

"BATTLEFIELD MINI-VAN"

:30 TV

Imagine a battlefield scene where all of the explosions and chaos of the moment become a muffled, slow motion background around the hero soldier. Only this battlefield is a minivan, and the hero is Dad. The moment is the start of an everyday drive with the family.

Open on an 12 year old girl in the back seat. She's wearing headphones and tapping drumsticks against the windows which sound like machine-gun fire.

As the camera does a slow pull towards the front of the car, the full chaos of the scene reveals itself.

There are two more kids in the middle row. They're boys, both around 8-9 years old, and they're in the middle of an epic struggle. Boy 1 is shouting, pushing boy 2's face with one hand and kicking the back of the driver's seat to get more leverage. Boy 2 is fighting back with handfuls of corn puffs, which are going all over the car.

Mom is in the front passenger seat, losing it. We can't fully hear what she's saying to Dad, but we can clearly see her lips move. She's shouting "DO SOMETHING!"

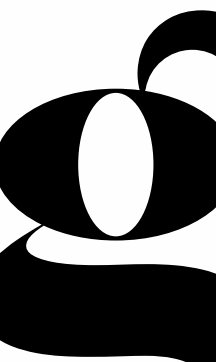
Through it all, Dad is resolute. He's staring ahead, gripping the wheel with grim determination. There's a VO throughout the spot. It's the voice in Dad's head, and it's battle-hardened and unwavering.

AVO: **They'll test you.
Push you to the brink of your sanity.
But no matter what they do.
No matter what they say.
No matter how hard it is.
...and it will be hard...
Do not yield.
Do not concede.
Give up no ground.
Just wait.
And move only when you hear a click. The click that says you've won.**

Amid the muffled sounds of battle chaos, there's the distinct click of a seat belt. Dad looks up in relief, like his prayers have been answered, and starts the car.

SUPER: **Never quit. Never surrender. Never start the car until they buckle up.**

LOGOS: **NHTSA / Ad Council**



"BATTLEFIELD MINI-VAN"

:30 RADIO 2

Imagine a family of 5 in a minivan, just before going for a drive. There are three restless kids, shouting, fighting, singing, hitting things and squealing. Mom is at breaking point, shouting at Dad to "make them stop". One of the kids yells "we're late dad".

It's a cacophony of chaos, and it sets the scene. After a few moments, it becomes slightly muffled, like we're zoning out for a moment, and a voiceover begins.

VO: **They'll challenge your authority.
They'll try to break your will.
Because that's what kids do.
But this car is your territory, not theirs.
Defend it.
Who makes the payments?
Who cleans it?
Who drives it?
You do.
In here, your word is law.
So when you say you'll go nowhere until everyone's buckled up,
you won't budge an inch...**

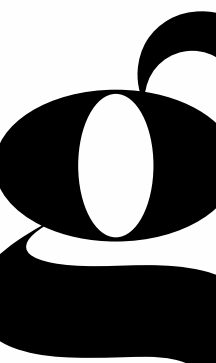
SFX: Amongst the muffled background noise, there's the clear sound of a seat belt clicking.

VO: **Until you hear that click.**

SFX: The car engine starts.

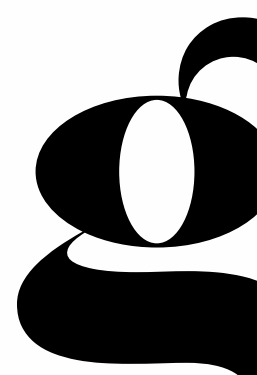
VO: **Never quit, never compromise. Never start the car until they're all buckled up.**

FVO: **A message from the National Highway Traffic Safety Administration.**



ZWHAAA! BAM! CAN WE GO NOW?
 O I HATE YOU! NO! WANT A SNACK! HEY!!
 WHOOOOSH HE DID IT. BANG BANG
 WHAT NOW. WAIT YES! WHEN? STOP IT
 HE DID IT. BAM! BEEP WHAAA!
 POW! CAN WE GO PLEASE?
 I WANT A SNACK BOOM THAT'S MINE. BOOM
 BEEP BEEP WHAAA! NO GIMME. WHOOOOSH
 BANG BEEP BEEP WHAAA! NOW. WAIT. YES! NO! BEEP BOOM
 WHOOOOSH HE DID IT. BANG BANG
 MOVIE! CLICK! STOP IT
 HE DID IT. WHAAA!
 BOOM THAT'S MINE. BOOM
 ZWHAAA! BAM! CAN WE GO NOW?
 O I HATE YOU! NO! WANT A SNACK! HEY!!
 WHOOOOSH HE DID IT. BANG BANG
 WHAT NOW. WAIT YES! WHEN? STOP IT
 HE DID IT. BAM! BEEP WHAAA!
 POW! CAN WE GO PLEASE?
 I WANT A SNACK BOOM THAT'S MINE. BOOM
 BEEP BEEP WHAAA! NO GIMME. WHOOOOSH
 BANG BEEP BEEP WHAAA! NOW. WAIT. YES! NO! BEEP
 BOOM CRUNCH

A SEATBELT. IN A CAR FULL OF KIDS, IT'S THE ONLY SOUND THAT MATTERS.



Online Banner

A shot of the interior of a car, from driver's POV.

There are 2 rows of seats and 4 kids in the back.

It's chaos, similar to our TV spot. One kid doesn't have their seat belt on.

To close the banner the user must click on the child who is not buckled in.

