

2023 Media

Montana Department of Transportation

Prepared by: Duft Watterson

October 2023





DW is a privately-owned agency that helps well-intentioned organizations **amplify their best traits** for long-term success.

Four years running, an
**Outside Magazine Best
Places to Work** and a 1%
for the Planet member.

We believe in behavior
change through
positive norming.

Services

Brand Strategy

In-depth market analysis, brand research, archotyping and strategic planning to align with your company's core values and market opportunities.

Brand Identity

Creation of brand identity systems that inform everything from logos, color and typography to brand voice.

Content Marketing

Strategic development and management of internal and external corporate communications and earned media including blogs, social media, content and PR.

Advertising/Outbound

Fully integrated campaign concepts and production that build brand affinity for the long term.

Video and Photography

In-house capacity to concept, write and produce national and regional TV spots, corporate videos, animated product demonstrations, motion graphics and custom photography.

Digital/Inbound

Design and develop full-stack digital experiences, websites, conversion funnel strategies, SEO strategies, CRM/email deployment and integration, SEM.

Media Planning and Buying

Strategic analysis, planning and cost-value buying of integrated media, including audience research via Claritas, IRI, Nielsen, Scarborough, Gimbal, etc.

ENG/IGE
M O N T A N A

Website



Working together to get home *safe*.

Through awareness, education and entertainment, Engage Montana is helping make our roads safe for all. When we drive engaged, we're making the choice to help our communities thrive and reach their full potential.

Our Initiatives

DISTRACTED DRIVING

Taking your eyes off the road puts you and others in danger. Help you and your friends eliminate distractions so everyone can get to their destination safely.

IMPAIRED DRIVING

Driving under the influence of alcohol or drugs is a danger on our roads. Make a plan for a sober driver so we can keep our communities safe.

AGGRESSIVE DRIVING

We all have places to be. But when you speed, weave in and out of traffic and the rules of the road, you're putting everyone at risk of serious injury. Take a breath, pull out and get it all in one place.

OCCUPANT PROTECTION

Wearing a seat belt is one of the most effective ways to reduce your risk of serious injury or death in a car crash. Make sure you buckle up yourself and your passengers to ensure everyone's safest for future trips.

CHILD PASSENGER SAFETY

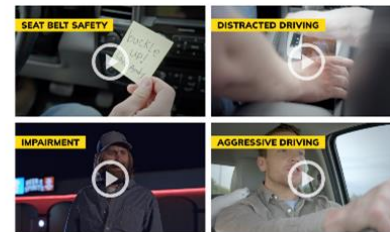
Protecting the next generation of Montanans starts with buckling them up properly. Whether they're in the back or a car seat or booster seat, it's important to secure your most precious cargo.

MOTORCYCLE SAFETY

Ease off the throttle and enjoy the view. And for those in cars, be on the lookout for your two-wheeled (and sometimes three!) wheeloc friends.

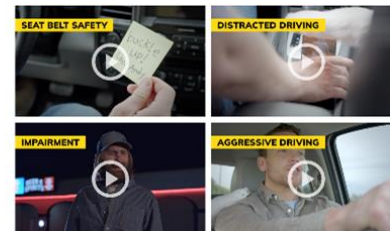
Andy

A burr about Andy initiatives



Troy Anderson

A burr about Troy initiatives



NIL - Tommy Mellott & Dani Bartsch

A burr about Troy initiatives



Learn more about Montana Department of Transportation's traffic safety programs.

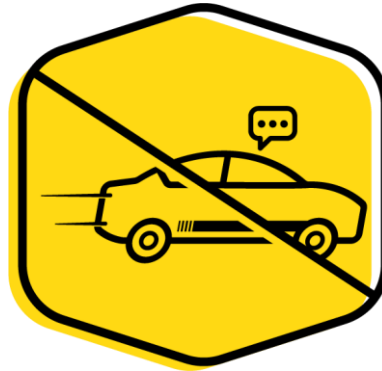
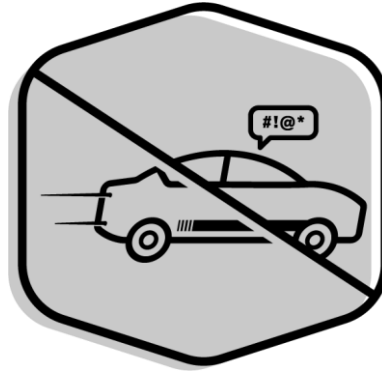
[HOT WEBSITE](#)



An aerial photograph of a multi-lane highway stretching through a valley. The highway is the central focus, with several cars visible. The valley is surrounded by green fields, a river, and dense forests. In the background, there are large, forested mountains under a sunset sky with orange and pink clouds. The text "New MDT Campaigns" is overlaid in white on the left side of the highway.

New MDT Campaigns

Aggressive Driving & Distracted Driving



**Mascot:
Andy the Australian
Shepherd**





Aggressive Driving

https://youtu.be/5Z_EdAA3838



Distracted Driving

https://youtu.be/W3r5q79s_6o



A man's best friend gets him a sober ride home.

Impaired Driving

<https://youtu.be/NIG-w8ht5oU>



Seat Belt Safety

<https://youtu.be/LZVAHDkjEFM>

All comments ▾

Write a comment...



Maureene Meeks Sanger

That was an awesome way of getting the message out!!

Like Reply Hide 4w



Megan Bailey

This is so good

Like Reply Hide 3w

Rochelle Conroy

Love it!!!

Like Reply Hide 3w

Dave Rauser

Thats a good one

Like Reply Hide Send message 2d

Zachary Falkner

Good dog Andy

Like Reply Hide 4w

Steve Bordner

dogs 🐕 are smarter than humans.

Like Reply Hide Send message 1d

Shawn Nelson

👉 Awesomeness

Like Reply Hide 2w



Patricia Lewis

Put these on tv, locally!

Like Reply Hide Send message



John Lemro

Awesome ad!

Like Reply Hide 1w



F-Xavier Medina

I'm gonna say for Pete's sake next time 🤔🤔

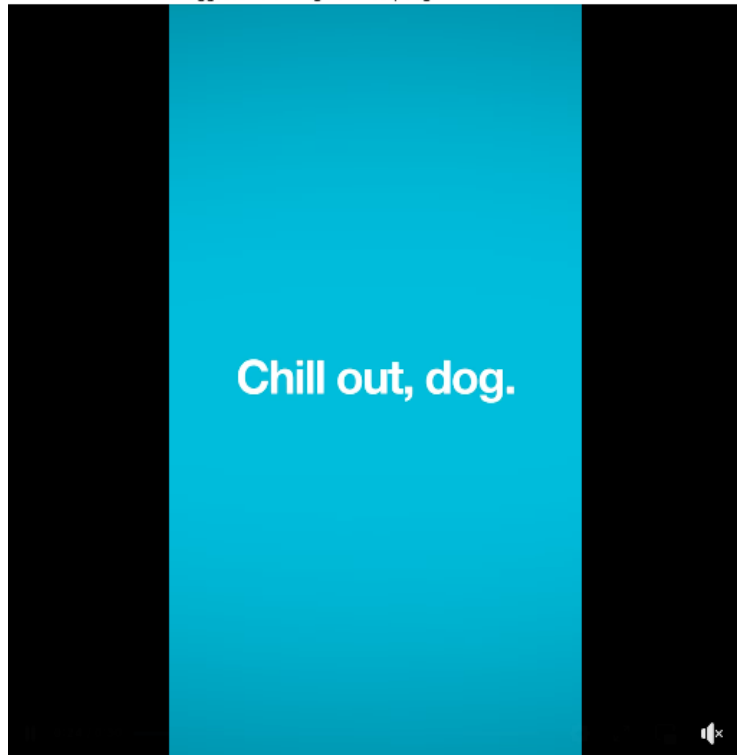
Like Reply Hide 1w



Montana Department of Transportation

Published by Clint Sandquist · July 11

There's no excuse for aggressive driving—chill out, dog.



MDT.MT.GOV/VISIONZERO/PEOPLE/SPEEDING

Chill out, dog.

Follow the speed limit.

Learn more

See insights and ads

Boost post

👍👍👍 568

111 comments 175 shares

👍 Like

💬 Comment

🔗 Share

A man with dark hair and a beard, wearing a white long-sleeved shirt and white pants, is sitting in a meditative lotus position in a lush green field. He is holding a small, light-colored lamb in his lap. The field is filled with green grass and yellow wildflowers. In the background, there is a wooden fence, a blue corrugated metal building on the left, and a range of mountains under a blue sky with white clouds. The overall scene is peaceful and serene.

**Influencer:
Troy Andersen**



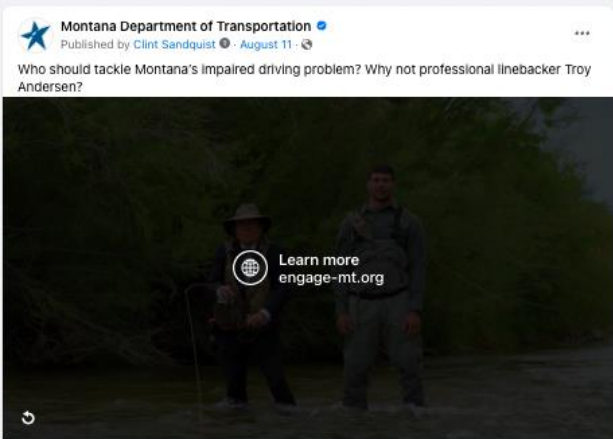
Aggressive Driving

<https://youtu.be/pcBLDr00Lt0>



Impaired Driving

<https://youtu.be/NQkWDPLPPF4>



ENGAGE-MT.ORG
Drive sober.
 Drive sober, Montana.

See insights and ads Boost post

451 12 comments 46 shares

Like Comment Share

All comments ▼

Write a comment...

- Donna Gardner**
Great video

Like Reply Hide 2w
- Rosie Ayala**
Donnie Liming

Like Reply Hide 3w
- Mary Rehm**
Brandon Rehm

Like Reply Hide 5w
- Cathy Marceau**

Write a comment...



Jim AJ Vaskey
Great , we love it! ❤️

Like Reply Hide 5w

Royal Mackenzie
Great job with your new ads M.D.T.

Like Reply Hide 5w

Heather Edwards
This is awesome !!!

Like Reply Hide 5w

Dina Fogarty Mellott
What a great guy. I like this one. 🙌

Like Reply Hide 4w

Wendy Dumke
I freaking love this! ❤️ The fish..... The steak..... *chefs kiss!

Like Reply Hide 5w

Danette Sprinkle
Thank you Troy! You are the best

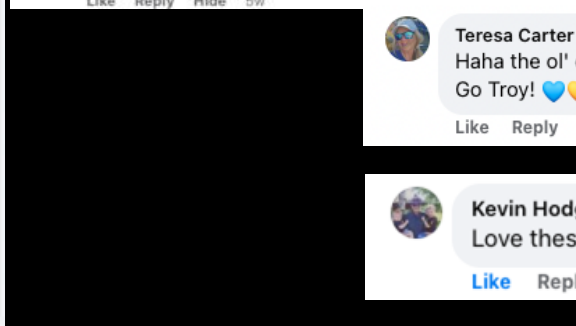
Like Reply Hide 5w

Lydia Donnelly
Awesome

Like Reply Hide 5w

Jill Caine
Bringing it Home 🙌🙌

Like Reply Hide 5w



KBUL

NEWS TALK

103.3FM • 970AM

HOME | ON AIR | LISTEN | MONTANA TALKS | APP | WEATHER | MORE ▼
🔍

NEED TO KNOW: WIN CASH | LATEST ON MONTANA LEGISLATURE | BILLINGS NEWS | STATEWIDE NEWS | PODCASTS



Michael Fotb | Published: September 12, 2023 Canva/Inset screenshot credit Montana Department of Transportation v.

Dory Hilliker
What a great guy and athlete! Comes from a great family too! We'll be watching Troy play some awesome football soon! He's all class!

Like Reply Hide 4w 👍👍👍 6

Teresa Carter Jonas
Haha the ol' one finger wave at the locals whether you know em or not... love it! Go Troy! 🙌👉👎❤️

Like Reply Hide 4w 👍 2

Kevin Hodge
Love these ads!!! Thanks MDT

Like Reply Hide 2w 👍

Tim Manos
But where was Andy?

Like Reply Hide 4w

**Student Athlete
Partnership:
Tommy Mellott
and Dani Bartsch**





“DOUBLE-DOUBLE”
**DANI
BARTSCH**

AGE:

20

SKILLS:

*Dropping
Dimes*



“TOUCHDOWN”
**TOMMY
MELLOTT**

AGE:

22

SKILLS:

*Launching
Lasers*


Aggressive Driving

https://youtu.be/Q_icrndxFF8



Distracted Driving

<https://youtu.be/xlgLdTCpMB8>



mtdot · Follow

mtdot Touchdown Tommy vs. Double-Double Dani — who will win?
4w


boitano_excavation Go Cats
3w 1 like Reply

5,546 views
AUGUST 21

Log in to like or comment.

Montana Department of Transportation
Published by Spenser Wilson · August 21

Even the fiercest rivalry in Montana has its limits.



ENGAGE-MT.ORG
Drive distraction-free.
Eliminate distractions.

Learn more

See insights and ads [Boost post](#)

33 6 shares

Like Comment Share

Write a comment...

Partnerships: Rodeo



**NEVER APPROACH
A BULL FROM THE FRONT,
A HORSE FROM THE REAR,
OR YOUR CAR
AFTER TOO
MANY BEERS.**

FIND A SOBER RIDE HOME.



**SADDLE UP
RESPONSIBLY
AND MAKE IT TO
NEXT YEAR'S RODEO.
GET A SOBER
RIDE HOME.**



**SAVE A COWBOY.
RIDE WITH A
SOBER DRIVER.**

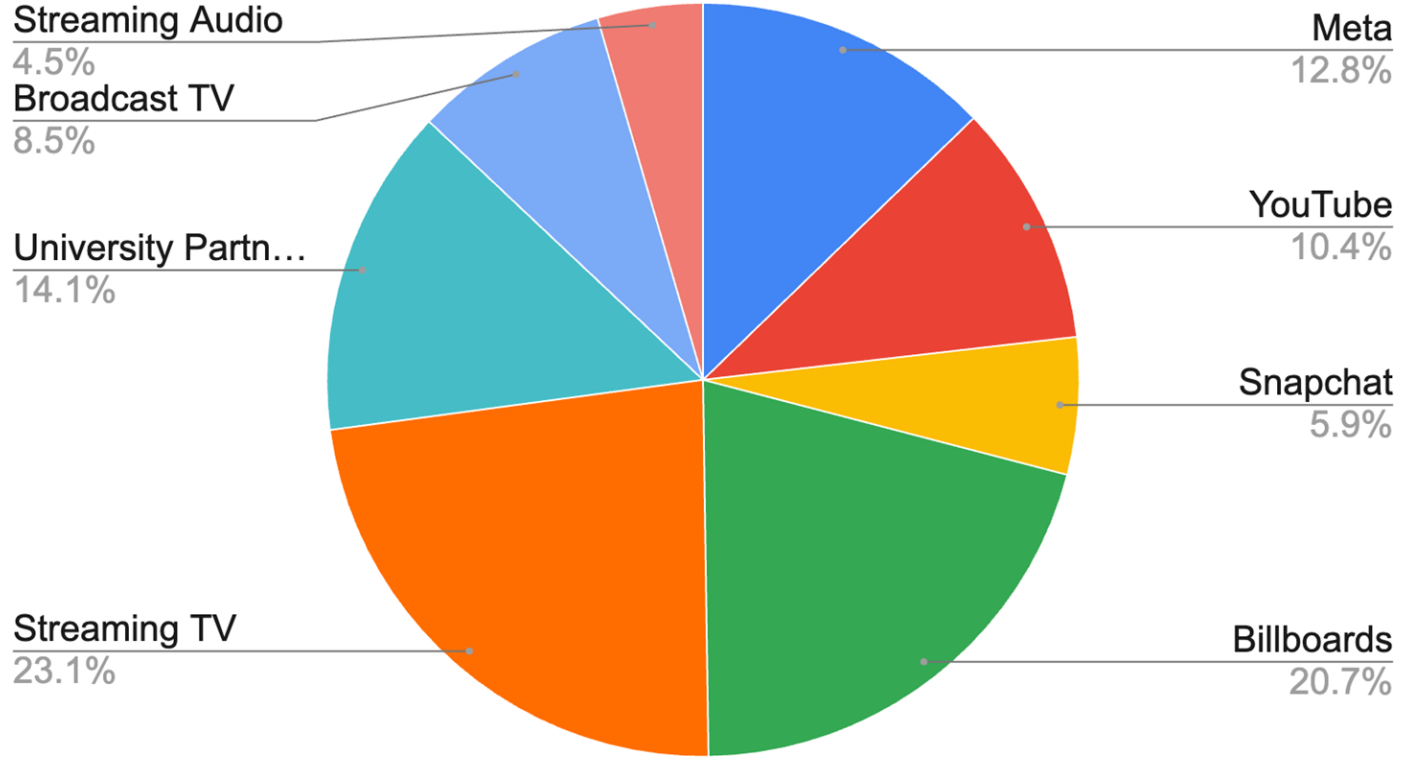




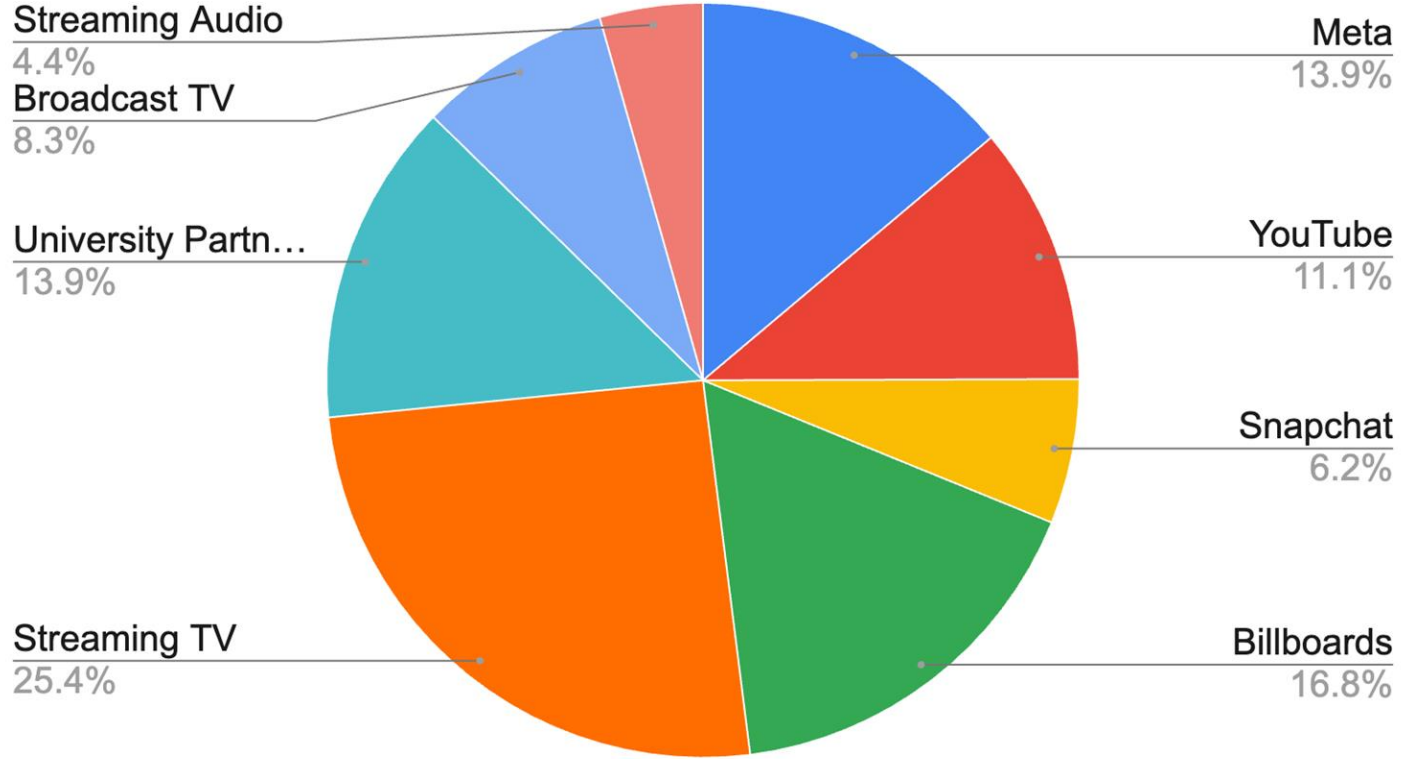


Media Overview

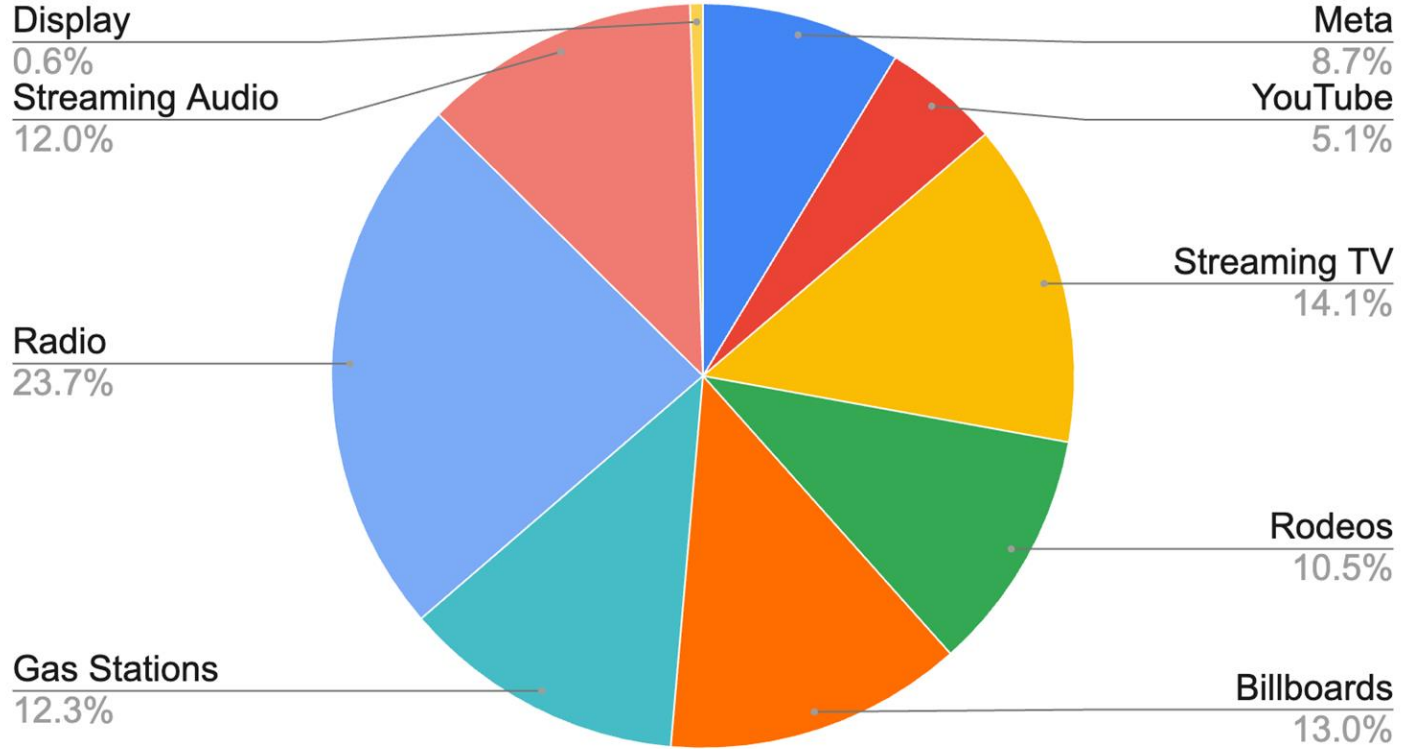
Distracted Driving



Aggressive Driving



Impaired Driving



Occupant Protection

