Tertiary – Adults 18-49

Placement

- Six months
- Flighted

Tactics

- Traditional
- Digital

BUCKLE UP MEDIA SCHEDULE

- Maximize the overall reach
- Ensure strong message delivery across multiple touchpoints
- Consistent message delivery

BUCKLE UP RESULTS

- 1,504,909 impressions and spots (ads) ran across Montana
- \$178,412 generated in added value spots/ads/impressions

ALCOHOL AWARENESS

Wendt produced multiple campaigns and versions to reach different target audiences

ALCOHOL AWARENESS CREATIVE

“A DUI Can Cost You”

- Men 18-34
- Straightforward approach offering mix of reality with statistics
- 30-second TV
- Banner ad

ALCOHOL AWARENESS CREATIVE



ALCOHOL AWARENESS CREATIVE

“Saves Lives”

- General audience
- Straightforward approach offering mix of reality with statistics
- 30-second TV
- Banner ad

ALCOHOL AWARENESS CREATIVE



ALCOHOL AWARENESS CREATIVE

“Gratitude”

- General audience with emphasis on men 18-34
- Evolution of messaging strongly tied to “Buckle Up” strategy
- Features multi-generational Montanans expressing gratitude
- Minimizes the perception that asking for a sober ride is an inconvenience
- 30-second TV
- Banner ad

ALCOHOL AWARENESS CREATIVE



ALCOHOL AWARENESS MEDIA STRATEGY

Target Audience

- Primary – Men 18-34
- Secondary – Adults 18-49

Placement

- Five months
- Flighted

Tactics

- Traditional
- Digital

ALCOHOL AWARENESS MEDIA SCHEDULE

- Maximize the overall reach
- Ensure strong message delivery across multiple touchpoints
- Consistent message delivery

ALCOHOL AWARENESS RESULTS

- 3,106,870 spots and impressions (ads) ran across Montana
- The campaign achieved an overall reach of 817,835 and a frequency of 19.8

RESEARCH – POST CAMPAIGN SURVEYS

MDT conducted post-campaign surveys for “Click It or Ticket” May Mobilization and “Drive Sober” September Mobilization to determine the effectiveness of the media messages. These surveys analyzed the perceptions and attitudes of Montana drivers. A summary of the results for each mobilization are as follows:

CLICK IT OR TICKET – 2021 SEAT BELT SURVEY

The demographics of survey participants were as follows:

- 195 surveys were completed (225 in 2019)
- Respondents ranged in age from 18-49
- More than 59% of the respondents live in Missoula, Billings, Great Falls, and Bozeman
- More than 38% were completed by men
- More than 61% were completed by women

CLICK IT OR TICKET – 2021 SEAT BELT SURVEY

Behavioral highlights:

- More than 76% reported always using seat belts when driving
- Almost 70% reported that they would always use a seat belt even if the law did not require it

CLICK IT OR TICKET – 2021 SEAT BELT SURVEY

Enforcement highlights:

- 19% of the respondents reported being aware of increased seat belt enforcement by state and local law enforcement
- More than 63% of respondents reported that state and local police departments were very or somewhat actively enforcing seat belt laws
- Nearly 30% reported that existing seat belt laws were not actively being enforced
- Nearly 25% believed that state and local law enforcement was becoming more active in enforcing seat belt laws

CLICK IT OR TICKET – 2021 SEAT BELT SURVEY

Messaging highlights:

- Nearly 97% of respondents reported that “Dad with Little Girl” effectively communicated the importance of using a seat belt
- More than 84% reported the commercial increased their desire and willingness to always use a seat belt
- More than 90% of respondents reported that “Dad and Son” effectively communicated the importance of using a seat belt
- Nearly 72% reported that commercial increased their desire and willingness to always use a seat belt

CLICK IT OR TICKET – 2021 SEAT BELT SURVEY

Media awareness highlights:

- Nearly 44% of respondents reported seeing seat belt-related advertising, public service messages, or news stories about seat belts in the last month
- More than 54% men aged 18-34 reported seeing seat belt related advertising, public service announcements, or news stories in the last month
- The reported top media sources
 - o Phone (79.5%)
 - Phone (83.7% Men 18-49)
 - o Television (51.8%)
 - o Radio (31.6%)
 - o Computer (32.3%)
 - o Tablet (8.0%)

DRIVE SOBER OR GET PULLED OVER – 2021 SURVEY

The demographics on the participants were as follows:

- 200 surveys were completed (195 in 2020)
- Respondents ranged in age from 18 to 49
- More than 55% of the respondents live in Missoula, Billings, Great Falls, or Bozeman
- 35% were completed by men
- 65% were completed by women

DRIVE SOBER OR GET PULLED OVER – 2021 SURVEY

Behavioral highlights:

- Less than 24% of respondents reported having been in a car driven by an impaired driver (down from 30% in 2020)
- 83% believe that state and local police are very or actively enforcing state DUI laws
- Less than 12% reported having received a DUI ticket

DRIVE SOBER OR GET PULLED OVER – 2021 SURVEY

Enforcement highlights:

- Nearly 50% believed that state and local police departments were very actively enforcing the state's DUI laws
- Nearly 58% believed that Montana law enforcement was becoming more active in enforcing the state's DUI laws
- Close to 45% of all respondents reported seeing, hearing, or reading about increased drunk driving enforcement in the past 30 days
- More than 51% of respondents believed that they would always or nearly always get arrested if they drove after drinking

DRIVE SOBER OR GET PULLED OVER – 2021 SURVEY

Messaging highlights:

- 89% reported that “Gratitude” effectively communicated the importance of driving sober
- 85.5% reported the commercial increased their desire and willingness to always drive sober
- 92.5 reported that “Can Cost You” effectively communicated the importance of driving sober
- 88% reported the commercial increased their desire and willingness to always drive sober

CLICK IT OR TICKET – 2021 SEAT BELT SURVEY

Media awareness highlights:

- 34% reported having seen, heard, or read something about increased drunk driving enforcement
- 49% reported seeing advertising, public service messages, or news stories concerning DUI
- Top reported media sources:
 - o Phone (73%)
 - Phone (78.9% in men 18-34)
 - o Television (53.5%)
 - o Computer (31%)
 - Computer (63.2% in men 18-34)
 - o Radio (21.5%)
 - o Tablet (9.5%)

RESEARCH

GUIDANCE ON MESSAGING TO AVOID PSYCHOLOGICAL REACTANCE AND ADDRESS MORAL DISENGAGEMENT

Montana State University – Center for Health and Safety Culture

RESEARCH

When a person's freedoms are threatened or lost, they experience reactance which prompts behaviors that seek to restore those freedoms.

RESEARCH

Create messaging that...

- Will override the justification process of “bad behavior”
- Reconnects a person with their self-regulatory processes
- Is effective in reducing risky behavior
 - Not wearing a seat belt
 - Drinking and driving

RESEARCH

In Traffic Safety –

- Moral Justification
 - “It’s okay for me to speed because I won’t crash.”
- Advantageous Comparison
 - “I might speed, but at least I don’t text and drive.”
- Euphemistic Labeling
 - Calling tailgating “hurrying them along” instead of “driving aggressively”

MESSAGING

To counter psychological reactance and moral disengagement

- Explore message strategies that maximize behavior change
- Use language that is suggestive and fosters choice
- Use storytelling that includes components of “cause and effect”
- Frame the message for either gain or loss (benefits vs. cost)

THANK YOU!



THE WENDT AGENCY