



The
CCC

Calm Cool & Collected

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Who is The CCC?





Unifying Idea





Marketing Goals and Strategy

To decrease speeding violations
by 10% within the year
following the campaign.



FDOT Mission and Vision

Mission: To provide a safe and secure transportation system that ensures the mobility of people and goods, enhances economic prosperity, and preserves the quality of our environment and communities.

Vision: The fundamental principles which guide the behavior and actions of our staff.



Collected Data

- Personal Experience
- Statistics



2018 Crash Summary

Crash Summary

Total Crashes: 55,361

Injury Crashes: 18,203

Total Injuries: 26,885

Crash with Traffic Fatalities: 248

Total Traffic Fatalities: 265

Commercial Vehicle Crashes 7,299

Commercial Vehicles: 7,839

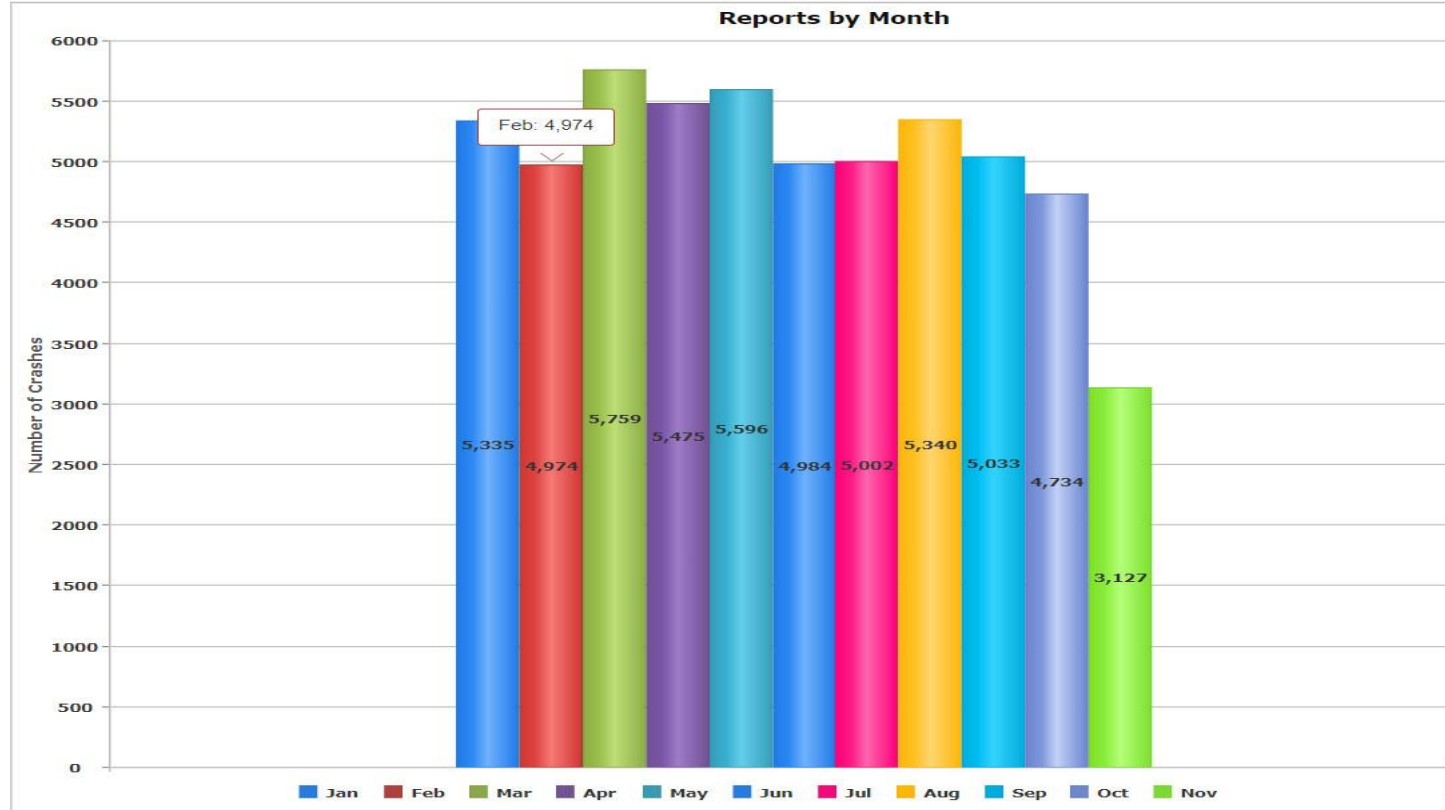
Property Damage Crashes: 36,910

Pedestrian Crashes: 1,290

Pedestrian Fatalities: 73

Bicycle Crashes : 708

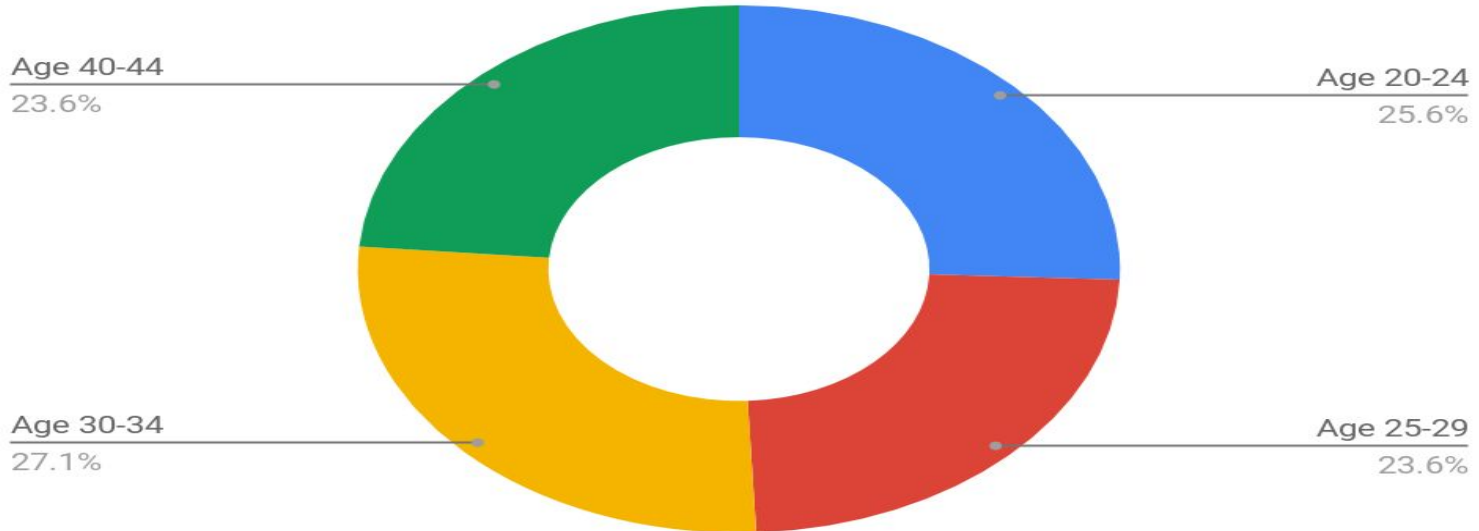
Bicycle Fatalities : 15





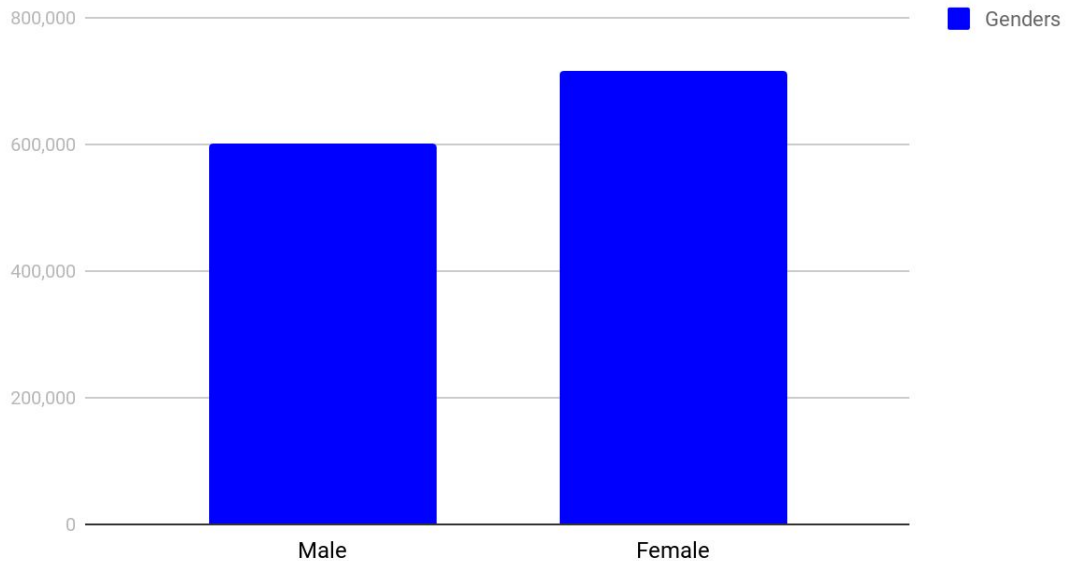
Researched Statistics

36 Zip Codes, Population 346,598





Statistics

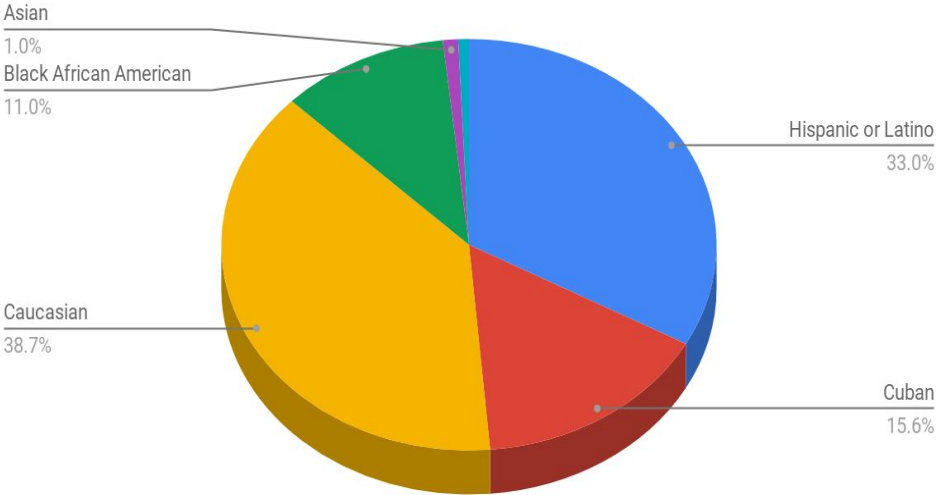


601,870

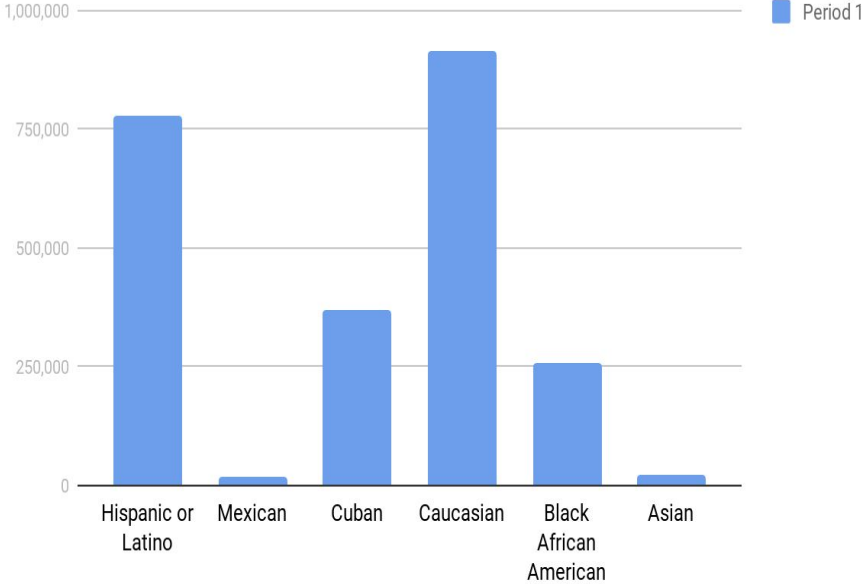
715,914



Demographics



Demographics





Focus Groups

- * Getting Involved with Miami-Dade County
- * Focused on Driving, Speeding, Aggressive Driving, and Experiences
- * Who Cared- to make a difference





Focus Group Findings



Speeding

If you are running late to your destination, do you speed?

- 48% of participants say they strongly agree to speeding

Do you think using public transportation is more beneficial than driving a vehicle?

- 50% of people strongly disagree, after 22% disagree
- Public transportation is not a strong suit for Miami-Dade County drivers

Experiences

What are some tactics you would use to control emotions while driving?

- Deep breaths was the top answer
- Music was a close second

Do you consider driving to be scary?

- 32% disagree BECAUSE THEY ARE AGGRESSIVE DRIVERS

Aggressive Driving

Do slow drivers bother you?

- 64% strongly agree and 30% agree

Driving How many estimated hours do you drive (or are driven) a week?

- 14% of people drive 50+ hours in a week
- 12% of people drive less than 40 hours in a week
- 2-8% of people drive minimal hours in a week

In-depth Interviews

- Getting involved With Police Officers
- Learning the breakdown of controlling traffic
- Steps and procedures to help with driving in Miami Dade County



In-depth Interviews



How would you minimize aggressive driving?

- On the cops point of view, having cops on the road can minimize aggressive driving and making the road safer.

Do you believe there are specific reasons why Miami's rate for aggressive drivers are at high numbers compared to other cities in the US?

- The dense of the population might be a reason why there is a high rate of aggressive drivers.

What makes you forgive someone and give a warning instead of a ticket?

- It really depends on how the people. Repetitive excuses are a turn off for cops. A main factor is also how much the infraction hurt the flow of traffic

What advice do you have for any citizen when they come in conflict with an aggressive driver?

- When encountering an aggressive driving, it is best to ignore and try to move on from the incident as aggressive drivers can escalate to road rage.

Is there certain amount of speeding tickets you are required to gather in a month? No



Survey Findings

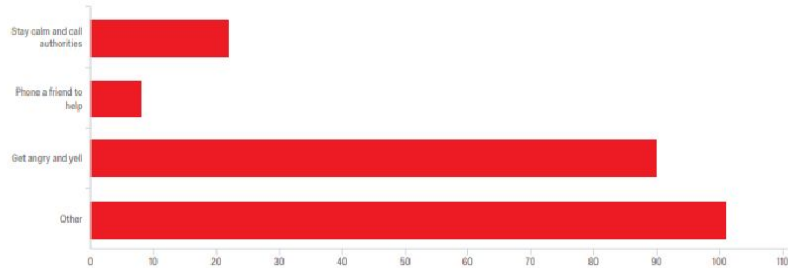
- Passed out 260+ Surveys
- Every survey = A voice
- Connect the dots



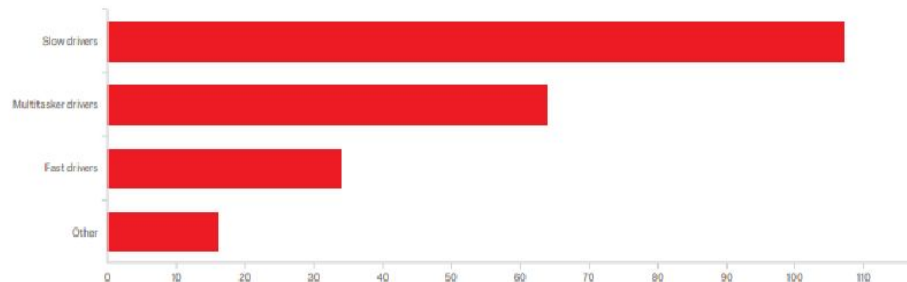
Survey Findings



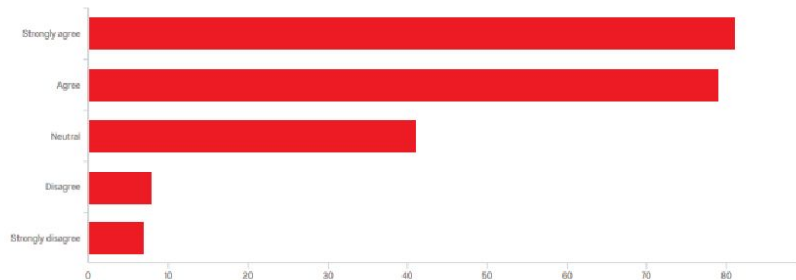
Q20 - What do you do when you have road rage?



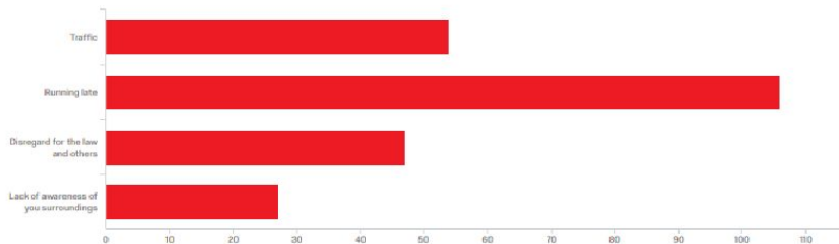
Q17 - What kind of drivers make you the most mad on the road?



Q26 - I change my driving habits if I see an officer on the road.



Q4 - What do you believe is the leading cause for speeding in Miami-Dade County?



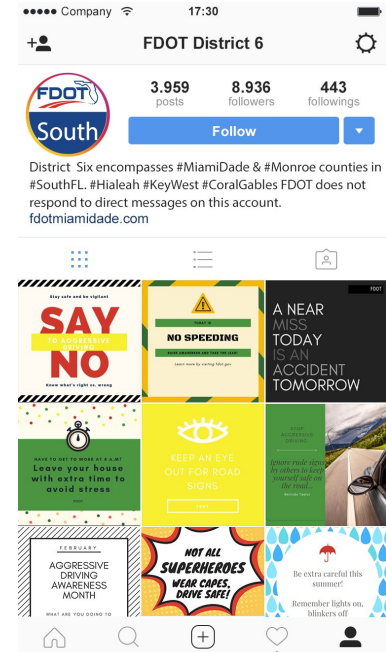
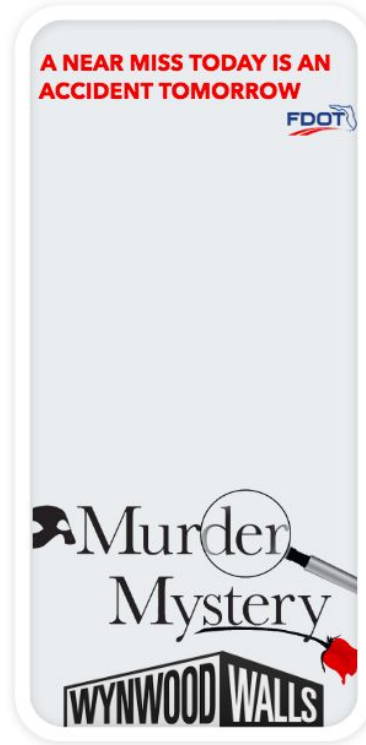


Integrated Marketing Communication Goals

- Raise Awareness
- Encourage Focus from Drivers
- Increase Social Media Following
- Create Safe Like-Minded Individuals

Social Media

As part of the campaign, social media platforms will serve as a method to spread our message. The message is to communicate with several media outlets for an effective campaign. Media outlets consist of Instagram, Twitter and Snapchat.



Traditional Advertising

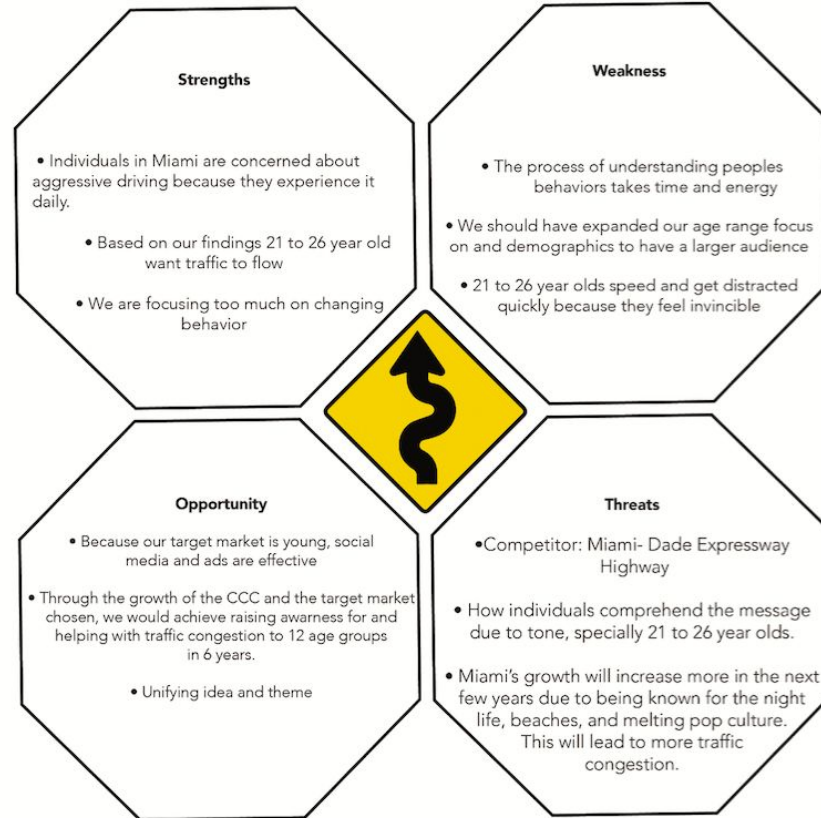
Radio Ad:

Hey, this is Robert Jaross from FIU! Please remember a near miss today, is an accident tomorrow! Be careful each time you are on the road and avoid those near miss accidents. 66% of the time aggressive driving accidents result in death. Avoid speeding and aggressive driving!





SWOT



K1 Speed Event

The purpose of this event is to re-create the distractions during the daily commute that causes people to drive aggressively, which in turn leads to accidents that slow the roads down.



The Mystery of Aggressive Driving

The purpose of this event is to create awareness of the consequences of aggressive driving and help towards our goal.



Calendar



January

- Launch highway billboard to unveil the campaign
- Begin social media advertising on FDOT's social media accounts
- Boost social media post and utilize the sponsored post feature through Instagram

February

- Send the K1 Speed press release to websites, news outlets, and bloggers
- Continue advertising on social media accounts
 - K1 Speed event on February 17th
- Utilize Snapchat's advertisement feature to promote the K1 Speed event
 - Boost social media posts and utilize sponsored post through Instagram

March

- Continue advertising on social media accounts
- Boost social media post and utilize sponsored post through Instagram

April

- Continue advertising on social media accounts
- Boost social media post and utilize sponsored post through Twitter
- Boost social media post and use sponsored post through Instagram

May

- Continue advertising on social media accounts
- Boost social media post and utilize sponsored post through Twitter

June

- Continue advertising on social media accounts
- Boost social media post and utilize sponsored post through Twitter

July

- Begin radio advertisements through iHeart Radio 15 second advertisements throughout the month
- Continue advertising on social media accounts

August

- Continue radio advertisements through iHeart Radio 15 second advertisements throughout the month
- Continue advertising on social media accounts

September

- Continue radio advertisements through iHeart Radio 15 second advertisements throughout the month
- Continue advertising on social media accounts

October

- Release the press release for the Murder Mystery event to websites, news outlets, and bloggers
- Continue radio advertisements through iHeart Radio 15 second advertisements throughout the month
- Begin transit Bus Advertisement through Outfront Media throughout the month

November

- Continue transit Bus Advertisement through Outfront Media throughout the month
- Continue advertising on social media accounts

December

- Transit bus advertisement with Outfront Media will conclude
- End of advertising on all social media accounts

Budget

Campaign Medium	QTY	Projected Cost Per	Projected Subtotals
Advertising			Subtotal \$22,500
iHeart Radio	4 Months (July-Oct)	\$2,000 p/m	\$8,000
Billboard	1 Months (Jan)	\$4,000 p/m	\$4,000
Transit (Bus Wrap)	3 Months (Oct-Dec)	\$3,500 p/m	\$10,500
Highway Digital Display	12 Months	No Cost	N/A
Content Marketing			Subtotal \$8,160
Instagram	4 Months (Jan-April)	\$30 investement p/p	\$3,600
Snapchat	2 Months (Feb & Oct)	\$30 investement p/p	\$1,830
Twitter	3 Months (April-Jun)	\$30 investement p/p	\$2,730
CCC Print Advertising			Subtotal \$2,800
Water Bottles	500	\$1.60	\$800
Drawstring Bags	800	\$1.00	\$800
Stress Balls	1200	\$0.50	\$600
Key Chain	1200	\$0.50	\$600
		Grand Total	\$33,460
			Incidentals \$540



Recommendation

A Better Miami



Summary

Aggressive driving in South Florida has become an increasing issue for the safety of the general public. Statistics made by the EverQuote Inc, found that Florida was the second state with for distracted driving. Distracting driving and speeding are two main factors that can lead to aggressive driving and road rage.

The CCC's combined efforts to find the source of this problem include:

- Focus Groups
- Surveys
- Interviews

The CCC's preventive strategies include:

- Digital Advertising
- Traditional Advertising
- Events