

# ILLEGAL STREET RACING

# DREAMS CRUSHED

CASE STUDY



24.75M  
TELEVISION  
AUDIENCE

## CALIFORNIA HIGHWAY PATROL

DIGITAL MARKETING AND ADVERTISING

Timeline: March 2023 - September 2023

Budget: \$1,000,000

### BACKGROUND

The mission of the California Highway Patrol (CHP) is to serve the state by offering the highest levels of safety and security, actively reducing the number of fatalities, injuries, and crimes statewide. In recent years, CHP has grown more and more concerned about the rise in illegal street racing and sideshows statewide. High-speed driving, reckless behavior,

and illegal vehicle modifications pose a significant risk to participants and innocent bystanders. To help mitigate these dangers, CHP has created task forces with specialized training. However, efforts to enhance public education and awareness are increasingly needed to reduce the influence and temptations further, especially before the release of the Fast and Furious movie franchise's newest film, Fast X.



## OBJECTIVES



Increase public education and awareness of sidseshows and street activities



Reduce the number of victims killed and injured in speed-related traffic crashes



Reduce the number of victims killed in traffic crashes involving reckless driving



Ensure California's demographics and target audiences are reached appropriately

## AUDIENCE(S) REACHED



18-25 year old males  
50% Hispanic, 20% Asian,  
and 30% general market

## GEOGRAPHY PRIORITIES

LA Metro Area

LA County

Golden Gate Area

San Diego County

Central San Joaquin Valley

## WORK PERFORMED

### Strategy

When we earned the opportunity to work with the California Highway Patrol (CHP) there was an immediate sense of urgency with an ongoing risk to the public, coupled with the forthcoming influence of coverage for the upcoming Fast X movie, potentially creating more appeal for these reckless-driving-related incidents. Therefore, planning and strategy was critical.

Using the data and insight CHP shared with us, we decided to wrap our whole campaign around a time when street racing would be glamorized on the big screen, historically resulting in an uptick in street racing and sideshow activity. We had just eight weeks to get the campaign live in time for the premiere, so we reached out to trusted partners at National Cinemedia and Wilkins Experiential Media to help us craft a plan targeting moviegoers, gamers, and the public right where these incidents take place—on the streets. From there, we hit the ground running.

Name That Movie Clip (Storyboard)



## Creative Development & Production

### Messaging

To kick things off, we started developing creative messaging that would expose the consequences of participating and spectating these reckless and illegal events, which sometimes included the loss of life. Our team came up with a number of catchy headlines, but ultimately, it was “Thrills That Kill” that stole the show. Our audience liked to move fast, so the shorter and punchier messaging worked for this street racing campaign.

When it came time to discuss the second phase of messaging, specifically targeting sideshow participants, our goal was to make sure our creative still tied together with our previous campaign. The golden thread between the two campaigns was the thrill and excitement that both individuals who were driving recklessly and bystanders of these sideshow events felt. That’s how we landed on, “A Threat, Not a Thrill.”

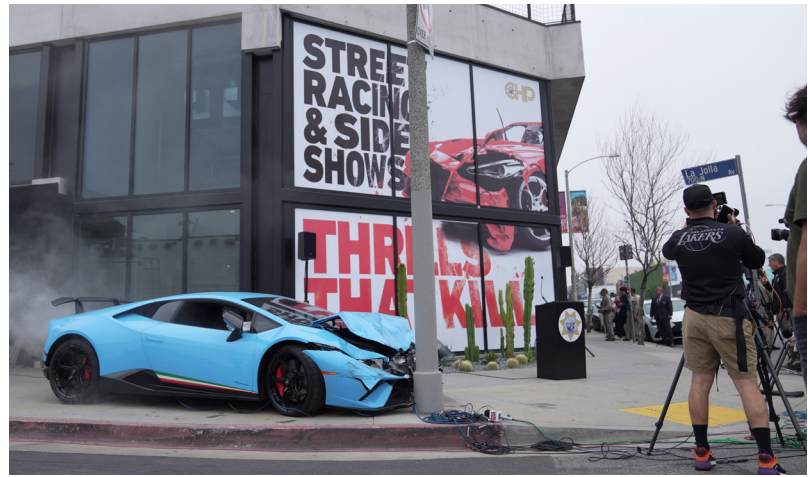


## Creative Direction

Our direction from CHP was to use cars that replicate those from the Fast and Furious movies. However, we needed to balance the client's wishes with trademarked brands. We also want to incorporate enough shock value to grab the audience's attention but not be so graphic that our media partners would deny placements. In the end, approvals on the client side were quick, allowing us to meet 11th-hour deadlines with creative that was sure to stand out and was backed by the Governor's office.

## Public Relations

The final building block of our strategy was to draw news media coverage to extend the messaging statewide. We planned a press event for the day before the U.S. theater release of the Fast and Furious movie in Los Angeles. Wilkins Media was able to secure a wrecked car similar to those from the movie franchise, which served as a backdrop to a press conference on Melrose Avenue. Speakers stood in front of a two-story version of the campaign message letting the media know that enhanced efforts to crack down on street racing and sideshows will be taking place across the state to counter the messaging the movie sends. The Founder of StreetRacingKills.org, Lili, who lost her daughter to a street race, drove home the message that you don't have to be the driver to suffer the deadly consequences.



## Media Planning & Buying Strategies

The media buying strategy we developed focused on supporting our cutting-edge creative content by focusing on a cost-effective use of advertising dollars. Throughout the planning process, our team evaluated different mediums, key audiences, placements, and advertising partners to create a campaign that will reach as many Californians in key areas as possible. Alongside our partner, Social Catnip, our team created, launched, and optimized a full-funnel multi-channel media campaign that featured traditional and digital billboard placements in key areas, NCM movie theater placements, a full-funnel digital media campaign with placements on Meta, TikTok, Connected TV devices, and programmatic banners.

## Results Achieved

Medium	Impressions	Click	CTR	CPM
Meta	1,274,109	18,252	1.43%	\$5.15
TikTok	7,069,974	52,655	0.74%	\$6.27
Basis	3,296,694	1,912	0.06%	\$5.01
CTV - Fox Flex	2,673,790			\$33.66
Crossings TV	78,000			
Wilkins	62,679,946			
NCM	8,202,473			
Press Conference	30,233,000	1,851		

Our media campaign resulted in over 115.5MM impressions throughout key areas in California. Of these impressions, our team was able to negotiate and secure over 13.4MM added value impressions to the campaign. Most impressively, when reviewing CHP's year-over-year data covering traffic incidents and behaviors, we experienced a 45% reduction in street racing and sideshow incidents following this campaign. We firmly believe this huge reduction can be attributed to our media and creative resonating with the target audience, having a positive impact on public awareness of traffic safety issues and attitudes toward safe driving behaviors. In conclusion, our campaign not only met but exceeded our initial expectations, resulting in a memorable initiative designed to save lives and ensure safer streets in California.



*"HYPHEN's (formerly JP Marketing) partnership with the California Highway Patrol proved instrumental in our mission to curb street racing and sideshows. Their tailored strategies demonstrated a deep understanding of our enforcement goals, resulting in an impactful campaign that resonated with the State of California and our local communities. Their collaborative and responsive approach ensured seamless integration of our objectives into their marketing initiatives, ultimately contributing to a significant reduction in illicit activities. We are grateful for their expertise and commitment to enhancing public safety."*

Jose Alatorre, Lieutenant  
CHP Academy, Tactical Training Program