



SEATBELT SAFETY
DISTRACTED DRIVING
IMPAIRED DRIVING



Hispanic Communications Network (HCN) was one of the leading agencies working with the US Department Of Transportation (USDOT) on National Highway Traffic Safety Administration's (NHTSA) annual seatbelt safety, distracted driving and impaired driving ad campaigns. Our team was responsible for planning, designing, and executing culturally and linguistically relevant communications strategies to assist national and state traffic safety leaders in reducing road injuries and fatalities among Spanish dominant men ages 18 to 34 and deliver a high added value return for one of the federal government's largest paid media campaigns.

Working in close collaboration with NHTSA, HCN's scope of work included creating and producing Spanish language campaign brands, slogans, logos, dozens of radio ads, and digital display and multimedia ads. HCN also recruited a number of Latin Grammy Award winning Hispanic celebrities as spokespersons for the impaired driving, seatbelt safety and, most recently, distracted driving pilot campaigns.



Strategy

HCN's national radio network, La Red Hispana, was the core of HCN's work with NHTSA. We developed and produced nearly 50 original short format radio segments for distribution and broadcast on our six (6) daily radio programs, which had guaranteed placement on La Red Hispana's 200+ affiliate radio stations. HCN programs underwritten by NHTSA included Saber es Poder, Para Vivir Mejor, Fuente de Salud, Camino al Exito and Epicentro en las Noticias.

In addition to producing creative dramatizations, HCN has a successful track record recruiting Latino celebrities to serve as spokespersons for little or no cost. Our portfolio for this campaign included Latin music superstars Calle 13, Don Omar (reggaetón), Luis Enrique (salsa/tropicalia), Banda Recoditos, Graciela Beltrán and Intocable (banda/northern).

During the three (3) multimedia pushes that HCN executed each year, NHTSA also sponsored HCN's weekly 1 hour immigration call-in radio show, Bienvenidos a America, which airs on 110 stations throughout the US. Weekly sponsorship packages include a law feature segment integrated into the show as well as live mentions and rebroadcasts of the radio segments during commercial breaks.

Impact

HCN's radio network – both the daily radio segments and Bienvenidos a America – generated more than 1.35 billion gross impressions throughout the past 8 years. NHTSA has cited that 69K lives were saved from 2013-2017 from seat belt usage with a 3% increase in seatbelt usage between 2013-2018, and, that Hispanic drunk driver fatalities have decreased 18% from 2005-2014 - illustrating the effectiveness of the media campaigns with law enforcement efforts on the ground to change behaviors.