

Each year, the Authority encourages Pennsylvania drivers to protect their vehicles. Our prevention and public outreach programs are designed to educate vehicle owners about how to reduce their risk. One of the most important messages we can provide is to always “Lock your car and take your keys.” Though the message is common sense, ATPA investigators tell us more than half of Pennsylvania’s stolen cars were left unlocked. Simply locking your car can significantly reduce your risk of theft.



In 2010, the Authority delivered creative prevention messaging through three cost-effective partnerships across the state. The goal was maximum exposure to diverse, captive audiences during peak theft months.

Phillies

In 2010, the National League Champion Philadelphia Phillies set a franchise record with 123 consecutive sellouts and an average home attendance of 45,028. This fan base and electric atmosphere helped set the scene for ATPA’s impactful public education campaign with the Phillies. The campaign featured ATPA messaging on signage throughout the stadium during all 81 home games. The goal was to remind car owners that locking their car is their first line of defense against theft. Fans also participated in a text-to-win contest with exposure on the stadium big screen at Citizens Bank Park. Contest participation totaled 46,608 entries, with an average of more than 550 participants per home game. Fans listening to all 2010 regular season games on the radio heard our message as well. ATPA had rotating radio spots and a special post-game feature called the “PA Auto Theft Prevention Authority’s Lock of the Game.” The Phillies’ radio announcer highlighted the key player of the game and reminded listeners to lock their vehicles and prevent auto theft. We also had a print ad appearing in all 8 editions of the Phillies magazine,

with a circulation of 60,000. ATPA also sponsored a Phillies’ rally towel with special messaging as the team approached the post season. The towel was distributed to more than 44,000 fans.

Live Nation

Our second partnership for 2010 was with Live Nation, the largest live entertainment company in the world, with venues at First Niagra Pavilion in Pittsburgh, Hershey Park Stadium, Toyota Pavilion at Montage Mountain, and Festival Pier at Penn’s Landing in Philadelphia. The “Lock, Rock & Roll” promotion ran through the summer concert series from May to September, and included ATPA messages on signage throughout the venues, as well as auto theft trivia and myths/facts on big screens. Street teams within each venue engaged concert goers at a prize wheel, while educating them through trivia questions and a text-to-win contest. McDonald’s, Live Nation, and ATPA partnered to promote the text-to-win contest and anti-theft messaging, with a grand prize of a VIP trip for two to a Live Nation concert in the city of the winner’s choice. The contest was promoted on Live Nation’s website and venues, on signs placed in all seven Baierl car dealerships in Pittsburgh, as well as on trayliners at 159 McDonald’s stores in northeast and central Pennsylvania, and through Live Nation’s Facebook account.

Movie Theaters

Thieves often target the vehicles of busy holiday shoppers and owners who leave their cars running unattended to “warm up” in cold weather. In an effort to remind drivers to stay alert and prevent theft, ATPA partnered with National Cinemedia, operator of the largest digital in-theater advertising network in North America. During the holiday season, ATPA launched a 30-second commercial on nearly 500 screens throughout the state. In the commercial, one of Santa’s elves reminded Santa and viewers to “lock the car, take the keys, and hide valuables” during the holiday season. Moviegoers also viewed ATPA’s anti-theft message in theater lobbies on Cinemedia’s lobby entertainment network.

The campaign was designed to deliver creative, holiday-themed prevention messaging to captivate audiences of all ages to increase awareness and engage people to take action.

Young Driver Education Program

To further our vehicle theft prevention goal, the Authority developed a training program for teen drivers to teach auto theft prevention techniques. We believe if young drivers learn good habits at a young age, they will most likely carry those habits through to adulthood.

The DVD and lesson plan for young drivers was delivered, free-of-charge, to driver education programs in schools across the state. To increase the flexibility of the program and to make sure more students receive the message, the program was converted in 2009 to a web-based lesson plan to allow driver education teachers the flexibility of assigning the lesson plan as homework (www.watchyourwheels.org). The program was designed with input from driver education teachers and students to ensure the program was received well and that it would be used by its intended audience. A formal launch of the program, in cooperation with the

Department of Education, occurred this year with an email blast to all school districts in the Commonwealth.

VINgraving Program

The Authority sponsored and participated in several VINgraving events across the Commonwealth in 2010—VINgraving or VINetching is a proven prevention tool where the Vehicle Identification Number or VIN is chemically-etched onto all windows of a vehicle. If a thief intends to steal a vehicle to dismantle it for parts, he or she would then have to replace all the windows. Replacing the glass on a vehicle can be very expensive and time-consuming, so a thief would most likely pass on a VINgraved vehicle. The Authority also offers free do-it-yourself VINgraving kits on its website (www.watchyourcar.org).

