From the Driver’s Seat to the Director’s Chair

Connecticut’s Teen Safe Driving Video Contest

Ernie Bertothy
Connecticut Department of Motor Vehicles
Why Do a Video Contest?

• Strong desire to promote safety and law changes
• We have no promotional budget
• It begged a fundamental question – what can DMVs do with limited resources?
DMV Presentations to Students
When Getting a License
Essentially...

- Those are everyday practices that do not engage teens
- We needed a fresh concept that teens could embrace and find interesting
- We eventually came up with....
Ask Teens to Make a Video
It wasn’t that simple…

• Research done on teens
• Teen focus Group held at DMV
• No advertising budget
• Courage of DMV staff
Contest Goals

• Spread safety awareness and understanding of laws
• Production of original videos to promote
• Form public-private partnerships
Contest Design

• Open to all high-school aged students
• Produce a 25-second video PSA
• Incorporate theme and laws
• Create Rules and entry forms
Contest Prizes

• Find a monetary sponsor
• Money goes to schools of winning student teams
• PSAs shown on TV and websites
• Awards gala host by sponsor
Promoting the Contest

• Grassroots approach – no budget
• Call and e-mail school principals
• Press releases
• Teen advisors make TV appearances
• Promotional sponsors
Judging the Entries

• Made it a community effort
• Multi-part process
• Done online and in-person
• Governor, AG and Insurance Executives take part – allows for more positive press
Let’s Watch Some of the Winning Videos
Videos

Music video
Claymation
Humor
Multicultural
Results from 2008-2013

• Contest continues to grow
• Two-time Public Relations Society of America award winner
• Increase in multicultural videos
• Minimal investment brings huge payback for safe driving
Looking to Improve

- Post-contest survey to participants
- Telephone meetings with teachers and principals
- Review contest metrics to gauge areas for improvement
Any Questions or Comments?