



VTERB Media Committee Rural Teen Media Review

Agenda

- Welcome Robert
- Structure of the VTERB Committee
- Review and vote on Down and Dirty ad
- Review and vote on Down and Dirty Media Plan
- Update on Counter Balance tobacco retailer audits

Rural Teen Media Overview

**DOWN
AND
DIRTY**

Rural Teen Media

Target Audience

- Vermont Teens 12-17

Objective

- Reach Rural Teen Tobacco Users
- Contribute to Shifting Social Norms

Timing

- March 16 – May 10, 2015 (eight weeks)

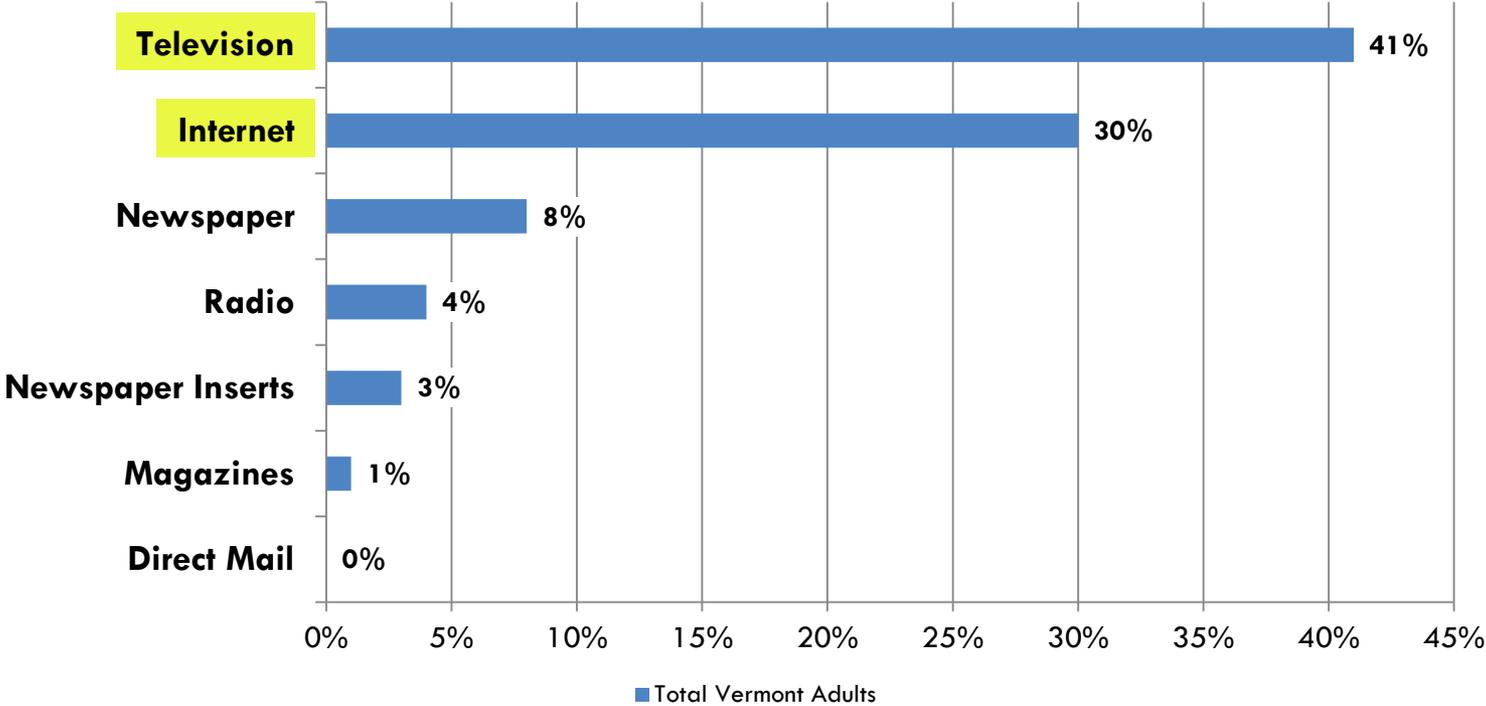
Budget

- \$46,000

Rural Teen Media

Vermont's Most Influential Mediums

Which one of the following media types is most influential?



Rural Teen Media

Teens, especially when we target a subset of teens are particularly challenging to target, but research from multiple sources support that the best tactics are:

- Television – Broadcast & Cable
- Targeted Digital – Social Media Platforms (Focus on Mobile)

Rural Teen Television Media

Television Audience Comp.

	Persons 2+			Teens 12-17	Teens 15-17	Adults 18-34	Adults 25-34	Adults 35-49	Adults 50-54	Adults 55-64	Adults 65+
	Program Name	Rtg	Shr	Avg Aud % Base							
Burlington-Plattsburgh Nov14 DMA Nielsen Live +1											
EPTZ-TV	CW										
Tu 9p-10p	Supernatural	0.4	1.5	35.5%	26.5%	0.0%	12.0%	28.6%	23.9%	0.0%	0.0%

Rural Teen Television Media

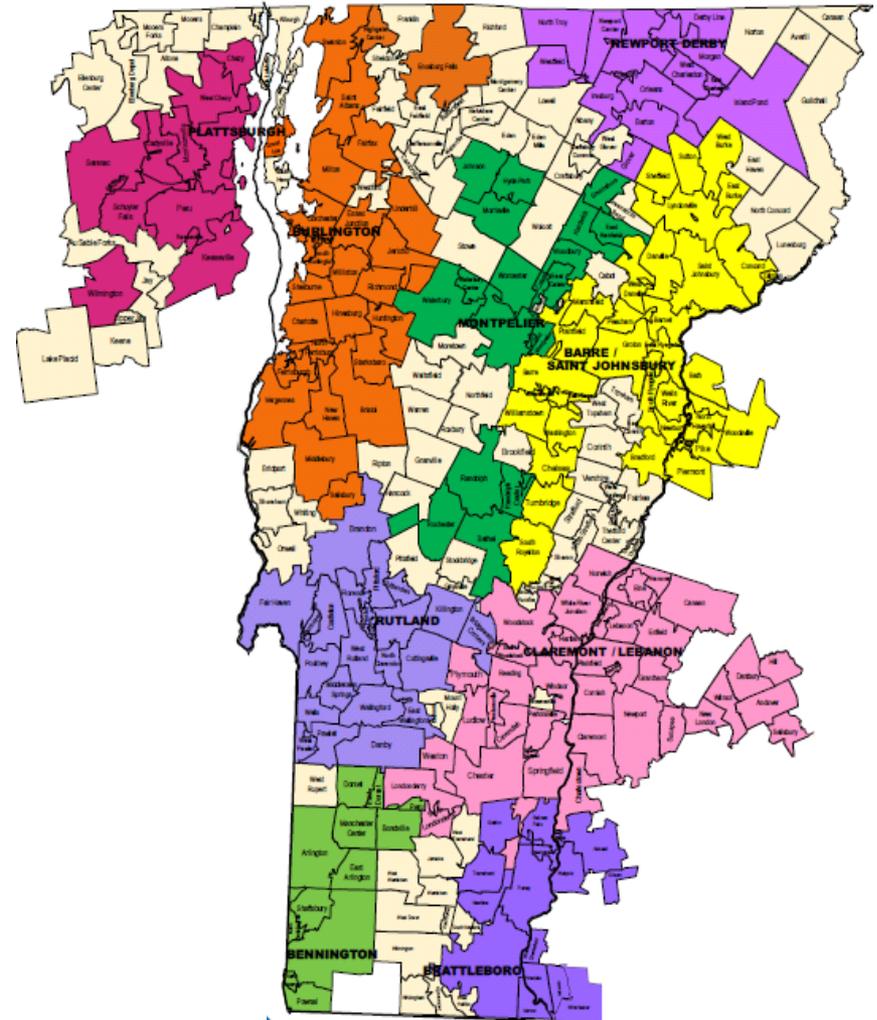
Television Ranker – Teens 12-17

Daypart	Station	Program	Rank	Rating	Pop
Mon 9-10 pm	WCAX-TV	Scorpion	1	3.7	53,000
	WPTZ-TV	The VOICE	2	1.4	
	Comedy Central	South Park	3	.7	
	HGTV	Love it or List It	4	.6	
	TLC	19 Kids & Counting	5	.4	

Rural Teen Television Media

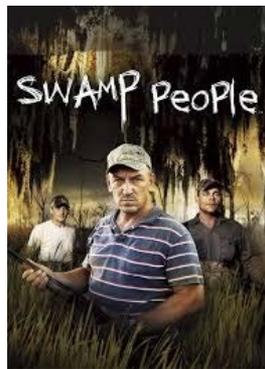
Television - Statewide

- Broadcast
- Supported by Eight VT Cable Zones



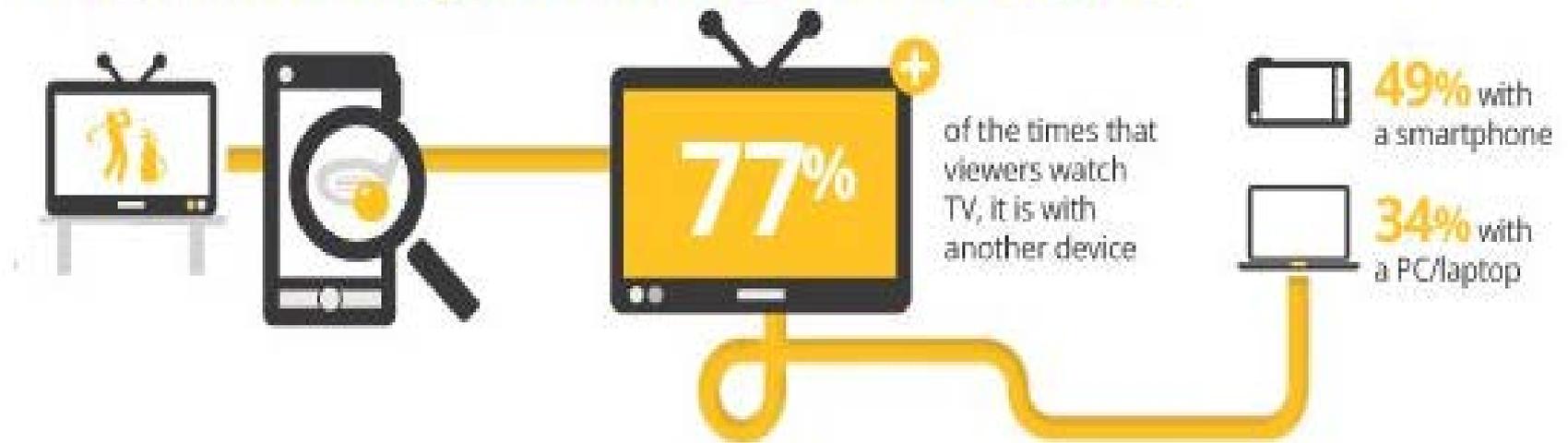
Rural Teen Television Media

Media	Spend	GRPs	Reach/Frequency
		Teens 12-17	
Television	\$40,000	300 grps	68%/4.4



Rural Teen Digital Media

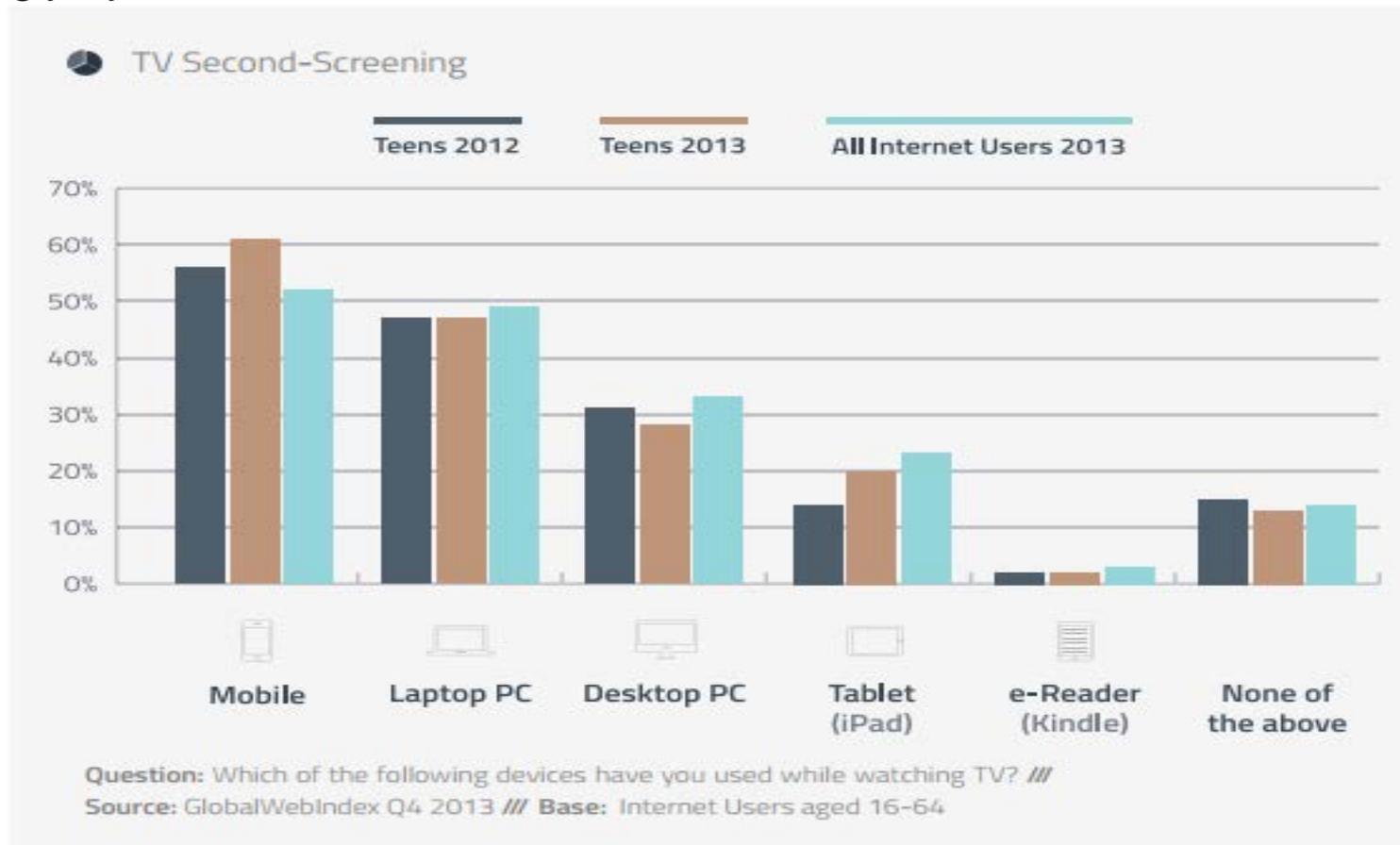
Television no longer commands our full attention



Source: Google/Ipsos/Sterling, 2012

Rural Teen Digital Media

Almost all 16-19 years-olds are second-screeners, a trend being driven most strongly by mobile devices.



Rural Teen Digital Media

- **74%** of **teens 12-17** are ‘mobile internet users’
- **79%** of **rural teens** access the internet from a mobile device
- Teens who fall into **lower socioeconomic groups** are more likely than those living in higher income and more highly educated households to use their cell phone as a primary point of internet access

Source: *Teens & Technology 2013* Pew Research Center

Rural Teen Digital Media

- Targeted Facebook and YouTube ad buy
- Interest targeting allows us to target niche Country teen peer crowd based on interests that they have shared with Facebook
- Interest categories must be narrow enough to minimize wasteful exposure
 - Example broad interest categories: country music, hiking, camping, trucks.
 - Example narrow peer crowd interest categories: mud bogging, deer hunting, monster trucks, 4x4ing.

Rural Teen Digital Media

Media	Spend	Estimated Impressions	Estimated Views
		Teens 12-18	
Facebook Video Placements	\$1,530	345,000	18,500
YouTube	\$1,870	207,000	18,000
TOTAL	\$3,400	552,000	36,500

Rural Teen Media Proposal

Media	Spend	GRPs	Reach & Frequency
		Teens 12-17	
Television	\$40,000	300	68%/4.4
Digital	\$ 3,400		
TOTAL	\$43,400		