



## **“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

