

Information about REAL ID Advertising Provided by DMV Representatives, 5/21/19

At the start of FY18, the General Assembly authorized the agency to spend \$1 million on advertising efforts statewide. As of this email, the agency has spent \$803,839.58 on advertising, and it is reserving the remainder of that money for FY20 and the first three months of FY21 in order to make it through the remainder of REAL ID implementation – October 1, 2020. Primarily, the Chief of Strategic Communications and Community Affairs is the decision maker of which advertising media the agency purchases. State Procurement Code exempts print, radio, and television advertising from the procurement process of solicitation. However, the code does not exempt digital advertising, of which the agency uses, so it has contracted with two different vendors to provide REAL ID digital advertising since 2017. Finally, the agency received sole source authorization to contract directly with the state's four major airports – Charleston, Columbia, Greenville, and Myrtle Beach – to place advertising in each of these locations.

Although television is exempt from the procurement process, to date the agency has decided against using the television medium for two reasons. First, this medium is not cost advantageous. Secondly, the transition to REAL ID is a newsworthy story without purchasing space between news blocks, so the agency is taking advantage of free media when it releases additional information about the transition to the new driver's license and identification card or makes agency personnel available for interviews on the topic.

The four primary modes of paid advertising the agency has purchased include printed materials, airport advertising, radio, and digital. The "printed materials" category includes the purchase of brochures (purchased and printed through SCDC's Prison Industries), business cards, and other branded documentation to hand to customers at SCDMV branches, community events, or supply to members of the Legislature for their own use with constituents.

As mentioned above, the agency felt it was important to purchase inventory at the state's four major airports since people traveling through them would be some of the primary individuals impacted by REAL ID. At TSA checkpoints across the state, the Department of Homeland Security posted generic flyers with information on the transition to REAL ID, so this, along with South Carolina-specific advertising, makes for even more aware state residents. More recently, DHS has placed state-specific advertising in South Carolina's airports which uses an image of the REAL ID provided by the agency. Advertising at the state's airports include billboards throughout terminals and baggage claim, sponsored Wi-Fi that leads travelers directly to the SCDMV webpage on REAL ID when logging into the airport's internet connection, and intercom announcements.

Radio has been a cost effective way for the agency to reach masses. Since the start of the campaign, the agency has contracted with 11 different radio stations or

conglomerates. The stations themselves range from sports, urban, country, beach, and talk. Furthermore, this has been a useful medium for reaching rural parts of our state. The agency specifically contracted with a radio conglomerate that targeted fringe markets underserved by metropolitan stations. Additionally, by purposefully using a variety of radio station types, the agency is reaching a variety of demographics statewide.

Finally, the agency uses digital advertising to reach residents who use computers. These advertisements are served both on social media and the open internet on sites such as thestate.com, cnn.com, weather.com, and usatoday.com to name a few. The agency solicited bids from digital marketing companies twice and is currently under contract with a company from Greenville through the remainder of the REAL ID campaign. The advertisements target different regions of the state each month, and people are served a REAL ID ad based on previous internet searches or physical proximity to SCDMV buildings. These two techniques are called “re-targeting” and “geo-targeting.” The agency has detailed numbers on this advertising medium if you’re interested. These reports are provided to us by the digital marketing company. Furthermore, the agency uses the social media ads as an opportunity to engage with the public on an individual basis. Customers frequently comment on the ad, and the agency’s communications team responds to as many people as possible, answering their question or addressing their concern. At the same time, agency employees offer a REAL ID-specific email address where members of the public can email additional questions. This creates a personalized approach to state government.

More than a dozen media outlets covered Director Shwedo’s plea for more residents to visit SCDMV branches to purchase a REAL ID when addressing the House Education and Public Works Subcommittee in January 2019. This is on top of the countless other media that has covered the transition to REAL ID since the Legislature in spring 2017 repealed the 2007 law that prohibited the state’s compliance with REAL ID. Events that have triggered media attention include, but are not limited to, the repeal and replacement of the 2007 law in April 2017, the beginning of documentation acceptance in May 2017 for residents interested in purchasing their REAL ID online, and the availability of the card itself in February 2018.

We hope the information above shows the agency’s commitment to continuing the state’s awareness of REAL ID as we move closer to 2020.

REAL ID advertising budget remaining as of 5/14/19: \$530,000