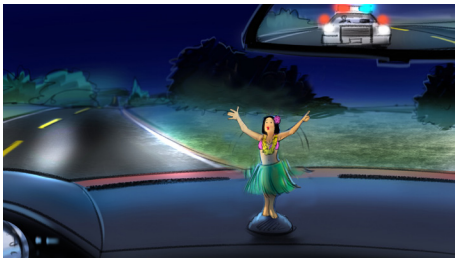
TheTombrasGroup
street smart advertising

TV Script

Client: NHTSA
Project: Click It or Ticket
Team: rs/ps
Job No.: NHS1-
Page: 1 of 2
Title: Bobbleheads
Rev: original
Date: 02-01-12

	VIDEO	AUDIO
	Open on a car driving down a suburban road during the day. We're focused on a bobblehead baseball player on the dashboard. He points toward the back window, then waves his hands, trying to get the driver's attention.	sfx: music track enters.
	Cut to a night scene, in an urban area. We're inside a different car, once again focused on the bobblehead on the dashboard. This one is a small dog who cocks his head, then crouches and growls.	
	Cut to a third vehicle. It's twilight/ early evening. A small Statue of Liberty on the dashboard is miming the actions of doing up a seat belt.	
	Cut to a pick-up truck at night on a rural road. A hula girl on the dashboard is pointing to the rear-view mirror, in which we can see the flashing lights of a police car.	VO: Consider yourself warned.

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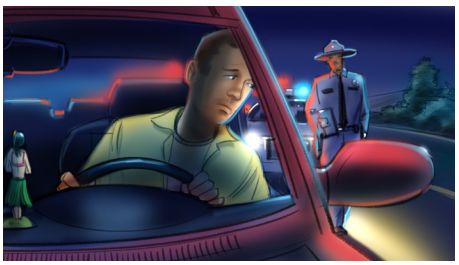
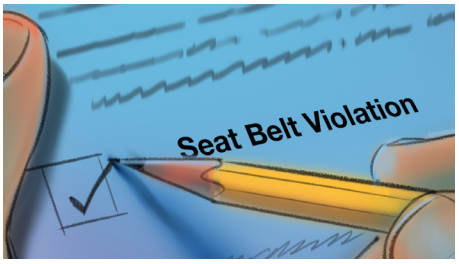
 Cut to a medium shot of the driver. Though we can see the hula girl's head and perhaps her pointing arm in the corner of the screen, the driver remains totally oblivious to her.	VO: Cops are paying special attention to seat belt violations.
Cut to a shot from inside the same pick-up truck. It is now stopped, and there is a police officer at the driver's window. The cop gestures to the unused seat belt, and proceeds to write a ticket.	VO: And when you get pulled over ...
 Cut to a close-up of the ticket, as we see the officer put a check mark in a box beside the words "Seat Belt Violation".	VO: .. it won't be a warning.
Cut to a wide shot of the night scene on a rural road. We see the pick-up truck, with a Sheriff's vehicle parked behind it, lights flashing. Over this scene, the Click It or Ticket logo animation plays.	