



Louisiana Trucking Research and Education Council

June 23, 2021

Louisiana Trucking Research and Education Council Meeting

Reviewing Image Campaign Research Results & Messaging with Innovative Media

Attendees:

- John Austin – P
- Kary Bryce – A
- Bruce Busada – P
- Gary Gobert – A
- Glen Guillot – P
- Andrew Guinn, Sr. – A
- Patrick Hay – A
- Nataly Madden – P
- Stephen Holliday – A
- Josh McAllister – A
- Quintin Taylor – P (Proxy Tiffany Howard)
- Kirk Thibodeaux – A
- Jessica Vallelungo – P

Review of Media Campaign Survey Findings:

From Innovative Media:

- Research Objective
 - Set a benchmark for public awareness and opinion regarding transportation and trucking in Louisiana.
- Methodology: Elicit complete responses from members of the general population of Louisiana through an advanced, multi-mode survey.
 - Sample Size = 600 individuals or family of individuals working in the trucking industry were excluded
 - Multi-Mode = surveys were conducted via a mix of live phone, online panel, email and text message
 - Margin of Error = +/- 4.00%
 - Confidence Interval = 95%
- Demographics: Respondent demographics match the demographic make-up of the state's general population.
- Most popular message: Trucking Makes Life Go Round
 - Innovative recommended this message to launch initial campaign because of great favorability scores across targeted demographics, as well as easy to grasp "human" element of campaign that is great for launch campaign effort.
 - Also recommends that initial campaign should target positivity and relationship to public, compared to an attack campaign.



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- Segment Analysis:
 - Supports: 52 percent of respondents
 - Primarily: Men, 55+, Republican, White
 - Non-movers: 20 percent of respondents
 - Primarily: Black, Female, under 35
 - Movers: 28 percent of respondents
 - 94 percent more favorable after hearing message
 - Females, age 35-64, non-politically affiliated, live urban, household incomes \$55,000 +
- Media Campaign:
 - Mix of billboards and social media platforms
 - Social media main target, as it is the 3rd most popular place to get news at 14.7%, first is local broadcast and 2nd is national broadcast
 - Because of budget we are priced out of local and national broadcast
 - Billboard in southern part of state as supplemental/ enforcement message
 - 6-month campaign
 - Starting in late June to early July of 2021
 - Press release will be issued

Meeting Concludes: 9:41 AM.