



FY19 Creative
Concepts/Approaches



TOGETHER WE TRAVEL

Sure, flying can be a little stressful, a little time consuming, and even a little nerve wracking. But if we all work together, TSA officers and travelers, we can make flying easier, more enjoyable and more secure for everyone. After all, it's a team effort. So the more people that enroll in TSA Pre✓[®] the more secure flying will be.

TOGETHER WE TRAVEL

If we're talking about how, together, we can make flying better for everyone, let's create a spot where both TSA officers and travelers deliver the message together. In this spot, we'll cut between TSA officers and travelers telling us how by working together we can make flying more secure for everyone.





IT'S ABOUT TIME

This campaign focuses on the major benefit TSA Pre✓[®] gives travelers – time. Time saved by not having to remove shoes, jackets, belts, laptops and liquids. Time not spent hurrying or worrying. Time that can be used to just do your thing. It's also about how little time it takes to apply for the program. Less time actually than it takes to wonder if you should sign up in the first place. So, isn't it about time you enrolled?

HURRY DON'T HURRY

This direction focuses not on the time TSA Pre[✓]® saves you in the airport, but all the time it gives you to do other things in life. Whether that's sleeping in for a few more minutes or just relaxing and enjoying more vacation time.





FLY LIKE A PRO WITH RON VOYAGE

Meet Ron Voyage, expert traveler. He's flown all over the world and has picked up tons of travel tips and a great admiration for the TSA officers who improve travel for everyone. Joining him occasionally on his adventures are his equally well-travelled wife Dawn and son Juan. Now Ron is on a mission to pass on his best travel tips and tricks to fellow travelers. His number one piece of advice? Enroll in TSA Pre✓®. It not only helps you get through security quickly and easily, it also helps make traveling more secure for everyone. And the more people that enroll, the better traveling becomes for all of us.

FLY LIKE A PRO

The Voyage's are savvy, but not too serious. Knowledgeable but not know-it-alls. They're a multicultural family that can relate to all types of travelers.

Ron Voyage is our hero traveler. He is the perfect combination of George Clooney's character from *Up In The Air* and the happy-go-lucky father (Phil Dunphy) from *Modern Family*. He leads our communications with Dawn and Juan coming in as supporting characters when necessary to deliver relevant messaging.

With Ron leading the charge, the Voyage's are on a mission to help America fly like pros — and the first step is enrolling in TSA Pre✓®.



THANK YOU

PAPERWORK REDUCTION ACT BURDEN STATEMENT:

TSA is collecting this information to identify ongoing improvement opportunities for TSA Precheck advertisements. The public burden for collecting this information is estimated to be approximately 10 minutes. This is a voluntary collection of information. Send comments regarding this burden estimate or collection to: TSA-11, Attention: PRA 1652-0058, 601 South 12th Street, Arlington, VA 20598. An agency may not conduct or sponsor, and persons are not required to respond to a collection of information, unless it displays a valid OMB control number. The OMB control number assigned to this collection is 1652-0058, TSA Precheck FY19 Creative Concept Survey, which expires 07/31/2019.