PENNA TURNPIKE | OPERATION ORANGE SQUEEZE

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Marketing Challenges

- Changing an ingrained, automatic behavior.
- Reaching our audience at the critical moment, safely.
- Most impactful tactic; furthest from the road and most expensive.

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Message

3 Touchpoints	3 Audiences
• On the couch • While driving • While driving in or approaching a work zone	• People who drive on the Turnpike • Men; 30-55 • Women; 40-55

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3 Appeals

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Approach:
Internal First

- Work Zone Safety is **personal**.
- Need internal stakeholders to help carry this message.
- Met with maintenance management and PSP before campaign was developed.
- 1.5 months before paid advertising began:
  - Campaign unveiled during personal shed visits; before all others.
  - Campaign unveiled to all employees; before public.

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Approach:
Leverage Earned Media

- One month before paid advertising began:
  - 2 press conferences; Philly and Pittsburgh.
  - Focused on commercials for free air play.
  - Unveiled social media and microsite.
- Integrate into outreach events
  - Pledge
  - Wheel

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Approach:

Long Finish with Ads

- First month in Philadelphia-area where last two fatals occurred – May
- Statewide – June through August
- Tactics: TV, radio, online, OOH, print, tollbooths, service plazas

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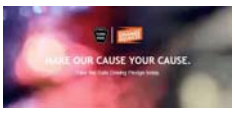
Approach:

Engagement Tactics

Microsite and Pledge

www.operationorangesqueeze.com



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Approach:

Engagement Tactics

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Concepts: “Shattered”

- Pure emotion
- **TARGET**: Female demo
- **TACTICS**: TV, print, online

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Concepts: “Shattered”

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Concepts: “Shattered”

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Concepts: “If You Hit Me”

- Actual PTC maintenance employees
- **TARGET**: All
- **TACTICS**: TV, print, radio, online, service plaza, social media

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Concepts: “If You Hit Me”

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Concepts: “If You Hit Me”

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Concepts: “Paranoia”

- How does it impact me?
- **TARGET**: All
- **TACTICS**:
  Billboards, DMS, Service plazas, toll booths

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Concepts: “Paranoia”

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Concepts: “Paranoia”

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Outcomes/ Next Steps

- Anecdotal evidence
- 87% of survey respondents who saw marketing said they made an effort to change behavior.
- Evolve and broaden the outreach message.
- Find the campaign on Facebook, Instagram, Twitter and Youtube.

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