

# Gas Stations

Media tactics include Gas Station TV (GSTV) featuring 15-second English language video and static gas pump toppers

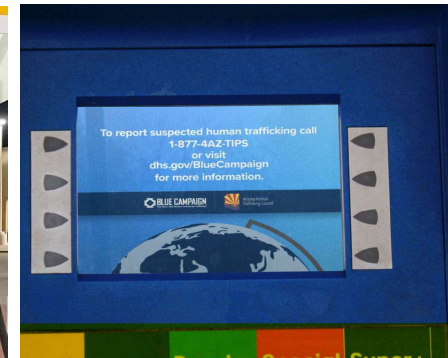
Locations include gas stations across Arizona including metro Phoenix and rural areas along major transportation corridors

1,152,512 total impressions

[Click here for more photos and full deployment list](#)



[Watch GSTV Video Here](#)

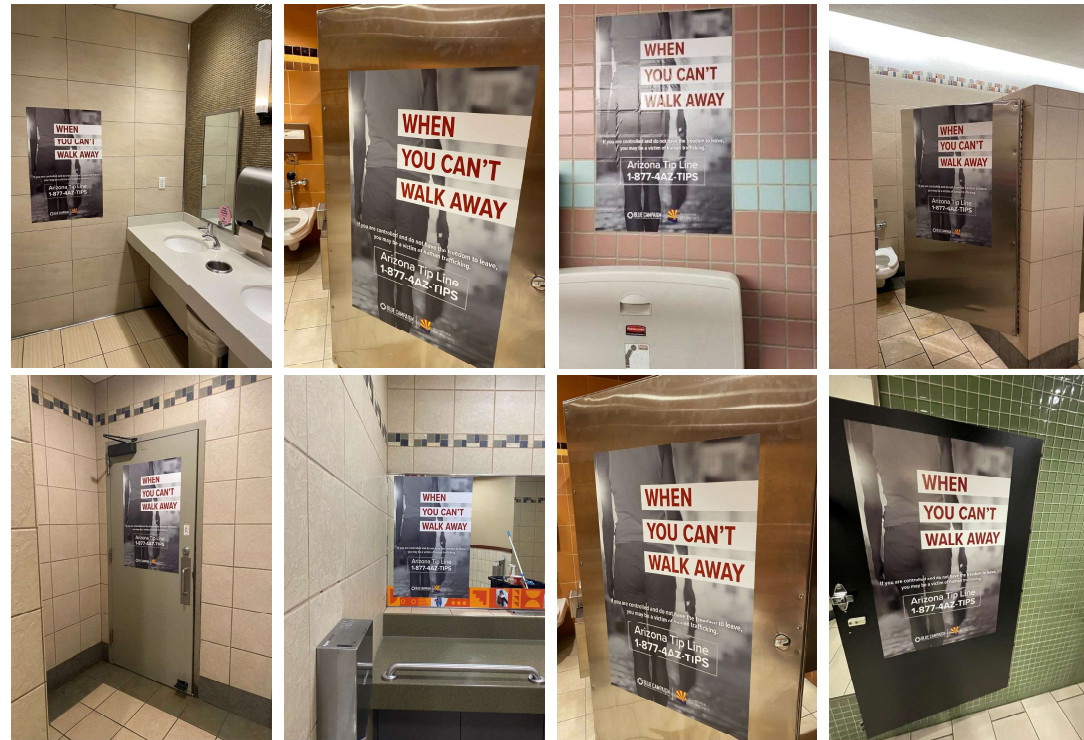


# Mall Restrooms

Deployed to 16 malls across Arizona, including the most popular shopping destinations in the state, using English-language general anti-trafficking messaging across all locations

Full deployment list:

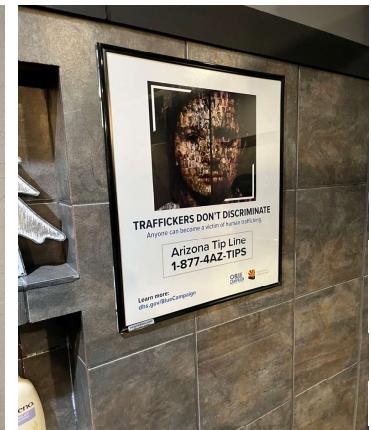
Mall	City/State	Monthly Traffic
Desert Ridge Marketplace	Phoenix, AZ	983,333
Scottsdale Quarter	Scottsdale, AZ	400,000
Scottsdale 101 Shopping Center	Scottsdale, AZ	358,333
Tempe Marketplace	Tempe, AZ	958,333
Tanger Outlets Glendale	Glendale, AZ	408,333
Christown Spectrum	Phoenix, AZ	666,667
Chandler Fashion Center	Chandler, AZ	900,000
Desert Sky Mall	Phoenix, AZ	385,000
Arizona Mills	Tempe, AZ	585,000
Arrowhead Towne Center	Glendale, AZ	850,000
Superstition Springs Center	Mesa, AZ	350,000
Biltmore Fashion Park	Phoenix, AZ	335,000
La Encantada	Tucson, AZ	233,300
Tucson Mall	Tucson, AZ	633,333
Park Place	Tucson, AZ	600,000
Flagstaff Mall	Flagstaff, AZ	216,667
Total Monthly Mall Traffic		8,863,299



# Bar + Restaurant Restrooms

Deployed to 110 bars and across Arizona, featuring English-language general anti-trafficking messaging across all locations

[Click here for full deployment list, map additional photos](#)



# AZ State Lottery Screens

In-kind media deployment offered by the Arizona State Lottery

3,200 Arizona Lottery retailer screens

9-second slide, rotating 24/7 during promotion

18-second slide (1 English, 1 Spanish) at Food City locations

2,594 Lottery-In-Motion 20" Slideshow Monitors

1,800 Vending Machine - Digital Display



# Radio

English and Spanish Radio. 15 and 30 second spots running statewide, with higher frequencies across stations in Maricopa County

## English Radio

Stations	Format	Ownership	Dial Position
KMVA	Adult Top 40	Desert Valley Media Group	97.5
KOAI	Classic Hits	Desert Valley Media Group	95.1/94.9
KKFR	Rhythmic Contemporary Hit	Desert Valley Media Group	98.3 / 96.1
KALV	Top 40	Audacy	101.5
KMLE	Country	Audacy	107.9
KOOL	Oldies	Audacy	94.5
KESZ	Adult Contemporary	iHeart	99.9
KFYI-AM	News/Talk	iHeart	550 AM
KNIX	Country	iHeart	102.5
KYOT	Adult Hits	iHeart	95.5
KMXP	Adult Contemporary	iHeart	96.9
KZZP	Top 40	iHeart	104.7
KMVP	Sports	Bonneville	98.7
KTAR-FM	News/Talk	Bonneville	92.3
KDKB	Alternative Rock	Hubbard	93.3
KUPD	Active Rock	Hubbard	97.9
KSLX	Classic Rock	Hubbard	100.7
KAJM	Rhythmic Contemporary Hit	Sierra H.	104.3
KZCE	Hip Hop	Sierra H.	101.1

## Spanish Radio

Stations	Format	Ownership	Dial Position
KHOT	Mexican Regional	Univision	105.9
KOMR	Spanish Adult Hits	Univision	106.3
KLNZ	Mexican Regional	Entravision	103.5
KVVA	Spanish Adult Hits	Entravision	107.1
TOTAL			

## Flight Dates

December 26, 2022 – February 12, 2023 (Included negotiated bonus of two-weeks)

January 26, 2023 – February 12, 2023



## Radio Spots (produced by USDHS)



[30-Second English – Click to listen](#)

[15-second English – Click to listen](#)

[30-second Spanish – Click to listen](#)

[15-second Spanish – Click to listen](#)

# Digital Campaign Parameters

Flight: 12/12/22 – 03/05/23

Budget: \$790,922

Target Market: Arizona

Landing Page:

<https://goyff.az.gov/humantrafficking/resources>

On-site actions tracked: resource link clicks

Media Channel	Total
Geo-fence display	\$487,055
Contextual targeted display	\$174,182
Paid Search	\$42,375
Snapchat	\$23,214
TikTok	\$20,737
Instagram	\$20,167
Misc Costs	\$23,192
<b>Total</b>	<b>\$790,922</b>

## 276+ million impressions delivered in digital so far

Geo fence most cost-efficient digital media channel at \$2.35 CPM (-13% from last report)

Snapchat driving traffic to the site at the lowest cost-per-visit (CPV) of \$0.52 (no change)

Google paid search drives traffic to the site at the higher rate (5.07% VTS up 9.5%)

3,	Impressions	Visits	VTS%	Actions	CNV%	Spend	CPV	CPM
Geo Fence display	222,319,718	5,166	0.00%	22	0.45%	\$522,092	\$101	<b>\$2.35</b>
Contextual display	54,587,492	65,409	0.12%	10	0.02%	\$198,661	\$3.04	\$3.64
Snapchat paid social	2,784,911	39,954	1.43%	0	0.00%	\$20,707	<b>\$0.52</b>	\$7.44
Instagram paid social	4,537,075	2,969	0.07%	0	0.00%	\$18,576	\$6.26	\$4.09
TikTok paid social	3,381,134	18,281	0.54%	1	0.01%	\$15,609	\$0.85	\$4.62
Google paid search	65,598	3,324	<b>5.07%</b>	14	0.42%	\$27,012	\$8.13	\$412
Total	276,972,808	73,889	0.03%	47	0.06%	\$747,765	\$10.12	\$2.70

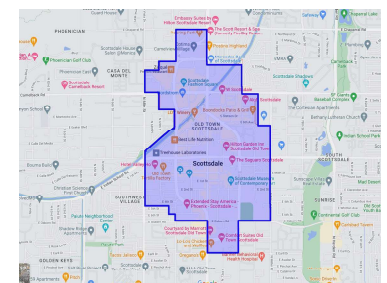
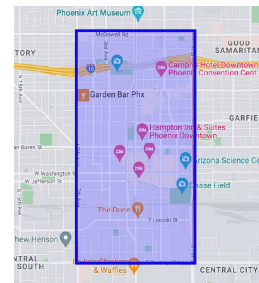
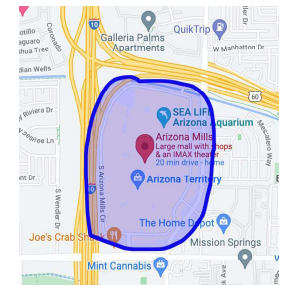
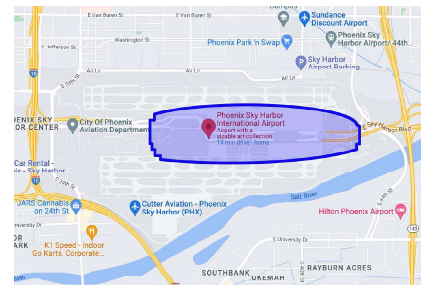
\*Source: vendor reported campaign performance data 12/12/22 – 01/08/23

# Majority of digital impressions through geo-fences

Setting a virtual parameter (fence) around important physical locations to reach people when they enter the target area

Reaching audiences with display ads across all devices, primarily mobile phones

- **Airports** in Arizona including Phoenix Sky Harbor and private airports, including 5-10 mile radius around airport to capture transportations hubs and hotels.
- **Select malls and shopping centers** throughout Arizona which are often hubs for traffickers
- **Areas known for high levels of trafficking activity in Maricopa County** (27th Ave./Van Buren and McDowell Rd./SR51, Bell Rd & Union Hills near I-17)
- Super Bowl specific
  - **State Farm Stadium** and surrounding “tailgate area” Sunday, 2/12/23
  - **Downtown Phoenix and Scottsdale** on Sunday, 2/12/23





## 5MM+ impressions on contextually relevant sites

Targeting users visiting pornography-related and adult content online calling attention to the fact that many of the people featured could be human trafficking victims.

Serve cross device and cross channel display banner ads across desktop, mobile and tablet devices both in-app and on websites featuring explicit content as well as human trafficking specific content.

75% of the ads delivered have been in-view; 25% above the industry standard which aids in driving awareness of the issue.



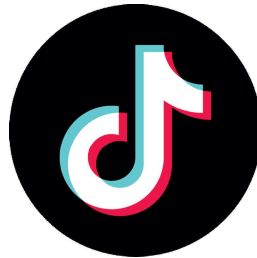
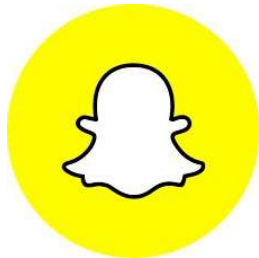
## 3.6MM+ impressions across social platforms

Target teenagers throughout Arizona who could become potential victims

- 97% of teens use social media daily
- 45% being online almost constantly\*

Teens have also been engaging with the creative garnering close to 2,000 engagements

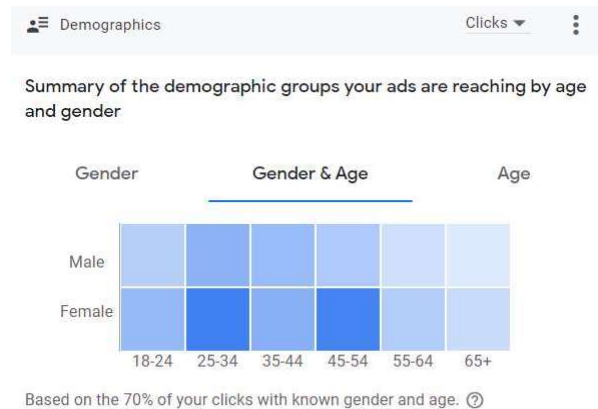
Snapchat and TikTok drive users to the site 10x better than Instagram (0.56% VTS vs 0.05%)



# Paid Search drives site traffic best at 4.63% VTS

Targeting 'human trafficking' related keyword searches on Google

Surprisingly, there's vast amount of search volume traffic and current budget levels allow for 57% impression share for these searches




Most-shown search ads

- Human Trafficking
- Human Trafficking

Ad	Impressions	Clicks	CTR
Enabled	21,534	950	4.41%





# Digital creative content examples



**TRAFFICKERS DON'T DISCRIMINATE**  
Anyone can become a victim of human trafficking.

Arizona Tip Line  
**1-877-4AZ-TIPS**

Learn more:  
[dhs.gov/BlueCampaign](https://dhs.gov/BlueCampaign)



**LOS TRAFICANTES NO DISCRIMINAN**  
Cualquiera puede ser en una víctima de la trata de personas.

Arizona Tip Line  
**1-877-4AZ-TIPS**

Aprende más:  
[dhs.gov/BlueCampaign](https://dhs.gov/BlueCampaign)

**WHEN  
YOU CAN'T  
WALK AWAY**

If you are controlled and do not have the freedom to leave, you may be a victim of human trafficking.

Arizona Tip Line  
**1-877-4AZ-TIPS**

Learn more:  
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  Arizona Human Trafficking Council

**CUANDO  
NO PUEDES  
ALEJARTE**

Si te controlan y no tienes la libertad de irte, puedes ser una víctima de la trata de personas.

Arizona Tip Line  
**1-877-4AZ-TIPS**

Aprende más:  
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  Arizona Human Trafficking Council

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