



Operation Safe Driver

New Outreach Opportunities with Digital Media

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Operation Safe Driver - Overview



The program is aimed at reducing unsafe driver behaviors by educating all drivers about ways to share the roads safely.

- Targets unsafe driving behaviors by passenger vehicle drivers and commercial drivers
- Educates youth about safely sharing the roads with large trucks and buses
- Offers commercial driver educational and awareness programs to the motor carrier population
- Increases awareness to the general motoring public about safe operations around commercial motor vehicles
- Aims to improve commercial motor driver regulatory compliance
- Conducts passenger vehicle and commercial motor vehicle traffic enforcement initiatives

Operation Safe Driver Week

- An annual one-week enforcement and educational campaign, Operation Safe Driver Week, targets unsafe driving behaviors by both commercial motor vehicle drivers and car drivers in an effort to combat the number of deaths and injuries from crashes.
- 2023 Operation Safe Driver is scheduled for July 9-15.



2022 Operation Safe Driver Week



- July 10-16, 2022, officers in Canada and the U.S. pulled over more than 35,000 commercial motor vehicles and passenger vehicles.
- Speeding was the top violation – in warnings given and citations issued – for both types of drivers.
- Officers issued 8,586 citations and 7,299 warnings for speeding/violating basic speed law/driving too fast for conditions.
- There were 2,577 warnings to commercial motor vehicle drivers and 4,722 to passenger vehicle drivers. Citations were given to 1,490 commercial motor vehicle drivers and 7,096 passenger vehicle drivers.

CVSA & CBS Community Partnerships



Pre-Roll Video

The screenshot shows a CBS Miami website page. At the top, there is a navigation bar with 'CBS4 News ON AIR' and a weather icon showing 80°. Below the navigation bar is a BrainPOP advertisement with the text 'Explore the world from home' and a 'Shop Now' button. The main content area features a news article titled 'WEB EXTRA: Gov. Ron DeSantis Signs Florida Budget' with a video player. The video player shows a man, Duane Dornath, with the text 'DUANE DORNATH 2020 INTERNATIONAL DRIVER EXCELLENCE AWARD RECIPIENT'. To the right of the video player is a 'NEXT VIDEO' section with a thumbnail for 'Outgoing Broward Supt. Robert Runick: Lawyer Asks Judge To Dismiss Perjury Case'. Below the video player are social media sharing icons for Facebook, Twitter, YouTube, and LinkedIn. At the bottom, there is a 'OUR NEWSLETTER' section with a sign-up form and a 'Subscribe Now!' button.

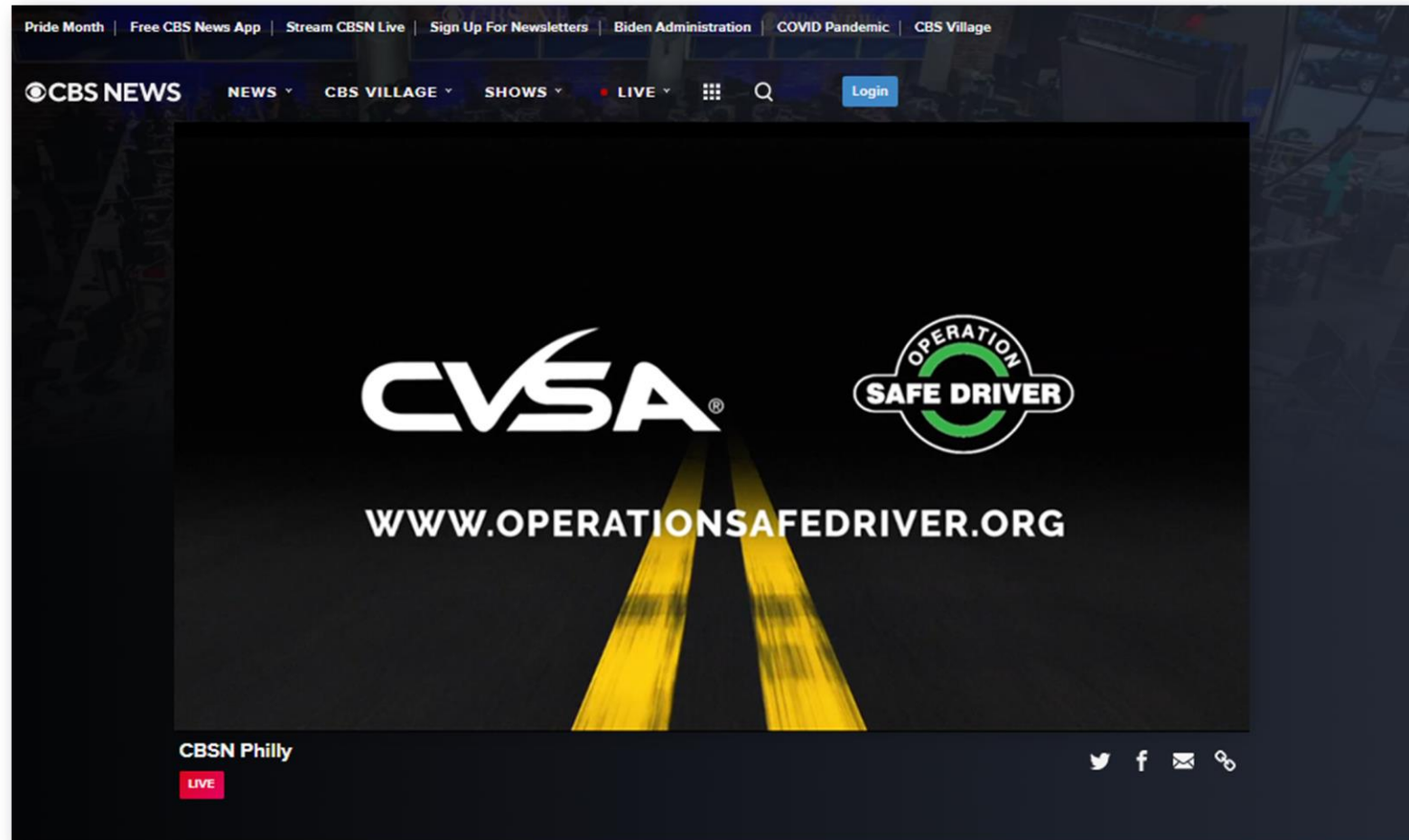
Targeted Social Post

The screenshot shows a targeted social media post from CBS Local with Commercial Vehicle Safety Alliance. The post features the CBS Local logo and the text 'CBS Local with Commercial Vehicle Safety Alliance. Sponsored'. The main text of the post reads: 'Driving aggressively endangers your life and the lives of others.' Below this text is a black box with white text: 'In 2018, there were more than 9,506 traffic fatalities caused by aggressive driving.' At the bottom of the black box, there is a website URL 'www.OperationSafeDriver.org' and the CVSA logo. The CVSA logo includes the text 'CVSA' and 'SAFE DRIVER'. At the bottom of the post, there is a link 'WWW.CVSA.ORG/PROGRAMS/O...' and a button labeled 'LEARN MORE'.

CVSA & CBS Community Partnerships



CBSN Local In-Stream Video



CVSA & CBS Community Partnerships



**(320x480)
Mobile
Interstitial**



(300X600) Half-Page

**AGGRESSIVE DRIVING
ENDANGERS LIVES.**

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In the summer of 1806, on the run after escaping from prison, the dreaded bandit El Maragato overtook a family in their home. He also captured Pedro de Zaldivia, a lay Franciscan brother who stopped by the house while begging for alms. When the humble monk ended up subduing his captor, the story swept through Spain in daily newspapers, songs, and popular prints.

This small, lively painting belongs to a series of six, which is often likened to a modern-day comic strip. This is the climactic scene, and Goya depicts the bandit's degrading and humorous downfall with broad, quick brushwork that dispenses with unnecessary detail to pinpoint the essential drama of the moment. Goya's seemingly boundless imagination frequently drew him to scenes of daily life, superstitions, and traditional pastimes that are darkly comic in tone and feel quite modern. He clearly delighted in these departures from his official commissions.

—Rebecca Long, associate curator of painting and sculpture of Europe at the Art Institute of Chicago

Francisco Goya, Seated Giant (ca. 1814–18)

**AGGRESSIVE DRIVING
ENDANGERS LIVES.**

LEARN MORE

CVSA **OPERATION SAFE DRIVER**

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(300x250) Message Unit

The screenshot shows a news article on the CBS Los Angeles website. The article title is "AMC, Regal, Cinemark Drop Mask Requirements, But Faces Stay Covered In California Theaters". The article is dated June 2, 2021, at 9:21 AM. The main image shows the exterior of an AMC theater. A CVSA advertisement is overlaid on the right side of the article. The ad features the text "AGGRESSIVE DRIVING ENDANGERS LIVES." and "LEARN MORE" with a "CVSA SAFE DRIVER" logo. Below the ad are social media icons for Facebook, Twitter, YouTube, Instagram, and LinkedIn, and a newsletter sign-up form with the text "OUR NEWSLETTER" and "Sign up and get our latest headlines delivered right to your inbox." A "Subscribe Now!" button is at the bottom of the ad.

(160x600) Skyscraper

In the Armenian Museum of America, there's a curious collection of dioramas that might represent one of the most unique forms of Armenian-American folk art. On the first floor of the Watertown, Massachusetts-based museum is a small model of a home from the now-gone town of Hussenig, which was once located in the province of Kharpert (Harput) during the time of the Ottoman Empire. The model was made by an elderly man from Yerevan, Armenia, named Haji-Hagopian, who arrived in the United States in 1990 and went to a dentist named Martin Deranian. During their appointment, the doctor started talking about his famous uncle Hagop Bogigian, and the name rang a bell for the visitor. It turned out Bogigian's family had helped Haji-Hagopian's father during the Armenian Genocide. Deranian pounced on his guest's words and asked him if he remembered the family's home. Haji-Hagopian joked that he couldn't even remember what he ate that day, but he remembered that house. He would eventually be convinced to recreate the home from memory with the help of another man. Together they created a model replica, which continues to be proudly displayed in the museum, serving as a monument to a place that no longer exists.

The diorama, which is one of five in the museum's collection, demonstrates a unique type of folk art that only appears to exist in the United States. Some were made by the immigrants themselves, while others were commissioned to be made

The skyscraper advertisement is a vertical banner. At the top, it reads "AGGRESSIVE DRIVING ENDANGERS LIVES." in white text on a dark blue background. Below this is a "LEARN MORE" button. The main image shows a white semi-truck on a road. At the bottom, the CVSA logo and "SAFE DRIVER" logo are displayed.

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(320x50 Mobile Leaderboard



(728x90) Leaderboard

CVSA **OPERATION SAFE DRIVER** **AGGRESSIVE DRIVING ENDANGERS LIVES.** **LEARN MORE**

Making A Soul Connection With Your Baby

"There are three kinds of people who look at you this way...lovers, the insane, and babies."

- Magda Gerber commenting on an infant's gaze.

When it comes to our relationships with our children, it's the quality of the connection we have that truly matters. Whether we're responding to our baby's cries, setting limits for our toddler, deciding whether we should trust or direct our child's development, it is the strength of our bond that informs our choices and our child's response.

Our relationship guides everything we do. Parenting will either be a puzzling, baffling struggle or logical, organic and (often) effortless. It's all about understanding how to connect.

LEARN MORE

CATEGORIES + TOPICS

- Babies & Newborns
- Toddlers & Preschoolers

CBS Community Partnerships (2022)



EYEQ LOCAL VIDEO

Promote Operation Safe Driver by targeting the general public with streaming video detailing the support available from CVSA.

The videos ads will air before and during the commercial breaks of streaming TV shows, movies and other premium content being viewed across our ViacomCBS network, EyeQ Local. Headlined by Pluto TV, Paramount+ and CBSN local streams, EyeQ Local connects CVSA with some of the most successful media franchises of all time and the biggest moments in sports, news, and entertainment.



CBS Community Partnerships (2022)



- Benefits of CBS digital media services
 - News Station video streaming 24/7
 - Popular streaming services
 - Focused messaging to audiences based on internet behavior such as age and interests
 - Geo-fenced to specific areas
 - Search Retargeting in which users who recently searched for terms like driver license or DMV
 - Tracking click throughs and video completion

2022 digital campaign results



Placement	Start Date	End Date	Pace	Impression Goal	Delivered Impressions	Clicks	CTR	Video Starts	Video Completes	VCR
EyeQ Local	6/1/2022	8/30/2022	101%	2,884,615	2,913,619	-	-	2,423,898	2,368,943	97.73%
CBS News	5/30/2022	8/30/2022	132%	2,015,385	2,661,914	-	-	2,661,914	2,587,528	97.21%
CBS Local Website	5/30/2022	8/31/2022	100%	5,000,000	5,015,763	5,870	0.12%	-	-	-
CBS Local + Display	5/30/2022	8/30/2022	114%	4,350,000	4,977,213	6,739	0.14%	-	-	-
CBS Local + Video	5/30/2022	8/30/2022	102%	1,000,000	1,019,528	-	-	1,019,528	942,188	92.41%
Targeted Social Posts	6/9/2022	8/28/2022	191%	550,000	1,053,011	1,484	0.14%	-	-	-
Total				15,800,000	17,641,048	14,093	0.13%	6,105,340	5,898,659	96.61%

Notes:

·The CVSA Operation Safe Driver campaign delivered 17.6M impressions including 1.8M bonus impressions and over 14,000 clicks for a CTR of 0.13% and an outstanding VCR of 96.61%!

·All video placements saw completion rates well over the 90% benchmark.

·Every display placement had click-through rates over the industry standard 0.10%.

·The targeted social posts awareness campaign succeeded in delivering 191% of the impression goal.

·The messaging reached 241,854 individual users at a frequency of 4.35 - frequency of messaging helps ensure user retention.

Industry Benchmarks:

·OTT Video Completion Rate (VCR): 90%

·Display Click-Through Rate (CTR): 0.10%

·Targeted Social Posts: N/A (ran as awareness campaign focused on getting messaging in front of audience)

EYEQ Local placement



California, Florida, Georgia, Illinois,
Indiana, North Carolina, Ohio,
Pennsylvania, Tennessee and Texas.

Delivery by Device Type:

TV Glass	83.43%
Mobile	12.46%
Desktop	4.11%

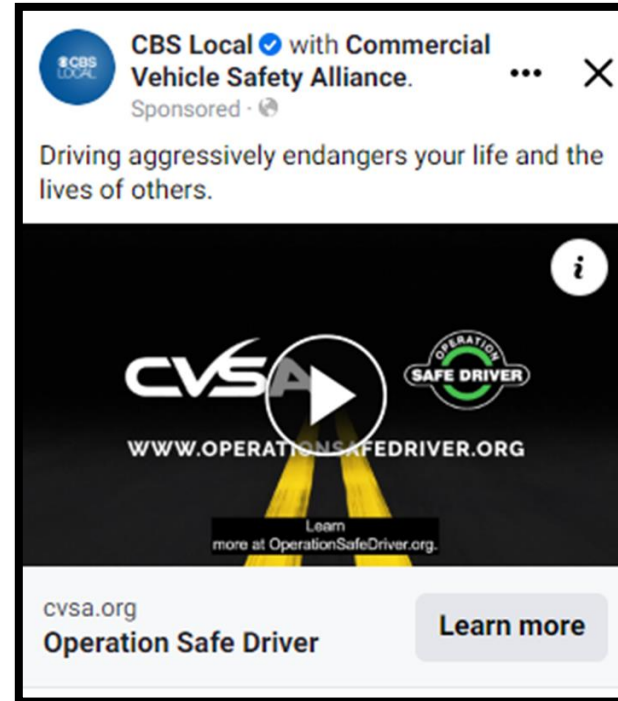
Top 25 Shows:

Program	Impressions
Movies	163,642
Ridiculousness	113,893
The Young and the Restless	108,382
The Bold and the Beautiful	92,898
NCIS	79,959
Two and a Half Men	56,155
Bar Rescue	53,463
Big Brother	53,214
The King of Queens	52,790
Catfish: The TV Show	52,706
Mom	51,234
Blue Bloods	49,385
Everybody Loves Raymond	47,229
South Park	46,774
The Office	44,673
Seinfeld	38,577
Gunsmoke	36,013
Ghosts	32,462
Mike & Molly	32,451
Evil	30,889
Martin	29,227
Survivor	27,423
Cheaters	27,299
FBI	27,105
The Andy Griffith Show	24,852

Social Media Placement



- Placement - California, Florida, Georgia, Illinois, Indiana, North Carolina, Ohio, Pennsylvania, Tennessee, Texas
 - Interested in Driving
 - Parents with teenagers (13-17 years)
 - Parents with Adult Children (18-26 years)



Operation Safe Driver



www.cvsa.org

<https://www.cvsa.org/programs/operation-safe-driver/>

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