

HONDA

Honda USA Foundation



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Echo
Studios
AD AGENCY

Bouncing Back Brilliance.

ABOUT

Echo Studios is the combined efforts of the Fall 2025 campaigns class, a student-run agency of UF's ADV4800 Campaigns course.

Our personality stays casual, authentic, and friendly. We want clients to feel like they are being heard and are having a genuine conversation.

PHILOSOPHY

While the word 'echo' can have multiple meanings, we aim to provide clients with solutions that are consistent and reflective of their ideas.

By combining planning and creativity, we reflect our clients' ideas to them, polished and elevated into the best solutions for their problems.



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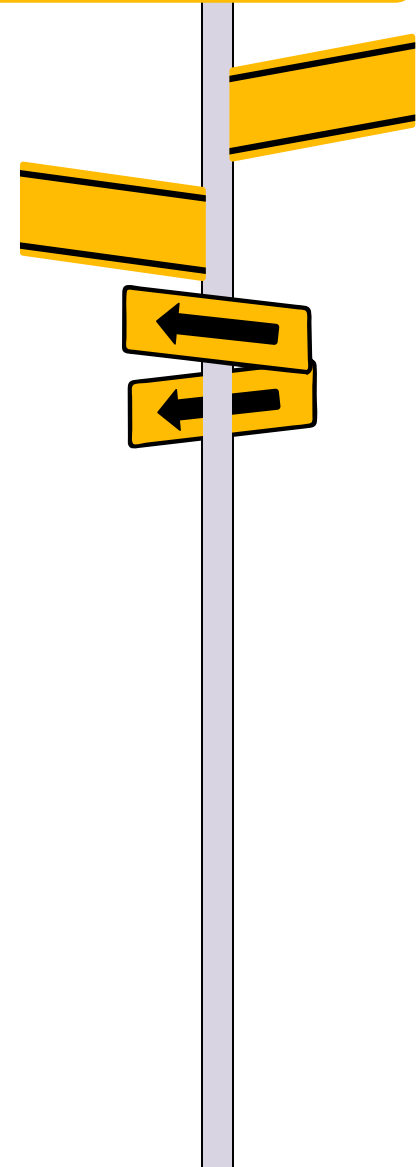
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A photograph of two men on a balcony, overlaid with a semi-transparent orange filter. The man on the right is standing, wearing a light-colored jacket over a dark shirt, with sunglasses perched on his head. The man on the left is sitting, wearing a dark jacket with a globe logo and a baseball cap. They are both looking off-camera. The background shows a blurred outdoor setting with trees and a building.

EXECUTIVE SUMMARY



Situation

The Honda U.S.A. Foundation, the philanthropic arm of Honda Co. Inc., supports nonprofit organizations, schools, and communities nationwide. With over \$16.3 million invested across 23 programs, the Foundation advances initiatives through its five key pillars: education, environment, mobility, traffic safety, and community. For more than 21 years, Honda has demonstrated a steadfast commitment to building stronger, more sustainable communities across the United States.

Problem

Honda maintains a strong commitment to traffic safety; however, Latino and Hispanic teen boys (ages 13–17) are involved in risky driving incidents at disproportionately high rates. Yet, they rarely see themselves represented in mainstream safety messaging.



Goal


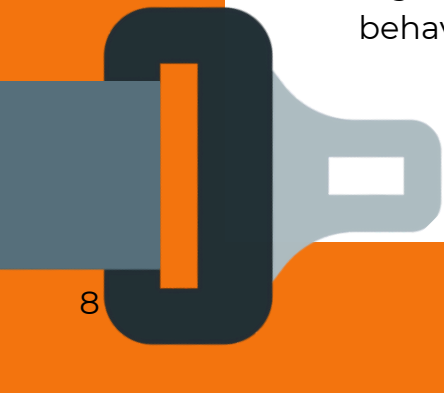
Our campaign aims to engage with Hispanic and Latino boys ages 13–17 and increase awareness of the risks associated with unsafe driving by 25% within six months.

Through a strategic, high-impact advertising approach, we will aim to:

- Increase awareness of the risks associated with unsafe driving among Latino/Hispanic male teenagers.
- Create and implement interactive social media experiences designed to boost engagement.
- Increase self-reported intention to avoid distracted driving.

Solution

We will promote safe driving among Hispanic and Latino teens through interactive PSAs and AI-powered workshops that put them at the center of the experience. By framing safe driving as empowering and as a shared responsibility influenced by friends and peers, our campaign seeks to shift perceptions and spark action beyond simple awareness. Informed by primary and secondary research, our creative strategy highlights real-life scenarios and everyday habits that can lead to risky driving behaviors, motivating teens to make safer choices behind the wheel.



A photograph of a young man with dark, curly hair driving a car. He is seen through the windshield, with his hands on the steering wheel. The image is heavily overlaid with a warm, orange-brown color, creating a monochromatic effect. The text "SITUATIONAL ANALYSIS" is centered in white, bold, sans-serif capital letters.

SITUATIONAL ANALYSIS

ABOUT HONDA

The **Honda USA Foundation**, established in **2004**, supports nonprofits, schools, and communities through five key pillars: **education, environment, mobility, traffic safety, and community**.

By **2025**, it will have invested **\$16.3 million** across **223 programs**, reinforcing Honda's commitment to building **safer, stronger communities** nationwide.

Within the broader safe driving landscape, Honda plays an active role in **promoting education and awareness around traffic safety**, partnering with organizations and local programs to encourage **responsible driving and community well-being**.

Its long-standing dedication reflects Honda's belief that **mobility and safety go hand in hand**—a value that continues to shape its mission today.





INDUSTRY TRENDS

Safe driving PSAs have evolved alongside shifts in technology and media use.

Early campaigns focused on **education and awareness**, while modern strategies emphasize **emotion and engagement** across digital platforms.

Education and Print Era



Safe driving PSAs were first introduced through schools and driver's education programs, using brochures, posters, and handbooks to teach safe driving habits.

Broadcast Expansion



As media evolved, PSAs expanded to TV and radio, reaching broader audiences. Brands like Honda used campaigns such as "Hands on the Wheel" to highlight family, responsibility, and community.

Digital and Social Era



Today, PSAs appear on Instagram, TikTok, YouTube, and X, reaching younger, tech-savvy audiences. Hashtags, challenges, and short videos make messages more engaging and relatable.

Safe Driving Initiative

The Honda USA Foundation's Safe Driving Initiatives focus on promoting responsible behaviors that help prevent injuries and save lives. Previous campaigns emphasize the importance of wearing seatbelts, following speed limits, avoiding distractions, and never driving under the influence. By raising awareness about these simple yet crucial habits, the Foundation aims to inspire long-term behavioral change and safer communities nationwide.

According to the Insurance Institute for Highway Safety, over **40,900 people died in motor vehicle crashes in 2023**, resulting in **\$340 billion** in annual economic losses. These alarming statistics highlight the ongoing need for initiatives that address both education and prevention.

Key Concerns and Impact

One major threat to road safety is **drunk driving**, which claims **34 lives every day**—one every **42 minutes**—and accounts for 30% of all U.S. traffic fatalities (NHTSA). In addition, **young drivers aged 15–20** remain highly at risk, with 180,000+ injured in 2022 and nearly one-third of those killed having blood alcohol levels above 0.1.

Through its Safe Driving initiatives, the Honda USA Foundation seeks to reach these at-risk audiences using educational messaging, emotional storytelling, and community partnerships that promote awareness and accountability behind the wheel.



A photograph of two men standing on metal bleachers at a stadium. The man on the left is wearing a white t-shirt and has a beard, looking directly at the camera. The man on the right is wearing a dark hoodie with 'ISPLAD' on it and is smiling. The entire image has a warm, orange-toned filter. The word 'COMPETITION' is written in large, white, bold, sans-serif capital letters across the center of the image.

COMPETITION

COMPETITOR ANALYSIS

Toyota

(Collaborative Safety Research Center)



- Founded in 2011 to advance vehicle and driver safety through research partnerships.
- Invested \$115 million through 2026 in projects focused on crash prevention, driving behavior, and injury mitigation.
- Collaborates with hospitals, universities, and traffic safety institutions.

NHTSA

(National Highway Traffic Safety Administration)



- Operates under the U.S. Department of Transportation.
- Mission: "Save lives, prevent injuries, and reduce economic costs of traffic crashes."
- Provides state-level grants, educational campaigns, and enforcement programs.

IIHS

(Insurance Institute for Highway Safety)

- Conducts crash testing, safety ratings, and behavioral research.
- Aims to reduce deaths, injuries, and property damage through consumer education and vehicle evaluation.
- Influences public awareness and vehicle safety standards.



Secondary Competitors

Progressive Snapshot: Rewards drivers for safe habits using telematics tracking (speed, phone use, braking).

Microsoft HAMS Project: Uses low-cost sensing tech to monitor drivers' state and behavior, creating a "virtual harness" for vehicle safety.

A photograph of a young man driving a car, with a woman sitting in the passenger seat. The image is overlaid with a semi-transparent orange filter. The text "SOCIAL MEDIA LISTENING" is centered in white, bold, sans-serif capital letters.

SOCIAL MEDIA LISTENING

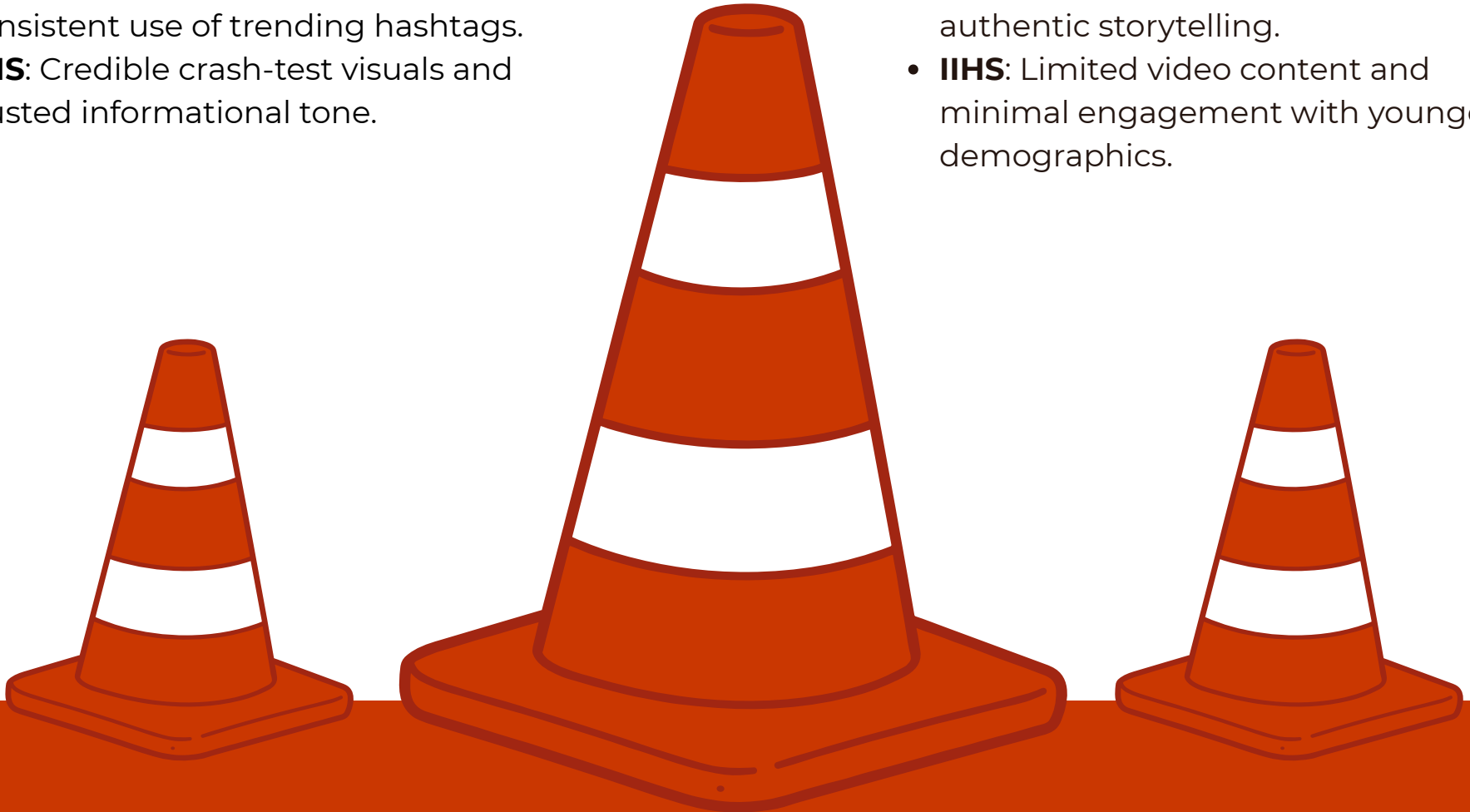
KEY COMPETITOR COMPARISONS

Strengths

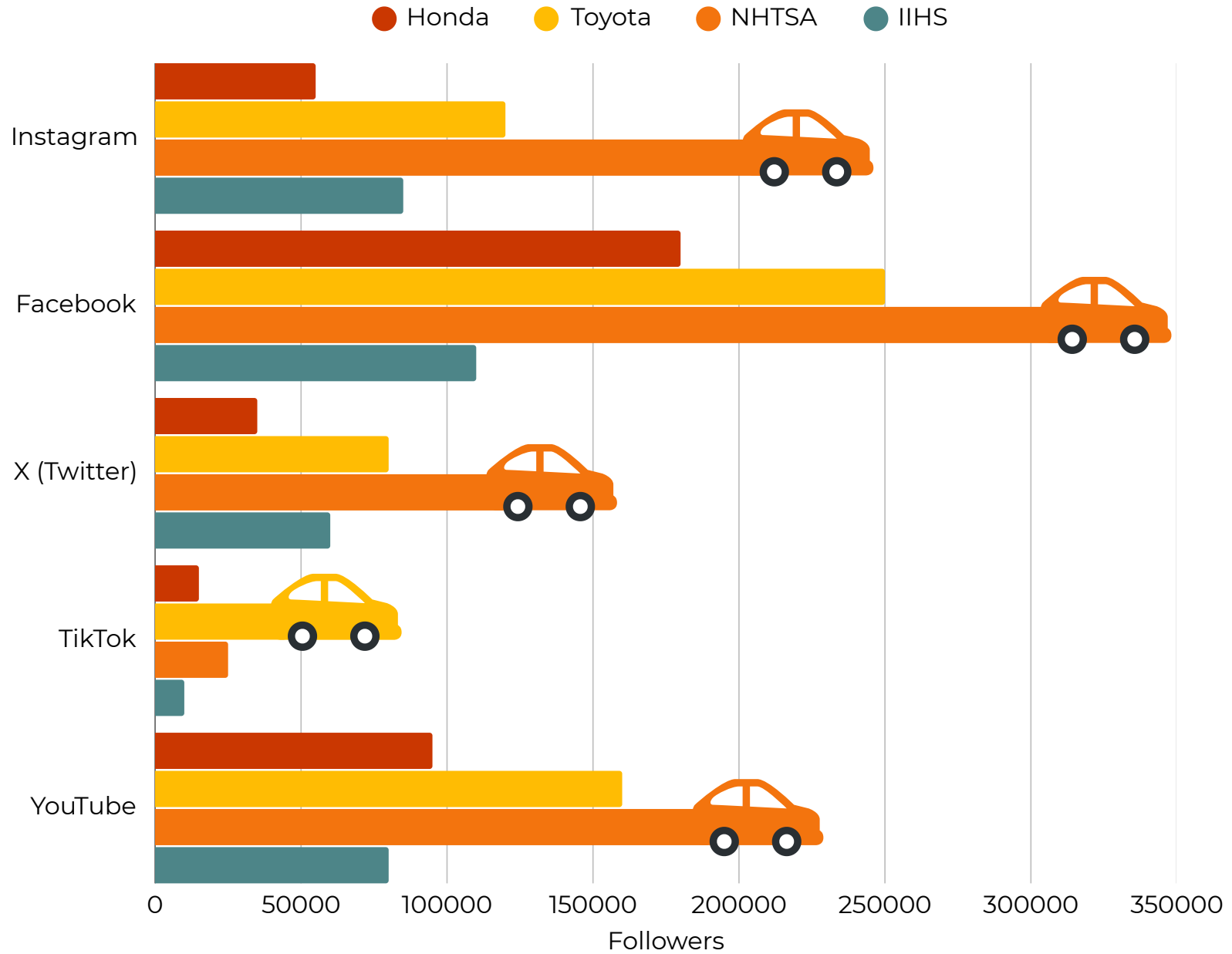
- **Toyota:** Data-driven safety content, well-researched storytelling, and partnerships with universities build authority.
- **NHTSA:** Broad national reach and consistent use of trending hashtags.
- **IIHS:** Credible crash-test visuals and trusted informational tone.

Weaknesses

- **Toyota:** Research-heavy content lacks emotional or interactive appeal.
- **NHTSA:** Feels corporate — lacks authentic storytelling.
- **IIHS:** Limited video content and minimal engagement with younger demographics.



KEY COMPETITOR COMPARISONS



Honda

Conducted from July 2025 to September 2025.



150,251



3 days



3,381



6.1M followers



108,328



6.2 days



2,885



480.5K followers



1,114



1 day



88



1.1M followers



1,780



3 days



134



659K followers



6,495



3.7 days



1,724



5.6M followers

Toyota



128k



4-6 per week



18,449



6.9M followers



108,328



6.2 days



2,885



480.5K followers



No posts since 2022



2,886



4-6 per month



423



2.4M followers



56.9k



3-5 per week



6,859



8.1M followers

NHTSA

Conducted from July 2025 to September 2025.



7,107



2-3 per week



214



27.2K followers



No account



731



1 day



49



70.3K followers



0



3 per month



23



32.7K followers



9,459



1 per day



584



121K followers

IHS



7,728



3-4 per week



157



128k followers



14,606



2-3 per month



215



354.3K followers



No posts since 2021



2,161



1-2 per month



342



354k followers



30,253



1 per week



1,776



194k followers

Key Competitor Comparisons

Honda USA Foundation – Limited online presence and low engagement compared to competitors.

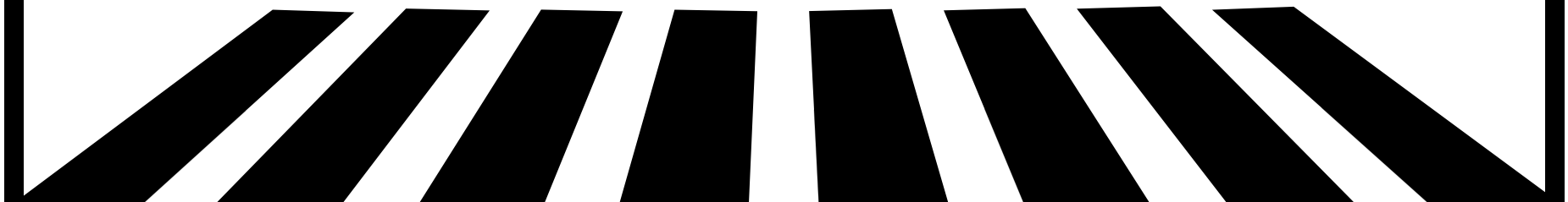
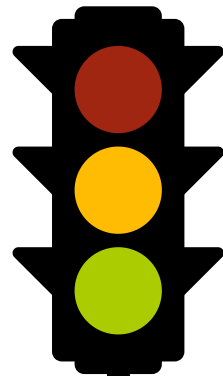
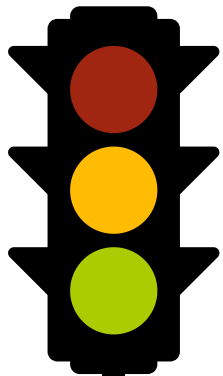
Toyota CSRC – Strong research storytelling and collaboration visibility build public trust.

NHTSA – Highly credible with strong safety authority but minimal social interaction.

IIHS – Strong reputation for safety testing and data but lacks consumer-facing engagement.

RECOMMENDATIONS

- **Strengthen** social media presence with consistent posting and visuals.
- **Share** real impact stories that highlight Honda's community work.
- **Partner** with trusted organizations to increase credibility.
- **Create** short, engaging educational content on safety topics.
- **Develop** a clear, unified message linking Honda's safety mission to its brand values.



A photograph of four young men hanging out by the back of a car. The image has a strong orange tint. One man on the left is standing and drinking from a cup. Two others are sitting on the car's edge, one drinking and one holding a red thermos. A fourth man is standing on the right, smiling and holding a cup. The text 'PRIMARY RESEARCH' is overlaid in the center.

PRIMARY RESEARCH

PURPOSE

Echo Studios conducted a ***focus group***, interviewing teenage boys to better understand the factors that influence their driving behavior, including their experiences behind the wheel, cultural influences, and perceptions of technology such as AI and social media. The goal of this research is to uncover insights that can inform strategies to **promote safer driving habits among young male drivers** based upon the connections found between driving and their **cultural influence**, specifically their Hispanic/Latino culture, as well as being in the **social media/rise-of-AI age**.

FOCUS GROUP

PERCEPTIONS OF SAFETY MESSAGING

Evaluating how teenage boys respond to public service announcements (PSAs) and identifying how advertising messages can be tailored to effectively engage this audience and encourage safer driving habits.

DRIVING EXPERIENCE AND MOTIVATIONS

Understanding how teenage boys view the purpose and meaning of driving, as well as what motivates their behaviors, for independence, social status, or risk-taking.

MEDIA INFLUENCE AND SOCIAL PERCEPTION

Exploring how social media content, online trends, and peer interactions affect perceptions of driving and whether they contribute to risky or reckless behavior.

CULTURAL GENDER INFLUENCER

Examining how culture, gender norms, and gender beliefs interact to influence driving attitudes and practices, especially within the Hispanic/Latino communities.

ARTIFICIAL INTELLIGENCE AWARENESS & CONFLICT

Investigating how teenage boys perceive and use AI technologies, such as navigation tools, driver-assistance features, or social media algorithms.

OBJECTIVES

FOCUS GROUP PARTICIPANTS



Target Audience Profile

- Hispanic/Latino Males
- Ages 13-17

Recruitment Details



- Recruited through personal connections
- 6 Participants



Focus Group Logistics

- Held Virtual (Zoom)
 - September 25 | 3:30–4:30 PM (1 hour)
- Participants are located across Florida

Social Connection & Independence

Most of the participants described active social lives centered around school, work, and spending time with friends. Driving seemed to be a symbol of independence and freedom as a way to get out of the house, hang out with peers, or express individuality through one's car choice and driving style.

Responsibilities & Driving Purposes

Many also mentioned balancing responsibilities such as part-time jobs, sports, and family obligations, which influence how often and why they drive.

Participants talked about how driving was tied to necessity, getting to work or school. Driving is also a social or recreational activity, often tied to group outings.

Social Media & Lifestyle

Most of the participants described active social lives centered around school, work, and spending time with friends.

Driving seemed to be a symbol of independence and freedom as a way to get out of the house, hang out with peers, or express individuality through one's car choice and driving style.



KEY FINDINGS



Reasons to Drive

Driving is more than just a mode of transportation; it is an emotional journey, a taste of freedom, a responsible obligation, and a form of self-expression.

Influenced by parents to be less codependent on others for transportation.

"I spend more time outside of my house, you know? Yeah, I feel like I gotta drive."



Motivations to Drive Safe

Most effective PSAs use emotional appeals and connect to family.

- Family is central to Hispanic/Latino culture and makes messages resonate.
- Friends and religion motivate safer driving.
- Respect and responsibility for "each other's lives."
- Few have been in accidents, but knowing someone who has encourages safer driving.

"I know there's people that have [been in car accidents], and then that changes their whole mind and way of thinking of driving. And, like, you know, it makes them actually want to drive safer and just make driving, like, better, you know, for everybody."

KEY FINDINGS

Hispanic/Latino Culture

Other important aspects of Hispanic/Latino culture include God and the church, food from their parents' country of origin, and Hispanic/Latino music.

Partying until late at night is a big part of many Hispanic/Latino cultures. It is common to have a big party with the entire family, extended family, and friends.

Social Media & A.I.

Social media feeds often show videos of reckless driving or “cutting up.” These videos go viral and receive high engagement.

Many teens utilize A.I. freely, but with caution.

AI is used for work, school, and fun tools, such as Snapchat filters.

However, they would not trust autonomous vehicles or view them as safer.

PSA

Most effective PSAs use emotional appeals and connect to family.



SURVEY RESEARCH PURPOSE

A total of 79 respondents answered the survey as of October 3rd, 2025. Only 43 of the participants were used in the final analysis. Echo Studios gathered meaningful data from our target demographic, as well as college students and parents, on four key areas:

**Driving safety
and habits**

**PSA awareness
and perception**

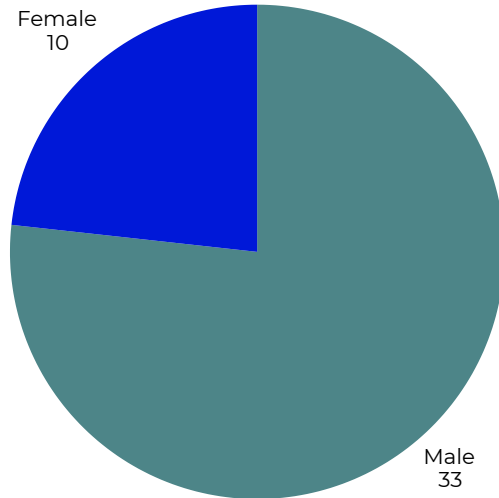
Social media use

AI use

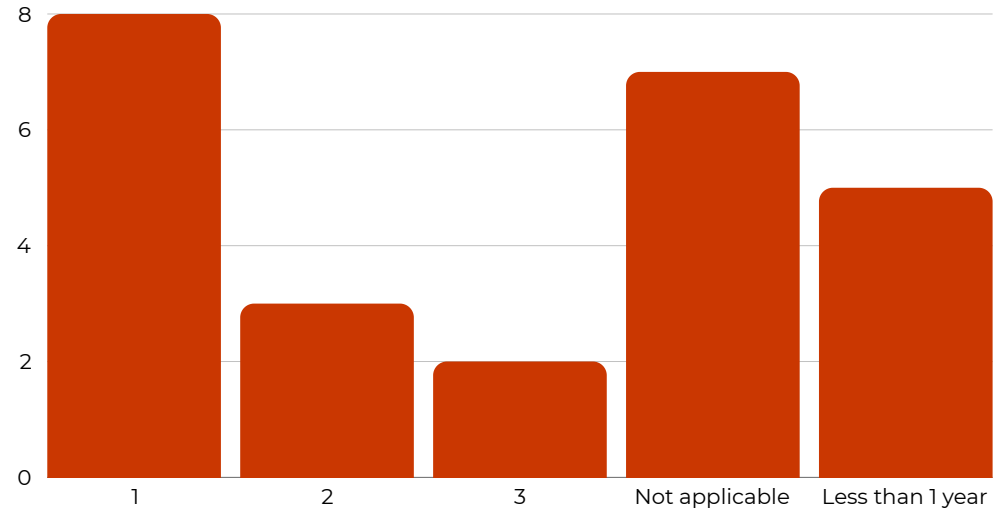
By exploring these topics, we aim to better understand how our audiences think and behave in relation to driving, how they interact with PSAs, which social media platforms they engage with most, and how comfortable they are with AI.

SURVEY PARTICIPANTS

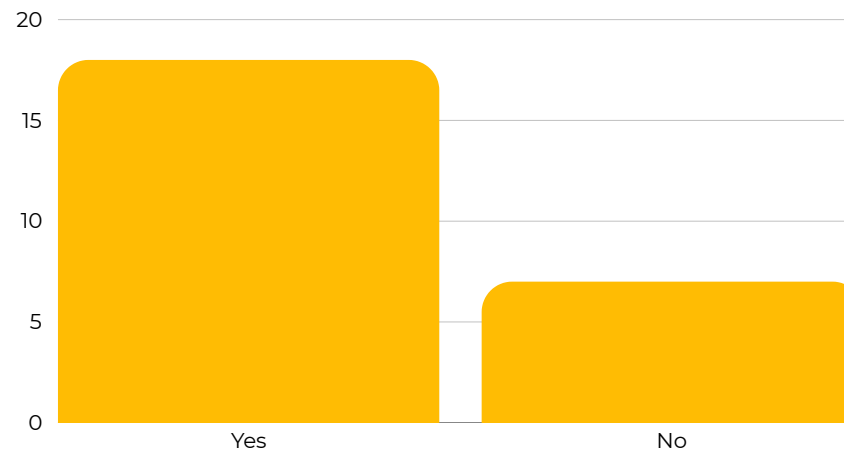
Survey Demographics
Based on frequency



How many years have you been driving for?
Based on frequency

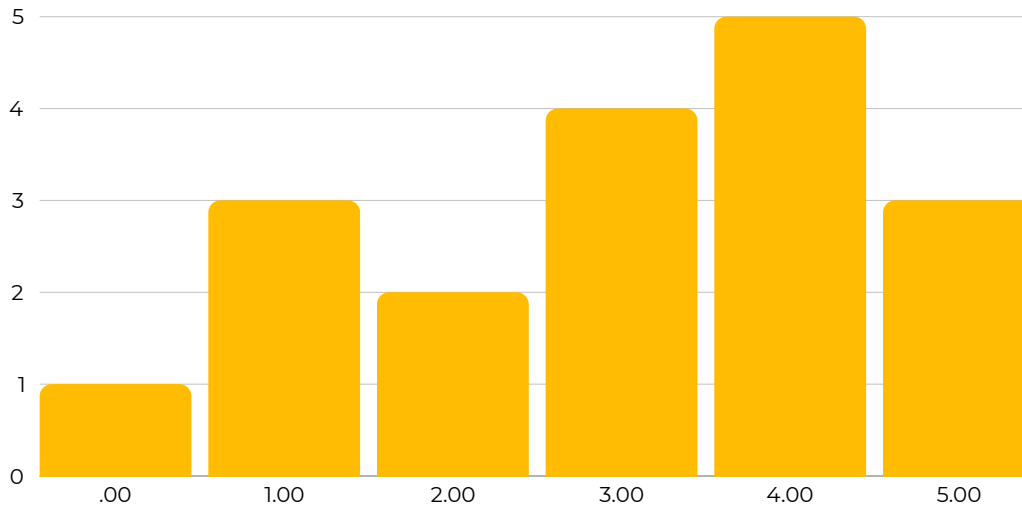


Are you able to drive? (have a learners
permit/license)
Based on frequency

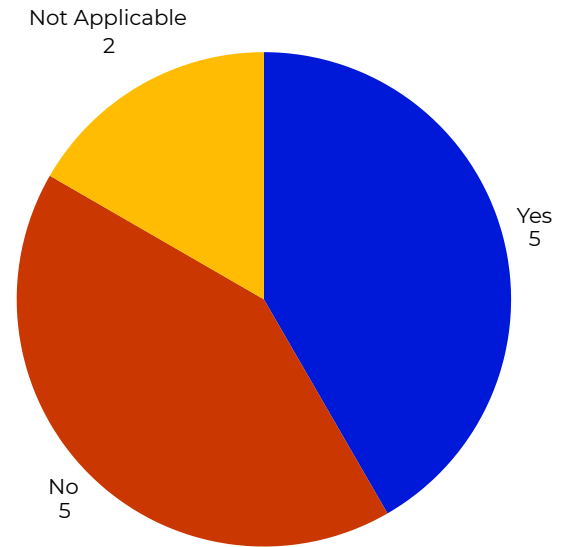


DRIVING SAFETY AND HABITS RESULTS

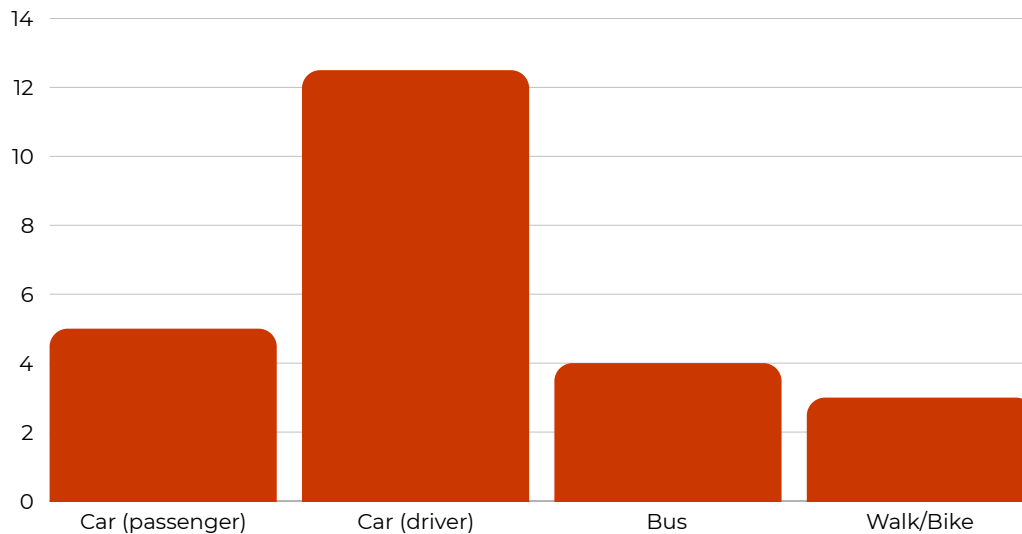
On a scale of 1-5 how did you feel about fast driving at age 13-17?
(1 being the most negative and 5 being the most positive)



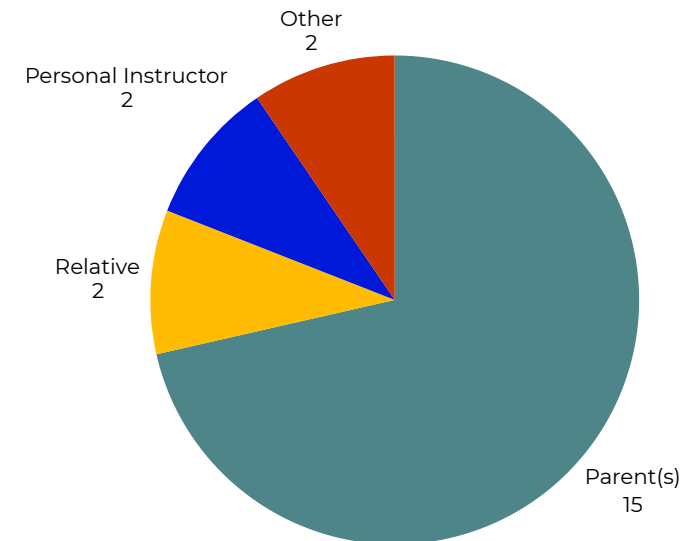
Does having other people in the car with you influence your driving style?



How do you get to school/work?

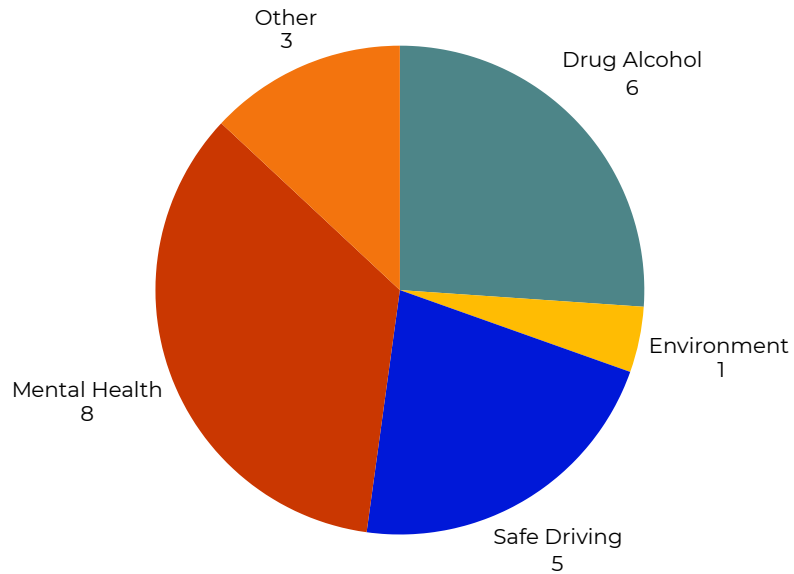


Who taught you how to drive at age 13-17?

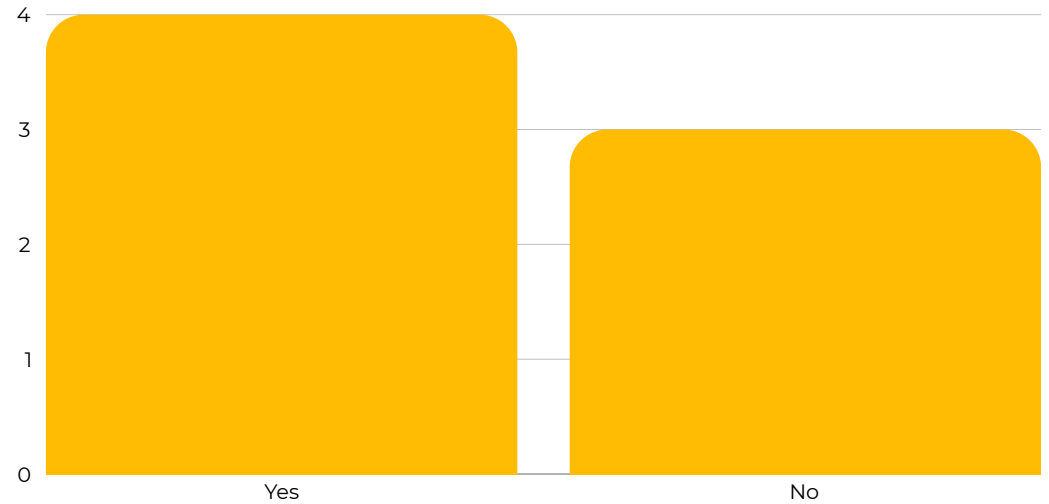


PSA SURVEY RESULTS

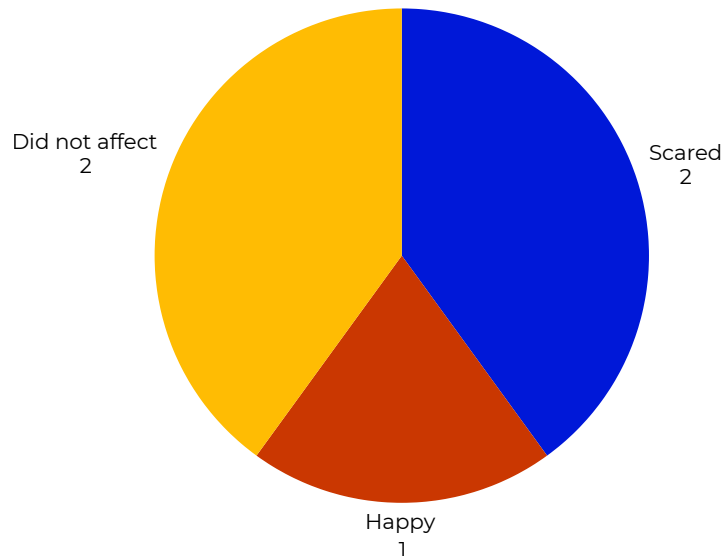
Type of PSA seen in the past 30 days



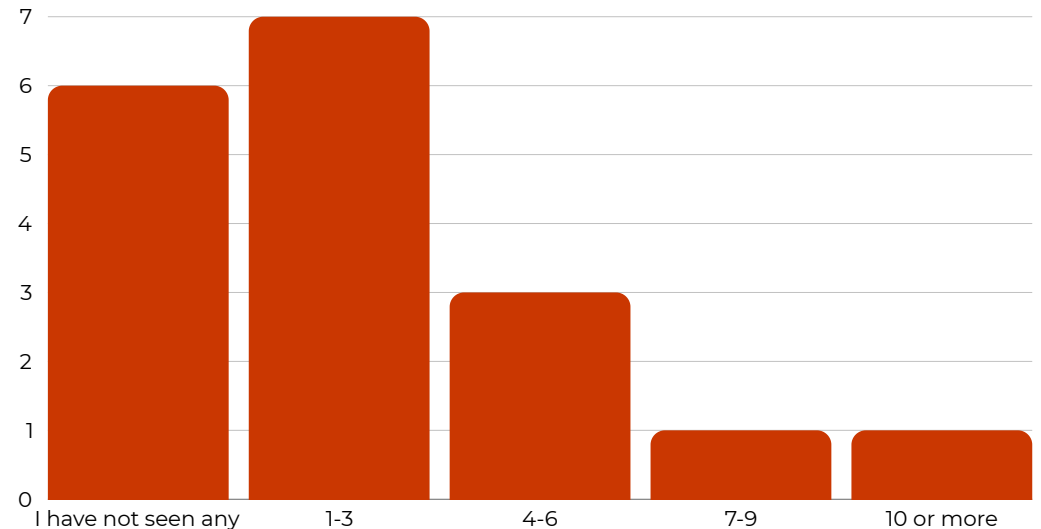
Do you think PSAs about safe driving are effective
Based on frequency



Does having other people in the car with you influence your driving style?



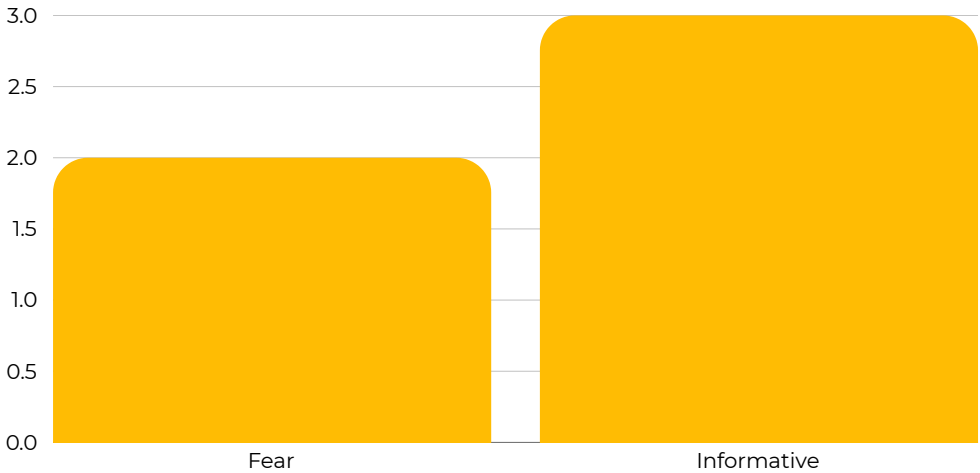
How often have you seen PSAs in the last 30 days?



PSA SURVEY RESULTS

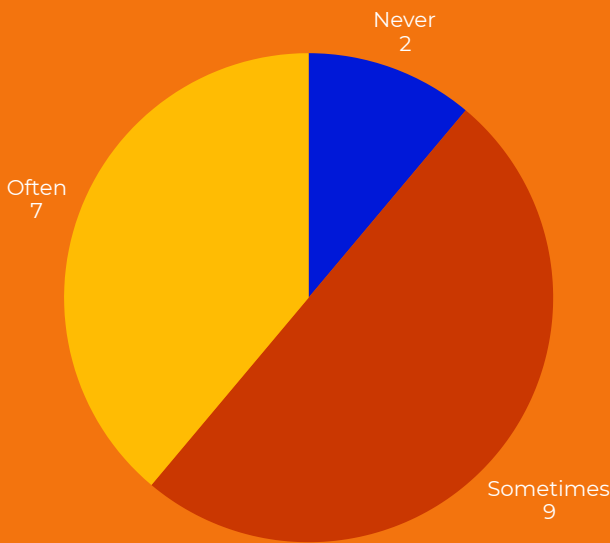
What did the Safe Driving Habits PSAs you've seen in the last 30 days try to inspire the most?

Responses are based on those who selected 'Safe Driving Habits'

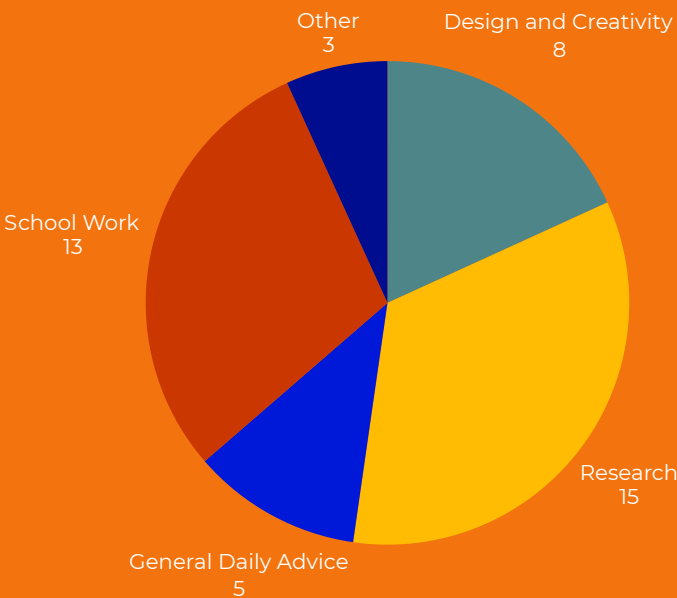


AI SURVEY RESULTS

How often do you use AI?
Relevant Target



How do you use AI?
Based on frequency



SWOTSW

STRENGTHS

- Strong and widespread public support for road safety.
- National media campaigns (e.g., NHTSA's "Drive Sober or Get Pulled Over") effectively reach broad audiences.
- Emotional storytelling connects with viewers by showing real-life consequences.
- Backing from credible organizations (CDC, NHTSA, IIHS) adds authority and trust.

WEAKNESSES

- Limited engagement among younger demographics who view PSAs as outdated or lecturing.
- Lack of cultural resonance, failing to reflect audience diversity.
- Messages can feel repetitive due to similar themes across campaigns.

OTSwOT

OPPORTUNITIES

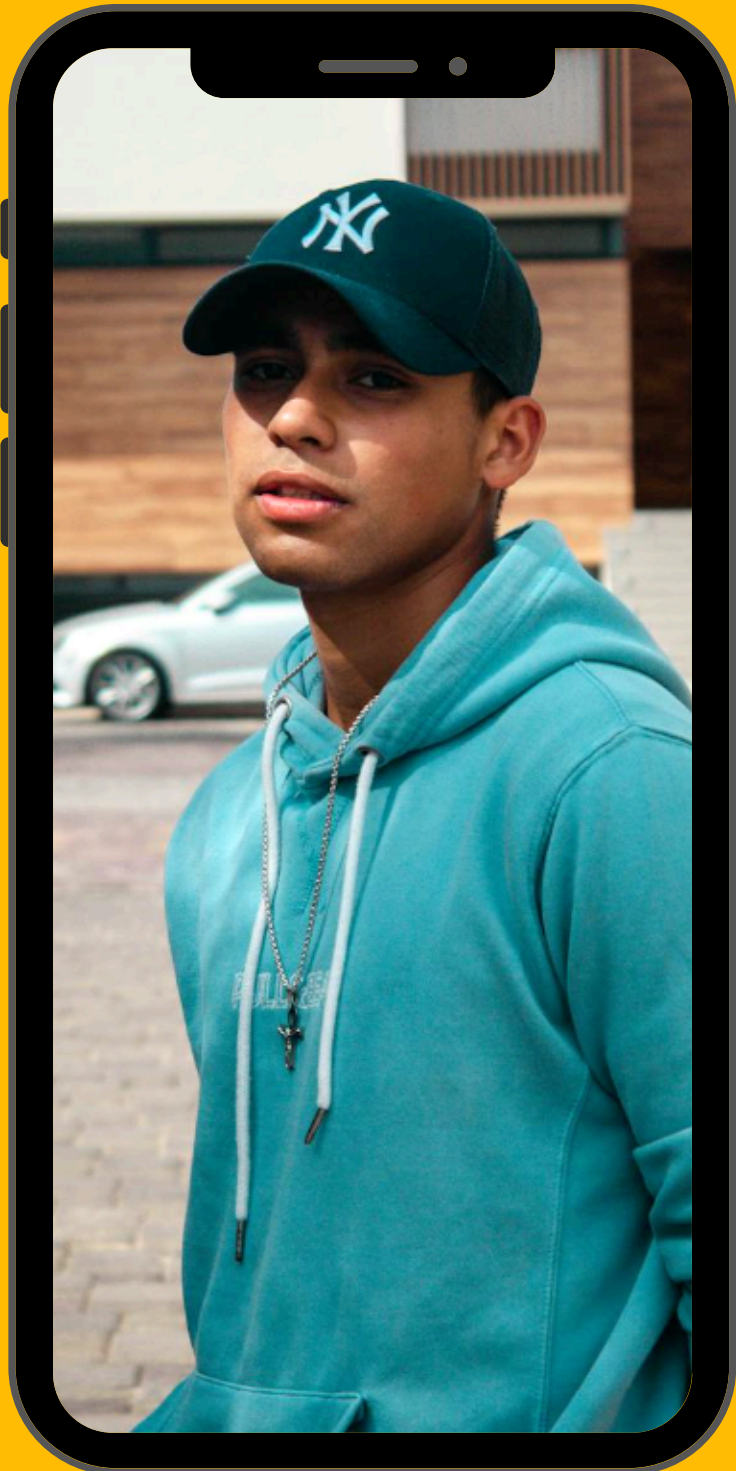
- Collaborations with Gen Z influencers to reach younger audiences on TikTok, Instagram, and YouTube.
- Use of culturally relevant symbols, traditions, and language to improve authenticity.
- Community-based events to create interactive, local engagement.

THREATS

- “It won’t happen to me” mentality among young drivers reduces message impact.
- Competing social media content glorifies reckless driving.
- Cuts in funding for community safety programs.
- Peer influence encourages unsafe behaviors.

A photograph of three men standing in a field of tall grass at sunset. The man on the left is pointing towards the right. The man in the middle is smiling and looking towards the right. The man on the right is also smiling and looking towards the right. The background is a bright orange and yellow sky with some distant lights. The text "TARGET PROFILES" is overlaid in white, bold, sans-serif font in the center of the image.

TARGET PROFILES



PRIMARY PERSONA

JULIAN

- Julian is a 16-year-old high school student from Palm Beach, Florida.
- He enjoys gaming, listening to music, and socializing in his free time.
- He views driving as a way to gain independence, freedom, and status.
- With a learner's permit, Julian understands the rules of the road but is easily influenced by external factors and social media.

PRIMARY AUDIENCE

Our target audience values independence, seeing driving as a rite of passage. They're proud of their safe driving knowledge and dislike being stereotyped as reckless. Driving boosts social status and connects them with friends. While cautious at first, they take more risks as they gain comfort, adjusting when consequences hit. They respond to humor (especially irony and dark humor) but crave authenticity and emotional impact.

According to the Hispanic Research Center, **states like California, Texas, and Florida** have the largest Hispanic/Latino populations in the US and a high percentage within the targeted age range.



Latino & Hispanic Teenage Boys, ages 13-17

GEN Z LATINOS ARE BICULTURAL, ENGAGING WITH BOTH ENGLISH AND SPANISH CUSTOMS AND TRADITIONS.

HIGHLY DIGITAL, THEY SPEND MOST OF THEIR TIME ON TIKTOK AND INSTAGRAM.

Likes



SOCIALLY AND CULTURALLY LITERATE BRANDS

PAY MORE FOR BRANDS WITH A SENSE OF HUMOR

Purchase Behavior & Habits



INFLUENCED BY WORD-OF-MOUTH RECOMMENDATIONS

"STYLE COUNTS MORE THAN PRICE"

Dislikes



INAUTHENTIC OR ROBOTIC MESSAGES

BRANDS THAT DON'T CONNECT WITH GEN-Z REALITIES

A group of five young people are posed on a concrete staircase. The staircase has a metal railing with a perforated mesh. The wall to the right is covered in graffiti. The scene is overlaid with a yellow-to-blue gradient. The text "CAMPAIGN OBJECTIVES" is centered in white, bold, sans-serif font.

CAMPAIGN OBJECTIVES

Objective 1

INCREASE AWARENESS OF THE RISKS ASSOCIATED WITH UNSAFE DRIVING AMONG LATINO/HISPANIC MALE TEENAGERS (13-17) BY 25% WITHIN SIX MONTHS.

Objective 2

ENGAGE AT LEAST 2,000 LATINO/HISPANIC TEENS (13-17) THROUGH SOCIAL MEDIA, INTERACTIVE PSAS, AND PEER-LED CONTENT WITHIN THE SIX MONTHS.

Objective 3

BY THE END OF THE CAMPAIGN, ACHIEVE A 15% INCREASE IN SELF-REPORTED INTENTION TO AVOID DISTRACTED DRIVING AMONG LATINO/HISPANIC TEEN BOYS EXPOSED TO CAMPAIGN MATERIALS.



CREATIVE

THE BIG IDEA

A photograph of a person's hands holding a smartphone in a car. The phone screen shows a Spotify app icon. The background is a blurred view of the car's interior, including the dashboard and steering wheel. The image is overlaid with a semi-transparent blue filter.

**RESPONSIBILITY IS
SHARED IN EVERY SEAT**

CREATIVE STRATEGY

RATIONALE

When you're on the road, safety isn't only up to the driver.

“Responsibility is shared in every seat” reminds us that everyone in the car helps shape the outcome and every choice counts.

The entire campaign focuses on the idea of **“a friend's role,”** in which all participants in the car help play a valuable role in driving and safety. The strategy is to be highly active on social media, creating uplifting posts on platforms such as Instagram and TikTok.



**TEENS SEE DRIVING AS A SYMBOL OF MATURITY AND CONTROL—
BEING SEEN AS INEXPERIENCED THREATENS THEIR SENSE OF
INDEPENDENCE.**

Because driving represents independence & they want to feel capable and respected among peers.



Teens don't drive alone, even when they're the only one behind the wheel—friends in the car or on the phone shape every decision on the road.

That influence can steer the group toward safety instead of risk.

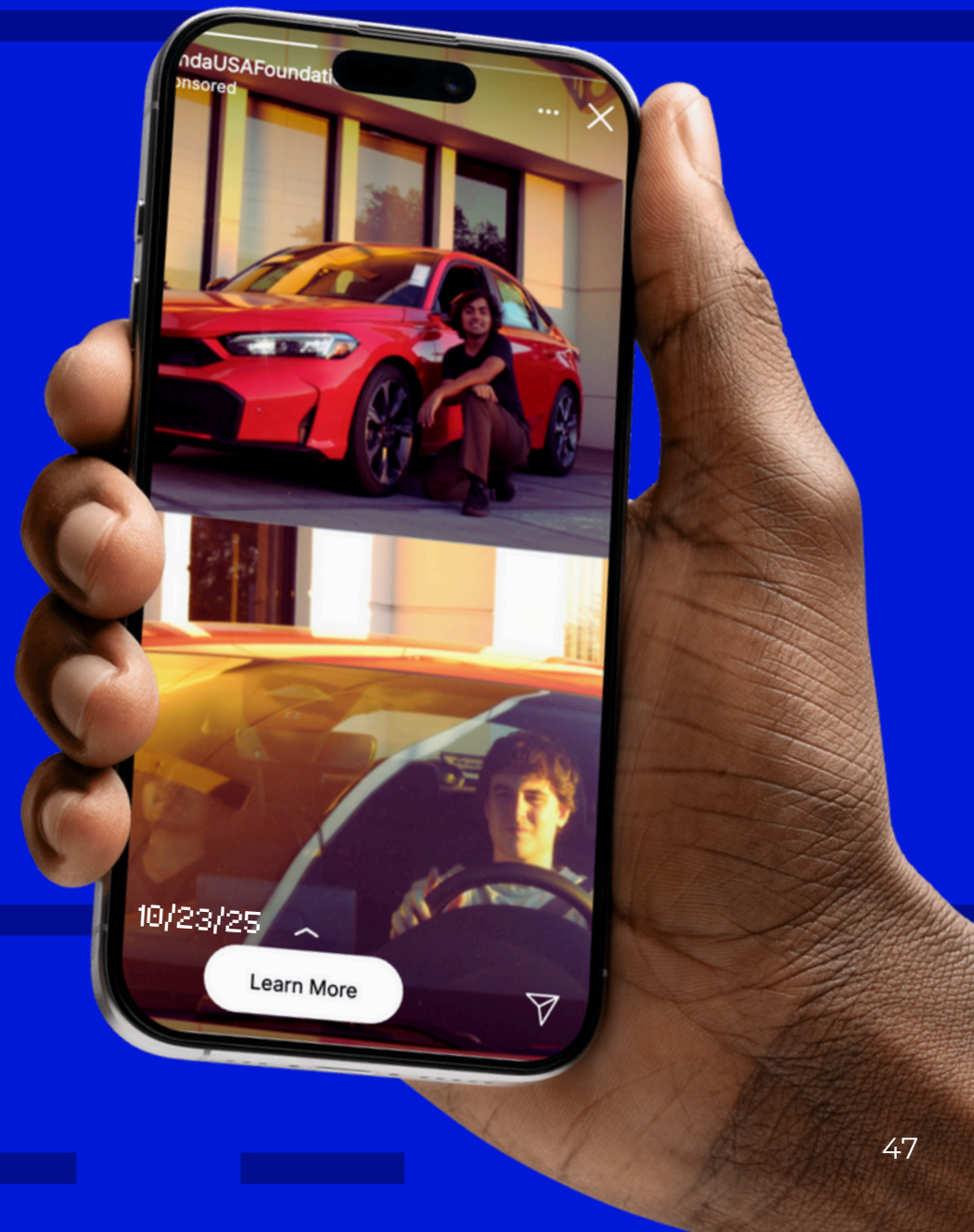
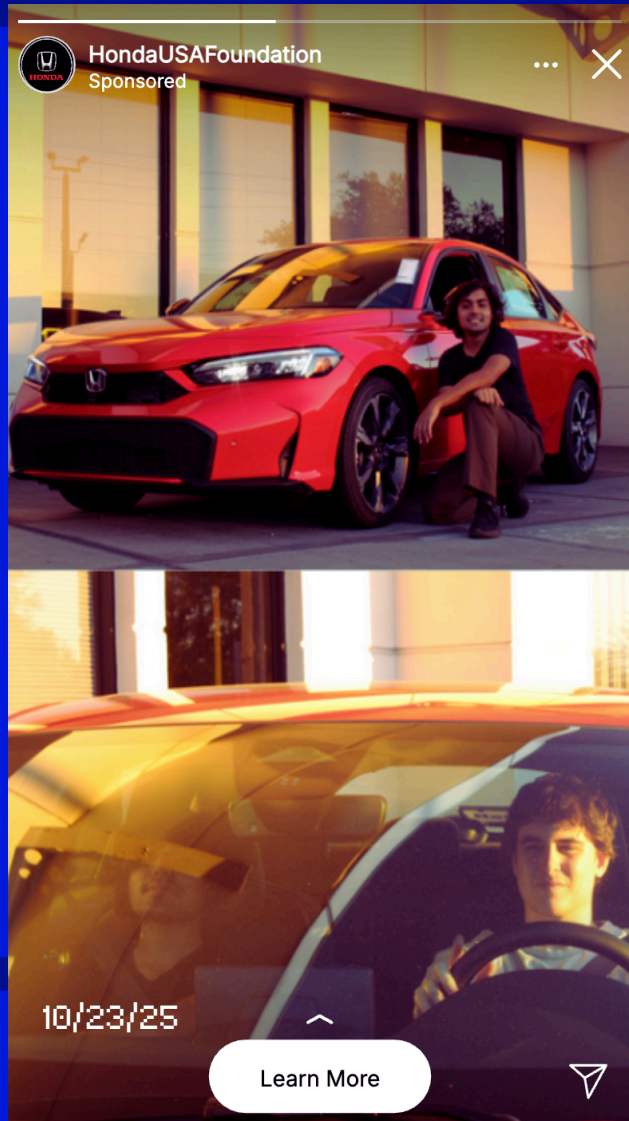
**TEENS CRAVE ACCEPTANCE AND SPONTANEITY TO FEEL A PART OF
THE MOMENT—EVEN IF IT MEANS COMPROMISING SAFETY.**

Impulses and external influences, such as friends in the car, can lead to unsafe choices

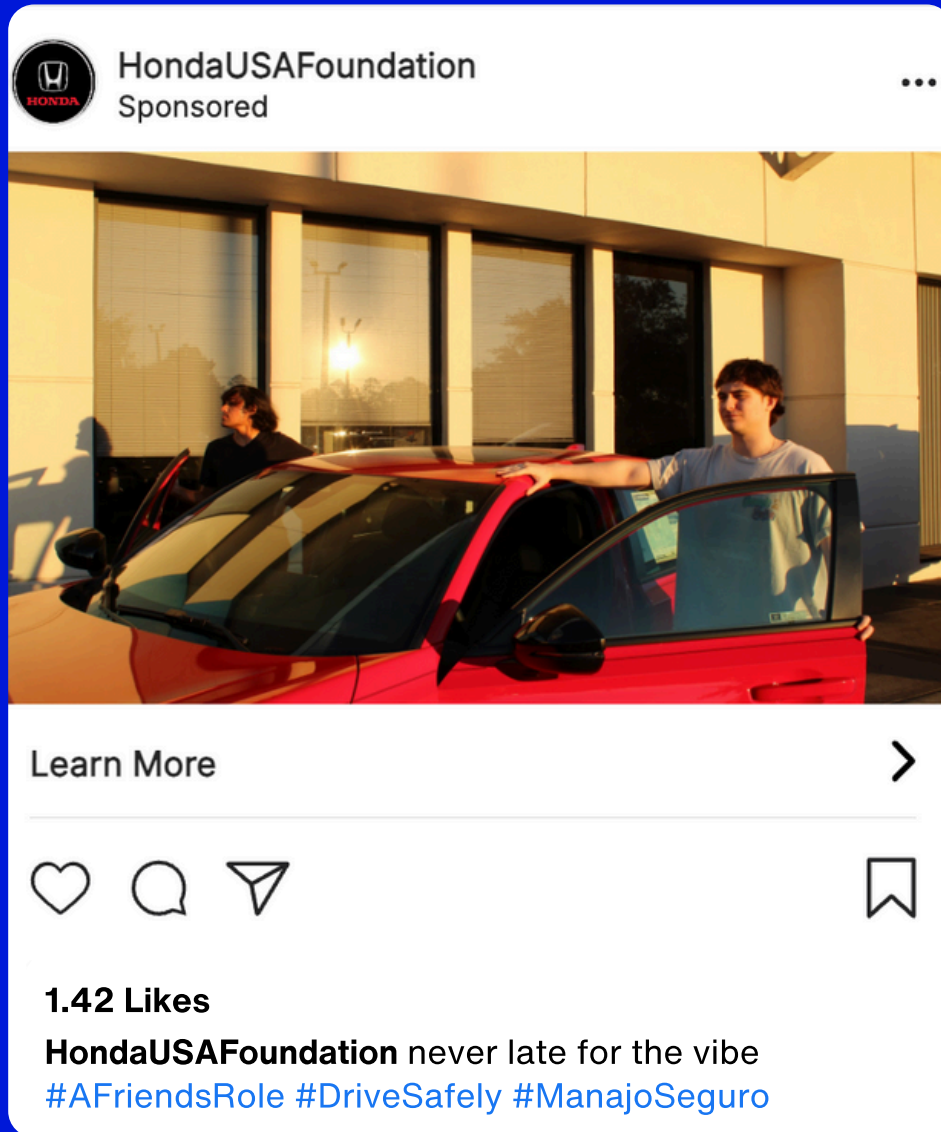
A photograph of three young men standing outdoors in a park-like setting, looking upwards. The man on the left wears sunglasses and a dark shirt. The man in the center wears glasses and a dark t-shirt. The man on the right wears a dark cap and a dark shirt. The background shows trees and a fence. The entire image is overlaid with a blue gradient.

SOCIAL MEDIA EXECUTIONS

INSTAGRAM REEL



INSTAGRAM



Static Post

“never late for the vibe”

#AFriendsRole
#DriveSafely
#ManajoSeguro

AR FILTER



What's Your Role?

A filter designed for platforms like Instagram and TikTok encourages users to take a virtual pledge by capturing a group photo. The filter then assigns campaign-specific license plates with the roles that reinforce the message of safer driving.



Navigator



Snack Giver

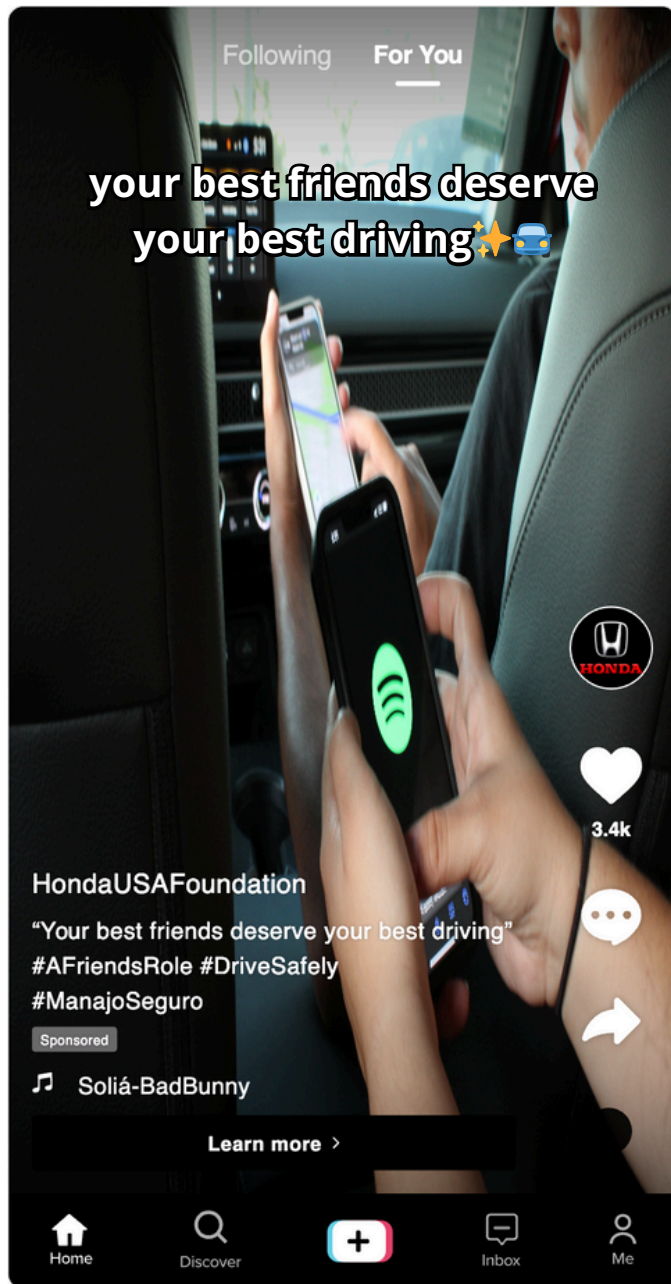


Driver



DJ

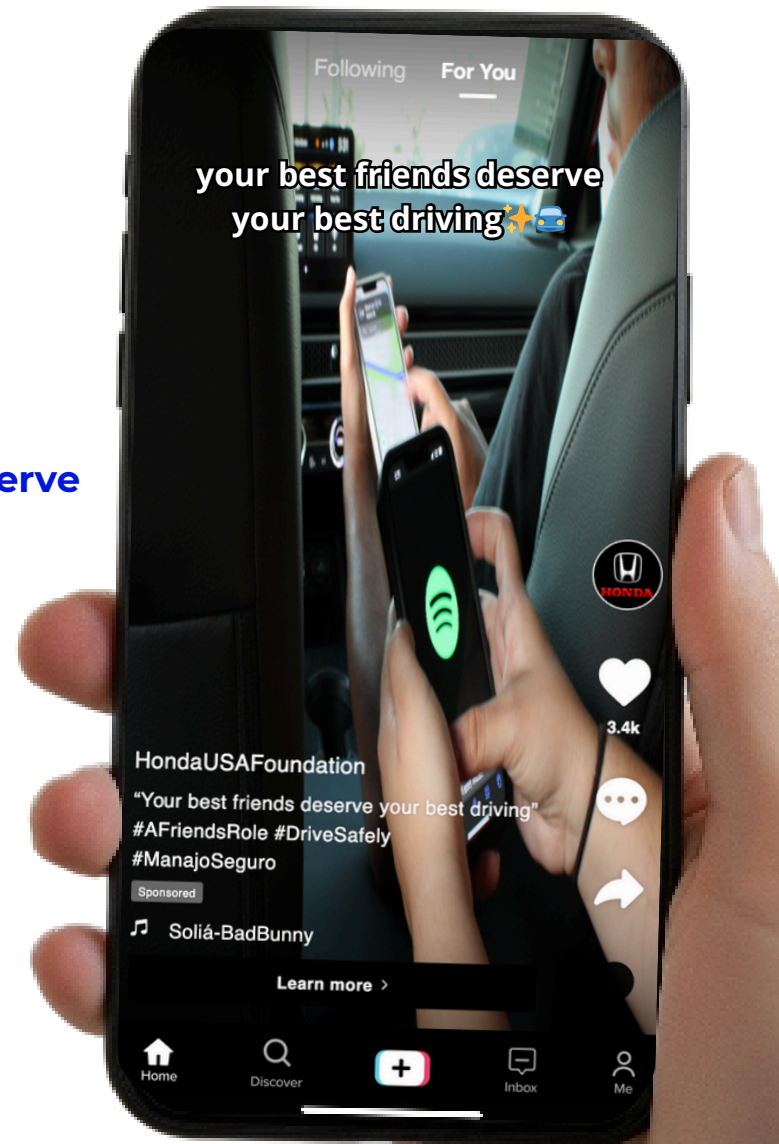
TIKTOK



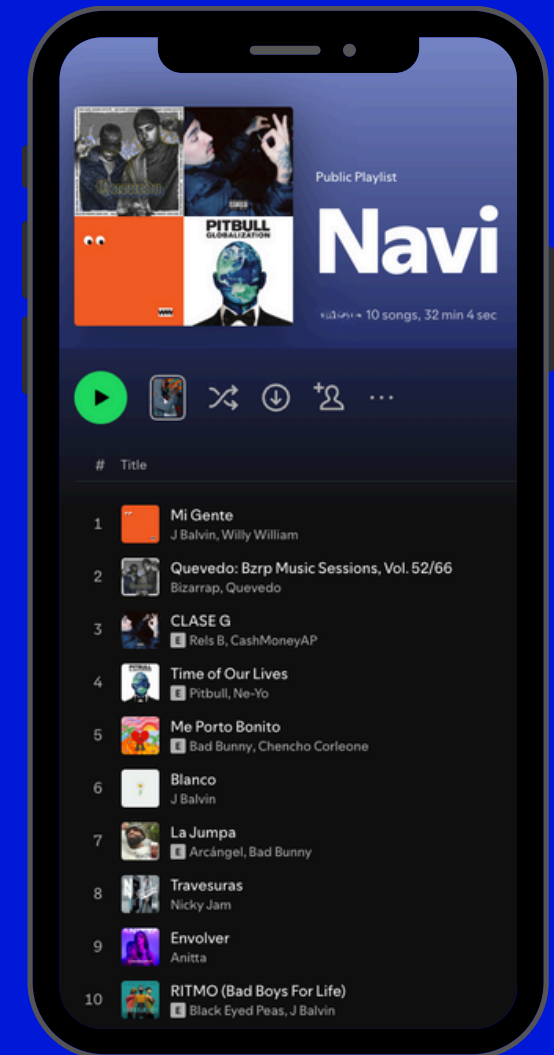
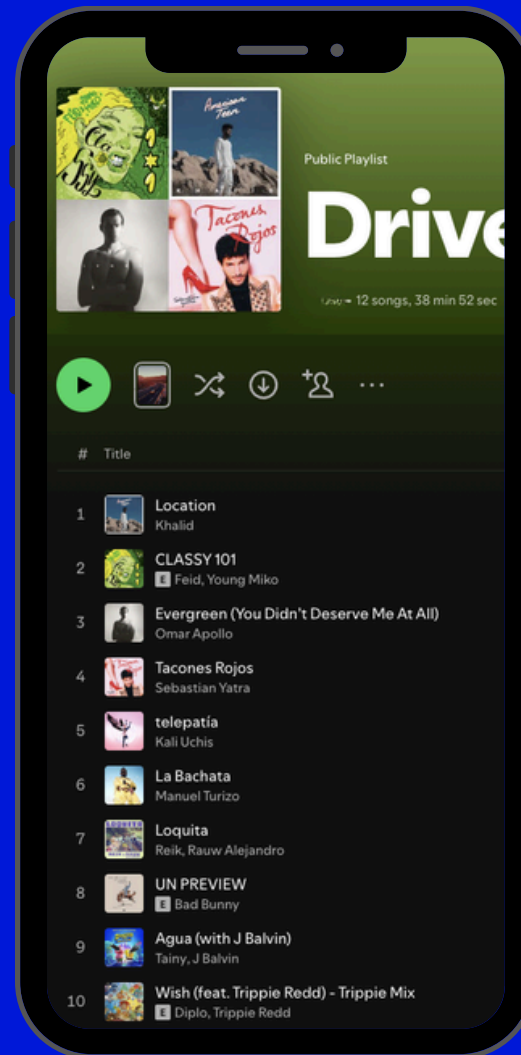
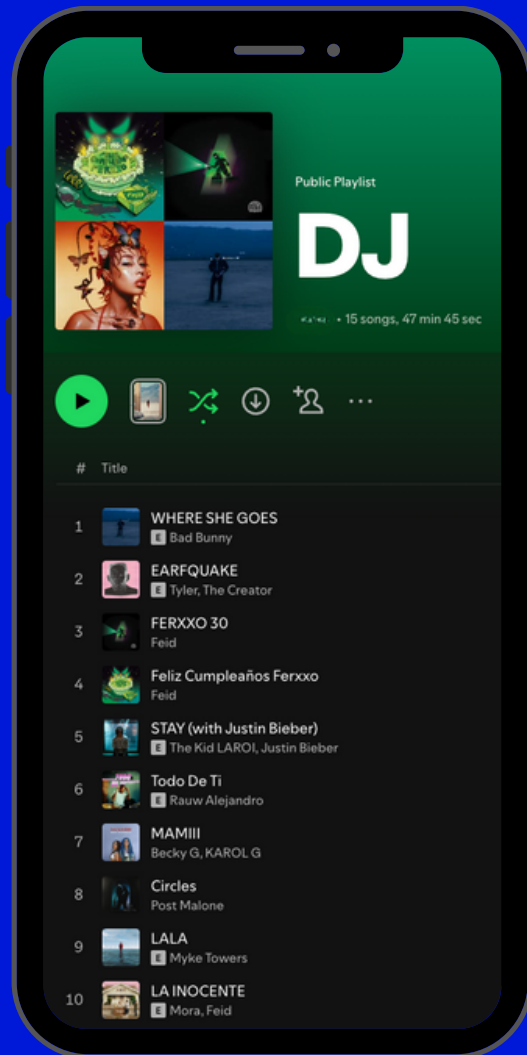
Reel 1

"Your best friends deserve
your best driving"

#AFriendsRole
#DriveSafely
#ManajoSeguro

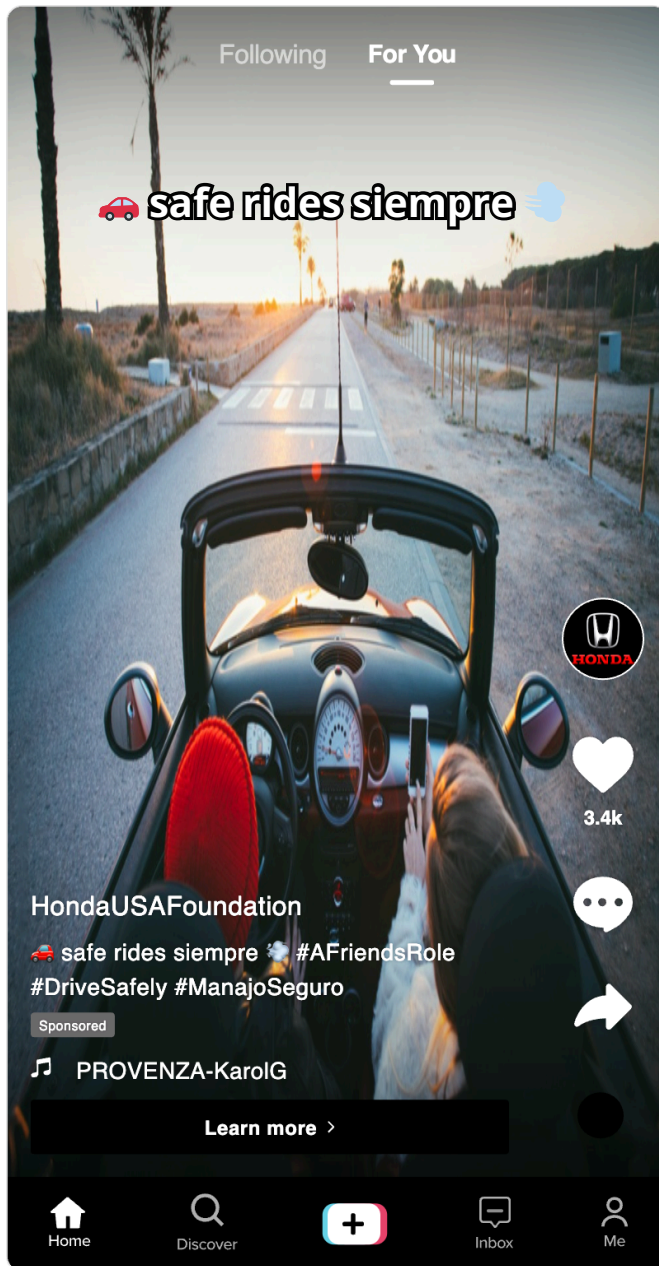


PLAYLISTS



The Honda USA Foundation can incorporate pre-made, role-specific playlists into the campaign, reducing the decision fatigue people experience while driving. This would have to be done in collaboration with the social media activation. It can also apply to other music streaming services.

TIKTOK



Hype Reel

“safe rides siempre”

#AFriendsRole
#DriveSafely
#ManajoSeguro





Alex Gonzalez

University of Florida Gator Football Wide Receiver

Instagram: @__allex

Sponsored Post Collaborative In-Feed Reel

“Why I Drive Safe?”

Recap from the Gainesville High School Honda Pop-up event. Alex shares a candid experience of juggling athletics and personal life. Specifically, he alludes to the importance of driving to see family and friends.



LeJuan James

Hispanic Comedy Influencer & Previous Honda Partner (2018)

Instagram: @lajuanjames

Sponsored Post Collaborative In-Feed Reel

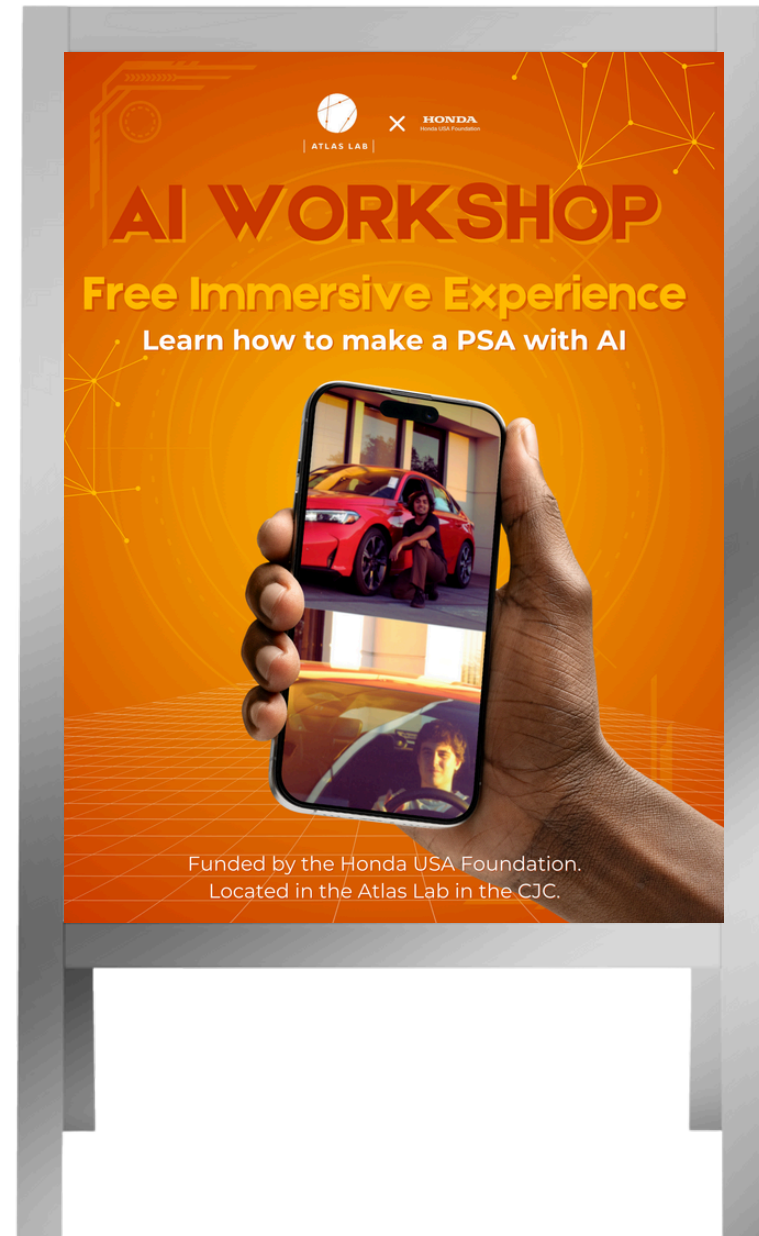
“How Your Friends Act When You’re Driving 🤪”

Relatable cultural skit showcasing different types of friends in the car while hanging out. The video will subtly include a Honda vehicle while playfully offering safe driving tips.

OOH FLYER



AI WORKSHOP FLYER



POP UP EVENT



A Friend's Role

Location

Gainesville High School
(lunch periods or assembly)

Time/Date

The pop-up event will take place in February and serve as an introductory event for our Spring event in March

Set up

- Bilingual signage
- Slogan banner
- Mention for students interested in design and AI.
- Honda branding (sponsor acknowledgment)

Interactive Element

- Spin-the-wheel
- Signage wall: Reasons "Why I Drive Safe"
- Honda "Car Meetup" showing the most popular and safe cars

Giveaways/Goodies

- Keychains, stickers, snacks, etc.

Educational Materials

- Flyers/Pamphlets
- Safety tips, texting & driving, seatbelt use, late-night driving risks

Promotion of Spring Event

- Competitive element
- QR code sign-up interest list

AI WORKSHOP



Merch

T-Shirts



Stickers



Mockups

Hats



Keychain



Air Fresheners



A photograph of a person driving a car, viewed from the passenger side. The driver's hands are on the steering wheel, and a watch is visible on their left wrist. The car's dashboard and steering wheel are visible. The entire image is covered with a semi-transparent blue overlay. In the center of the image, the word "MEDIA" is written in a bold, white, sans-serif font.

MEDIA

MEDIA STRATEGY

Main focus of the media strategy:

- **Social Media Content**



- **Targeted Activations**



- **OOH Advertisements**



Utilizing these channels allows for a wide reach while being cost-effective.



& RATIONALE

The target consumer is a **Hispanic/Latino teen boy (13–17)** who is **digitally connected, social**, and fast-paced.

He wakes up, scrolls TikTok and Instagram while eating breakfast, catches a YouTube short before school, rides the bus or drives with friends, listens to music, and shares memes or clips with peers.

His daily life revolves around **social media (TikTok, Instagram, YouTube), music, and gaming**. He's **influenced by peers, family, and school environments**, noticing both **digital and physical (OOH) ads**.

Amplifying the moments when he is most receptive to messages and inserting safety messaging without feeling preachy or stereotypical.

VEHICLES



TikTok

TikTok In-Feed , UGC

- Uses trends, peers, and humor to grab attention
- Quick videos that turn funny moments into serious takeaways



Instagram

Ads, Reels & Stories

- Visual stories and reels show safe driving in action
- Influencers add credibility and connect with teens
- Playlist feature



PSA Pop Up

- Hands-on, immersive experience about impulsive driving
- Garner interest and participation for the Spring AI PSA collab event



OOH

Printed Flyers

- Seen daily at school to promote PSA collabs/events

MEDIA OBJECTIVES

Objective 1

REACH AT LEAST 2,000 UNIQUE USERS ACROSS
ALL PLATFORMS WITHIN OUR TARGET
DEMOGRAPHIC

Objective 2








THE GOAL FOR THE SENTIMENT SURROUNDING THE
CAMPAIGN IS TO KEEP A POSITIVE SENTIMENT
RATE OF AT LEAST 80%

Objective 3








FOR PAID MEDIA A CPE UNDER \$0.75 AND CPM
UNDER \$7.50

Media Calendar








Q1

May	June	July
<ul style="list-style-type: none"> • 4 organic post/week • 2 boosted paid post/month 	<ul style="list-style-type: none"> • 4 organic post/week • 2 boosted paid post/month 	<ul style="list-style-type: none"> • 4 organic post/week • 2 boosted paid post/month 
<ul style="list-style-type: none"> • 6 organic post/week • 2 boosted paid post/month 	<ul style="list-style-type: none"> • 6 organic post/week • 2 boosted paid post/month 	<ul style="list-style-type: none"> • 6 organic post/week • 2 boosted paid post/month 
<p>100 flyers at schools and driving schools</p> 		









Q2

August	September	October
<ul style="list-style-type: none"> • 4 organic post/week • 2 boosted paid post/month 	<ul style="list-style-type: none"> • 4 organic post/week • 2 boosted paid post/month 	<ul style="list-style-type: none"> • 4 organic post/week • 2 boosted paid post/month 
<ul style="list-style-type: none"> • 4 organic post/week • 3 boosted paid post/month 	<ul style="list-style-type: none"> • 4 organic post/week • 3 boosted paid post/month 	<ul style="list-style-type: none"> • 4 organic post/week • 3 boosted paid post/month 
<p>Back to school: 100 flyers at schools and driving schools</p> 		

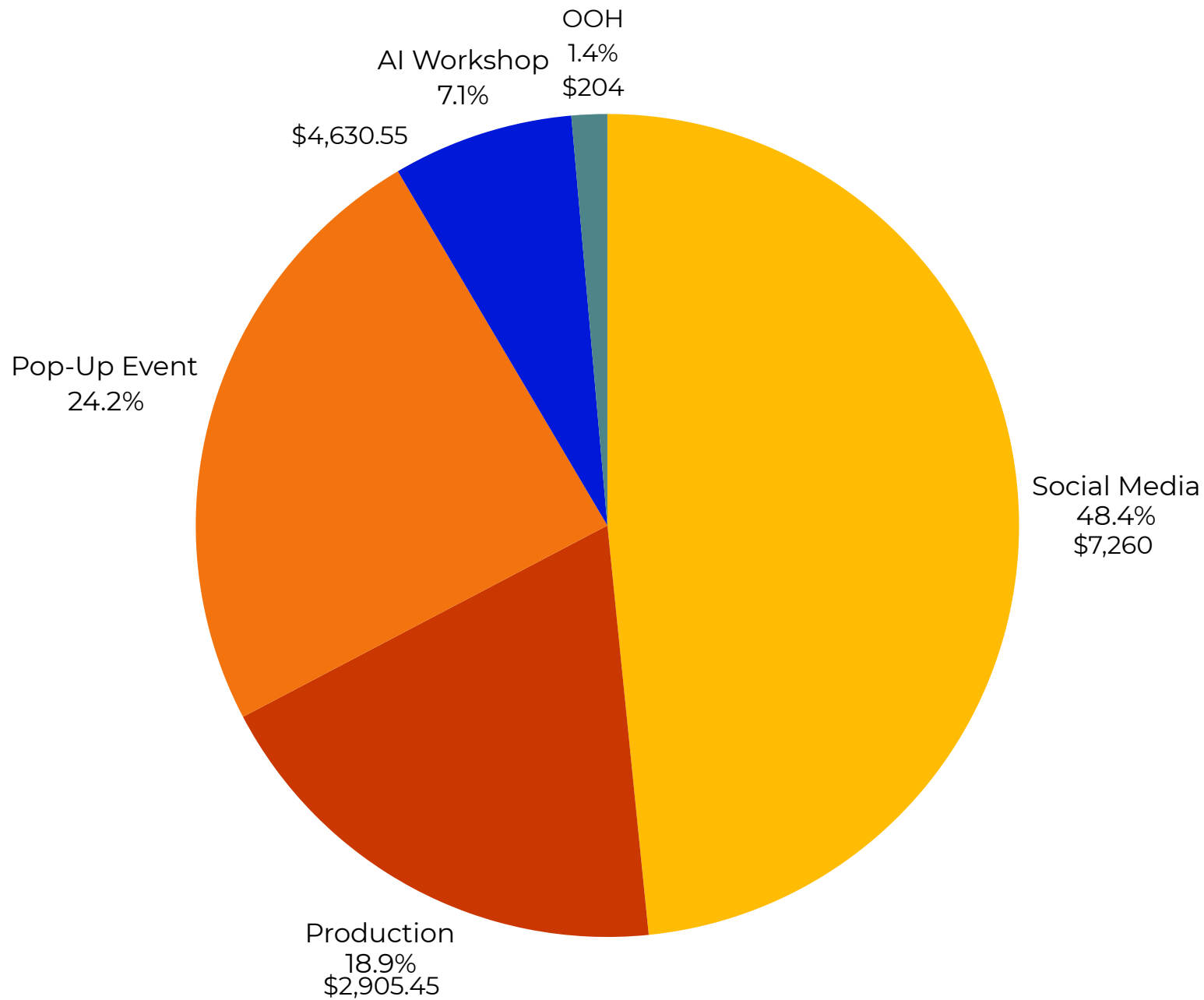
Q3

November	December	January
<ul style="list-style-type: none"> • 3 organic post/week • 3 boosted paid post/month 	<ul style="list-style-type: none"> • 3 organic post/week • 3 boosted paid post/month 	<ul style="list-style-type: none"> • 3 organic post/week • 3 boosted paid post/month 
<ul style="list-style-type: none"> • 5 organic post/week • 3 boosted paid post/month 	<ul style="list-style-type: none"> • 5 organic post/week • 3 boosted paid post/month 	<ul style="list-style-type: none"> • 5 organic post/week • 3 boosted paid post/month 
		Sign up for Pop-up Event 

Q4

February	April	March
<ul style="list-style-type: none"> • 5 organic post/week • 3 boosted paid post/month 	<ul style="list-style-type: none"> • 5 organic post/week • 3 boosted paid post/month 	<ul style="list-style-type: none"> • 5 organic post/week • 3 boosted paid post/month 
<ul style="list-style-type: none"> • 5 organic post/week • 3 boosted paid post/month 	<ul style="list-style-type: none"> • 5 organic post/week • 3 boosted paid post/month 	<ul style="list-style-type: none"> • 5 organic post/week • 3 boosted paid post/month 
Pop-Up Event 	AI Workshop 	

BUDGET ALLOCATION



Q1



6 Paid Post (\$120) \$780



6 Paid Post (\$100) \$600

Q2



9 Paid Post (\$120) \$1080



9 Paid Post (\$100) \$900

Q3



9 Paid Post (\$120) \$1080



9 Paid Post (\$100) \$900

P

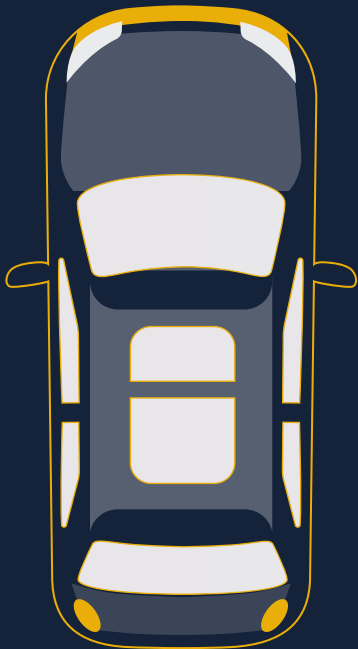
Q4



9 Paid Post (\$120) \$1080

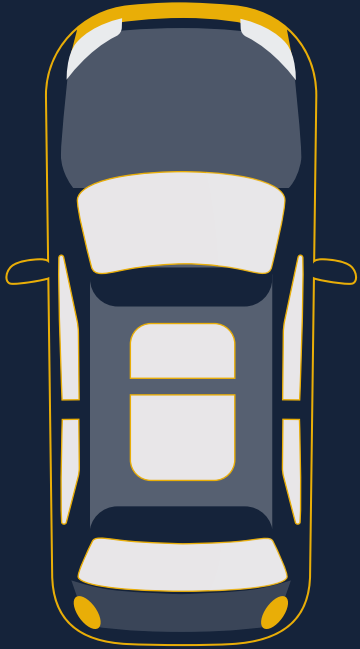


9 Paid Post (\$100) \$900



Pop-Up Event + OOH

- **Spin-the-Wheel** \$160
- **Snacks** \$1000
- **100 8x11 Posters** \$68



AI Workshop

- **ChatGPT** \$0
- **Snacks** \$1,000
- **100 8x11 Posters** \$68

P

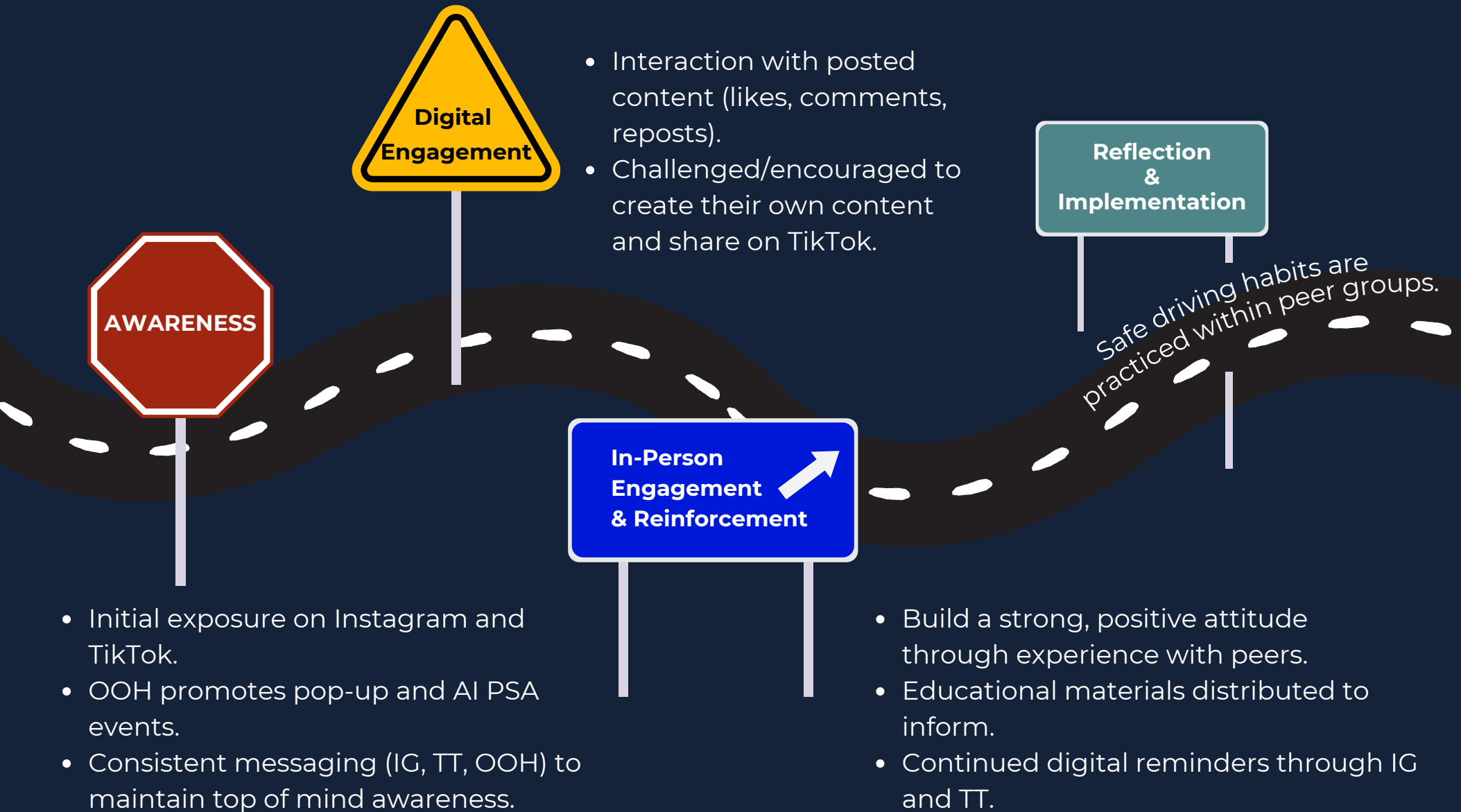
Remaining Budget \$2,905.45
Overall Total = \$15,000

Merchandise

- **80 T-Shirts** \$738
- **100 Hats** \$1,290
- **500 Stickers** \$39.55
- **250 Air Fresheners** \$319



CONSUMER JOURNEY MAP



MEDIA BRAND GUIDE

Digital Values

Authenticity: Celebrate real Latino/Hispanic teen experiences behind the wheel.

Connection: Promote teamwork, friendship, and shared responsibility in driving safely.

Empowerment: Encourage teens to take ownership of their role in keeping themselves and their friends safe.

Creativity: Utilize humor, music, and trends to communicate safety in a culturally relevant, entertaining way.

Online Brand Persona

Voice: Relatable, energetic, and culturally aware. It feels like your friend giving real advice.

Tone: Conversational, humorous, but ends with a sincere emotional payoff.

Personality Traits:

- Peer-driven
- Trend-savvy
- Empowering
- Responsible (but not preachy)





Content Themes

- **#AFriendsRole Series:** Each post highlights how different “roles” (DJ, GPS, Hype Friend) help keep driving safe and fun.
- **“Before the Drive” Moments:** Show teens preparing for a drive—choosing the playlist, setting up navigation, and buckling in.
- **Trend + Twist:** Use trending TikTok sounds to draw attention, then flip to a meaningful message.
- **Workshops & AI Collabs:** Promote the teen workshops where participants use AI tools to co-create their own PSA videos.
- **Community & Culture:** Feature moments that connect safe driving to family, music, and community pride.

Social Media Goals

- **Increase awareness** of safe driving behavior **by 25%** among **Latino/Hispanic teen boys (13–17)**.
- **Engage** at least **2,000 teens** through interactive posts, filters, and challenges.
- **Boost positive** peer influence around driving habits.
- **Drive participation** in AI workshop events.

Suggested Platforms

TikTok: For viral trends, challenges, and emotional storytelling.

Instagram: For filters, Reels, and campaign storytelling visuals.

In-person Integration (Schools & Workshops): Posters, flyers, and QR codes linking to campaign content.

Engagement Suggestions

“What’s Your Role?” Challenge

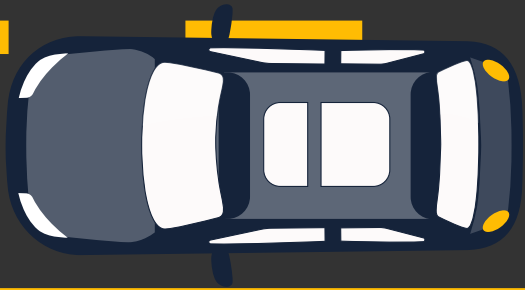
- Encourage teens to post videos identifying their car role (DJ, Navigator, etc.) and tag their friends using #WhatsYourRole or #WeRollTogether.
- Incentive: Monthly giveaway (Honda merch, gas cards, concert tickets)

“Crew Playlist Fridays”

- Feature weekly playlists on TikTok or Instagram Stories, each themed around the campaign.
- Teens can submit their songs via comments or polls for a chance to be featured.



CAMPAIGN EVALUATION



At least 50 surveys, averaging 4 out of 5 on ALL safe driving attitude questions.



Projected 150% increase in brand visibility, social engagement, and audience participation

Digital Media

We will assess the effectiveness of each digital element, such as Instagram Reels and TikToks, using analytics platforms including Meta Ads Manager and TikTok Analytics to measure engagement and reach.

Additional measurement tools such as Talkwalker, Hootsuite, or Brandwatch can help us analyze the overall sentiment regarding our campaign.

Experiential Media

The pop-up event and workshop, effectiveness will be assessed through tracking the attendance (# of participants) for each event, along with reviewing feedback



A photograph of two young men in front of a brick wall. The man on the left is wearing a light-colored t-shirt and pants, sitting on a ledge and holding a skateboard. The man on the right is wearing a dark t-shirt and pants, sitting on the ground. The image is overlaid with a dark blue filter.

CREDITS

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Honda of Gainesville

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BOOK GUIDE

Headings

Etna sans Serif (font size 18, 24 or 48)

Sub Headings and Body

Montserrat (font size 12, 14, or 18)

Montserrat (font size 8 for necessary small text)

Additionally, the theme of the book encapsulates driving safety, not focussing on Honda cars but roads, what drivers see, and who's behind the wheel.

The color palette was chosen to replicate a sunset schematic and mix the bright colors of latin culture that help support the positive uplifting message of the campaign.



