

## **Making Alabama Roads Safer with the Code of the Road for ALDOT**

*There's a Code of the Road, and knowing it helps you follow it.*

The Alabama Department of Transportation, through its Drive Safe Alabama initiative, educates drivers about safe behavior when behind the wheel. For our campaign titled "Code of the Road," the approach isn't about showing horrible outcomes of bad driving behavior but suggesting a partnership with drivers to help them understand some rules of the road that will keep everyone safe. There are more than 40,000 vehicle crashes each year on Alabama roads, and most of those crashes are preventable just by following the "Code of the Road." We're inviting people to learn the codes of the road and stick to them for everyone's safety.

### **Target Audience**

The campaign is targeting Alabama drivers ages 18-34. Focus groups and online digital surveys were employed to test the campaign messaging that resonated best with our younger target audience.

Learn the Code at [drivesafealabama.org](http://drivesafealabama.org)

### **Objectives**

- Create clever messaging that breaks through for our 18-34 age audience.
- Focus on safe driving initiatives that include distracted driving, speeding, drunk driving, and seat belts.
- Introduce to Alabama a "Driving While High" initiative due to the increased frequency of marijuana use while driving.

### **Delivery**

- Using a series of 15-second videos, messages are delivered digitally through CTV/OTT, pre-roll, YouTube, Reddit, Facebook, Instagram, and streaming audio.
- Statewide billboards deliver messages to drivers when they may actually be breaking the rules of safe driving.
- Cross-device display and interstitial banner ads target teen drivers and college students.
- Campaign social platform cover graphics and branded posts, in addition to videos on Facebook and Instagram, are designed to increase followers.