

Child Car Safety

CREATIVE

June 16, 2015



While there's still time.

A great statesman once talked about “the urgency of now.” That certain things can’t be put off. Back burnered. Set to the side. Because then, it might be too late. Parents all across America are in that very situation. Because they’re losing children to car accidents. So we have to be interruptive. We have to pop the comfortable bubble of overconfidence they’re living in with sharp questions. And get them to honestly evaluate their child’s car seat. While there’s still time.





“Question Everything” :30

WE SEE THE POV OF A CAMERA MOUNTED ON THE DASH OF A CAR TRAVELING DOWN THE HIGHWAY.

V.O.: Is your child in the right car seat for his age and size?

CARS ARE MOVING SMOOTHLY DOWN THE ROAD.

V.O.: Is the seat supposed to be forward or rear-facing?

SUDDENLY, OFF IN THE DISTANCE, A TRUCK HAS LOST CONTROL AND JUMPED THE MEDIAN.

V.O.: It may be too late to check when you’re on the road.

THE TRUCK IS JUST ABOUT TO HIT US.


V.O.: Fortunately, you’re on the couch.

CUT TO BLACK.

V.O.: Don’t think you know. Know you know.
Go to safercar.gov/TheRightSeat

SUPER: LOGOS AND URL
safercar.gov/TheRightSeat





It may be too late to know if your child's in the right car seat when you're driving.
Fortunately, you're only reading.



Are your children in the right car seat for their age and size?
Don't think you know. Know you know. safercar.gov/TheRightSeat



There's a **time** to make sure your child's in the right car seat.
This isn't it.



Are your children in the right car seat for their age and size?
Don't think you know. Know you know. safercar.gov/TheRightSeat



A dark-colored car is captured mid-air, having flipped over on a two-lane road at night. The car's headlights are on, and it is positioned on the left side of the road. The road stretches into the distance, flanked by trees on the right. The overall scene is dimly lit, with a blueish tint.

Is checking to make sure your child's in the right car seat really that important?
Someone's about to find out.

RADIO – “Overconfidence” :60

SFX: CAR STARTING

MOM: Of course my kid's in the right car seat. I just checked it two years ago.

SFX: CAR IS PICKING UP SPEED

DAD: Yeah, my kid's in a booster seat. He was ready. I think.

SFX: CAR IS GOING EVEN FASTER

MOM 2: Her car seat looks totally safe...from my rear view mirror.

SFX: LOUD BLARING CAR HORN

MOM 3: There are probably rules on when to move up to a booster seat.
But I'm going with my gut.

SFX: SKIDDING OF CAR

DAD 2: Rear facing. Forward facing. Does it really matter?

SFX: SKIDDING GETS LOUDER, THEN GOES TO AN ECHO

ANNCR: Are your children in the right car seat for their age and size?
Don't think you know. Know you know. Go to safercar.gov/TheRightSeat

SFX: CAR STARTING

MOM 4: I know my child's in the right car seat. I just checked it one minute ago.

ANNCR: Brought to you by the National Highway Traffic Safety Administration
and the Ad Council.

Follow the signs.

They're all around us. Telling us when to exit. Where the nearest gas station is. What's happening three miles down the road that's going to make us late for work. All valuable stuff to know. But what if some of these signs conveyed a message that could be even more valuable: the critical importance of having your child in the right car seat?





"Your Exit" :30

DRONE SHOT OF A MAJOR HIGHWAY. WE TRAVEL OVER THE VAST EXPANSE OF CARS AS THEY MAKE THEIR WAY DOWN THE ROAD.

AS WE GO INSIDE ONE OF THE CARS, WE SEE A MOM DRIVING. WE PAN AROUND TO SEE A CHILD SLEEPING IN HER CAR SEAT.

V.O.: Are your children in the right car seat for their age and size?

Is it facing the right way?

MOM LOOKS BACK AT HER CHILD THROUGH THE REAR VIEW MIRROR.

If you're not sure, this is your exit.

SIGN: PUSHINGYOURLUCK BLVD.

MOM HITS HER TURN SIGNAL AND EXITS THE HIGHWAY.

V.O.: Don't think you know. Know you know.

SUPER: LOGOS AND URL
safercar.gov/TheRightSeat



DRIVERS WHO HAVEN'T
CHECKED KID'S CAR SEATS
MERGE IMMEDIATELY ONTO
THAT'S VERY RISKY AVE.

DAKTRONICS

Model 10

Ad Council

NHTSA
www.nhtsa.gov

Are your children in the right car seat for their age and size?
Don't think you know. Know you know. safercar.gov/TheRightSeat

 Child Car
Safety

HAVEN'T CHECKED
YOUR KID'S CAR SEAT?
PLEASE EXIT AT
PUSHINGYOURLUCK BLVD.

PARENTS WHO HAVEN'T
CHECKED KID'S CAR SEATS
WILL NOW BE DIVERTED TO
TAKEYOURCHANCES ROAD

RADIO – “Signs” :60

ANNCR: Let's say you're riding down the highway and you see a stop sign.

You'd stop, right?

Of course you would.

And what if you saw a Dangerous Curve or a Falling Rock sign?

Well, then you'd slow down and proceed with caution.

After all, that's what signs are for—to warn you of a potential danger before it happens.

So what happens if you're going along, and you see a sign that says, "Should your child seat be forward or rear-facing?"

Or maybe another sign that says, "Is your child in a booster seat too soon?"

And what if, a little farther down the road, there was a sign that said, "If you haven't checked your child's car seat, exit here."

The question is... are you one of the drivers who could honestly keep driving?

Or would you have to exit?

So, are your children in the right car seat for their age and size? Don't think you know. Know you know. Go to safercar.gov/TheRightSeat

A message from the National Highway Traffic Safety Administration.
And the Ad Council.