

Estimating the Audience Coverage of PSAs: The Ad Council's Drunk Driving Prevention Campaign

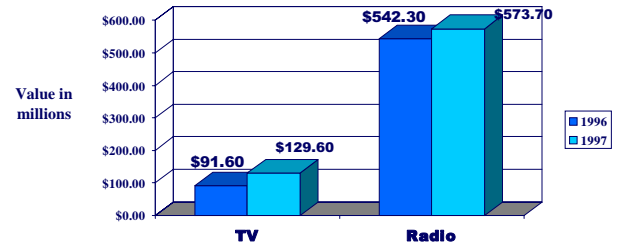
Alyse R. Gotthoffer
and
Kent M. Lancaster

University of Florida

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Time donated to PSAs

- The Ad Council is the most active PSA source
- In 1997, broadcasters donated \$703.3 million in airtime to Ad Council messages.



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PSA Effectiveness

- PSAs have been shown to create awareness of widespread social problems
- A 1991 study by the Advertising Research Foundation found that PSA campaigns have the ability to change beliefs and can influence behavioral intentions and behavior
- PSAs have addressed problems such as crime, drug use, and drunk driving successfully

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Problems with PSAs

- Non-specific targeting
- Inappropriate message content
- Lack of relevance
- Poor media placement

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Analyzing the Ad Council's Drunk Driving Prevention Campaign

- BVS tracking studies used to document the airing of PSAs in the top 30 US markets for both February and March 1998
- DMA home ratings for the top three local stations in each of the 30 markets were used to estimate potential audience coverage
- MMG was used to determine ratings for each market.
- Telmar's TV SpotPlan was used to estimate PSA reach (household coverage)

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Analyzing the Ad Council's Drunk Driving Prevention Campaign *(continued)*

- To estimate PSA reach, the average daypart program ratings were multiplied by 31 percent--the average Proved Commercial Registration score for all adults
- When more than one station in a market aired the PSAs, the total number of ads was divided as evenly as possible among the stations

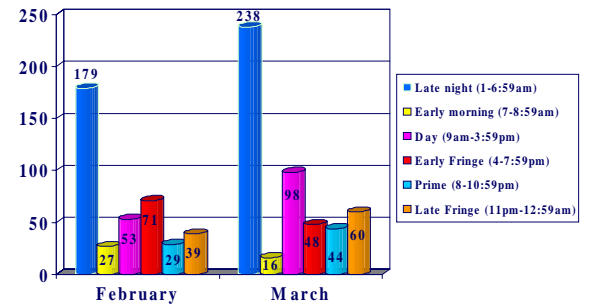
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Results

- Wide dispersion in the number of spots aired across markets
- Nearly half of the PSAs occurred in the late night daypart (1:00am-6:59am), yet the value of this daypart in terms of GRPs was low (17.4% in February, 20.1% in March).
- In February, the early fringe daypart (4-7:59pm) had the greatest value in terms of GRPs (32.8%), but only 18 percent of the total spots were aired there.
- In March, daytime (9am-3:59pm) had the greatest GRP value (28.5%), but only accounted for 19 percent of the total spots aired in the TV campaign

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Number of PSAs Aired by Daypart



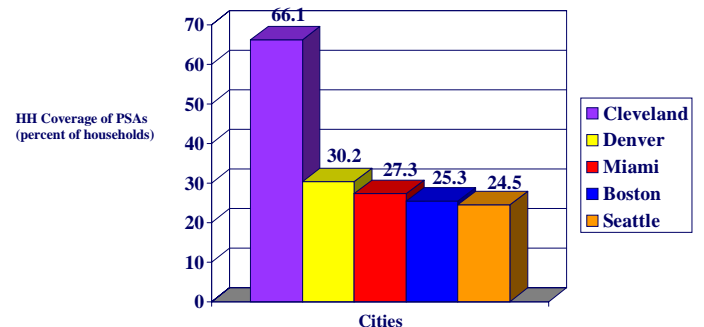
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Results (continued)

- Less than 10 percent of the spots aired in prime time
- In February 1998, average effective reach (household coverage for PSAs) for the top 30 markets was 10.5% of 52,327,670 households
- In March 1998, average effective reach for the same population was 13.7%

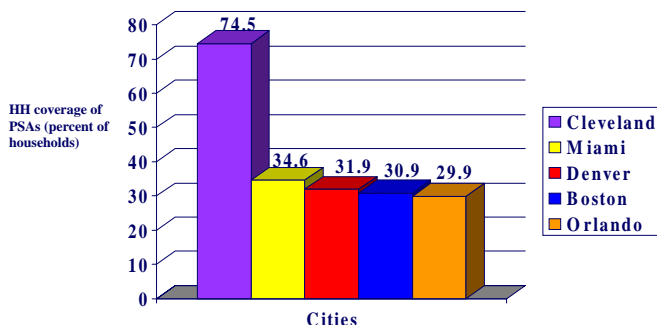
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HH Coverage, Top Five Cities, February 1998



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Household Coverage, Top Five Cities, March 1998



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Daypart Distribution of PSAs and GRPs

Daypart	Number of Announcements				Gross Rating Points (GRPs)			
	February		March		February		March	
	Number	Percent	Number	Percent	GRPs	Percent	GRPs	Percent
Late Night (1-6:59 am)	179	45.0	238	47.2	10.3	17.4	14.6	20.1
Early Morning (7-8:59 am)	27	6.8	16	3.2	3.9	6.5	2.7	3.7
Day (9 am - 3:59 pm)	53	13.3	98	19.4	10.3	17.4	20.7	28.5
Early Fringe (4-7:59 pm)	71	17.8	48	9.5	19.4	32.8	13.0	17.9
Prime (8-10:59 pm)	29	7.3	44	8.7	9.1	15.4	13.8	19.0
Late Fringe (11:00 pm - 12:59 am)	39	9.8	60	11.9	6.2	10.5	7.9	10.9
Total	398	100.0	504	100.0	59.2	100.0	72.7	100.0

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Monthly Analysis

	February 1998	March 1998
Households	52,327,670	52,327,670
Number of Spots	398	504
Plan Cost	\$146,492	\$165,964
Message Reach	10.5%	13.7%

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Discussion

- Despite the seemingly large number of total spots aired, a very small percentage of people in the top 30 markets are likely to recall key message content
- Low plan cost
- Does not take into account targeting (households, not individuals)
- “Conservative” figures used, so there is a good chance these are overestimations of reach

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Discussion (continued)

- Late fringe ratings used to estimate late night ratings, so these are overestimated as well
- This plan assumes the top three stations in each market ran the PSAs
- Although the total number of PSAs aired seems high, more than half aired during late night.

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Discussion (continued)

- Large variation in coverage between markets
- A-B located in St. Louis, which might explain the lack of spots aired there
- Markets delivering the greatest overall message coverage aired some PSAs during prime time.

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Future research

- Look at radio coverage, as well as TV + radio coverage
- Coverage in other media (magazines, newspapers, Internet)
- Parallels between location of alcohol manufacturers and placement of drunk driving PSAs (e.g., St. Louis)
- Effectiveness of other PSA campaigns

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