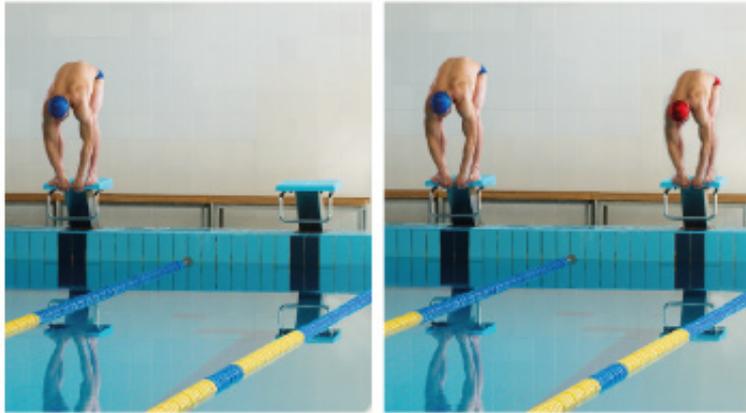


TV: Their Future



Music: slow paced song

Open in a competitive pool match. Five swimmers await the starting signal to take off swimming. There is a vacant spot between the swimmers that we draw attention to. The camera pans across the pool following two competitors ready to jump. Suddenly a competitor magically appears in the vacant spot. They dive into the pool and the race continues.

We see a teenage girl bouncing on a trampoline in the patio of her house. Suddenly another girl appears bouncing beside her.

Cut to a garage where we see a band practicing but we notice the drummer is missing. Suddenly the drummer pops up and we hear him play, and he gets into the music.

SUPER

When you seat them in the correct car seat, you give them a future.

Cut to a mom who has just put a booster into the backseat and sat down her 6-year-old son.

Cut to a father seating his daughter in a forward-facing car seat.

Cut to a mom seating her son in a rear-facing car seat.

Car seat animation

For information on the right seat for your child visit safecar.gov/protegidos

Cut to Ad Council & NHTSA logo.

Radio: Prize

Open on an Oscar-type ceremony.

Anncr: And the award for best supporting role goes to...Daniel Rivas for 5 Queens!

SFX: Music. Applause.

Daniel: Thank you, thank you, this is crazy, I really didn't expect this. I want to thank everyone who made this possible: the producers, the screenwriters, directors and above all else my mom, who always seated me in the right car seat as a child. First the rear facing seat. Then I grew up a bit and she replaced the seat for a forward facing one...

SFX: Music

Daniel: Wait, wait, let me finish! This story gets better and it's important, because when I past the weight and height limit she put me in the booster seat. I must've been about 4 or 5 years old. Obviously the car seat was always buckled and secure...

SFX: Music gets louder

Daniel: Well, they've cut off my microphone, but thanks to all this I'm here. Thank you Mom!

ANNCR: When you seat them in the correct car seat, you give them a future. For more information on the correct car seat for your child visit safercar.gov/protegidos

ANNCR: A message from the National Highway Traffic Safety Administration and the AdCouncil.

Radio: Iguana

SFX: We hear a mom securing her child in the car seat

CHILD (8 years old): ma' do you want me to sing the song I learned in school?

MOM: Sure honey... let me secure you in your car seat and then you can sing to me...

SFX: Click.

MOM: There you go...

SFX: The child begins to sing " La Iguana" but as he does his voice changes from childish voice to a grown-up voice and then he ends with an impressive tenor voice.

CHILD (8 years old): once upon a time there was an iguana with a wool poncho...

TEEN: combing its hair along the Magdalena River and drinking cofffffffefeee...

TENOR: (sharp) and the iguana drank cofffeeee , at the time of teeeeeeeeeeee...

NIÑO (8 años): había una vez una iguana con una ruana de lana...

ADOLESCENTE: peinándose la melena junto al río Magdalena...

TENOR: (sostenido) y la iguana tomaaaaabaaaa caaaaafaaaaaaé, tomaaaaaba caaaaaafé a la hora del teeeeeeeeeeee...

CHILD (8 years old): Did you like it?

ANNCR: You never know-who they'll grow up to be. Sit them in the appropriate car seat and secure their future. For information on the right seat for your child visit safercar.gov/protegidos

ANNCR: A message from the National Highway Traffic Safety Administration and the AdCouncil.

Print:



You never know who they'll grow up to be.

Secure their future. Sit your child in the correct car seat.

Car crashes are a leading killer of children ages 1 to 13 in America.

Visit safercar.gov/protegidos for more information.



Print:



You never know who they'll grow up to be.

Secure their future. Sit your child in the correct car seat.
Car crashes are a leading killer of children ages 1 to 13 in America.
Visit safercar.gov/protectidos for more information.



Print:



Secure their future. Always seat them in the correct car seat.

Car crashes are a leading killer of children 1 to 13 in America. For more information visit safecar.gov/protegidos



Print:



Secure their future. Always seat them in the correct car seat.

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TV: Left Behind



We open on a far-shot of a garage. The camera slowly zooms in towards a worn-in dusty car seat surrounded by dust and forgotten toddler type toys. In slow motion the camera focuses on all the stains and tears of the car seat while we hear an emotional and warm voice speaking from the point of view of the car seat.

Car Seat: I miss her...
...her tantrums and giggles.

The camera slowly starts to pull away from the car seat revealing the surroundings where we see a tricycle that hasn't been touched in years and dusty boxes stacked and labeled "Pam's Costumes" "Pam's toys."

Car Seat: The ice cream she spilt on me.
She wanted to be a doctor...

As the camera continues to pull back we see a young girl running out of the garage wearing a safari hat, past the old car seat and to the car where she climbs into her new booster type car seat. We hear the same warm voice with a less dramatic tone.

Car Seat: But this week she rather be a zookeeper. Man,
they grow fast...

We close on a text screen with a fact and a super.

SUPER

Keep your child's dreams alive by using the correct car seat. Car crashes are a leading killer of children ages 1 to 13 in America. For more information visit safercar.gov/protegidos.

Cut to Ad Council & NHTSA logo.

Radio: Rock Star

In a melodramatic tone from the point of view of the car seat we hear

Car seat: I was her first car seat. I was there day and night...

Car seat: ...I enjoyed her giggles...

SFX: Kid laughing.

Car seat: ...and endured her spills.

Kid: Oops!

Car seat: I remembered she wanted to be a doctor. She would have been a great one!

SFX: Sounds of a kid "drumming"

Now we hear the car seat speak in a less dramatic tone.

Car seat: But she grew up and now wants to be a rock star. I miss her, but her safety is what matters and she now needs a booster seat.

VO: Find the correct car seat for your child at safercar.gov/protegidos.

Anncr: A message from the National Highway Traffic Safety Administration and the AdCouncil.

Print:

SHE'LL NEVER SIT HERE AGAIN...



...NOW SHE NEEDS A BOOSTER SEAT.



Keep your children safe by always placing them in the proper sized car seat.

To find the correct sized car seat for your child, visit safercar.gov/protegidos.

TV: Stool



Open on a young couple walking into a restaurant with their 2-year-old son. They sit at a table and ask the server for a highchair for their son.

Mom: Do you have a high chair?

Server: Sorry, they're all occupied.

We see the dad grab a barstool from the bar to use as a highchair. The wife doesn't look comfortable with the idea, but the husband assures her that the boy is within reach and nothing bad will happen.



Cut as they order their food and chat. Although everything seems normal, each time we see the kid we notice it's a little awkward for him to be on the stool. He sways. The parents keep chatting. Suddenly the toddler begins to lean back. His hand grabs at the table cloth for balance. The parents keep talking. We begin to feel anxious watching him, while his parents... keep chatting.

ANNOUNCER

You wouldn't sit your child in the wrong chair. Why would you seat her in the wrong car seat?

Car crashes are a leading killer of children ages 1 to 13.

SUPER

safercar.gov/protegidos

Cut to Ad Council & NHTSA logo.

Radio: Stool

ANNRC: Let me ask you something. Would you seat your 3-year-old on a windowsill? Or beside a lit fireplace? Would you seat them beside electrical sockets, the bannister of a staircase, or the edge of a deep swimming pool?

Now let me ask you this: Did you know not seating your child in the proper car seat could be just as dangerous.

Car accidents are one of the leading causes of death for children ages 1 to 13. Always make sure your child is secure, seat them in the proper sized car seat.

For more information visit safercar.gov/protegidos

ANNCR: A message from the National Highway Traffic Safety Administration and the AdCouncil.

Print:



**Think this looks dangerous?
Imagine him in the wrong car seat.**

Car crashes are a leading killer of children 1 to 13 in America. For more information about the proper sized car seat, visit safecar.gov/protegidos

★★★★★
NHTSA
www.nhtsa.gov

Child Car Safety

Ad Council

Print:



**Think this looks dangerous?
Imagine her in the wrong car seat.**

Car crashes are a leading killer of children **1 to 13** in America. For more information about the proper sized car seat, visit safercar.gov/protegidos

**Think this looks dangerous?
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safercar.gov/protegidos

★★★★★
NHTSA
www.nhtsa.gov

**Child Car
Safety**

**Ad
Council**

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