

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



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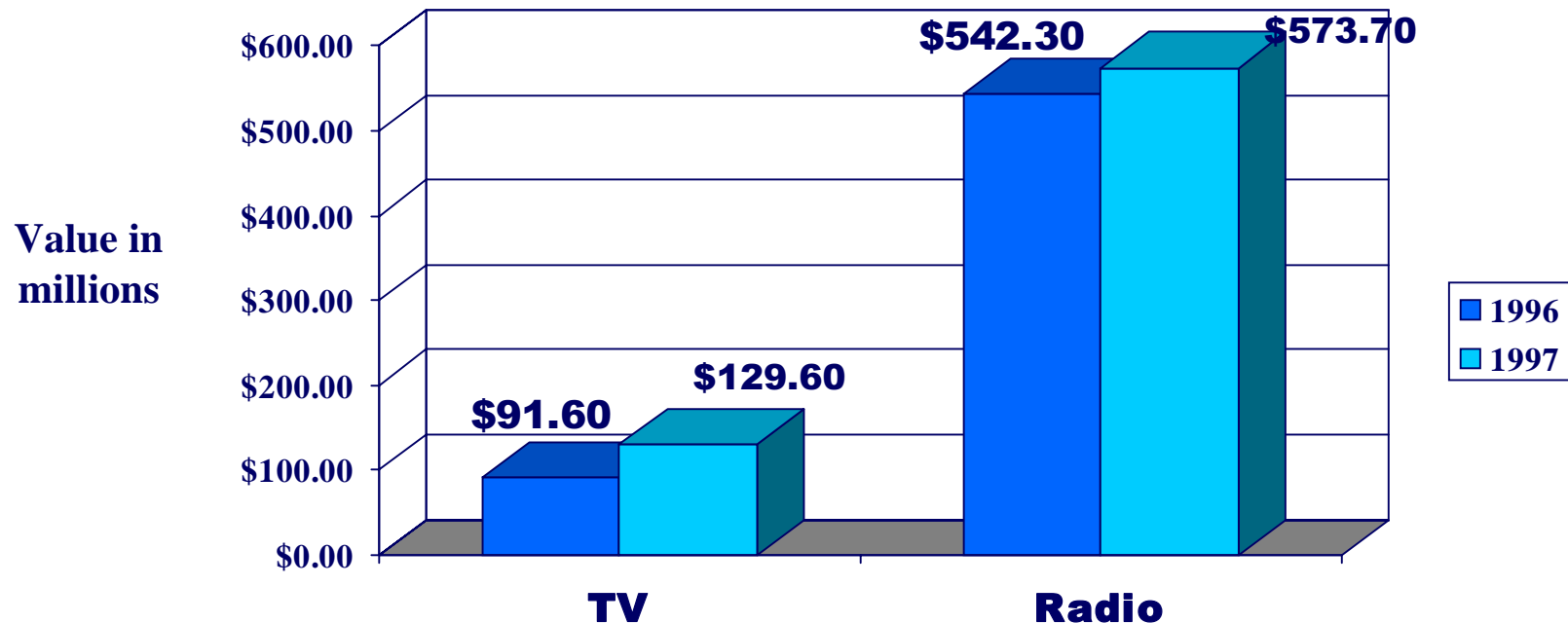
and

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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.



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

Problems with PSAs



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

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)

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

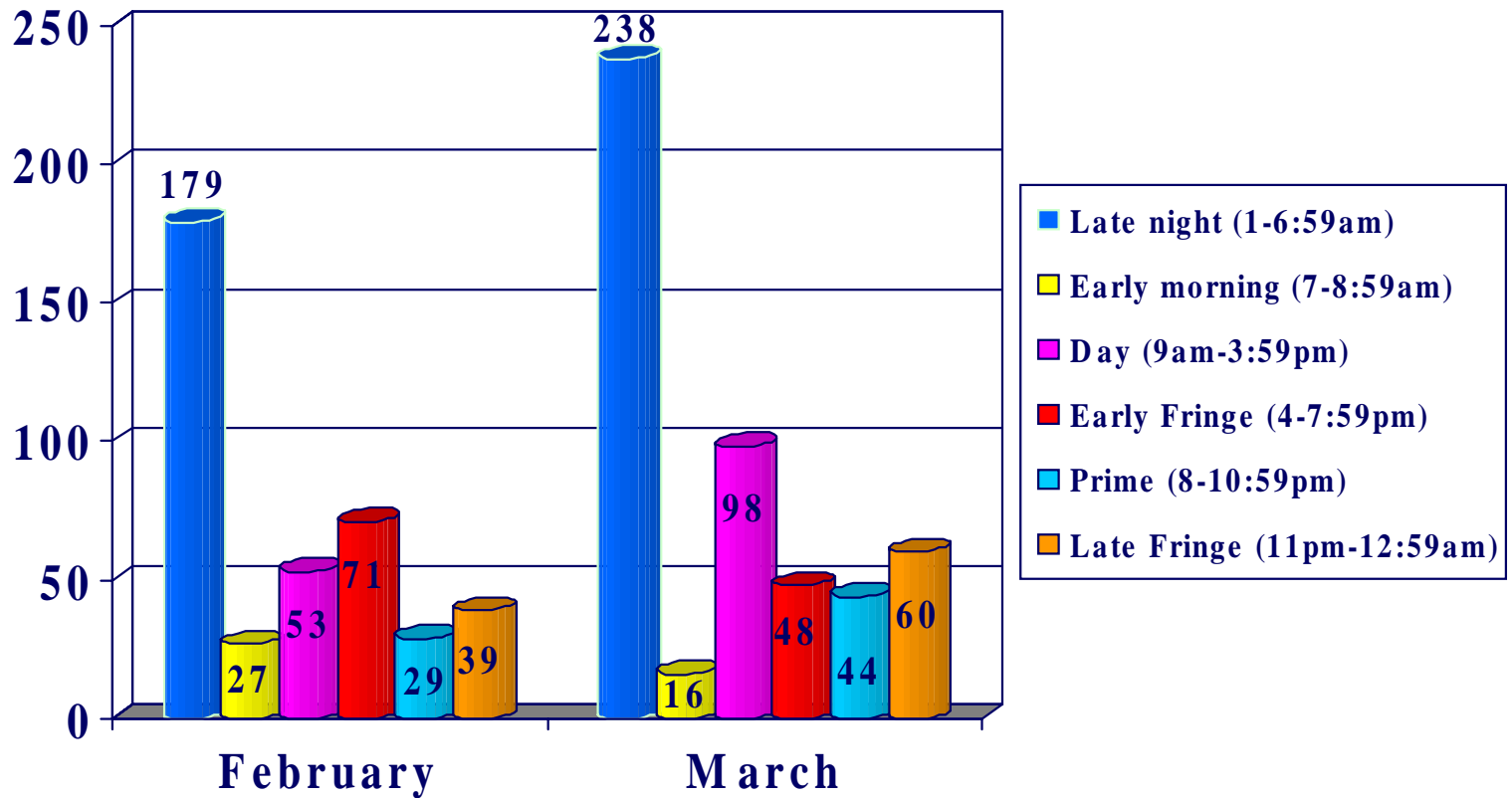
- To estimate PSA reach, the average daypart program ratings were multiplied by 31 percent--the average Proved Commercial Registration score for all adults
- When more than one station in a market aired the PSAs, the total number of ads was divided as evenly as possible among the stations

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

Number of PSAs Aired by Daypart

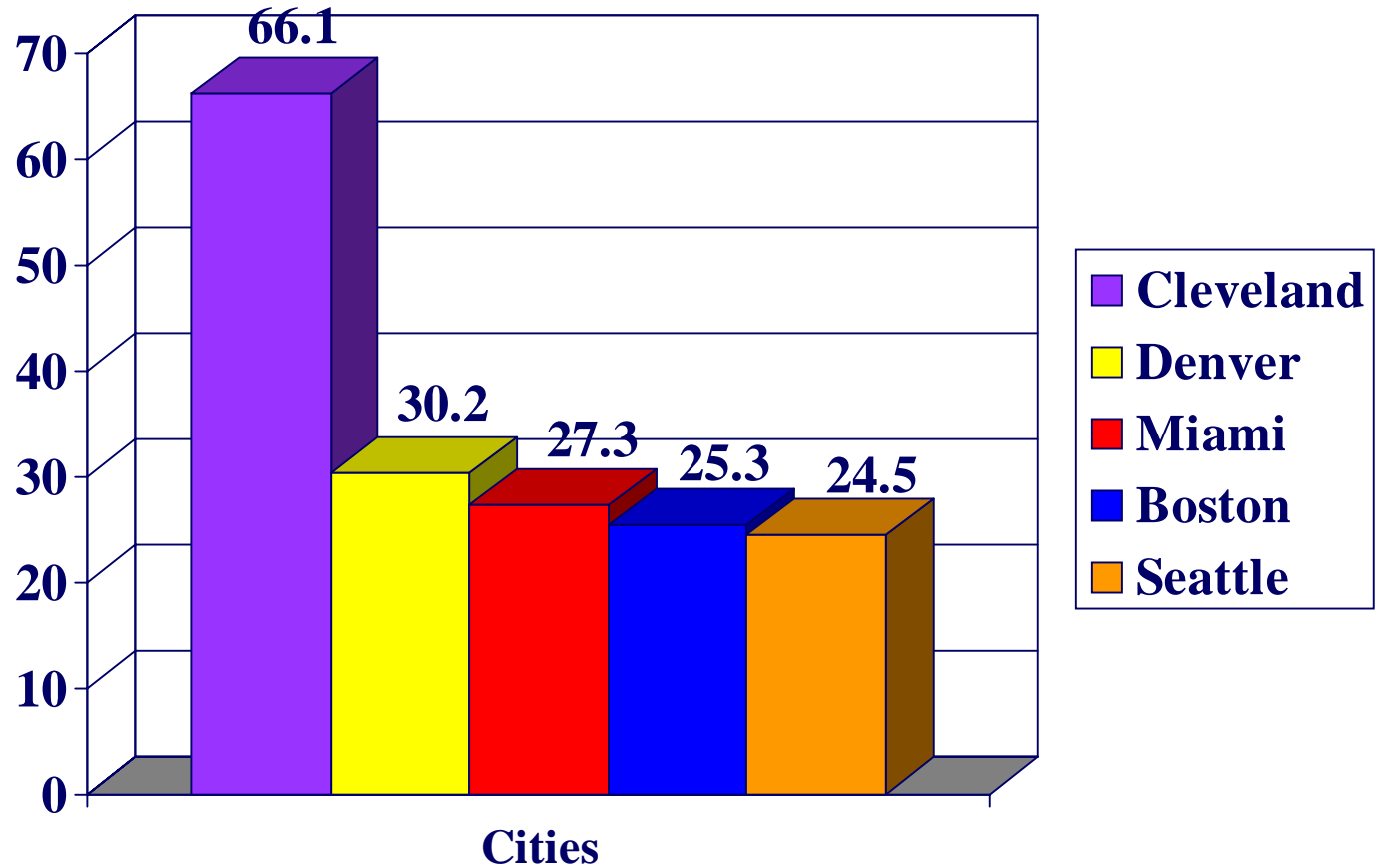


Results *(continued)*

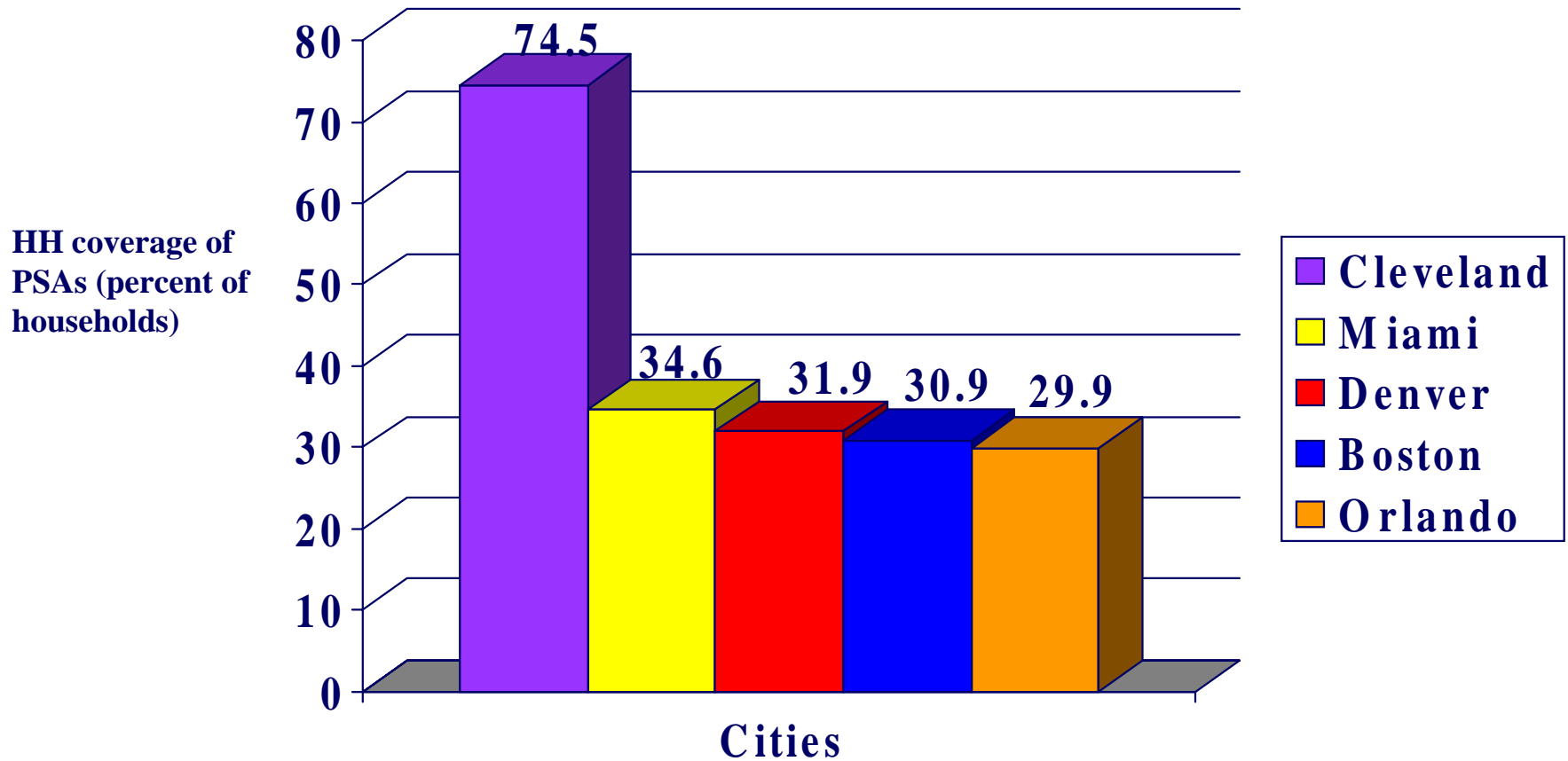


- Less than 10 percent of the spots aired in prime time
- In February 1998, average effective reach (household coverage for PSAs) for the top 30 markets was 10.5% of 52,327,670 households
- In March 1998, average effective reach for the same population was 13.7%

HH Coverage, Top Five Cities, February 1998



Household Coverage, Top Five Cities, March 1998



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

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%

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

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.

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.

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