



Ad Council & NHTSA: How to Leverage Campaign Assets

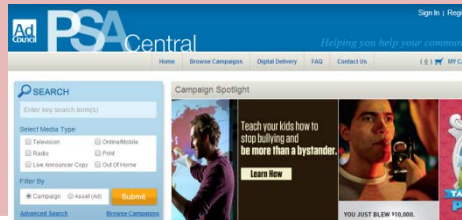


Campaigns

1. Child Passenger Safety
2. Seat Belt Safety (new - Jan. '15)
3. Buzzed Driving Prevention
4. Underage Drinking and Driving Prevention (new - Feb. '15)
5. Texting and Driving Prevention

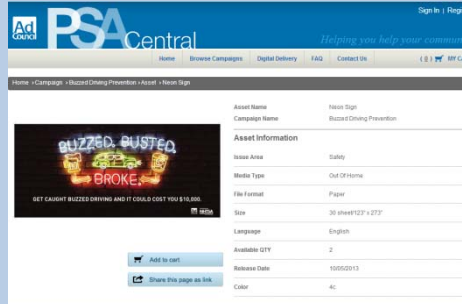
PSACentral.org

- Free registration
- Broadcast-ready TV, Radio, OOH, print, digital PSAs for downloading
- New and improved



How Can You Help?

- Promote our campaigns on social media
- Outreach to PSA Directors
 - <http://stopthetexts.adcouncil.org/spread-the-word/>
- Inquire about localization opportunities
- Order collateral on merchandise sites
 - Child Passenger Safety: <http://printech.myprintdesk.net/DSF/storefront.aspx>
 - Texting: <http://printech.myprintdesk.net/DSF/asp3/Companies/adco/storefront.aspx>



Additional Resources

- www.AdCouncil.org
- www.trafficsafetymarketing.gov
- www.safercar.gov/therightseat
- www.buzzeddriving.adcouncil.org
- www.stoptextsstopwrecks.org

Important Months

- Youth Traffic Safety Month: May
- Child Passenger Safety Week: Sept. 14-20
- Teen Driver Safety Week: Oct. 19-25
- Impaired Driving Prevention Month: Dec.



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