



Celebrate My Drive Powered by State Farm

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Topic: Public Service

Campaign: Celebrate My Drive Powered by State Farm

Award: 2015 Silver Anvil Award of Excellence Winner

Organizers: State Farm Insurance Companies with The Marketing Arm and Weber Shandwick

## I. Nature and Focus of Campaign

This campaign centered on Public Service. The Collins Dictionary defines public service as “an activity or job organized, provided and paid for by the government or an official body in order to benefit all the people in a particular society or community.” Public service may include such activities as education, the removal of waste, the building of roads, or healthcare. Public service actions are provided to all people within a given jurisdiction, regardless of income, physical or mental acuity.

## II. Description and Critique

Car crashes have been the number one killer of teens for more than thirty years. Teens and their passengers account for one in every five deaths of 15-19 year olds in the United States, and car crashes claim almost five times as many teenage lives as other leading causes of death, such as cancer. Previous tactics have attempted to engage teens in safe driving by using scare tactics and graphic images, but these tactics have not been successful promoting positive conversations, or behavior change. Therefore, StateFarm has developed a new strategy to help teens make safe driving choices and stay safe on the road. StateFarm has worked to rally teens, high schools and their surrounding communities to support new drivers and help prevent teen crashes.

### A. Defining the Problem (Research)

Secondary Research:

StateFarm looked at data collected by the Fatality Analysis Reporting System from the National Highway Traffic Safety Administration, as well as the Insurance Institute for Highway Safety. These entities provided research that showed that although teen fatalities have decreased since 2011, there were more than 3,200 deaths in 2012.

Primary Research:

StateFarm conducted primary research of its own through trusted online sources and work with a PR vendor experienced in teen health campaigns. to better understand the teen demographic and determine the best way to engage teens and their communities to promote safe driving. StateFarm learned that teens follow, trust and believe social influencers, and that this might be the best way to reach this population.

StateFarm also found that most existing safety programs emphasize scare tactics, and that promoting more positive actions may best inspire safe driving practices among teens. Scaring teens with the consequences of negative behavior is less effective than sharing possible rewards of positive behavior and incentives, such as concerts and grants, motivate teens to take this positive actions.

## B. Planning (Analysis)

Goal: Reduce teen driver crashes

Target Audiences:

- Teen drivers and their parents
- Local communities
- Existing State Farm agents

### **Objective 1: Increase safe driving conversations among teens**

Strategy: Reach teens throughout their day through social content and online influencers and drive authentic conversation in places online where teens are engaged.

### **Objective 2: Encourage teens, parents and communities to make safe driving commitments and practice 2N2 (2 eyes on the road, 2 hands on the wheel)**

Strategy: Encourage participation by offering grants to engaged high schools and incentive of a concert given by the campaign's celebrity partner (The Band Perry) to the two high schools (one small, one large by population), with the most safe driving commitments.

### **Objective 3: Inspire and equip State Farm agents to become teen driver safety champions in their communities.**

Strategy: Encourage agent participation in engaging high schools across the country and offer the necessary campaign tools to easily get involved.

### **Objective 4: Draw attention to the issue and program through large scale media coverage.**

Strategy: Leverage the campaign's celebrity partner (The Band Perry) to garner media attention.

## C. Implementation (Communication)

**Strategy 1: Reach teens through social content and online influencers and drive conversation.**

Tactic 1: StateFarm utilized its celebrity partner, The Band Perry, as well as three online YouTube influencers- Strawberry17, Jimmy Wong and Catrific- to produce original content to generate teen interest and educate teens on safe driving. YouTube influencers produced seven original videos, as well as hosted a Google hangout and virtual Twitter party.

Tactic 2: The Band Perry, YouTube influencers and Celebrate My Drive social media accounts shared content throughout the campaign to boost teen engagement.

Tactic 3: Relationships with “mommy bloggers” were formed to spread the campaign message to parents.

**Strategy 2: Encourage participation by offering grants to engaged high schools as well as a celebrity concert incentive to the schools with the most safe driving commitments**

Tactic 1: State Farm agents worked with high schools across North America to encourage registration for the program and use the resources available on [celebratemydrive.com](http://celebratemydrive.com).

Tactic 2: Participating high schools encouraged communities to make online commitments to drive safely at least once a day from October 15-24, National Teen Driver Safety Week. The participation came with an incentive of a cash prize in the form of a grant, as well as an opportunity for a private concert by The Band Perry.

**Strategy 3: Encourage agent participation in engaging high schools across the country and offer the necessary campaign tools to easily get involved.**

Tactic 1: State Farm Agents were supplied with data, tools and media materials related to Celebrate My Drive content to successfully reach out to high schools.

Tactic 2: Agents were encouraged to work directly with school administration to promote safe teen driving through school rallies, community events, media outreach, and online commitments, driven by a chance to win grants and prizes.

**Strategy 4: Leverage the campaign’s celebrity partner (The Band Perry) to garner media attention.**

Tactic 1: The Band Perry was recruited to participate in an interview and perform on national TV show, The Talk, during the commitment period of the campaign.

Tactic 2: The Band Perry was sent on a national media tour, talking to local broadcast outlets in key markets about their participation in and the significance of the campaign in encouraging teen driver safety.

Tactic 3: The Band Perry engaged with teen audiences via media participation on outlets such as Pandora, YouTube, and InstaCam.

## D. Evaluation

### **Objective 1: Increase safe driving conversations among teens**

- Organic social conversation on Celebrate My Drive properties, The Band Perry channels and influencer engagement resulted in 59,000 social mentions and 122 million impressions.
- Program-related hashtags #celebratemydrive and #2N2 were mentioned 33,000 and 26,000 times respectively.
- YouTube influencer videos created a combined 387,000 views and 1,638 comments.
- Google hangout hosted by Strawburry 17 and The Band Perry created over 13,000 total views and 1.1 million social impressions.

### **Objective 2: Encourage teens, parents and communities to make safe driving commitments and practice 2N2.**

- Nearly 3,300 schools registered to participate in Celebrate My Drive.
- 3.2 million people made at least one commitment during the course of the campaign, with over 6.1 million commitments total between October 15-24.
- Celebrate My Drive campaign was shared at several student leadership conferences over the summer, such as FCCLA, Skills USA and SADD.

### **Objective 3: Inspire and equip State Farm agents to become local teen driver safety champions.**

- More than 4,500 agents hosted community events, rallied local businesses and promoted the program at sporting events.
- Agents shared 2,952 Insurance Education for Teens DVDS and distributed 768 kits with promotional items.

### **Objective 4: Gain large-scale media attention.**

- Program exceeded its goal of 1,500 media placements with 1,656 positive stories and nearly 632.5 million impressions.
- The campaign secured 14 national placements on outlets such as The Talk, USA Today, ABC News Radio and People.

## III. Reactions and Recommendations.

Overall, I thought this campaign was extremely well planned and executed. State Farm set out to accomplish a vast number of objectives, and used some very creative tactics to achieve results. Each objective was successfully met, and the campaign took off on a national level.

The use of a prominent celebrity presence, The Band Perry, was a very smart idea to reach the given demographic (teenagers), and I don't believe the campaign would have been as successful without this celebrity presence. Also, the vast majority of the campaign occurred online, a platform that is used most frequently by teens, which I think garnered success as well. State Farm listened to what its audience wanted, and provided content based on its research.

However, I think the campaign could have allowed for a way for parents and students to make commitments in person, rather than just online. Personally, I don't know that I would have taken the time to go out of my way to sign up online, but if there were a table in my high school, I would sign up and commit. I do think State Farm did a good job of balancing this out through Objective 3, encouraging its agents to be a physical presence at community events.

I also would have liked to see more information on how this campaign directly impacted driver safety. While the campaign clearly had incredible results in terms of campaign awareness, with over 632.5 million impressions and 6.1 commitments made, I would like to see tangible results that these commitments actually resulted in safer teen driving. I think State Farm could launch another campaign in the years to come to inform its publics of how the "Celebrate My Drive" campaign directly linked to safer driver, or a decrease in teen car crashes, for example. The overarching goal of the campaign was to reduce teen driver crashes, and there was no information provided to show that this actually occurred.

#### IV. References

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