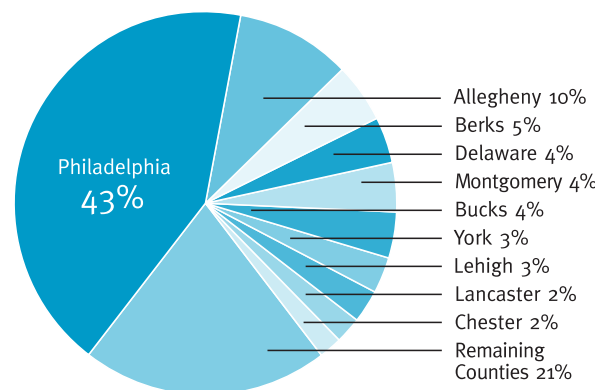


## CREATING AN INFLUENTIAL LINK

Each year the Authority searches for new and innovative ways to educate the public about reducing the risk of becoming a victim of auto theft. This year, we focused our efforts in the Southeast region of Pennsylvania because 43 percent of the state's auto thefts occur in and around Philadelphia.

### Thefts by County



The Philadelphia region is the most densely populated and most expensive media market in Pennsylvania. Our challenge was to develop a message that broke through the resulting advertising clutter, could be produced in a cost-effective manner and was presented in a way that made a lasting impression with the region's drivers. As a result, the ATPA looked to establish a strategic partnership with the Philadelphia Eagles, an organization with a well-established voice in the area.

Continuing his reputation as a community activist, linebacker Takeo Spikes helped drive home the message that when it comes to auto theft, Common Sense Is Your Best Defense!



As the Philadelphia Eagles began their 75th season, the ATPA launched a statewide print, radio and online public relations effort announcing the online and in-stadium campaign that included the Stars and Cars Sweepstakes and 75 Tips for the Tailgater, an interactive presentation of auto theft prevention tips. The contest and tips were hosted at the ATPA's website, [watchyourcar.org](http://watchyourcar.org).

The focal point of the campaign was a fully interactive Internet microsite that urged contest entrants to explore auto theft prevention tips, such as "hot wing sauce on your door handle is not an approved anti-theft device" and "veteran tailgaters know that hiding keys in the car is a ticket to finding an empty spot after the game!" The site was promoted with campaign elements that included advertising on the Eagles' website ([philadelphiaeagles.com](http://philadelphiaeagles.com)) and various in-stadium elements.

The Eagles helped coordinate a partnership with Jeep, who donated a 2007 Jeep Patriot that was wrapped with campaign messaging.

After entering the contest and checking out auto theft prevention tips, entrants received an email from linebacker Takeo Spikes thanking them for entering and wishing them luck. The personalized email urged them to check out theft statistics for the county they live in. Also included was a link to [watchyourcar.org](http://watchyourcar.org) where entrants could request a free VINgraving kit.

For the ATPA, partnering with the Eagles to educate the residents of the southeast region of Pennsylvania was a tremendous opportunity. We succeeded in presenting an auto theft prevention message in a new and exciting way. As the southeast region continues to be the worst area when it comes to auto theft, we will continue to look for ways to educate the public with trusted partners such as the Philadelphia Eagles.

*"hot wing sauce on your door handle is not an approved anti-theft device"*

