

2023

HIGHWAY ASSISTANCE PROGRAM SPONSORSHIP ANNUAL REPORT





SPONSORSHIP OVERVIEW

In 2023, the MassDOT Highway Assistance Program celebrated a major milestone: two decades of partnership with MAPFRE Insurance. Over the past 20 years, the fleet has patrolled nearly 30 million miles along Massachusetts' busiest interstates, major highways, and the Turnpike.

With a focus on enhancing safety and ensuring smooth traffic flow, the sponsored fleet has managed a total of 742,583 incidents since 2003. Operators provide a range of services, from changing flat tires and addressing minor mechanical issues to clearing roadway debris and offering emergency medical assistance, including lifesaving CPR and support for "Silver Alerts." In 2023, incidents involving "disabled vehicles" (such as flat tires, dead batteries, and empty fuel tanks) accounted for 46% of all incidents handled.

By delivering timely assistance to motorists, the MassDOT Highway Assistance Program Sponsorship underscores MAPFRE's commitment to safeguarding the people and communities of Massachusetts. Quick response and efficient incident clearance enable drivers to resume their journeys promptly, focusing on what truly matters. Additionally, the collaboration between MassDOT and MAPFRE has led to additional safety initiatives, including the annual Look Both Ways contest, MAPFRE participation at Safety Events, vehicle displays and numerous activation opportunities.

KEY METRICS

57



Highway Assistance Program vehicles patrolling the busiest highways in the Commonwealth

30 MILLION



Miles of roadway protected by the MAPFRE-sponsored patrol since 2003



70

Informational highway signs prominently displayed on covered patrol routes

3.96 BILLION



Estimated annual program impressions from drivers who are reminded of how the patrol helps make roadways safer

742,583

Total Incidents to which HAP patrol operators responded since 2003



88 MILLION

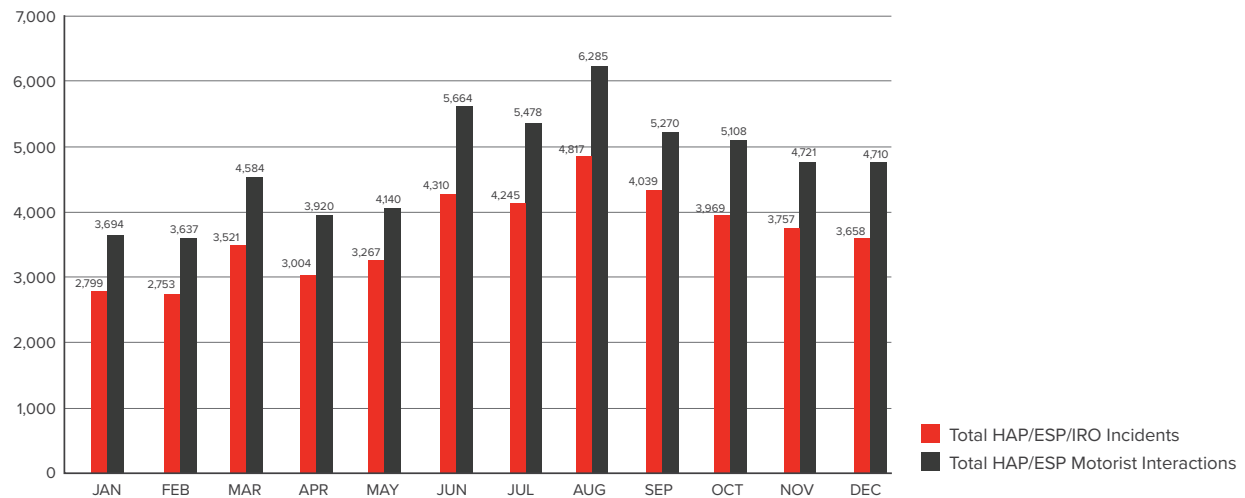
Estimated media impressions from positive articles, broadcasts, and social media mentions garnered in 2023



¹Travelers Marketing calculates annual program impressions for audience exposure to program elements based on the average annual daily traffic (AADT) that passes each patrol vehicle and sign. The AADT number is then multiplied by a load factor of 1.5 (the figure established by the Traffic Audit Bureau for Media Measurement Incorporated), to convert vehicles passing into people passing, i.e. impressions. Media impressions are as reported by Meltwater.

SPONSORSHIP STATISTICS

HAP/ESP/IRO Incidents & HAP/ESP Motorist Interactions

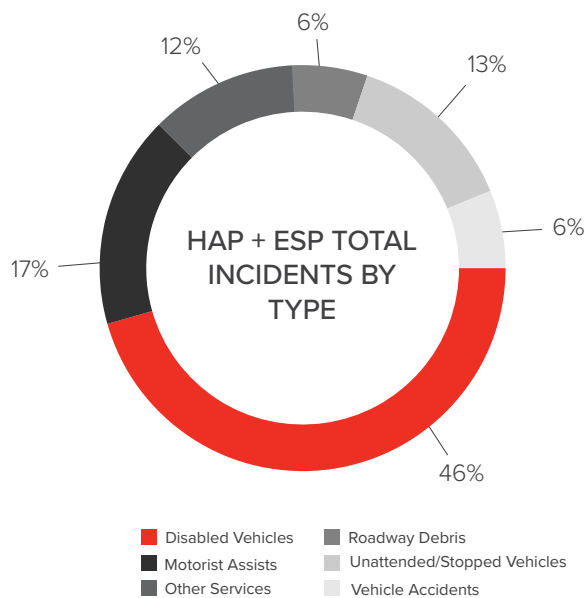


Incidents

All stops performed by the MAPFRE-sponsored Highway Assistance Program, including debris removal, traffic control, motorist assists, accidents and medical. MassDOT does not provide incident types for IRO; HAP/ESP totals reflected.

Motorist Interactions

Stops that involve direct interaction with motorists and their passengers, such as accidents, gas and flat tires. To account for passengers in the vehicles, a 1.5 load factor has been applied to motorist interactions.



2023 INCIDENT STATISTICS

1,798,262

Miles Patrolled

40,583

Incidents Cleared

57,208

Motorist Interactions

MOTORIST FEEDBACK

In 2023, assisted motorists submitted an average of 58 surveys per month, totaling 698 surveys for the year. The majority of respondents rated the service as “Excellent.” Motorists expressed immense gratitude for the assistance provided, praising the operators, the service, and the sponsor with terms such as “lifesaver,” “professional,” “great,” “courteous,” “exceptional,” “impressive,” “efficient,” and “friendly.”

“Dan was the best! He rescued me in a sleet/ice storm after I got a flat tire. Great guy! Dan is the man!”

- HAP Driver: Dan, 1/25/23



“I had a blowout on I-495 North in Chelmsford. A state trooper came by and assisted me to a safe spot, where he then called 5216 to come out and help me out. The driver’s name was Fernando. He was excellent and very friendly. I didn’t know this service existed. He told me the service is free, and to sit in the vehicle with the heat on and stay comfortable. I couldn’t ask for more. I wasn’t going to be late for work. It only took him 5 minutes to change my tire. Excellent job! I just want this guy to be safe. This is a very dangerous job on the side of the road. Thank you, Fernando. You are doing a great job. Your company should be proud of you.”

- HAP Driver: Fernando, 2/2/23

“Dan immediately appeared, turning my potentially extensive tardiness to work to a mere 10 minutes late. My angel!! Thank you for your services!!”

- HAP Driver: Dan, 2/24/23

“Thank you, Joe, for rescuing me. I’m disabled and was stranded on I-495. Joe climbed under my car and corrected the problem so I could drive home. My deepest thanks for his assistance.”

- HAP Driver: Joe, 6/4/23

PUBLICITY & ACTIVATION

In 2023, the Highway Assistance Program and associated events and promotions garnered 95 mentions across online, print, and social media platforms. According to Meltwater, these mentions generated over 88 million audience impressions. MassDOT collaborates with the media to ensure ongoing public awareness of the MAPFRE-sponsored Highway Assistance Program, focusing particularly on high-traffic holiday weekends, significant weather events, and work zones.

NewsWire IN

**MassDOT, MAPFRE Insurance Reminder:
Sharing the Road Safely**

2023 MEDIA COVERAGE

95

Positive Stories

88,279,222

Est. Media Impressions

HATCH AWARDS SUBMISSION

The Hatch Awards are New England's annual accolades for creative branding and marketing excellence, hosted by The Ad Club. Covering categories from print to video, audio to digital, as well as mobile and web-based content, the Hatch Awards uphold the tradition of recognizing the finest in regional creative achievement. In 2023, Travelers Marketing submitted the MAPFRE-sponsored Highway Assistance Program for consideration at the awards.

CLIENT: MAPFRE INSURANCE
SUBMITTED BY: TRAVELERS MARKETING

MAPFRE INSURANCE MOTORIST ASSISTANCE SPONSORSHIP

Real life has its ups and downs. Along with the positives of life—the fun adventures and new accomplishments—come challenges and unexpected obstacles. Through it all, MAPFRE Insurance is a constant.

On every step of life's journey, MAPFRE focuses on helping its Massachusetts community. Our client wanted to expand upon its brand slogan: "Made for real life" and demonstrate its brand in action for Massachusetts commuters.

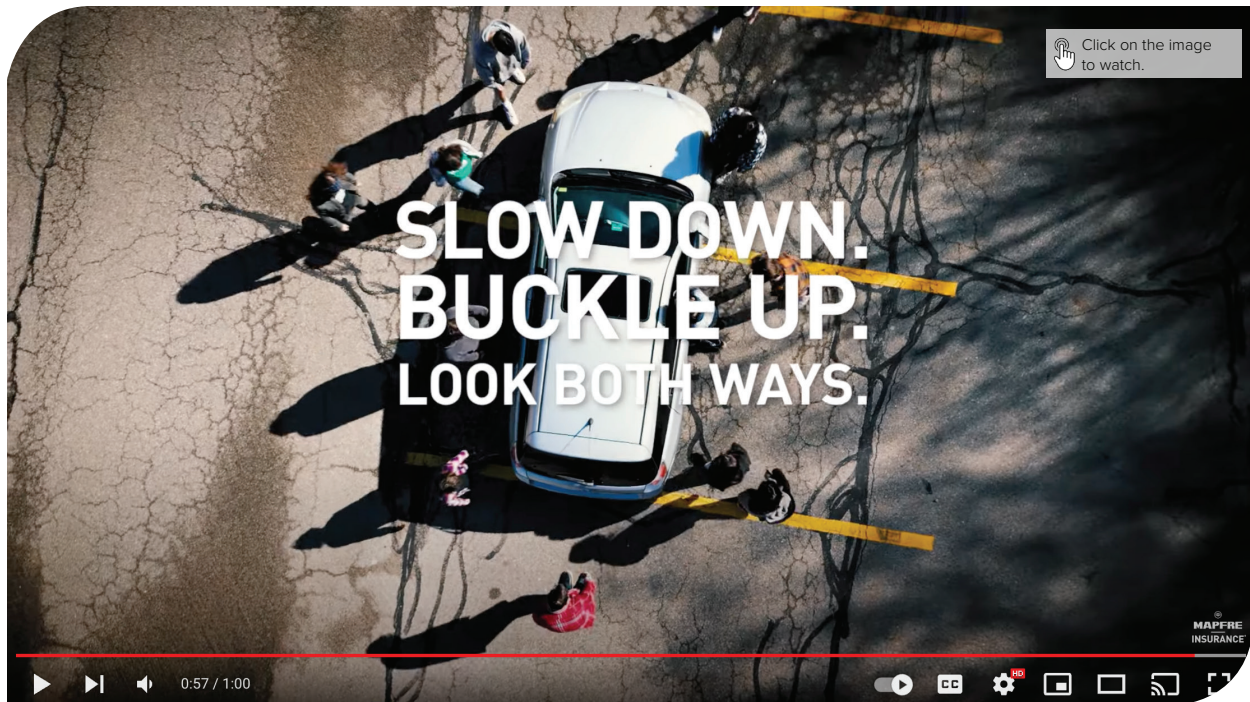
We joined MAPFRE Insurance with a motorist assistance program operated by the Massachusetts Department of Transportation (MassDOT) to show drivers that when real life happens, whether it's a flat tire on your way to the doctor's, running out of gas on the way to your kid's soccer game, needing a jump start on the coldest day of the winter, or another roadway mishap, MAPFRE is there to assist no matter what life brings.

From November 1, 2021 to December 31, 2022, MAPFRE Insurance assisted 60,960 stranded motorists in need of real-life help and millions of commuters witnessed the MAPFRE brand coming to motorists' aid. At most assists, motorists were provided with a co-branded comment card and access to a digital survey to submit their feedback. Motorists are also invited to share their feedback on social using #ThanksMAPFRE.



TravelersMarketing

*Media impressions listed as reported by Meltwater. Impressions and Advertising Value Equivalency represent 89% of the total media stories.



Look Both Ways Contest winners Northbridge High School's Zombie-themed Road Safety PSA.

LOOK BOTH WAYS CONTEST

In 2023, MassDOT and Fundación MAPFRE collaborated on a high school roadway safety PSA contest aimed at educating teens about safe driving practices. Part of Fundación MAPFRE's "Look Both Ways" program, the contest tasked students with creating impactful safety scripts. The winning team from Northbridge High School worked with Boston's CTP agency to produce their zombie-themed PSA, earning their school \$3,000 for road safety education, from Fundación MAPFRE.

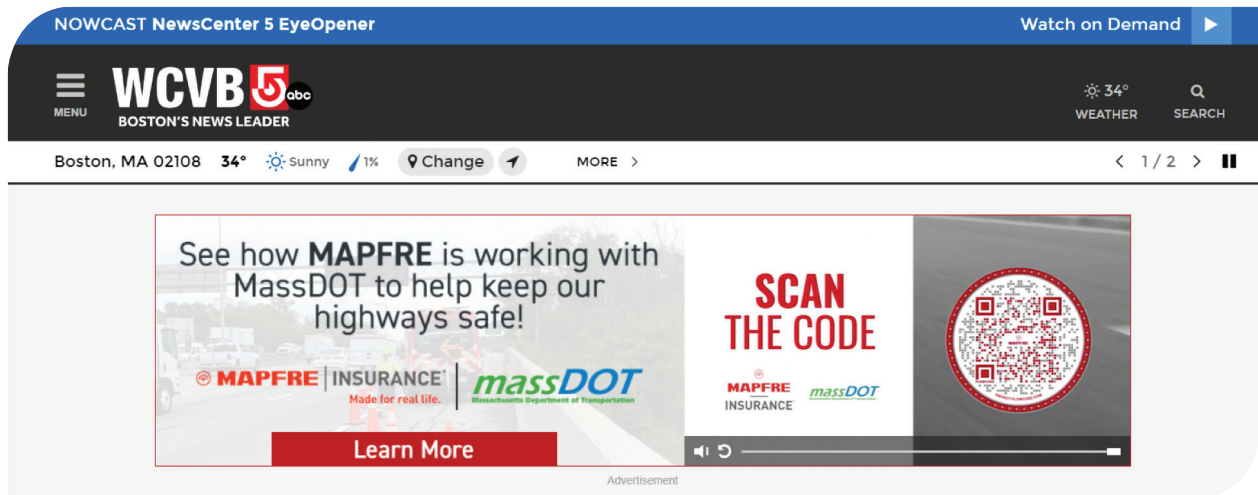
This annual initiative aims to combat rising roadway fatalities. "We are lucky to have young road safety advocates and creative minds interested in keeping their communities safe," said MAPFRE Insurance CEO Jaime Tamayo. "There is no better way to reach teen drivers than through their peers, and we are incredibly proud of the work Northbridge High School brought to the table. We look forward to seeing the PSA broadcast across the state."

PAN-MASS CHALLENGE

For the fourth time, the MAPFRE-sponsored MassDOT Highway Assistance Program fleet vans participated in the Pan-Mass Challenge, also sponsored by MAPFRE. MassDOT promoted the event on social media, informing the public that the patrol vans would be present at water and lunch stops. Social media mentions by MassDOT and MAPFRE promoted the event.



The MAPFRE-sponsored Highway Assistance Program van parked near water station at the Pan-Mass Challenge.



Channel 5 WCVB's website showcasing the MAPFRE HAP Program.

20TH ANNIVERSARY

In 2023, MAPFRE Insurance celebrated 20 years of sponsoring the MassDOT Highway Assistance Program, originally known as the Motorist Assistance Program when it launched in 1995 to help stranded motorists during peak travel times across the Bay State. MassDOT first introduced sponsorship by then-named Commerce Insurance Company in 2003, pioneering a unique sponsorship model developed by Travelers Marketing.

To commemorate two decades of safeguarding Massachusetts motorists, MassDOT and MAPFRE teamed up to spread the message of the anniversary, and the importance of the program via social posts, a letter to customers, an online article, and multiple digital placements (funded by MAPFRE) through Channel 5 WCVB, generating approximately 6 million impressions.

MASSDOT MONTHLY POSTS

In 2023, MAPFRE's monthly guest posts continued to educate MassDOT readers on roadway safety, achieving over 54 million estimated audience impressions in the year, according to Meltwater. Covering topics like the Move Over Law, Vehicle Recalls, Sharing the Road, and Holiday Travel Safety, these blogs highlight MAPFRE's community commitment.

Promoted by MassDOT, the blogs enhance awareness of the sponsored patrol and encourage online discussion. Social media posts on MassDOT's Twitter, Facebook, and Instagram, tagged with #thanksMAPFRE, further amplify the posts' reach.



LOOKING AHEAD; 2024 AND BEYOND

Travelers Marketing is dedicated to ensuring the MAPFRE Insurance sponsorship of the MassDOT Highway Assistance Program takes advantage of continued public relations and activation efforts throughout 2024, and in collaboration with MAPFRE marketing and MassDOT, the team will execute the Marketing Plan.

MARKETING PLAN

In March 2024, at MAPFRE Insurance's request, Travelers Marketing drafted a comprehensive Marketing Plan. This plan outlines key objectives, identifies marketing channels, and establishes goals and schedules for partnership meetings. It includes an annual schedule for pre-approved guest post topics and proposes various activation events, cross-promotion, and publicity opportunities. The plan was submitted to MAPFRE's marketing team, which provided feedback. The finalized Marketing Plan will be presented internally at MAPFRE, and the activation concepts will be discussed at the kick-off meeting with MassDOT to ensure alignment on the optimal use of MAPFRE's additional activation funds.

Throughout 2024 and beyond, with effective publicity and social engagement, MAPFRE and MassDOT will highlight the commendable work of the MassDOT Highway Assistance Program operators who assist those in need. This collaboration showcases MAPFRE Insurance's commitment to community support and safety.