

LISA L. FLOWERS, MSM, SMS
 +1 (703) 862-8743 – LisaLFlowers@yahoo.com
 Social Media – @LisaLFlowers (@LisaLFlowers1 on Instagram)

MARKETING PORTFOLIO

The following is a representation of some of the traditional, digital, and social media multi-touch, multi-channel marketing campaigns that I have come up with, developed, developed budgets and schedules for, written copy for, created, managed and monitored. In most of these examples, I worked with a team of ONE – just me. For some of the creative work and ad placement, I was honored to have the opportunity to work with fantastic external agencies, creatives, and vendors.

LARGE SCALE, HIGH VISIBILITY, PUBLIC ACTIVATION WITH NATIONAL BRANDS – DOVER INTERNATIONAL SPEEDWAY, NASCAR, AND NASCAR DRIVER, ROSS CHASTAIN

My employer, Delaware Office of Highway Safety (DOHS), wanted to reach adult drivers and encourage them to “Drive Sober”. Given the thousands of race fans that pour into Dover, Delaware for the NASCAR Spring and Fall Races, DOHS, wanted to get their message to these very engaged and brand-loyal fans.

DOHS was the Entitlement Sponsor for “Drive Sober 200” NASCAR XFINITY Series race at the Monster Mile at Dover International Speedway for Fall Race. (Regular sponsor during Spring Race.) This event allowed the Delaware Office of Highway Safety to interact with NASCAR fans, encourage safe driving behaviors, and build upon the successes of our longstanding partnership with Dover International Speedway. DOHS’ booth or footprint was one of the largest and most visited in the eight-acre FanZone.

Prior to the event, I hosted DOHS’ first Twitter chat with our sponsored NASCAR, Ross Chastain, and a guest driver. This event garnered hundreds of tweets, retweets, and online activity. DOHS was the ONLY sponsor to host a Twitter chat during this race and it drove a lot of additional fans to our booth.

Drive Sober 200
NASCAR Xfinity Series Chase 2016

Twitter Chat

@RossChastain
@BrandonJonesRac

WHEN: Tuesday, September 27th, 2:00 pm EST
FOLLOW: @DEHighwaySafe @RossChastain @BrandonJonesRac
HASHTAGS: #DriveSoberChat (primary) #UseYourMelon #MonsterMile

Be sure to follow the drivers and these partners!

@DEHighwaySafe **@OfficialMelon1** **@MonsterMile** **@JDMotorsports01**

Lisa L. Flowers shared Delaware Office of Highway Safety's photo.
 September 27, 2016 at 8:13am · 📍

Twitter Chat today at 2:00 pm ET! -----> #DriveSoberChat with Ross Chastain Racing Brandon Jones and our partners Dover International Speedway Melon 1 JD Motorsports ----- Follow hashtag #DriveSoberChat #NASCAR #racing

Drive Sober 200
NASCAR Xfinity Series Chase 2016

Twitter Chat

@RossChastain
@BrandonJonesRac

WHEN: Tuesday, September 27th, 2:00 pm EST
FOLLOW: @DEHighwaySafe @RossChastain @BrandonJonesRac
HASHTAGS: #DriveSoberChat (primary) #UseYourMelon #MonsterMile

Be sure to follow the drivers and these partners!

@DEHighwaySafe **@OfficialMelon1** **@MonsterMile** **@JDMotorsports01**

Delaware Office of Highway Safety
 September 27, 2016 at 8:10am · 📍

Join us at 2:00 pm ET today on Twitter for our #DriveSoberChat with NASCAR XFINITY Series drivers Ross Chastain Racing and Brandon Jones. There will be great conversation and prizes.

We will be moving at a fast pace! So be sure to follow us @DEHighwaySafe, @RossChastain @BrandonJonesRac @MonsterMile @OfficialMelon1 and @JDMotorsports01 along with the hashtag #DriveSoberChat on Twitter to keep up!

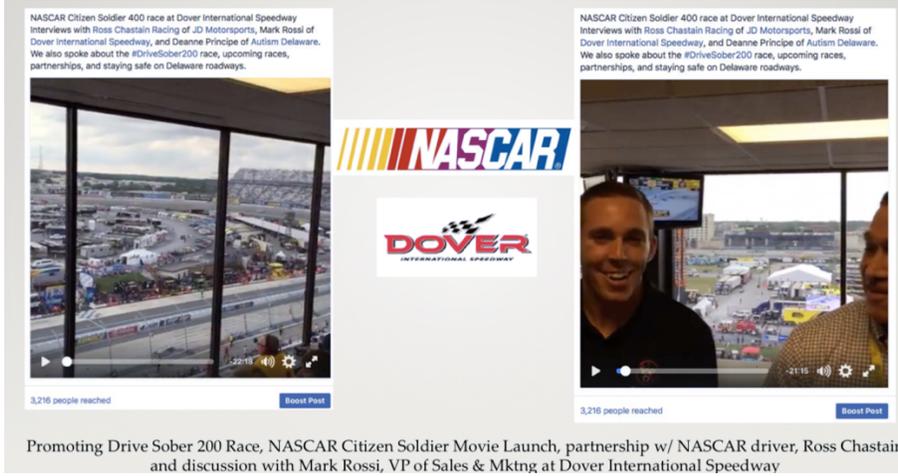
A kick-off meeting and dinner was held the night before the event with corporate partners, drivers, staff, and special guests. This provided a relaxed environment to discuss strategies, ideas, and last-minute changes or strategies.

On-site activation supported by statewide integrated print, digital, and social media marketing included:

- Radio
- Billboards
- Branded cars driving throughout the state before, during, and after event
- Buses
- Print ads in newspapers and event
- Digital ads on websites of radio stations accompanying radio ads
- Statewide media tour
- Statewide community outreach events
- Facebook Live event
- 1.5M campaign branded stickers (Use Your Melon – Drive Sober) on watermelons which were distributed throughout the state
 - Corporate Partner Sponsorship included:
 - Massive signage on Dover International Speedway's exterior before, during, and after events
 - Prominent signage on racetrack before, during, and after events
 - Live radio broadcast with interviews during Saturday's races
 - From the podium mentions
 - Logo, links, digital ads, etc., on Dover International Speedway's website
 - National media mentions by Dover International Speedway, NASCAR, and NASCAR driver, Ross Chastain

Booth include interactive games branded with message and theme. Other activities included:

- Social kiosk – photo booth with photo strip takeaway branded with event's message; photo props
- Autograph signing and photo sessions with NASCAR drivers
- One-on-one game activities with select NASCAR drivers and public audience
- Photo opportunities with NASCAR drivers in front of branded step and repeat
- Photo opportunities with sponsored NASCAR driver, Ross Chastain, in front of campaign-themed show car
- Branded giveaways (t-shirts, tickets, lanyards, cups, and autographed items)
- Survey with partner messages as well as agency messages; used results against previous year's results to ascertain effectiveness of messaging and brand recognition
- Created custom messaging and included logo with each digital print
- Received email addresses of each participant which allowed us to send a post-event follow up email to reinforce messaging and brand awareness.



Promoting Drive Sober 200 Race, NASCAR Citizen Soldier Movie Launch, partnership w/ NASCAR driver, Ross Chastain and discussion with Mark Rossi, VP of Sales & Mktng at Dover International Speedway





This campaign (the fall race) was the second half of a five-month campaign which used the message of “Protect Your Melon: Buckle Up.” The campaign was supported by robust social media activity before, during, and after the 3-day event. DOHS’ booth, unique marketing with watermelons, community outreach events, and social media conversations ended up as one of the most highly visible campaigns in Delaware. This campaign was multi-touch, multi-channel and was a five-month conversation about our brand and message.

LARGE SCALE, HIGH VISIBILITY, PUBLIC EVENT WITH NATIONAL BRANDS – FORD, FORD DRIVING SKILLS FOR LIFE, AND GOVERNOR’S HIGHWAY SAFETY ASSOCIATION

Ford Driving Skills for Life (Ford DSFL) is an award-winning teen safe driving program and provided grant funding to Delaware Office of Highway Safety to augment their teen safe driving efforts. The highly visible event was a free, two-day driving program that shared key skills and experiences to newly-licensed drivers. Teens learned valuable, life-saving skills by getting behind the wheel, in a safe environment, with professional instructors sitting right next to them.

Additionally, a Drunk Driving Simulation Suit and a Drugged Driving Simulation Suit were part of this event. Suited up students were able to virtually experience the effects of drunk and drugged driving. Students put on the suit and went through a field sobriety test, as well as other interactive activities.

Promotion prior to the event included a Twitter chat, press release, numerous social media posts, flyer distribution (at all local high schools), an email campaign, and traditional and digital media placement. The Twitter chat resulted in over 250,000 impressions, tweets, and retweets. Promotion of the event was so successful that a waiting list developed. Parents and teens drove to our event from as far away as Washington, DC.

During the event, I live-tweeted, posted on Facebook, and held Ford Driving Skills for Life first Facebook Live event. I interviewed Ford Driving Skills for Life staff, attending parents, and students. I also used our very popular (and very shared) branded photo frame, taking hundreds of pictures with students which were shared on their social media channels.

ATTENTION PARENTS
of a teen driver ...

FREE TEEN DRIVER TRAINING PROGRAM
Dover, DE – October 8 - 9, 2016

Ford Driving Skills for Life is a FREE program developed in 2003 to address the leading cause of death among teenagers in the United States – vehicle crashes.

WHERE	WHEN
DOVER INTERNATIONAL SPEEDWAY 1131 N Dupont Hwy Dover, DE 19901	Saturday - Sunday: Oct. 8 - 9, 2016 Session 1 - 7:30 a.m. to 12:00 p.m. Session 2 - 1:00 p.m. to 5:30 p.m.

Teens will drive vehicles on a closed course under the supervision of professional instructors, improving their skills in these key areas:

- Hazard Recognition - Vehicle Handling - Space Management - Speed Management - Reaction Time
- Braking and Stopping Distances - Avoiding the Dangers of Distracted and Impaired Driving

Registration is limited. For more information and to register, please visit www.drivingskillsforlife.com. Teens with a driving permit or license are eligible.

Ford Driving Skills FOR LIFE



Twitter Chat Learn about the **Driving Skills for Life** program for teen drivers - coming to Dover International Speedway this Weekend. *Spots are still available.*

WHEN: OCTOBER 6th, 8pm est
FOLLOW: @DEHighwaySafe @FordDSFL
HASHTAGS: #DrivingSkillsForLife

At no-charge, **Driving Skills for Life** teaches newly licensed teens the necessary skills for safe driving beyond what they learn in standard driver education programs.

PRIZES: Emergency Car Care Kit, \$50 Amazon Gift Card, \$100 Amazon Gift Card
ADDITIONAL PARTNERS: @GHSAHQ



FACEBOOK EVENT

My client wanted to promote registration for their fall recreation soccer league. I created an event in Facebook to make it easier for people to see the event on Facebook not only in client's feed, but as an event – that could be shared (again) with their friends. (It could be shared as the post in the feed and as an event.) I also created flyers that were placed locally in the community.

We partnered with Grotto Pizza to hold the event at their local restaurants. Grotto Pizza shared the event and received a surge of business as people attended our Registration Night and ate at the venue. The results were increased engagement, increased registration, and great community outreach with a very visible partner and trusted, local brand.



BRANDED PHOTO BOARD

The heavy duty, portable photo board includes client's logo, hashtag, and social profile. The photo board gave us a great reason to talk with the players, their families, etc., and engage with them on our social media platforms. We encouraged them to take a picture with the branded board as a memento of the event/game and as a way to share their experience with others. We also asked them to include client's hashtag with their posts. We used this popular photo board at all events.

It was very popular with the young players, corporate partners, and in this case, Delaware's Governor Carney. (See photo below) The results – 11 shares of the post and media pickups/mentions.

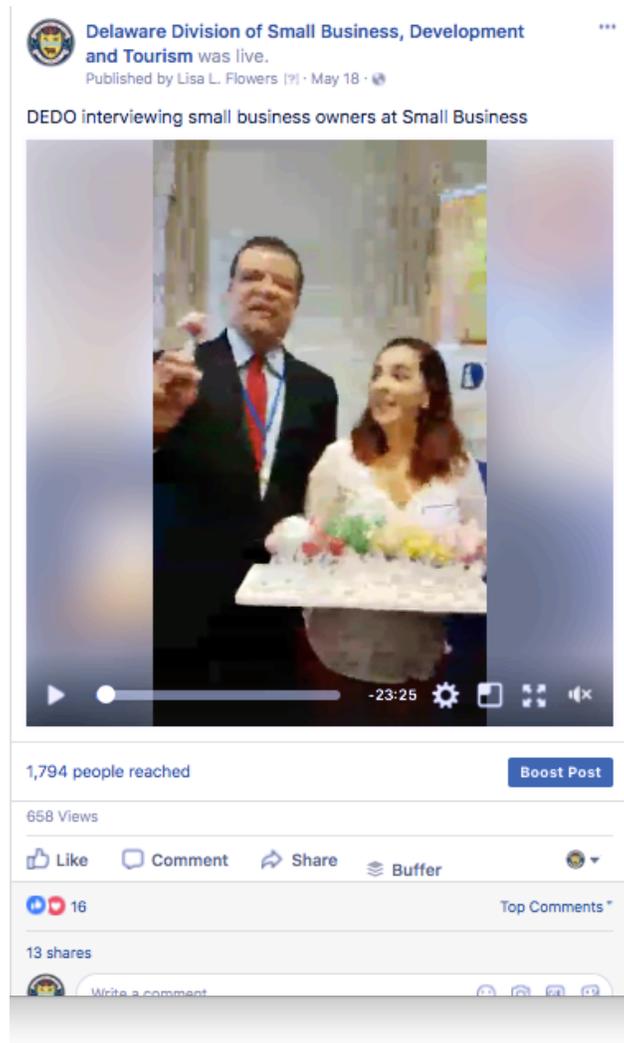


We used the photo board for our client's client. In this case, Olympians and Hall of Famers Kate Barber and Carrie Lingo rented the client's field for a training event. We used the opportunity to promote our client AND their client with the photo board. The results – 5 shares and tons of goodwill.



FACEBOOK LIVE EVENT

The client was in desperate need of positive PR due pending and (very controversial) budget cuts. They were exhibiting at a Small Business Summit at Delaware's Legislative Hall. I coached their staff on how to speak on live video prior to the event and suggested some topic ideas for them to discuss with their clients. We went live on Facebook and received great feedback from the client's clients as well as the client's executive team. The results 1,798 people reached, 698 views, 16 likes, numerous live comments, and 13 shares.



PRESS RELEASE

My employer, Delaware Office of Highway Safety worked with local law enforcement and another government agency to set up a sting operation targeting retail establishments serving intoxicated patrons. I wrote the press release, shared it with our media contacts (via email), and posted it on our Facebook page. It garnered a lot of media attention, including pick-ups and interviews as well as some really good social media sharing. The results were 124 shares, 25 comments, 24 likes.



Delaware Office of Highway Safety
December 16, 2016 · 🌐

STATE OF DELAWARE
OFFICE OF HIGHWAY SAFETY (OHS)
P.O. BOX 1321
DOVER, DELAWARE 19903-1321
www.ohs.delaware.gov

FOR IMMEDIATE RELEASE

Contact: Lisa Flowers, Community Relations Officer (PIO)
Office: 302-744-2743
Mobile: 302-943-7293
Email: Lisa.Flowers@state.de.us

NEWS RELEASE

Public Intoxication Sting Set to Catch People for Being Drunk in Delaware Bars
OHS and DATE Officials Say Drive is Aimed at Reducing DUIs

(Dover, DE) – The Office of Highway Safety (OHS) and the Division of Alcohol and Tobacco Enforcement (DATE) are partnering this holiday season to reduce the incidences of impaired driving on Delaware roadways. Official have noted a direct link between impaired drivers and over-service at retail establishments. DATE agents plan to conduct undercover operations during the holiday seasons to prevent bars and restaurants from serving alcohol to visibly intoxicated patrons.

During this operation, if agents view an intoxicated patron being served alcohol, the server and the establishment may be charged criminally. The establishment may face administrative penalties as well. This special crackdown will run mid-December through mid- February. A special emphasis will be placed on “Happy Hour” enforcement.

The announcement of the OHS’ effort to reduce the number of

to help prevent intoxicated patrons from driving.”

Prior to the undercover operations, uniformed DATE officers will provide prevention and awareness training for retail establishments about the laws referencing serving intoxicated persons.

“Every impaired driver we take off the roads helps keep our roads safer,” says Jana Simpler, Director of OHS. “Our office is committed to educating the motorists about the dangers of impaired driving and enforcing impaired driving related laws. When someone is arrested for public intoxication or a DUI, not only do they spend thousands in fines, fees, and court costs, and potentially face jail time, they also have a criminal record. Most importantly, driving impaired puts them, as well as others, at risk and in harm’s way. Cracking down on the establishments and servers who play a role in this, hopefully will send a message that drinking and driving are unacceptable and dangerous.”

For more information on the Delaware Office of Highway Safety and to stay up-to-date on news and announcements, follow OHS on Twitter or Instagram at @DEHighwaySafe and Facebook as @ArriveAliveDE. OHS’ websites are www.ohs.delaware.gov and <http://www.arrivealivede.com/>.

For more information on The Division of Alcohol and Tobacco Enforcement (ATE) go to <http://date.delaware.gov/ATE/index.shtml>. On Facebook and Twitter, DATE can be found as @DelawareATE.

####

Like Comment Share Buffer

You, Patty Natrin Andersen, Greg Buckley and 22 others Chronological

124 shares 26 Comments

View 2 more comments