
HISPANIC CIOT 2018 CAMPAIGN

Concept Selects

CONCEPT

Abrochado
Fastened

INSIGHT

If people fasten themselves in many other situations why don't you do it in the car as well? Our young Latino males know they're supposed to buckle up and this reminds them.

TOPLINE

In this spot we will show a series of vignettes where our young men restrain themselves while doing different activities. Life depends on it.



Abrochado (Fastened)

TV :30 sec

People riding rollercoaster.

AVO: If you click it here...
AVO: Si te abrochas aquí...

Guy bungee jumping.

AVO: ... here...
AVO: ... aquí...

Couple of guys skydiving.

AVO: ...and here...
AVO: ...y aquí.

We see a car that just went off the road. The car is flipping and turning in mid air before it hits a tree.

AVO: Why can't you do it here.
AVO: Porque no lo haces aquí.

Cut to a driver getting a ticket and thereafter buckling his seatbelt.

AVO: Click it or ticket.
AVO: Abrochado o multado.

CONCEPT

Pausa
Pause

INSIGHT

Everyone can envision a bad car crash in their mind. They've seen the videos, seen the crumpled aftermath. But what if we showed the split second just before one happens to drive home the importance of being secured.

KEY STRATEGY

The notion of a crash is a powerful visual. Let's unexpectedly freeze that moment as a way of driving home the importance of seat belts.

TOPLINE

Crashes can be powerful.
More powerful is when people walk away from them.

PAUSA (PAUSE)

We open on a family of four driving down a road at dusk. Kids are in the back playing on tablets while the couple in the front are talking. Suddenly and quite unexpectedly, a pair of headlights veer into their lane, a head-on collision is unavoidable.

Just as the two vehicles collide, everything stops. Time stands still. The vehicles are frozen at the point of impact. Suddenly, a man exits the driver's side door of one of the cars, steps between them and begins talking to camera.

MAN: RECENTLY, THIS COLLISION ALMOST TOOK THE LIVES OF MYSELF AND MY FAMILY.

TWO CARS. EACH TRAVELING AT 50 MPH. THERE WAS NO TIME FOR REACTION.

THE ONLY REASON I'M STANDING HERE NOW IS BECAUSE OF THIS.

The man holds up a seat belt.

**MAN: THIS SIMPLE STRAP OF NYLON AND METAL ENSURED MY KIDS STILL HAVE A FATHER,
THAT MY WIFE STILL HAS A HUSBAND.
(AS HE POINTS TO THE OTHER VEHICLE) HE WASN'T AS LUCKY.**

**THOUSANDS OF LIVES ARE SAVED BY SEATBELTS EVERY YEAR. ONE WAS MINE.
THE NEXT COULD BE YOURS. SO BUCKLE UP. NEXT TIME AND EVERY TIME.**

Cut to a wide shot. Police and first responders are now on scene milling about as lights flash. We rack focus and display the CLICK IT OR TICKET graphic.



CONCEPT

Excusas

Excuses

INSIGHT

Young Hispanics have lots of excuses for not wearing their seatbelt. Showing them can often appeal to their common sense.

KEY STRATEGY

Let's use a straightforward approach that's not judgmental and allows our audience to see themselves. The script will focus on the excuses and will close with a well-known dicho or saying. We will show three scenarios that reflect some of the excuses Hispanics use in order to avoid wearing a seat belt. Two of these scenarios will show a cop car pulling over the driver, and if budget permits, one will show an actual crash.

These will be very quick scenes and fast transitioning. Visually captivating by using technically advanced shooting techniques, and close-ups to show the facial expressions. The music will be up-beat, with hard stops where cops appear and the crash.

TOPLINE

There's no good excuse for not buckling up.



EXCUSAS (EXCUSES)

A series of montages of Latino drivers seated in their vehicles giving the excuses for not wearing their seatbelts.

We open on a scene with a man pulling away in his car. We hear a female voice ask:

WOMAN: ¿No te vas a poner el cinturón? (Aren't you going to buckle up?)

The man answers:

MAN: Se me arruga la camisa. Y nomás vamos a la vuelta.
(My shirt will wrinkle. Plus, we're only going around the corner.)

Next scene, we see the lights and hear the siren of a cop pulling him over.

Transition to a mom trying to put her kid in a booster and the kid fighting back. After struggling, the mom says:

MOM: Ay, no tengo tiempo para esto. Que se vaya sin el cinturón, si al cabo no pasa nada.
(I don't have time for this. He can go without a seat belt, nothing happens anyways.)

Next scene, we see the lights and hear the siren of a cop pulling her over.

In the final scene, we see a young man driving on a road. The passenger friend says:

PASSENGER: Wey' no te pusiste el cinturón.
Dude, you didn't put on your seat belt.

The young man answers:

DRIVER: Me aprieta, no pasa nada.
It's tight, nothing will happen.

Next scene, we see a car hit him from behind.

We hold on this last scene as a super comes up:

**¡NO HAY PRETEXTO QUE VALGA!
(THERE'S NO EXCUSE THAT'S WORTH IT! or THERE'S NO IFS ANDS OR BUTS!)**

ABROCHADO O MULTADO
(CLICK IT OR TICKET)

