



2015 Silver Anvil Award of Excellence Winner

Public Service
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Public Service

“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”

- Collins Dictionary

infrastructure

healthcare

education



State Farm Teen Driver Safety

“Motor vehicle crashes are the leading cause of death for teens. State Farm is committed to helping and ending these tragedies.”

- 1 in every 5 deaths for 15-19 year olds is a result of a car crash
- State Farm backs safe driving choices and helping adolescents stay safe on the roads
 - Offer safe driving tips on the website
 - Offer driving hours log on website
 - Road Aware software on website to teach teens how to better scan

Celebrate My Drive Background/Research



■ Secondary Research

(According to Fatality Analysis Reporting System)

- Although teen fatalities have decreased since 2011, there were still over 3,200 deaths in 2012
- Existing safety programs that utilize scare tactics and graphic images have been unsuccessful

■ Primary Research

(According to supplementary PR vendor experienced in teen health campaigns)

- Best way to engage teens is through conversation and offering incentives
- Best way to reach teen population is through social influencers

Planning & Analysis

Goal: Reduce teen driver crashes



Objectives:

1. Increase safe driving conversation among teens
2. Encourage teens and communities to make safe driving commitments & practice 2N2
3. Inspire and equip State Farm agents to become teen driver safety champions in their communities
4. Draw attention to the issue and program through large scale media coverage

Strategies:

- 1. Reach teens through social content and online influencers in places where teens are engaged
- 2. Offer grants to participating high schools & opportunity to win a free concert for most safe driving commitments
- 3. Encourage agents to engage participation in high schools and offer necessary tools
- 4. Leverage the campaign's celebrity partner (The Band Perry) to garner media attention.

Implementation & Communication



Tactics

- Utilized The Band Perry and three YouTube influencers to produce original content to educate teens on safe driving.
- Shared content through The Band Perry, influencer and Celebrate My Drive social accounts.
- Created relationships with “mommy bloggers” to spread campaign message to reach parents.
- State Farm agents worked directly with high school administration to encourage registration for the program, and promote safe teen driving through school rallies and community events.
- Offered incentives for pledging to drive safely at least once a day from October 15-24 (National Driver Safety Week). Incentives included grants for the schools and the opportunity for a private concert by The Band Perry.
- Sent The Band Perry on a national media tour, talking to local broadcast outlets in key markets about the significance of the campaign and performing on The Talk.

TV Spot



<https://vimeo.com/106821254>

Evaluation



- Organic social conversations on Celebrate My Drive and The Band Perry properties resulted in 59,000 social mentions and 122 million impressions
- #celebratemydrive and #2N2 were mentioned 33,000 and 26,000 times respectively
- Nearly 3,300 schools registered to participate in Celebrate My Drive
- Over 6.1 million commitments were made between October 15-24
- More than 4,500 agents hosted community events and distributed over 768 promotional kits
- 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 and People



Reactions & Recommendations

Successes:

- Well planned and executed
- Garnered a large amount of media coverage
- Successfully engaged teenage audience which can be hard

Improvements:

- Could have allowed for in-person commitments, not just online
- Would have liked to see more information on how this campaign directly impacted driver safety
 - Overall goal was to reduce teen driver crashes, and there was no data to prove that this was actually accomplished
 - Follow-up campaign in years to come to show participants tangible results?

Questions?

