

Objective:

Engage the NYC/Metro area and let them know that you can now take your permit test online. The audience for this is 16+.

3: Animation – Faster, Easier, Convenient

:15-:20. YouTube, programmatic, Univision, Twitch 16x 9

Sample script
Take your driving permit test online.
Fast, easy, convenient!
Log on to NY DOT gov I-D Upload your documents
Take your test
And schedule your official driving permit photo!
For more information visit DMV.NY.GOV/permits

:06- Instagram, snapchat Tiktok

Sample script
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It is faster, easier, and more convenient!
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