



# Drive Well

VERMONT

ENCOURAGING SAFE DRIVING BEHAVIORS  
ON VERMONT ROADWAYS

# SITUATION

Traffic volume in Vermont decreased in 2020 due to the COVID-19 stay-at-home order, yet the number of fatal crashes in Vermont was similar to what it had been in most recent years. This disturbing fact was the final impetus for the Vermont Agency of Transportation to rebrand and relaunch its approach to highway safety, public outreach, and communication.

Drive Well Vermont launched in January 2021 and has grown to be a multifaceted statewide communication, across highway safety initiatives, that brings a fresh new voice, look, and approach to the same old need to urge and remind drivers to slow down, pay attention, and drive carefully.

## **OBJECTIVES:**

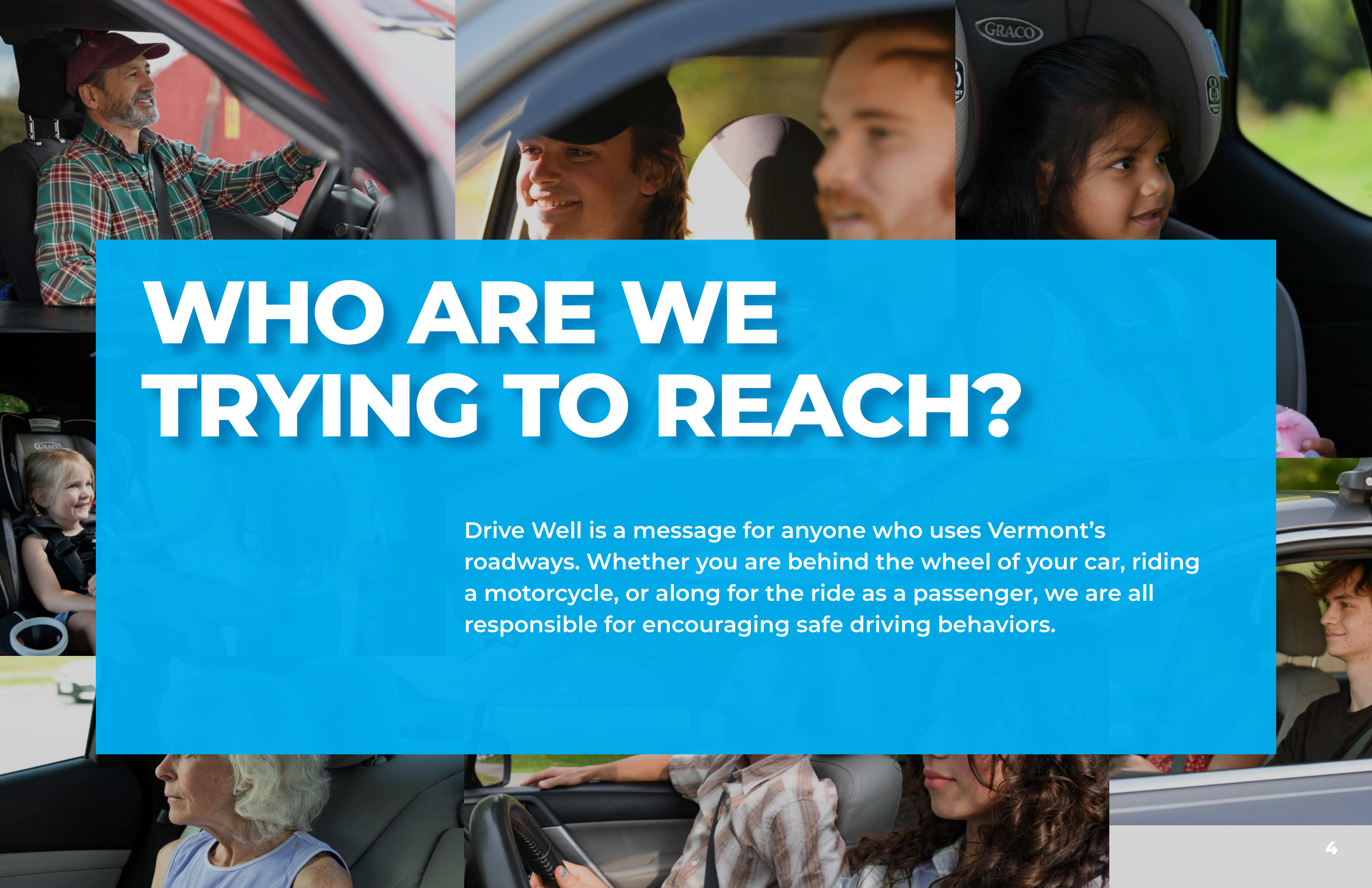
- Create awareness of the “Drive Well Vermont” campaign
- Encourage safe driving behaviors on Vermont roadways

A photograph of two young women sitting in the front seats of a car at night. They are both smiling and looking towards the right side of the frame. The car's interior is visible, including the headrests and windows. The background outside the car is dark with some blurred lights.

# WHAT IS DRIVE WELL VERMONT?

Drive Well Vermont is an ongoing media campaign and safe driving initiative that encourages Vermonters to do the right thing on Vermont's roads.

Though the “scare tactic” type media has been popular for many years, Drive Well Vermont is a positive approach to Highway Safety.



# WHO ARE WE TRYING TO REACH?

Drive Well is a message for anyone who uses Vermont's roadways. Whether you are behind the wheel of your car, riding a motorcycle, or along for the ride as a passenger, we are all responsible for encouraging safe driving behaviors.

# OUR KEY STRATEGIC INSIGHT

In Vermont, we try to live healthily.  
We try to help and support each other.  
We try to make our state a better place for all of us.  
So when it comes to road safety,

together we can....

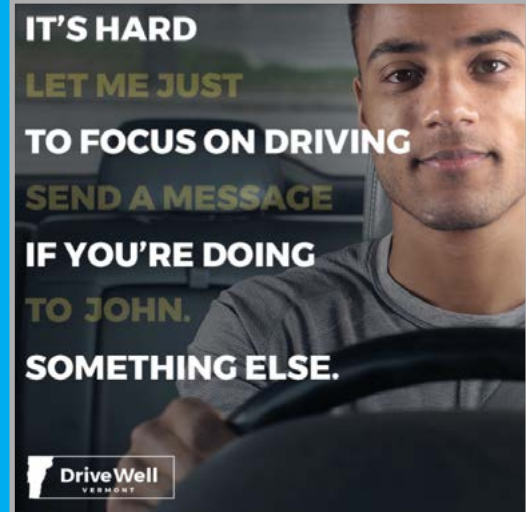
**Drive Well**  
VERMONT

An aerial photograph of a road with a white car driving. A large, semi-transparent purple arrow graphic points from the left towards the right, partially overlapping the road and the surrounding green trees. The text 'OUR SUCCESS SO FAR' is written in white, bold, sans-serif font across the purple arrow.

**OUR SUCCESS  
SO FAR**

# LIFESAVING MESSAGES ACROSS MULTIPLE AUDIENCES

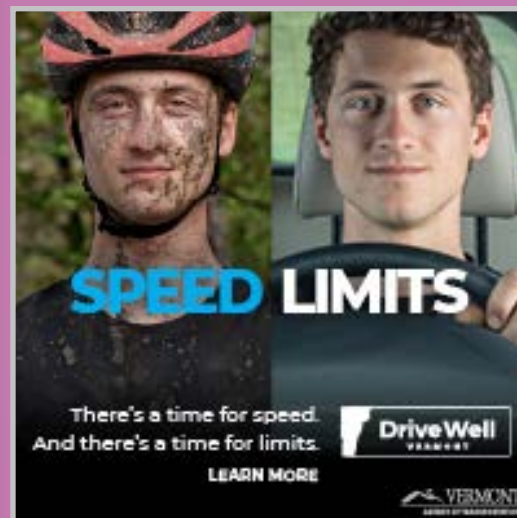
## DISTRACTED DRIVING: GENERAL/TEENS



## MOTORCYCLE SAFETY: RIDERS/OTHER ROAD USERS



## SPEED + AGGRESSIVE DRIVING



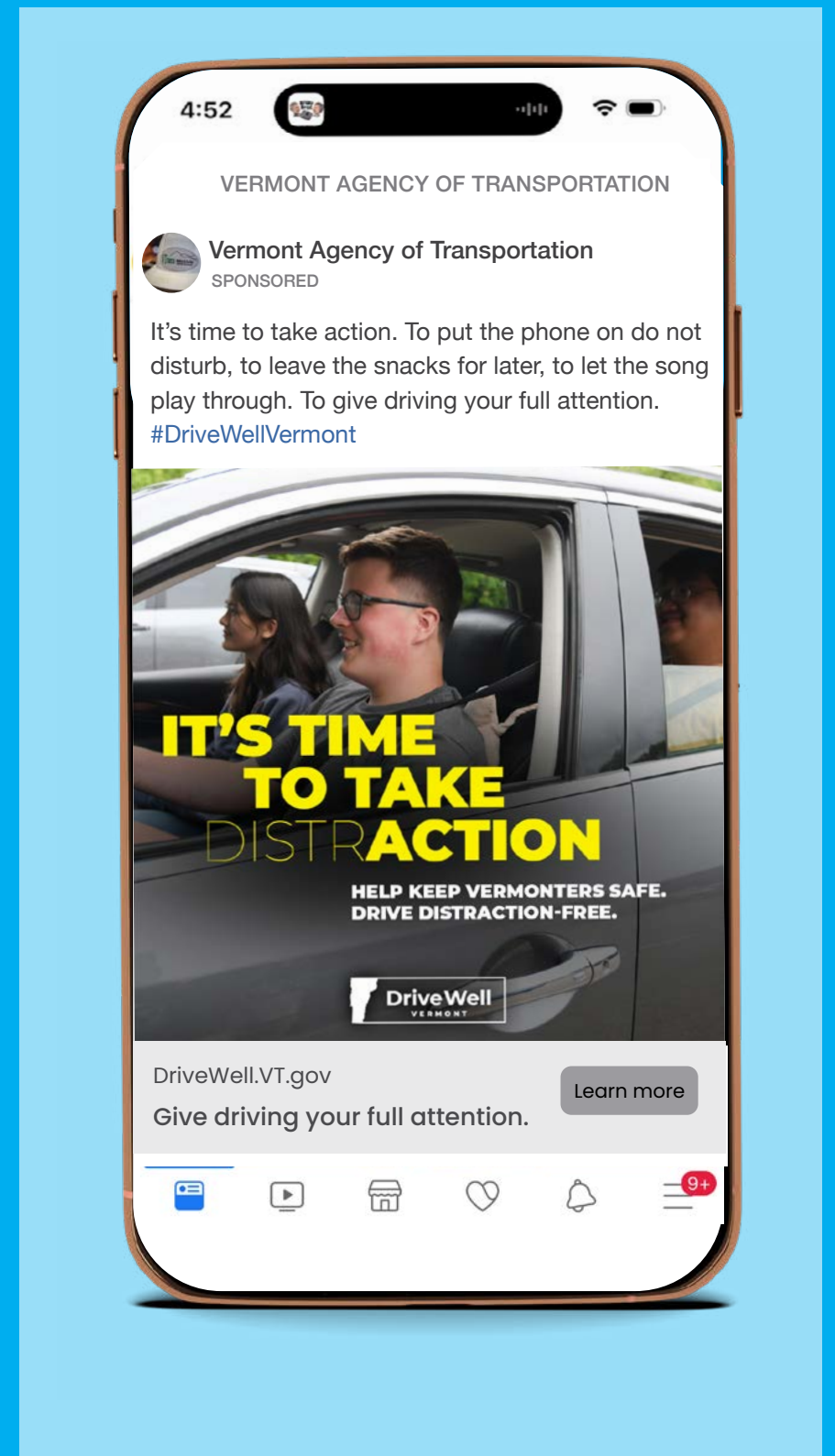
## OCCUPANT PROTECTION



## IMPAIRED DRIVING



# - DISTRACTED DRIVING: YOUNGER DRIVER FOCUSED



## OUR GOAL

Engage with teens on distracted driving before they develop bad habits


Continue to create awareness of safe driving behaviors for all road users

## AUDIENCE

**Primary:** Teens who are not yet driving and who are just starting to drive

**Secondary:** Caregiver of the teens





# — DISTRACTED DRIVING: YOUNGER DRIVER FOCUSED

## 2023 DRIVE WELL DISTRACTED DRIVING STATEWIDE CAMPAIGN

- » Over **10.5 million impressions** were delivered through a mix of digital (audio and video) and social channels
- » Digital radio had over a **99% listen rate**
- » Total clicks, views and engagements exceeded **1.6 million**
- » The introduction of a Snapchat Lens resulted in a **1.95% share rate and a total of 3,828 shares** of our creative message
- » **YouTube video ads for the 18+ audience received a 65% view rate**, soaring above the benchmark of 25%
- » **Over 9,800 sessions or visits from new visitors** to the campaign landing pages

# — IMPAIRED DRIVING



## OUR GOAL

Reinforce the risks of impaired driving

Continue to encourage safe driving behaviors

## AUDIENCE

Primary: Males 25-44

Secondary: Vermonters 18+

# — IMPAIRED DRIVING

## 2023 DRIVE WELL IMPAIRED DRIVING STATEWIDE CAMPAIGN

- » This campaign ran during the holiday season with a primary target of men 25-44 and a secondary audience of all Vermont adult drivers 18+. Through a mix of digital and social channels we provided over **4.8 million opportunities** for our message to be seen or heard.
- » Over **4,874,736 impressions** served
- » Between Snapchat and Facebook/Instagram platforms alone the message **reached users 2.3 million times**
- » The videos were **viewed to completion over 498,000 times**
- » Social media generated **over 9,500 clicks**
- » Digital radio resulted in a **listen rate of 97%**
- » Window clings distributed statewide to convenience stores, grocery stores, gas stations, banks, and other public facilities with over 500+ signs being distributed
- » Ads on **Gas Pumps and the video displayed on gas station television screens added significant exposure** during the campaign timeframe
- » The :30 spot **ran on digital and broadcast television in the middle of the Superbowl** on 2/13/23 **providing significant exposure** to a primarily male audience
- » To date, there have been **over 7,000 sessions or visits** to the campaign landing page

# - OCCUPANT PROTECTION



## OUR GOAL

Educate drivers on the positive outcomes when all drivers and passengers commit to wearing a seatbelt and using the appropriate child passenger restraint system

Continue to create awareness of the Drive Well brand

## AUDIENCE

**Primary:** Young males 18-34;  
*focus on geographies with the lowest seatbelt use*

**Secondary:** Vermonter 18+

# — OCCUPANT PROTECTION

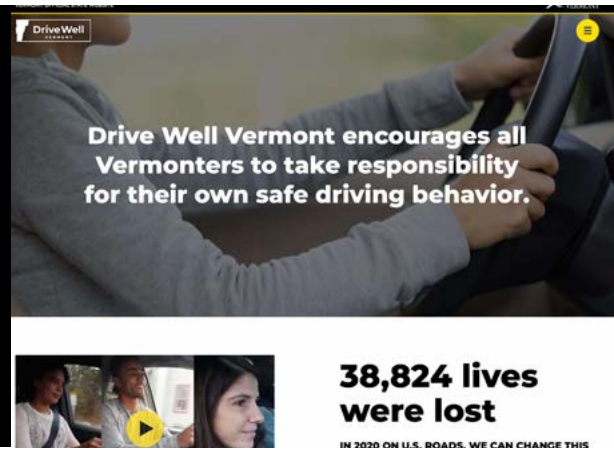


## 2023 DRIVE WELL OCCUPANT PROTECTION STATEWIDE CAMPAIGN

- » Over the course of the year, a phenomenal **204 million impressions** were served to reach Vermonters. To reach the primary target audience, broadcast television and radio were used, reaching 98.9% of men 18-34 who watched television and 34% of the same audience who listened to radio.
- » Ads on television ran in some of the most highly rated sports programming including the Super Bowl, NFL Championship Games, College Football, Daytona 500, and FIFA Soccer
- » Out-of-home exposure included gas station pump toppers and television, video placements in bars, restaurants, and movie theaters
- » Ads were delivered through programmatic channels on digital streaming and Connected TV, digital radio, and banner ad placements. There was also a substantial presence on social media platforms such as Facebook & Instagram, Snapchat and YouTube. **In total there were 2.1 million clicks, views and engagements** over all three flights.
- » On Snapchat, one of the strongest performing social media platforms, users **watched the videos 92,944 times and swiped on the ad 5,303 times**

# CONTINUING TO SPREAD OUR MESSAGE

## Website



## Stickers



## Outreach materials:

- Posters
- Pamphlets



## New Initiatives:

- Heat Stroke Awareness



## Upcoming Initiatives:

- Older Driver Safety
- Slow Down Move Over



# DriveWell

VERMONT

## **DISTRACTED DRIVING**

It Can Happen  
Quick +

## **IMPAIRED DRIVING**

There's Always A  
Choice +

## **SPEEDING & AGGRESSIVE DRIVING**

There's A Time For  
Limits +

## **OCCUPANT PROTECTION**

You Have A Voice +

## **MOTORCYCLE SAFETY**

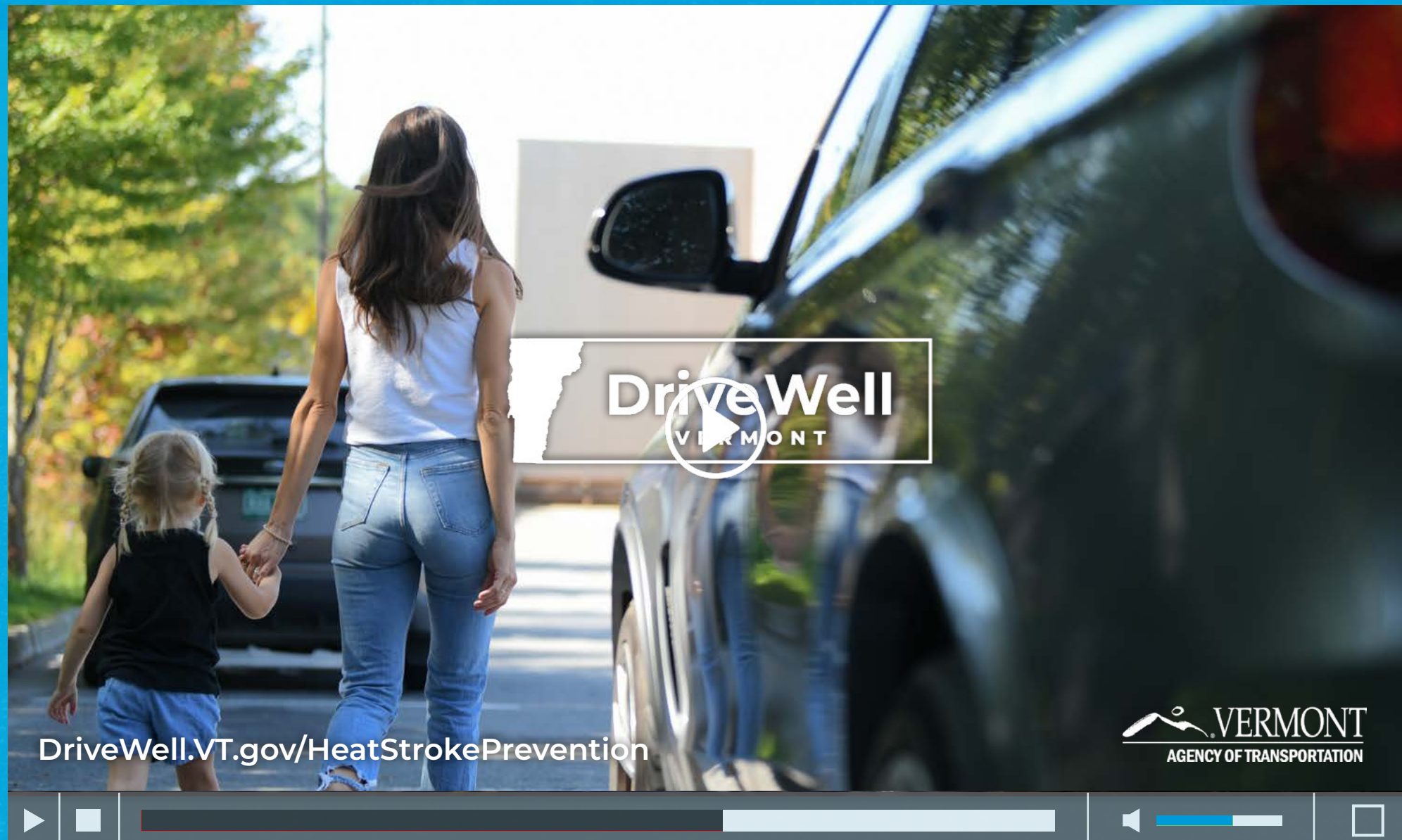
It Takes All Drivers +

## **HEAT STROKE AWARENESS**

Always Look  
Before You Lock +

# THANK YOU

And don't forget, as we near the summer months...





# CONTACT INFORMATION

## RACHEL NOYES

OUTREACH MANAGER & PUBLIC INFORMATION OFFICER

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