

# Never Quit, Never Compromise



# TV :30

## Battlefield Mini-Van – SPANISH

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 caramel popcorn, which is 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:

Te pondrán a prueba (*They'll test you*)

Te llevarán hasta el límite de tu cordura (*Push you to the brink of your sanity*)

Pero no importa qué hagan (*But no matter what they do*)

No importa qué digan (*No matter what they say*)

No importa qué tan duro te sea... (*No matter how hard it is*)

Y será duro... (*And it will be hard*)

No te rindas. (*Don't give up*)

Sólo espera. (*Just wait*)

Y manjea sólo después de oír el "click". El "click" que dice que has ganado, que has hecho lo correcto.

(*And drive only after you hear the click. The click that says you've won, that you've done the right thing*)

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: Nunca te rindas. Nunca prendas el auto hasta que se abrochen el cinturón.

LOGOS: NHTSA / Ad Council

# Radio :30

## Battlefield Mini-van – SPANISH

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:

Tratarán de poner a prueba tu autoridad.

Tratarán de hacer su voluntad.

Eso es lo que hacen los niños.

Pero este auto es tu territorio, no de ellos.

Defiéndelo.

¿Quién paga las mensualidades?

¿Quién lo lava?

¿Quién lo maneja?

Tú.

Aquí, tu palabra es la ley.

Así que cuando dices que no vas a ningún lado hasta que todos los cinturones estén abrochados, hazles saber que es en serio.

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

VO: Hasta que los cinturones estén abrochados.

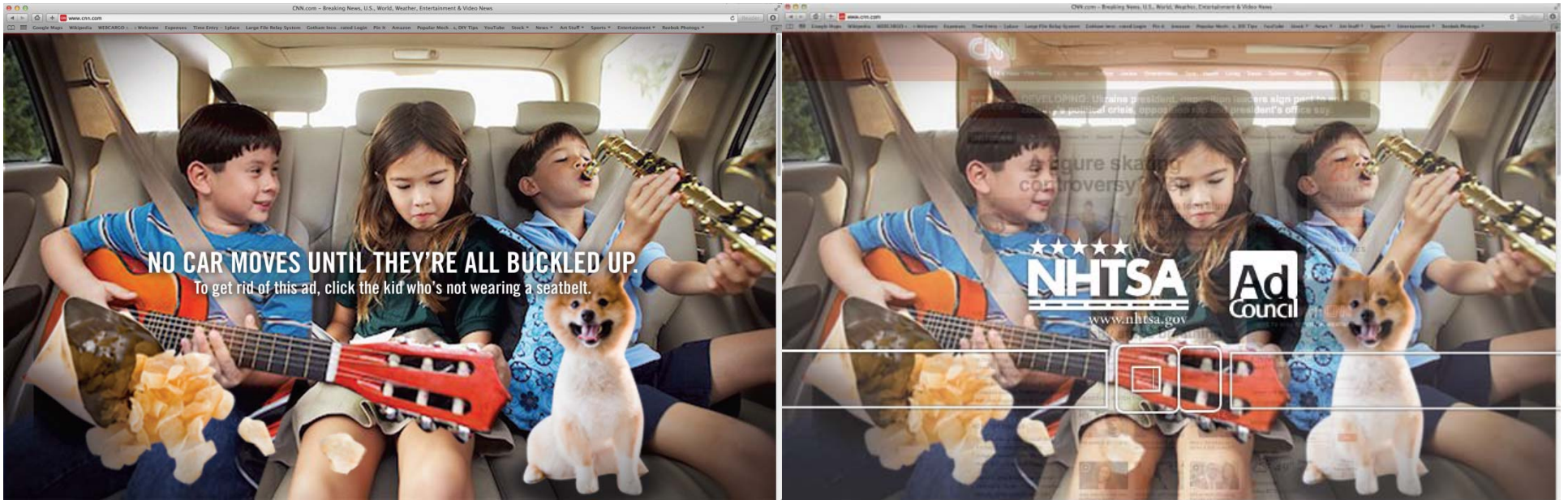
SFX: The car engine starts.

VO: Nunca te rindas, no te dejes vencer. Nunca prendas el auto hasta que se abrochen el cinturón.

FVO: Un mensaje del National Highway Traffic Safety Administration.



# Online Banner



**Spanish copy:** El auto no se mueve hasta que todos los cinturones estén abrochados.  
Para hacer desaparecer este aviso, haz clic en el niño que no tiene cinturón.