



“Dinged”

Open on a guy driving unbuckled at night. The icon on the dash starts dinging and glowing in the dark.



All of a sudden, the icon jumps off the dashboard and onto the steering wheel and starts talking.

ICON: Hello? I said ding! What's the matter with you? Airbag guy can't do it all.



The icon points back to his neighbor on the dash – airbag guy. Airbag guy shrugs his shoulders.

ICON: Cops are cracking down on unbuckled drivers like crazy!

The driver shrugs him off and doesn't buckle.



Suddenly, the icon is life-size and in the passenger seat.

ICON: DING-DING-DING! They can see you! What's it gonna take to get thru to you?



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Suddenly, the driver sees police car lights in his rearview mirror.

ICON: Oh, that's what it's gonna take.



Cut to the cop ripping off a ticket and giving it to the driver.

ICON: Ha! You got dinged!



Cut to a series of unbuckled drivers getting tickets.

VO: Cops are stepping up enforcement on unbuckled drivers all-day and even at night. Buckle up or get dinged!



CIOT LOGO

“Dinged”

Rural Version

