



CASE STUDY:

FLORIDA DEPARTMENT OF HIGHWAY SAFETY AND MOTOR VEHICLES

HOLIDAY TRAVEL CAMPAIGN

During one of the busiest travel periods of the year, the Florida Department of Highway Safety and Motor Vehicles partnered with evok to promote safer driving behaviors across the state. Focused on encouraging drivers to slow down, buckle up, avoid distractions, and never drive impaired, the Holiday Travel Campaign aimed to reach younger travelers through highly targeted digital outreach. By combining audience research, mobile-first media strategy, and engaging creative, evok helped deliver an awareness campaign designed to promote safer holiday travel habits among Florida drivers.



INDUSTRY
NONPROFIT
PUBLIC SERVICE



AUDIENCE
COPY NEEDED



CATEGORY/ TACTICS
COPY NEEDED

IDEAS.

Florida Highway Safety and Motor Vehicles partnered with our agency to promote its Holiday Travel Campaign through the months of November and December. FLHSMV hoped to drive awareness and educate Florida drivers on slowing down, buckling up, driving sober and driving without distractions during the busy holiday season.



Caption



WORK.

To start, we first established the campaign's target audience—English-speaking travelers ages 18–30 and collected data to find top-performing websites for this demographic. Following our research, we created engaging digital banner ads and served them across websites frequented by our target demographic. In addition, we ensured the ads were served on the appropriate device; in this case, out-of-town travelers were best targeted through mobile.

The banner ads were monitored for engagement throughout the two-month campaign. The banner ad that generated the highest click-through rate was identified and served more frequently during rotations for optimal results.



RESULTS.

18.2M

impressions

10%

click-through rate

KEY TAKEAWAYS

- A research-driven targeting strategy enabled FLHSMV to effectively reach younger holiday travelers through high-performing digital channels.
- Mobile-first media placement ensured messaging connected with audiences during active travel periods and on the devices they used most frequently.
- Clear, behavior-focused creative reinforced critical safety reminders around seatbelt use, distracted driving, impaired driving, and vehicle readiness.