



Celebrate My Drive - Preventing Teen Crashes, Reducing Injuries and Saving Lives By Sharing Not Scaring

State Farm, Jan 1, 2013

Summary: 2013 Silver Anvil Award of Excellence Winner — Events and Observances (Seven or Fewer Days) — Consumer Services

As the largest property and casualty insurer, teen driver safety is important to State Farm. In 2012, the company created a campaign designed to take a supportive, positive approach to inspiring new teen drivers to practice safer driving habits. The goal was to help elevate conversations surrounding teen driver safety with the longer term goal of preventing teen driver crashes and saving lives. With support from actor Amber Riley and singer Scotty McCreery, the campaign captured national media attention, netting 300 million impressions. Among participating high schools, 257 of them started, sustained or strengthened teen driver safety programs in schools.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week.

Full Text: Getting a driver's license is one of the greatest joys in a person's life, but the first year behind the wheel can be one of the most dangerous. Motor vehicle crashes are the leading cause of death for teens. State Farm® recognizes there is no better time to be there for teens and their families than at this significant milestone. While scare tactics in safety messaging work with some, many teens tune it out. Research indicates that a supportive and positive approach to teen driver safety may best inspire safer driving practices, help prevent teen crashes, reduce injuries and save lives. Starting in high schools, where budget cuts are erasing teen driver programs, State Farm is changing the teen driver safety conversation from scare to share by creating Celebrate My Drive®. It brings together entire communities to rally around new teen drivers as they learn to drive and earn their driver's licenses. Enlisting the support of actress Amber Riley and country music singer Scotty McCreery, who both share compelling auto safety stories, Celebrate My Drive earned national attention for its commitment to promoting positive auto safety messaging. This radically different approach to saving lives inspired hundreds of schools across North America to strengthen or start teen driver safety programs.

SITUATION ANALYSIS / OVERVIEW

As the largest property and casualty insurer in North America, teen driver safety is important to State Farm. Car crashes are the number one killer of teens. State Farm is committed to help end these tragedies by providing online resources (i.e., Road Aware®, Road Trips®, Steer Clear®), as well as advocating graduated driver's licensing laws. While these efforts help, State Farm recognized more could be done. A competitive scan showed that many teen driver safety programs focused on negative messaging and scare tactics; there was a lack of positive support to address this critical safety issue; and high schools were increasingly forced to cut teen driver programs due to lack of funding. A breakthrough campaign based on positive

messaging could address this serious social concern by engaging communities and schools. To support positive safety programs, State Farm distributed over \$4 million in grants to high schools, universities and community partners, and awarded 14 new cars to families of participating teens.

RESEARCH

Harris Interactive executed a 2012 State Farm-sponsored telephone survey of 650 14- to 18-year-olds, identifying and benchmarking teen driving attitudes and behaviors.

Insurance Institute for Highway Safety showing that 3,115 teens were killed in crashes in 2010. Among these deaths, 59 percent occurred in vehicles driven by teenagers.

Children's Hospital of Philadelphia (CHOP) Miles To Go Report sponsored by State Farm, showing car crashes are the leading killer of teens in the U.S., and the first year on the road is the most dangerous. Crashes remain the leading cause of death for teens and kill nearly five times as many 15- to 19-year-olds as cancer or poisoning. CHOP and State Farm have been working in partnership since 1997.

Adolescent Drivers' Perceptions of the Advantages and Disadvantages of Abstention from In-vehicle Cell Phone Use providing evidence that scaring teens with the possible consequences of negative behaviors is less effective than sharing the possible rewards of positive behaviors.

National Highway Traffic Safety Administration showing dangerous teen driver safety statistics.

PLANNING

Objective: The objectives of Celebrate My Drive are to change the teen driver safety conversation from scare to share, engage a broad audience in support of new teen drivers and increase positive teen driver programming in high schools.

Tactics:

- To change the conversation from scare to share, State Farm held 13 major mall events across North America on Sept. 15 while local agents hosted hundreds of hometown events in smaller markets, offering 14 \$100,000 grants to high schools and 14 new cars to families of winning teens
- To engage a broader audience, community safety partners and public policy officials were invited to attend Celebrate My Drive events and incorporate their own safety tips and interactive elements
- To generate consumer discussion, State Farm launched a Twitter campaign and created a Celebrate My Drive Facebook page dedicated to engaging and interacting with the target demographic

EXECUTION

Change the conversation on teen driving from scare to share

- Delivered focused, positive messaging about safe driving practices
- Developed interactive, simulated safe driving experiences that were educational and fun.
- Developed a comprehensive media plan with a variety of resources, focusing messaging and media kit resources on sharing not scaring new teen drivers

Engage a broad audience in support of new teen drivers

- Invited high schools, universities, community partners and governmental agencies to participate.

- Launched a Twitter campaign and created a Celebrate My Drive Facebook page that provided a forum for peer interaction among teens, program updates, contests and other engagement activities
- Secured celebrity spokespeople to ensure messaging resonated with young adult market.
 - Partnership with Glee's Amber Riley resulted in nearly 22 million branded impressions and 66 State Farm branded placements, including Parade.com, E!, BET.com and OK! Magazine
 - Live online chat with American Idol winner Scotty McCreery received nearly 2,700 total views with over 1,500 questions submitted through Twitter, Facebook and Ustream.

Increase positive teen driver programs in high schools

- Developed a high school outreach plan and promotional tools to engage the target teen audience and promote attendance in Celebrate My Drive mall and local agent events across North America.
- Encouraged high school participation in celebratory events and offered a comprehensive toolkit, including messages, grants and prizes.
- Incorporated fun, interactive safety elements, including driving simulators, into events
- Distributed auto safety literature at 435 mall and agent events across North America to facilitate positive conversations.
- Drove entertaining, yet informational safe driving dialogue among teens on a dedicated Facebook page..

Evaluation of Success

Objective #1: Change the conversation on teen driving from scare to share

- State Farm funded research showed teens respond to positive rather than negative messages. Using Celebrate My Drive as a model for excellence, teen driver safety organizations nationwide adopted this positive approach and it became the rally cry for National Teen Driver Safety Week in 2012.
- Landed 843 positive Celebrate My Drive stories in local, regional and national outlets, including the Wall Street Journal, Forbes, CNN and Anderson Cooper Live, generating 300 million impressions.

Objective #2: Engage a broad audience in support of new teen drivers

- Approximately 435 Celebrate My Drive events were held across North America, hosted by State Farm associates and 1,400 local agents, with nearly 35,000 people attending and 5,063 high schools participating.
- Gave \$4.02 million in grants to high schools, universities, community partners across North America.
- Provided \$60,000 to college and university partners.
- Delivered grants, totaling \$1,552,500, to 279 non-profit organizations and governmental agencies to support teen driver safety programs.
- Launched social media campaign on Facebook and Twitter:
 - Netted 11.9 million impressions from promoted tweets/search campaign.
 - Gained 18,666 views for Celebrate My Drive YouTube videos, featuring celebrities.
 - Accumulated more than 9,000 campaign Hashtags (#Celebrate My Drive & #CMD).
 - Gained 7,309 likes for newly created Facebook page launched in April 2012.
- Hosted 90 public policy officials who attended Celebrate My Drive events across the U.S. and Canada.
- Earned 17 governmental proclamations citing Sept. 15 as "Celebrate My Drive Day."

Objective #3: To increase positive teen driver programs in high schools

- Provided \$1.4 million grants to 14 winning high schools among hundreds of participants.
- Offered additional grants, totaling \$1,005,000, to other participating high schools to support or start teen driver safety programs in communities.
- As a result of Celebrate My Drive grant awards, 257 high schools started, sustained or strengthened teen driver safety programs in schools.
 - Providence Christian Academy - Murfreesboro, Tenn.

“PCA will utilize the grant to establish a program for high school students that encourages safe driving practices. We are grateful to State Farm for taking a proactive approach to teen driver safety and we look forward to implementing programs that will strengthen the driving skills of our students,” said school official.

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