

All you need is love.

In 2004, the Auto Theft Prevention Authority, working with Neiman Group, found new ways to keep cars safe against theft. They just used a little love. It all started with a 30-second television spot

featuring some of Pennsylvania's most average looking cars. These cars were shown one after another through a voyeuristic point of view as a disturbing love song played, practically serenading these cars. The line at the end read "Car thieves fall in love 30,000 times a year. Make sure it's not with your car."

A radio spot with the same message soon followed. It featured the same disturbing song in the background of two guys talking like they were scoping chicks. When they go to make their move, we hear glass breaking to reveal that they're really scoping out cars.

These spots were featured on AdCritic.com and in Creativity magazine. The TV spot made "Spot of the Day" on AdCritic.com, a website with high standards for showing the best advertising in the country. The music was the real star of this advertising; it was ranked



number four on Creativity's best spots featuring original music in 2004 (that Starbucks spot with the Eye of the Tiger song was number one). It's a catchy song that people have requested to hear more of and can be downloaded on the ATPA website. It's one of those songs that car thieves are going to have a tough time getting out of their heads.

VIN-Etching Events Draw Crowds.

This year, the Auto Theft Prevention Authority and its grantees had tremendous success at generating attendance and participation at VIN-etching events throughout the state. Kicking off in April and running through early November, the 2004 VIN-etch "season" consisted of 31 events. The Auto Theft Prevention Authority and its grantees VIN-etched a grand total of 2,045 cars — making 2004 one of the biggest years for VIN-etching to date. All of this year's events drew crowds and provided an opportunity to educate Pennsylvanians on how to protect themselves from becoming a victim of auto theft, one car at a time.

Our free VIN-etching events continue to be a key educational tool and perfect platform to reach Pennsylvania consumers directly. 2004 marked two firsts for the VIN-etch program; our first corporate partner, Wawa, and our first media partner, abc27.



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Make sure it's not with your car.

We believe that these types of partnerships will increase as requests for VIN-etching events continue to rise. We at the ATPA look forward to an even busier VIN-etching season in 2005, and thank all of our grantees and partners for their support of this integral program.

Public Awareness Highlight: 85 1/2 Cars Event.

According to the Uniform Crime Report (UCR), 85 1/2 cars are currently stolen every day in Pennsylvania, on average. In addition, August is the peak summer month for automobile theft and is surpassed only by January as the busiest month of the year for car thieves. Research from a number of sources shows that the most common types of cars stolen are not luxury or high-end sports models, but average, older models such as the the Toyota Camry, Honda Accord, Oldsmobile Cutlass and the Honda Civic. From a previous benchmark study, it had been determined that this information is not general knowledge amongst the Pennsylvania public.

Therefore the ATPA, working with Neiman Group, created a clear objective for a summer public awareness event: generate awareness of the "realness" of auto theft in PA amongst target audiences, leveraging August's traditionally high theft rate as the news hook. In other words, stage an event to reach the public via broadcast media that would make viewers say, "Wow. That is a lot of cars stolen every day. What can I do to keep from

becoming a statistic?" The ATPA realized that simply presenting statistics to the public would not create the desired "reality check" effect in the public as would creating a tangible visual example of the 85 1/2 cars.

With the cooperation of the Pennsylvania State Police (PSP), the ATPA arranged for the use of the PSP Headquarters as a backdrop for the event. Included in the event was the usage of employee cars to represent the 85

1/2 cars stolen everyday. We knew that the visual of 85 1/2 cars as well as well-spoken, highly-regarded individuals to convey the message would be imperative to the event's success.

Not satisfied with 85 or 86 "whole" cars to create the powerful visual deemed necessary, local salvage yards and impound lots were scoured until a suitable donor car was located. The car was sawed perfectly in half, towed to PSP Headquarters, and positioned line-of-sight behind the podium to create the extra push needed

to create a great visual for the media.

Once the location was set, the 1/2 car secured and scheduled speakers were verified, media alerts were faxed to television stations across the state with satellite coordinates to download a video feed of the event. Follow-up calls were made to all local media encouraging them to attend the event or take the feed. Press kits were also distributed at the event and mailed to media statewide.

