



BUILDING AMERICA®

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Using Social and Digital Media to Promote Public Safety

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2016 Fast Facts

Operating Revenue: **\$19.9 B**

Fortune: **143**

Route Miles:
32,100 in 23 States

Employees: **42,900**

Annual Payroll: **\$4.1 B**

Customers: **10,000**

Locomotives: **8,400**





VEHICLE-TRAIN COLLISIONS

CUT IN 1/2

**OVER THE
PAST 20 YEARS**

Campaign Evolution: 2012-2014

Radio, Billboards, Commuter Stations, Gas Pump Toppers



Social Media: Research and Data

Pew 2015 Key Findings

- 90% of Americans ages 18-29
- 68% of all women
- 62% of all men
- 52% of online adults use two or more social media sites
 - 71% Facebook
 - 28% LinkedIn and Pinterest
 - 26% Instagram
 - 23% Twitter
- 63% say Twitter and Facebook are a primary source of news

Pew 2017 Key Findings

When news comes through ..., percent of instances follow-up action taken

- 73% family/friend text
- 62% search engine
- 53% social media

No. 1 pathways to news

- 47% for ages 18-29 is social media
- 42% for ages 30-49 is social media
- 37% for ages 50+ is news org website or app



Campaign Objectives



Business Objective

- Reduce public safety incidents on and around Union Pacific tracks, supporting overall safety initiatives.

Social & Digital Media Plan Objectives

- Increase safety awareness among targeted audiences in key markets.
- Create safety advocates and shared community safety accountability.



2016 CAMPAIGN REACH

32 MILLION



- HOUSTON
- SAN ANTONIO
- FORT WORTH

- ROSEVILLE
- LOS ANGELES
- CHICAGO

- PORTLAND
- LITTLE ROCK
- OMAHA



2016 CAMPAIGN ENGAGEMENTS

527K



Creative



**Your Life is
Worth the
Wait Videos**



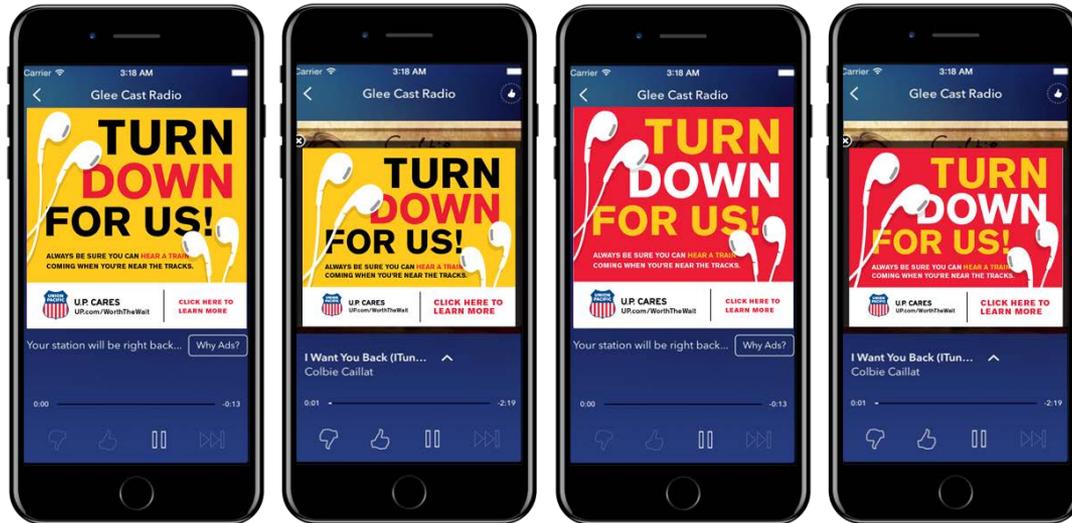
**Animatic
Videos**







Earbuds Aren't Always Your Buds





2017 Campaign

2017 Campaign – Target Audiences



Pedestrian

- Sacramento
- Fresno
- Stockton
- Portland

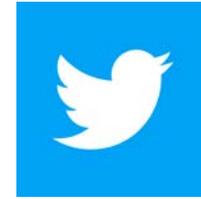
Driver

- Los Angeles
- Oakland
- Baton Rouge
- Dallas

Pedestrian & Driver

- Houston
- San Antonio
- Chicago

2017 National Platforms







2017 Public Safety Campaign

Display Advertising



**THIS
DECISION
CAN SAVE
YOUR LIFE.
OR END IT.**



**UNION
PACIFIC**

MAKE YOUR CHOICE ▶

**GO.
NO GO.
THE
DECISION
IS CLEAR.**



**UNION
PACIFIC**

MAKE YOUR CHOICE ▶

**DON'T
MAKE
THE
WRONG
DECISION.**



MAKE YOUR CHOICE ▶

**UNION
PACIFIC**

**LIFE OR DEATH
DECISIONS ARE
MADE HERE.**



MAKE YOUR CHOICE ▶

**UNION
PACIFIC**

**HIT THE
BRAKES.
OR HIT
THE TRAIN.**



MAKE YOUR CHOICE ▶

**UNION
PACIFIC**





THANK YOU!

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