



*Building a Media Campaign to Inform Consumers on
Advanced Driver Assistance Systems*

August 10, 2022

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Campaign Goals and Objectives

- Identify the most effective way to educate consumers on the benefits of driver assistance technologies
- Educate the driving public about the proper function of these systems
- Increase consumer comfort and adoption of the latest ADAS systems
- Ultimately reduce the potential for human error while driving to save lives and reduce economic burden associated with crashes.





***Phase I Research –
Focus Groups***

The focus groups were designed to evaluate participants' initial perceptions, interest and exposure to vehicle safety technologies.



***Phase II Research –
Online Bulletin Boards***

The goal of phase II was to validate and prioritize findings from phase I in order to communicate more effectively with consumers about the levels of automation and the various ADAS systems that fall within the levels.



***Phase III Research –
Banner Ad
Concept Testing***

The purpose of banner ad concept testing was to identify the creative concept that respondents felt has the strongest potential to better educate consumers on the importance of ADAS technology.

Campaign Creative

The image displays five vertical banners, each featuring a top-down view of a car on a road with blue sensor waves. The banners illustrate the following features:

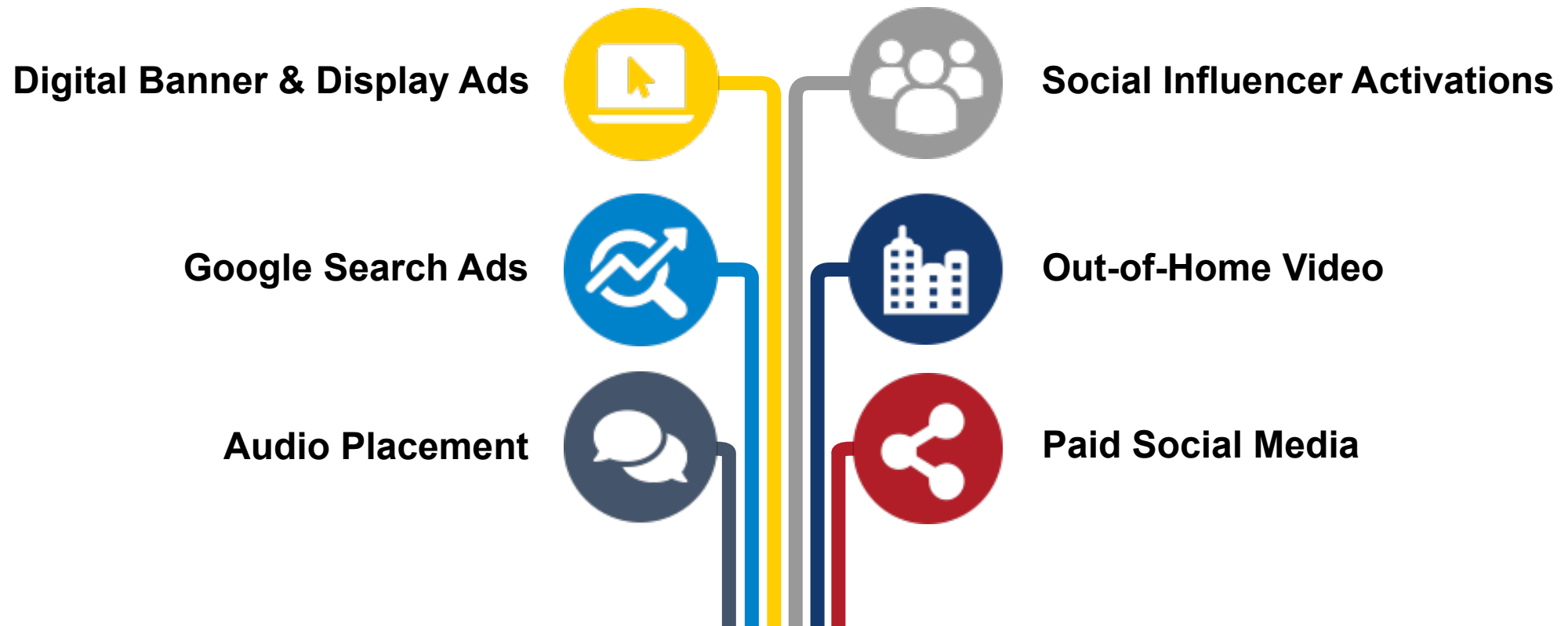
- Finally, eyes in the**
- Finally, eyes in the back of your head...**
- Finally, eyes in the back of your head... AND to your right**
- Finally, eyes in the back of your head... AND to your right and your left.**
- Blind spot intervention helps save lives.** (Includes a [Learn more](#) button)

Each banner includes the NHTSA logo at the bottom.

A video player interface showing a man, Jason Fenske, in a blue shirt standing in a garage next to a dark blue car. The video title is "ENGINEERING EXPLAINED". The video progress bar shows 0:03 / 1:48. The video player includes standard controls: play/pause, next, volume, closed captions (CC), settings, and full screen.

Campaign Launch

The paid media campaign was designed to highlight how safety technologies can assist drivers.



Additional Resources

www.nhtsa.gov/drivertech

www.youtube.com/user/USDOTNHTSA/playlists

<https://crashstats.nhtsa.dot.gov>

TrafficSafetyMarketing.gov – campaign assets available under the vehicle safety section