

# NHTSA

## Occupant Protection Creative Review



# Overview

## **Today's Purpose:**

Share initial creative concepts, align on optimizations for CRC and final NHTSA meeting.

## **What You'll See Today:**

1. Strategy Recap
2. Two Distinct Integrated Ideas

## **Our Objective**

**Ensure all parents and caregivers are properly securing their children (ages 0-14) in the best car restraint for their age and size.**

## The Problem

**Car crashes are a leading cause of death for children ages 1 to 13.**

**Yet many of these deaths can be prevented by educating parents on properly securing their child in the right restraint for their age and size.**

# Cultural Truth

Parents are bombarded with issues concerning their children, their psyches are constantly under attack



And they're doing everything  
in their power to nurture them,  
keep them safe and ensure  
their future is bright

*the Atlantic*

## Baby, Monitored

Parents can remotely track infants' heart rate, their mood, and their every move—but should they?

By Adrienne LaFrance

December 1, 2016

Going through pregnancy, an obstetrician  
chicken: "You just set it and forget it." Or  
chaotic, is its own kind of waiting game.  
squeaking noises, but they don't actually

Yet to judge by the offerings of the baby-  
that parents need to closely monitor, reco  
Consumer Electronics Show in Las Vega  
popping. "It gets bigger and bigger every  
Reports. "There are baby monitors just ev  
"smart" devices: smart bottle-holders, sm  
send an alert when the baby needs changi  
these technologies are already reshaping i



**GPS Kid Watch**  
Track your kids anywhere

I'm not a helicopter parent.

I'm a drone parent.

I know where you are,  
who you're with and  
what you're doing.  
All without you knowing!



**BALLISTIC SHIELD**

12 X 18 BULLETPROOF INSERT



THIN, LIGHTWEIGHT, UNDETECTABLE

*“I sort of feel like I know what I am doing now. It doesn’t feel as scary.”*

*“His legs were too long and he looked so uncomfortable. I knew his head and neck were strong enough so I turned the seat around.”*

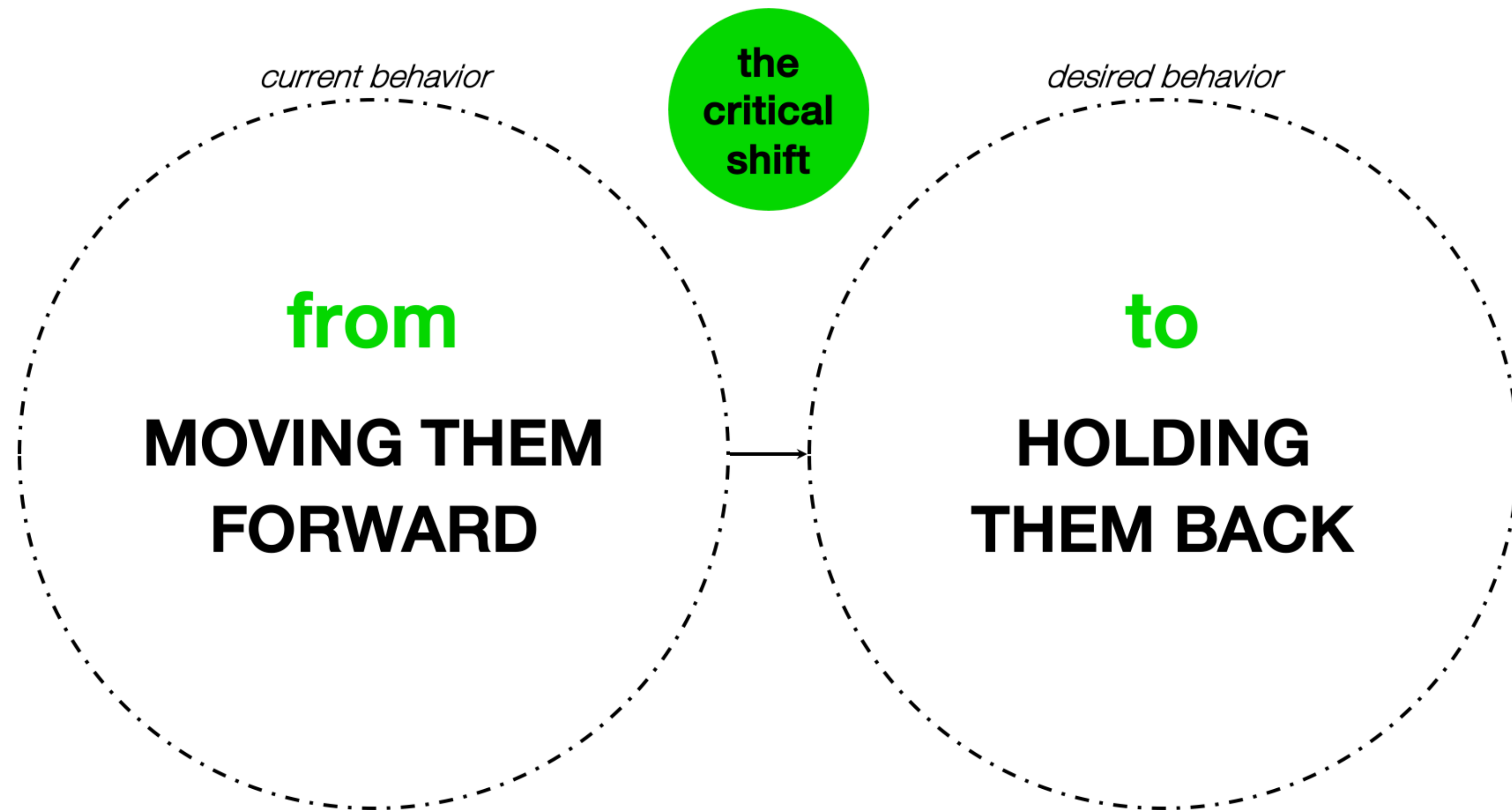
**But when it comes to car seat safety,  
parents are not nearly as vigilant because they  
don’t know the rules**

*“He wanted to drive in the front seat. It was just the one time. It makes him happy.”*

*“I know how to put a car seat in. I don’t need to find more information.”*

## Our Ambition

**Disrupt the comfortable, confidence parents have when it comes to their child's car restraint safety and get them to question whether their child is in the right seat for their age and size.**





# Current approaches and media focus on **fear.**



FAMILY & PARENTING

### Mom's image of horrific car accident shows the importance of car seats



WELL | FAMILY

### You May Be Using Your Child's Car Seat Incorrectly

By RACHEL RABKIN PEACHMAN | MARCH 20, 2018



**DON'T THINK YOU KNOW.  
KNOW YOU KNOW.**

[safercar.gov/TheRightSeat](https://safercar.gov/TheRightSeat)

 **WMUR TV**  [Follow](#)

Mom issues warning to parents after infant ejected from car seat during crash  
[dlvr.it/QMtXgy](https://dlvr.it/QMtXgy)



 **WPXI**  [Follow](#)

Troopers: 8-month-old in improperly buckled car seat killed in crash



**Troopers: 8-month-old in improperly buckled car seat killed...**  
The North Carolina Highway Patrol said charges likely will be filed against a Forest City woman after her 8-month-old son was killed in a rollover crash in Cleveland County early Wednesday morning.  
[wpxi.com](https://wpxi.com)

# But parents are looking for support, empathy and empowerment.



A silhouette of a family against a sunset background. A man on the left holds a baby high in the air. A woman in the center has her hands raised. A child on the right is riding a bicycle. In the foreground on the left, there is a stroller. The overall scene is peaceful and captures a moment of family joy.

They want to be recognized and **treated like the good parents** they see themselves as and they welcome tools, information and guidance to **help them be better parents.**

## OVERARCHING STRATEGY

**Inspire them to be an awesome parent every day  
by helping them properly secure their child.**

## ROLE OF NHTSA

**Empathetic and empowering expert**

# The Things We Do For Love

## *Insight:*

The love a parent has for their child knows no bounds – from late nights rocking them to sleep to long drives to see them play baseball, and everything in between, there is absolutely nothing we wouldn't do for our kids. So imagine if these parents knew that maybe, just maybe, they might not know everything there is to know about child seat safety.

*Idea:*

Let's remind parents about all the amazing, wonderful, gross, disgusting, selfless things they do for their children and how if they're doing that...doesn't it just make sense to visit our website and make sure they're up to date on their car seat safety knowledge.

**“SNOT” :30**

*Open in a house at night. Mom and Dad are dead asleep. In the next room, the baby whimpers, then snuffles. Then it’s that awful sound where he’s too congested to breathe. Poor kid. He starts to cry.*

*Dad pries his eyes open, forces himself to sit up and stumbles to the baby’s room. He wipes the baby’s nose, but can’t clear it. Now the kid is upset. Dad knows what he has to do.*

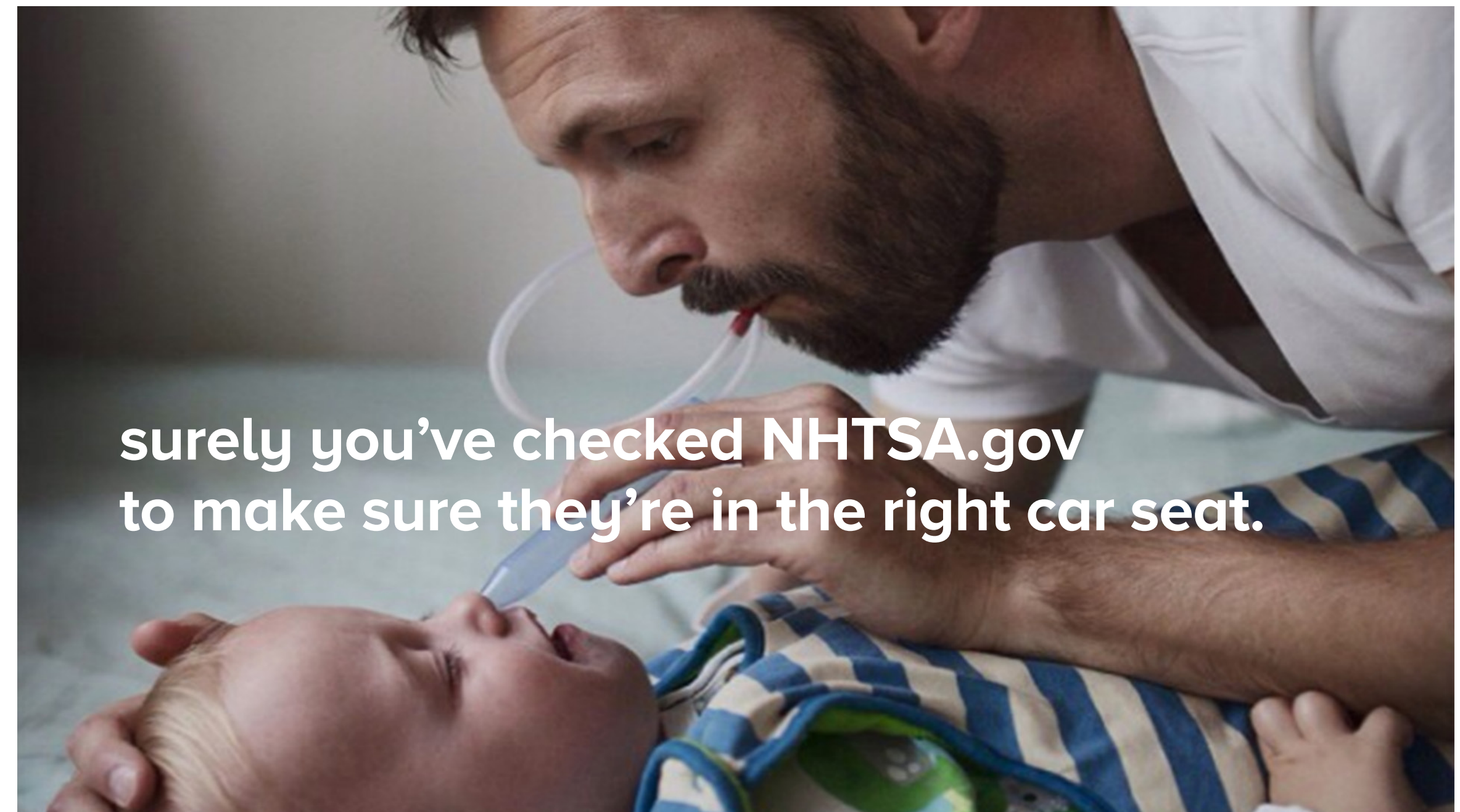
*He exhales a long breath, then leans over, uses his Nose Frida on the baby’s nose and literally sucks the snot from his firstborn’s nostrils. He stops and gags. But then leans down and continues.*

**AVO:**        **If you love them enough to suck the snot out of their nose at 4 a.m.,**

**then surely you’ve checked NHTSA.gov to make sure they’re in the right car seat.**

*Cut to car seats on blue with logo.*

**SUPER:**     **nhtsa.gov/TheRightSeat**



**surely you’ve checked NHTSA.gov to make sure they’re in the right car seat.**



[nhtsa.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat)



**“TASTE TEST” :15**

Open on Mom in the kitchen. She holds a baby bottle with possibly over-stored breast milk. She lifts the bottle towards her mouth and then back down. She’s very hesitant. Cut to a wide shot of the kitchen, mom’s back facing the camera, we hear a quick slurp.

**AVO:** If you love them enough to taste test your own, possibly over-stored, breast milk,  
  
then surely you’ve checked **NHTSA.gov** to make sure they’re in the right car seat.

Cut to car seats on blue with logo.

**SUPER:** [nhtsa.gov/TheRightSeat](https://nhtsa.gov/TheRightSeat)



**surely you’ve checked NHTSA.gov  
to make sure they’re in the right car seat.**



**“CATCHING PUKE” :15**

Open on Mom and her kid sitting around the dining table. Mom scoops a spoon full of homemade puree and tries to feed it to her kid. The kid makes a weird face. Instinctively Mom knows what’s coming.

**MOM:** N,n,n,n,n,n,no, no, no

Without thinking she holds out her hand and catches her kid’s puke.

**AVO:** If you love them enough to catch their puke,

then surely you’ve checked **NHTSA.gov**  
to make sure they’re in the right car seat.

Cut to car seats on blue with logo.

**SUPER:** [nhtsa.gov/TheRightSeat](https://nhtsa.gov/TheRightSeat)



surely you’ve checked **NHTSA.gov**  
to make sure they’re in the right car seat.



*The Things We Do For Love— TV/ OLV*

**“SWORD FIGHT” :15**

*Open on a Dad who has his guy friends over for a football game. Cardboard sword fight breaks out with his 6 year old son. The boy stabs his dad through the arm pit. The Dad dies dramatically.*

**KID:**           **Let’s do it again!**

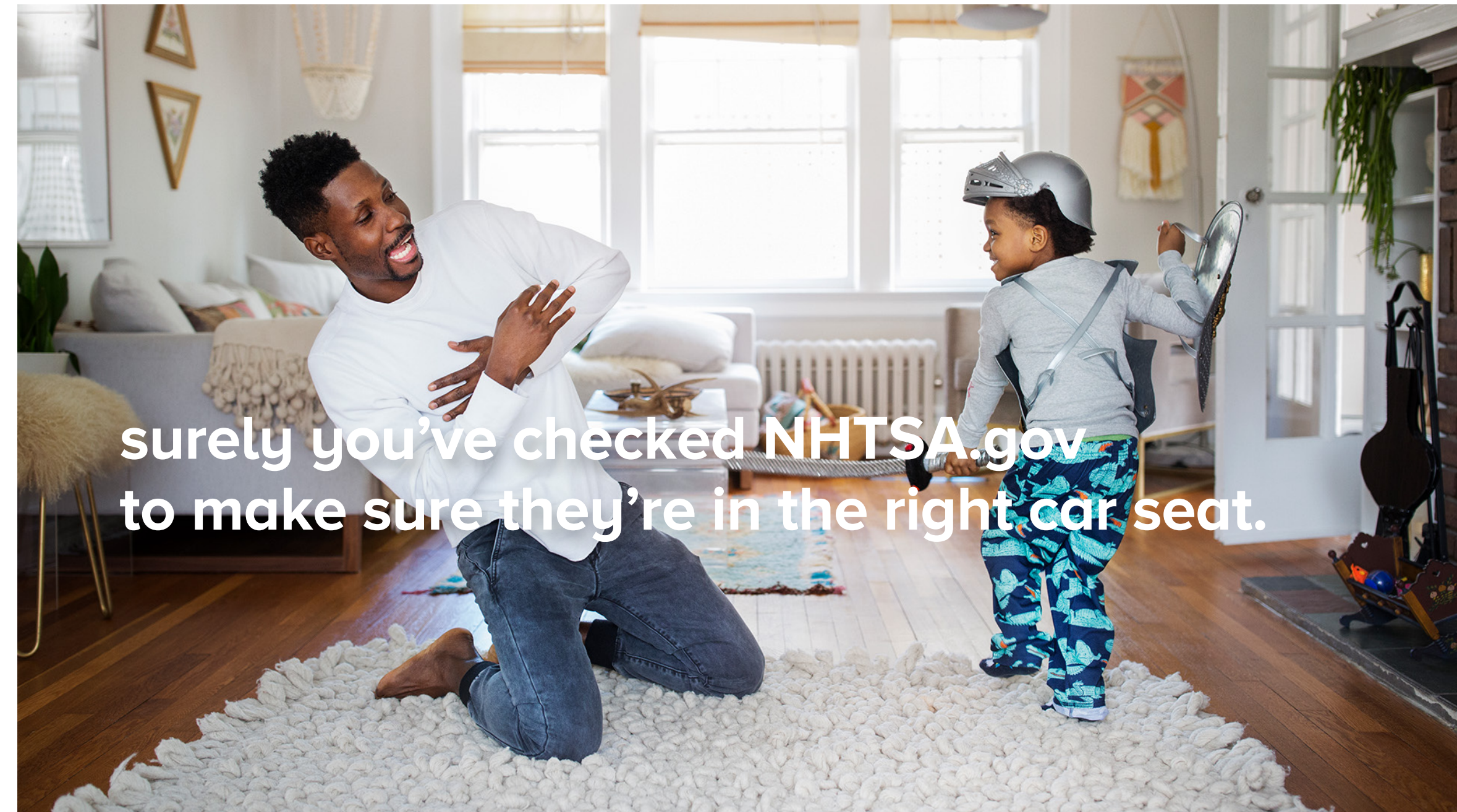
*Dad gets up and gets back in position.*

**AVO:**           **If you love them enough to die 17 times in a row during the game,**

**then surely you’ve checked NHTSA.gov to make sure they’re in the right car seat.**

*Cut to car seats on blue with logo.*

**SUPER:**       **nhtsa.gov/TheRightSeat**



**surely you’ve checked NHTSA.gov to make sure they’re in the right car seat.**



**“SOCCER” :15**

Open on a Dad sitting in the bleachers of a sports game. He is wearing a raincoat with a hood getting poured on. He is clapping and cheering.

**AVO:** If you love them enough to drive an hour to cheer them on as they get beat 11-0 in the rain, then surely you’ve checked **NHTSA.gov** to make sure they’re in the right car seat.

Cut to car seats on blue with logo.

**SUPER:** [nhtsa.gov/TheRightSeat](https://nhtsa.gov/TheRightSeat)



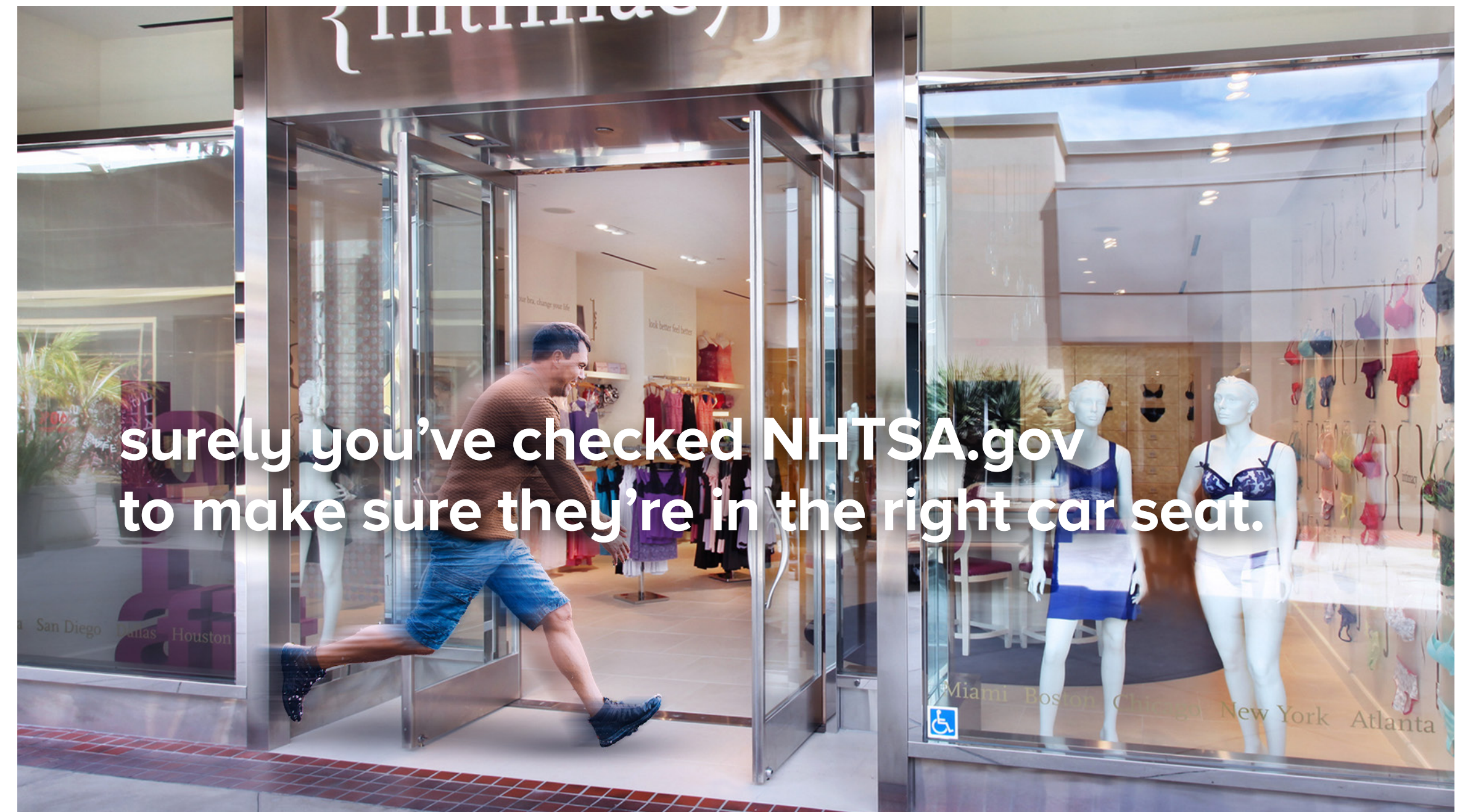
**“MALL” :06**

Open on a peaceful mall. A very energetic 6 year old boy runs through a lingerie store and his dad tries to catch him.

**AVO:** If you love them enough to take them to the mall knowing you’ll do more chasing than shopping,  
  
then surely you’ve checked **NHTSA.gov** to make sure they’re in the right car seat.

Cut to car seats on blue with logo.

**SUPER:** [nhtsa.gov/TheRightSeat](https://nhtsa.gov/TheRightSeat)



*The Things We Do For Love— TV/ OLV*

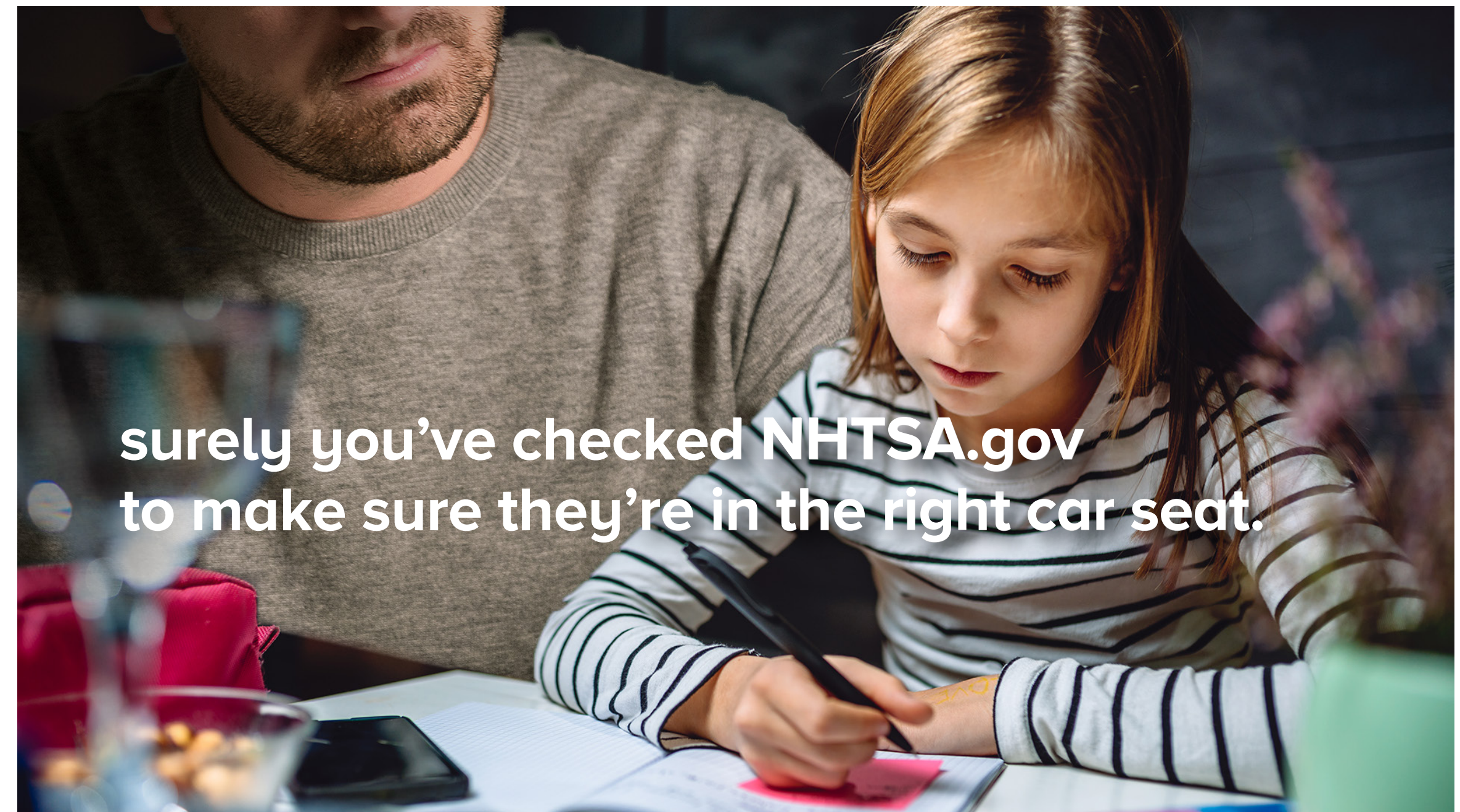
**“SCHOOL PROJECT” :06**

*Open on Dad and his 10 year old Daughter preparing for an exam with flash cards.*

**AVO:**        **If you love them enough to stay up until 3 a.m. to help them memorize all 50 state capitals, then surely you’ve checked NHTSA.gov to make sure they’re in the right car seat.**

*Cut to car seats on blue with logo.*

**SUPER:**     **nhtsa.gov/TheRightSeat**



**surely you’ve checked NHTSA.gov to make sure they’re in the right car seat.**



## SOCIAL RESPONSE

Parents are constantly sharing everything they do for their child on social. We'll find those who are stunning examples of selflessness and respond to them with our message.



The image shows a vertical list of five tweets from various users. Each tweet includes a profile picture, the user's name and handle, the date, the text of the tweet, and interaction icons (reply, retweet, like, and direct message). The tweets describe humorous and relatable parenting experiences.

- TwincerDad** @TwincerDad · May 19  
Just when I thought feeding my toddlers couldn't get any more tedious one of them decided that he required his ham to be delivered via chopsticks.  
#Dadlife #Parenting  
3 replies, 3 retweets, 31 likes
- Jessica** @juiceeeeeeeeeee · Jan 20  
My **kid** likes to **sleep** while **holding** my **hand** which is so adorable except it requires me to hang my arm over her bassinet. Needing a chiropractor ASAP
- Bree Buckley** @BreanaBuckley · Apr 27  
Replying to @SherriSaum1 @kamardelosreyes  
I once did a diet of only **eating** my **kids' leftovers**... 🤢👩 #momlife
- Mrs. Happy** @Mrshappy16 · 2 Oct 2017  
Parenting is:  
**Fishing** out a **toy from a toilet** and not even flinching.  
#4kids #Parenting
- Aurora McCausland** @AuroraMccy · May 15  
parenthood is **catching** your child's **vomit** in your hands twice in one night, and then sleeping on their bedroom floor just to make sure they don't choke in their sleep

## SOCIAL RESPONSE

*So to show we truly support and relate to them, we'll use their real comments and amplify them for being a great parent, reposting what they do, in a mini PSA campaign post.*

**NowThis** @nowthisnews  
Follow

This Girl Scout made an amazing parody of 'Redbone' to sell cookies — and Donald Glover bought ALL of them

FOOTAGE: Youtube/Charity Joy

Now This

🎵 You wanna get 'em now because they're gonna sell 🎵

25.8K views 0:38 / 1:44

165 Retweets 470 Likes

Ad Council @AdCouncil  
Replying to @nowthisnews

**If you love them enough to make a cookie music video, then surely you've checked NHTSA.gov to make sure they're in the right car seat.**



**SOCIAL RESPONSE**

**louise fairbrass** @LouiseFairbrass · 2h  
If you don't know every word to Frozen..... are you even a parent?! 👤  
#parenting

**Ad Council** @AdCouncil  
Replying to @nowthisnews

*If you love them enough to know the lyrics about an ice-wielding princess preaching the importance of embracing your true nature, then surely you've checked NHTSA.gov to make sure they're in the right car seat.*



***If you love them  
enough to give their  
crib a sleep test,***

***then surely you've  
checked [NHTSA.gov](https://www.nhtsa.gov)  
to make sure they're  
in the right car seat.***





JCDecaux

*If you love them  
enough to listen  
Hot Cross Buns for  
two hours straight,*

*then surely you've  
checked NHTSA.gov  
to make sure they're  
in the right car seat.*



**CONTEXTUAL PRINT AT OOH**

*Placed outside a boyband concert at an amphitheater.*

***If you love them enough to  
sit through a concert you  
can't stand,  
then surely you've checked  
NHTSA.gov to make sure  
they're in the right car seat.***



**CONTEXTUAL PRINT AT OOH**

*Placed outside Disney World.*

***If you love them enough to fly across the country to take them to see a mouse, then surely you've checked NHTSA.gov to make sure they're in the right car seat.***



**CONTEXTUAL PRINT AT OOH**

Placed outside kiddie water park.

**If you love them enough  
to sit in a pool that's  
suspiciously warm,  
then surely you've checked  
NHTSA.gov to make sure  
they're in the right car seat.**



**CONTEXTUAL PRINT AT OOH**

Placed outside children's show – musical, movie, play, etc.

**If you love them enough to watch 6 rescue pups and a tech-savvy boy working together to protect their community, then surely you've checked [NHTSA.gov](https://www.nhtsa.gov) to make sure they're in the right car seat.**



**CONTEXTUAL PRINT AT OOH**

*Placed near airport baggage claim.*

***If you love them enough to  
lug a stroller across the country,  
then surely you've checked  
NHTSA.gov to make sure  
they're in the right car seat.***





ONLINE MEDIA

The screenshot shows a web browser window displaying a BuzzFeed article. At the top, the BuzzFeed logo is on the left, and navigation links for News, Videos, Quizzes, Tasty, As/Is, and More are in the center. A search bar is on the right. To the right of the search bar are four circular icons: LOL, wtf, omg, and a red circle with a white arrow. Below the navigation is a blue banner advertisement with white text: "If you love them enough to put a tracking device on them, then surely you've checked [NHTSA.gov](https://www.nhtsa.gov) to make sure they're in the right car seat." The Ad Council logo is in the bottom right corner of the banner. Below the banner is a "PARENTS" category tag. The article title is "I Put A Tracking Device On My Kid (And My Dog) And This Is What Happened". The subtext is "Peace of mind 24/7." and the post date is "Posted on May 21, 2018, at 10:16 a.m.". The author is "Krista Torres, BuzzFeed Staff". Below the author are social media sharing icons for Facebook, Twitter, Email, Pinterest, Tumblr, and a link icon. The article text begins with "Hi, I'm Krista and I am a mother to one human child and one fur baby. Meet Evan and Momma Oatmeal:". Below the text is a profile picture for "mommaoatmeal" and a "Follow" button. A partial image of a child is visible at the bottom of the article. On the right side of the page is a vertical blue advertisement for the Ad Council, featuring a smartphone with a car seat icon on the screen and the text "nhtsa.gov/TheRightSeat". Below this ad is the text "Advertise with BuzzFeed". At the bottom right of the page is a "BuzzFeed NEWS" section with the headline "Trump blocking critics on Twitter over political views is an unconstitutional violation of the First Amendment, ruled a federal".

## DECOY DRONE PARENT CLICKBAIT

We'll partner with sites like BuzzFeed and Huffington Post to create a series of silly clickbait headlines that appeal to drone parents. We'll let parents know that if they have time to click on headlines like that, they surely have time to check to see if they're using the right car seat.

HEADLINES:

***"10 Outfits For Your Toddler That Are Hilariously Adorable."***

***"Check Out This New App That Can Tell When Your Kid Is Lying"***

The screenshot shows a browser window displaying a Huffington Post article. The page layout includes a navigation bar with the 'HUFFPOST' logo, social media icons, and an 'EDITION' dropdown. The article is categorized under 'PARENTING' and dated '05/22/2018 11:31 am ET | Updated 6 hours ago'. The main headline reads 'This Genius Hack Will Let You Read All Your Kid's Text Messages'. Below the headline, it says 'By Ad Council'. On the left side, there are social sharing icons for Pinterest, Facebook, Twitter, and Email, with a '16k' share count. The article text begins with a green underlined link: 'If you have time to click on that headline, then surely you have time to go to NHTSA.gov to make sure you're using the right car seat.' The rest of the text discusses the importance of car seats. On the right side, there is a blue graphic with a white car seat icon and a white checkmark.

## CONTEXTUAL PRE-ROLL

*“If you them enough to re-learn all your multiplication tables, then surely you’ve checked NHTSA.gov to make sure they’re in the right car seat.”*

The screenshot shows a YouTube interface. At the top, there's a search bar and a 'SIGN IN' button. The main video player shows a pre-roll advertisement for NHTSA.gov with the text: "surely you've checked NHTSA.gov to make sure they're in the right car seat." The video title is "Teaching Multiplication of Fractions for 6th Graders : Math Concepts" by eHowEducation, published on Oct 19, 2013. It has 211,905 views, 1.6K likes, and 120 comments. Below the video, there's a 'SUBSCRIBE 133K' button and a link to the channel's subscription page. The right sidebar features an 'Up next' section with several math-related video thumbnails, including "Teaching Kids LCM & GCF With the Ladder Method", "5 Tips to Crush the ACT Math Section", "Math Antics - What Are Percentages?", "Multiplying Fractions - 6th Grade", "How to Divide Number to Fraction : Math Concepts", and "Math Antics - Convert any Fraction to a Decimal".

# 70's Parent

*Insight:*

When it comes to parenting we think we are doing everything we can for our children. Well guess what? So did 70's parents.

### *Idea: 70's Parent*

Let's use 70's Parents, who's parenting skills seem ridiculous to today's parents, to call into question whether or not today's parents are being ridiculous by not having their child in the right seat.

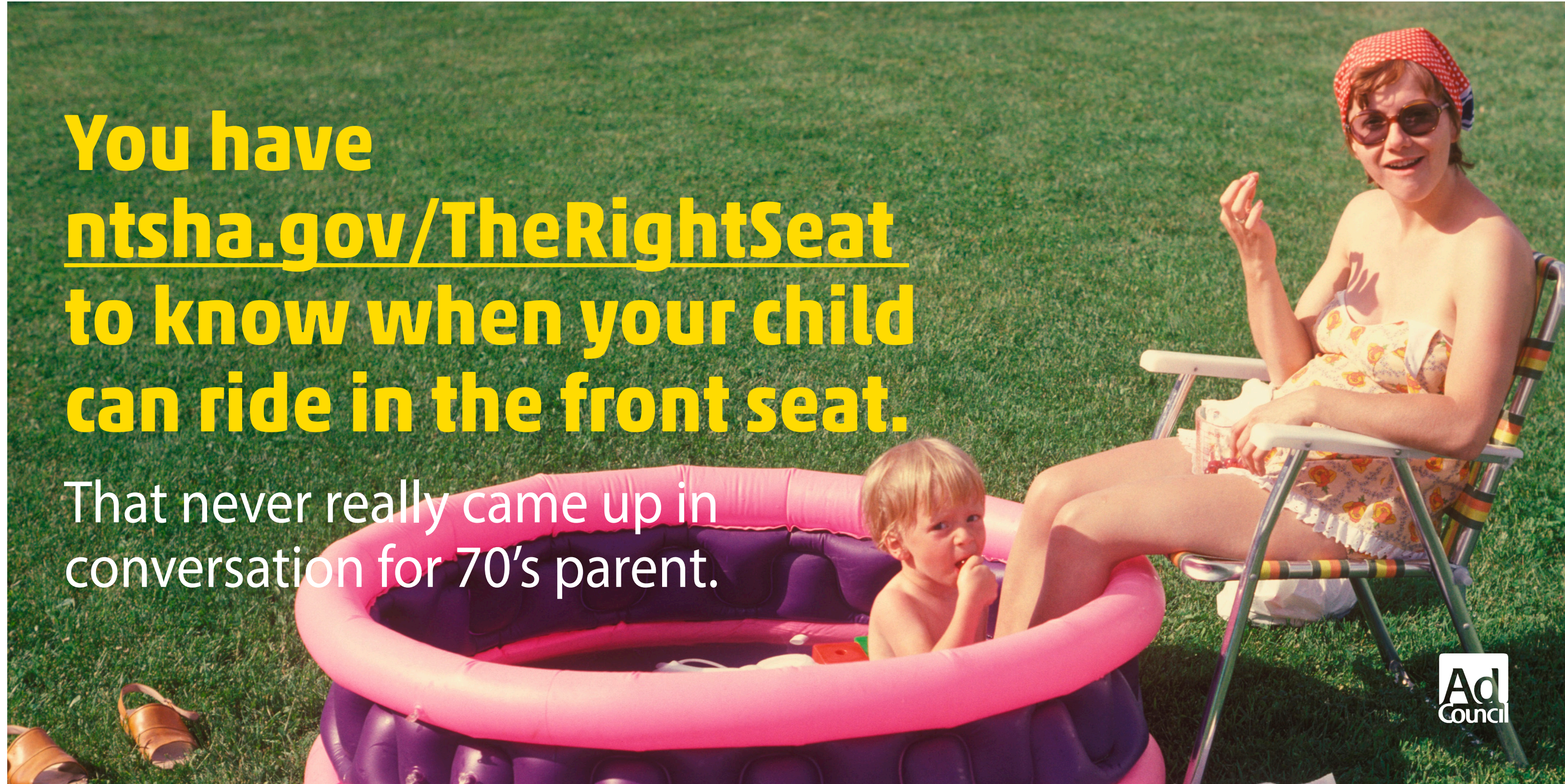
**For 70's Parent,  
a rear-facing car  
seat was letting  
your kid ride  
in the way-back.**

But, they didn't have  
[nhtsa.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat)  
to know any better.



**You have  
[ntsha.gov/TheRightSeat](https://www.ntsha.gov/TheRightSeat)  
to know when your child  
can ride in the front seat.**

That never really came up in  
conversation for 70's parent.



Ad  
Council



**70's Parent didn't  
have the luxury of  
[ntsha.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat)  
to know when to  
move their kid  
to the next car seat,  
or that there was  
a next car seat.**



**“Know Better” :30**

OPEN on a white Trans-am drifting into frame in a suburban neighborhood from the 1970s. In the background, we see a group of kids running through sprinklers and jumping onto a “slip ‘n slide”. The film looks like it’s from that era as we cut in close to the driver, also of the era with a bushy moustache, bushier chest and sunglasses. He talks to camera.

**70s:** **70's Parent here.**  
**I know it's easy to say we didn't have any idea what we were doing. Letting our kids eat sugar cereal, toss giant darts at each other as backyard fun, and bounce around untethered in the way-back of our station wagons was all just a way to show our kids how much we cared. But hey, we didn't know any better.**

**70s:** **But you can.**  
**All the information you need is at in one of your computer super machines.**

A super appears over screen with our url.  
70's Parent looks confused as he tries to read it,  
because URLs didn't exist in the 70's.

**SUPER:** **ntsha.gov/TheRightSeat**  
**70s:** **...what that Earl right there says.**

CUT to a car seat mnemonic starting with a backward facing seat,  
then forward, then booster and then a seat belt.

**LOGO:** **AdCouncil**



**“Road Trip” :15**

OPEN on, 70's Parent, working on his truck's motor in his 70's garage. He turns and talks to camera.

**70's PARENT:** ***I built custom wooden benches for my truck, threw a topper on it, and drove 18 hours to Colorado with my kids in the back.***

***I'm 70's Parent, and I don't know any better.***

***But you can— Go to this Earl to make sure.***

A super appears over picture.

**SUPER:** ***[nhtsa.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat)***

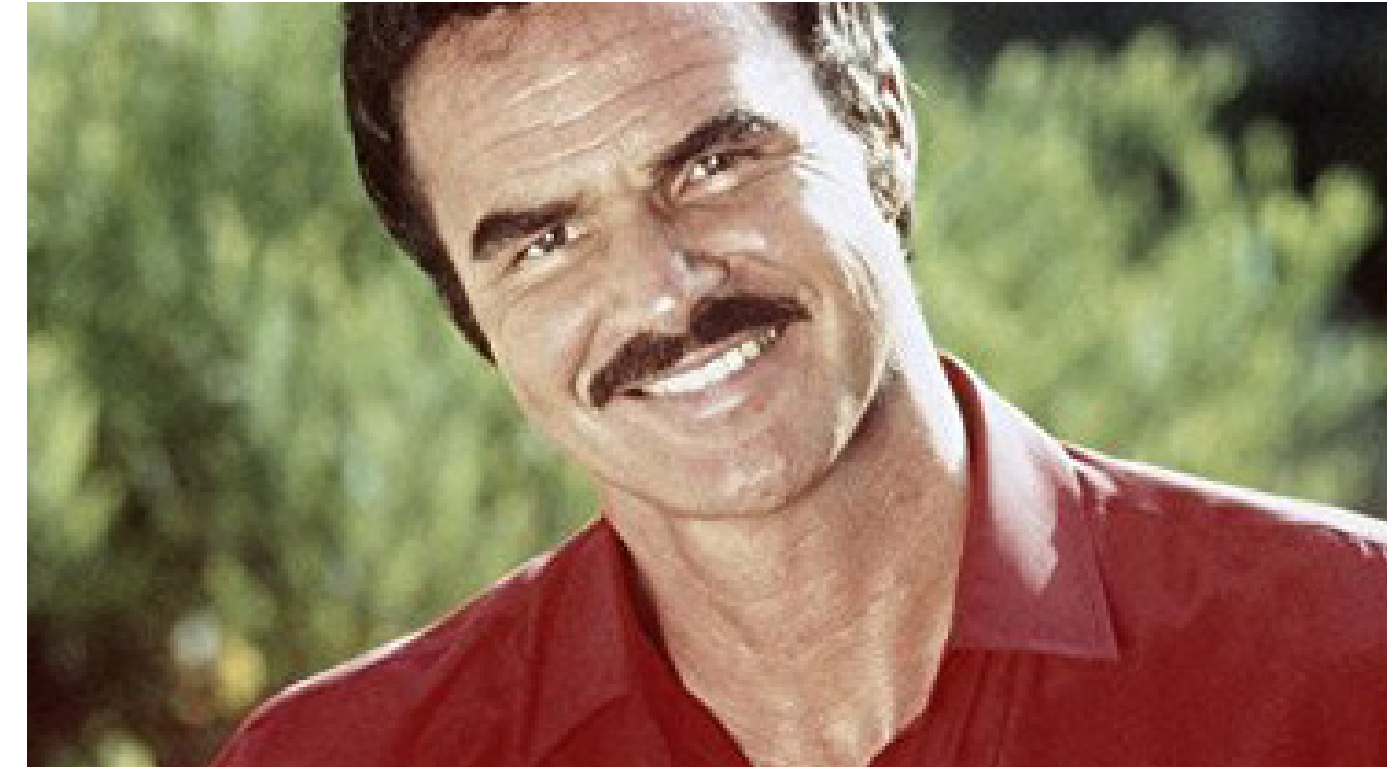
A 6-year-old kid rolls out from under the truck holding a wrench and the brake pin.

**KID:** ***What's this, Dad?***

**70's PARENT:** ***That'd be the brake pin, son. It's important. Put it back.***

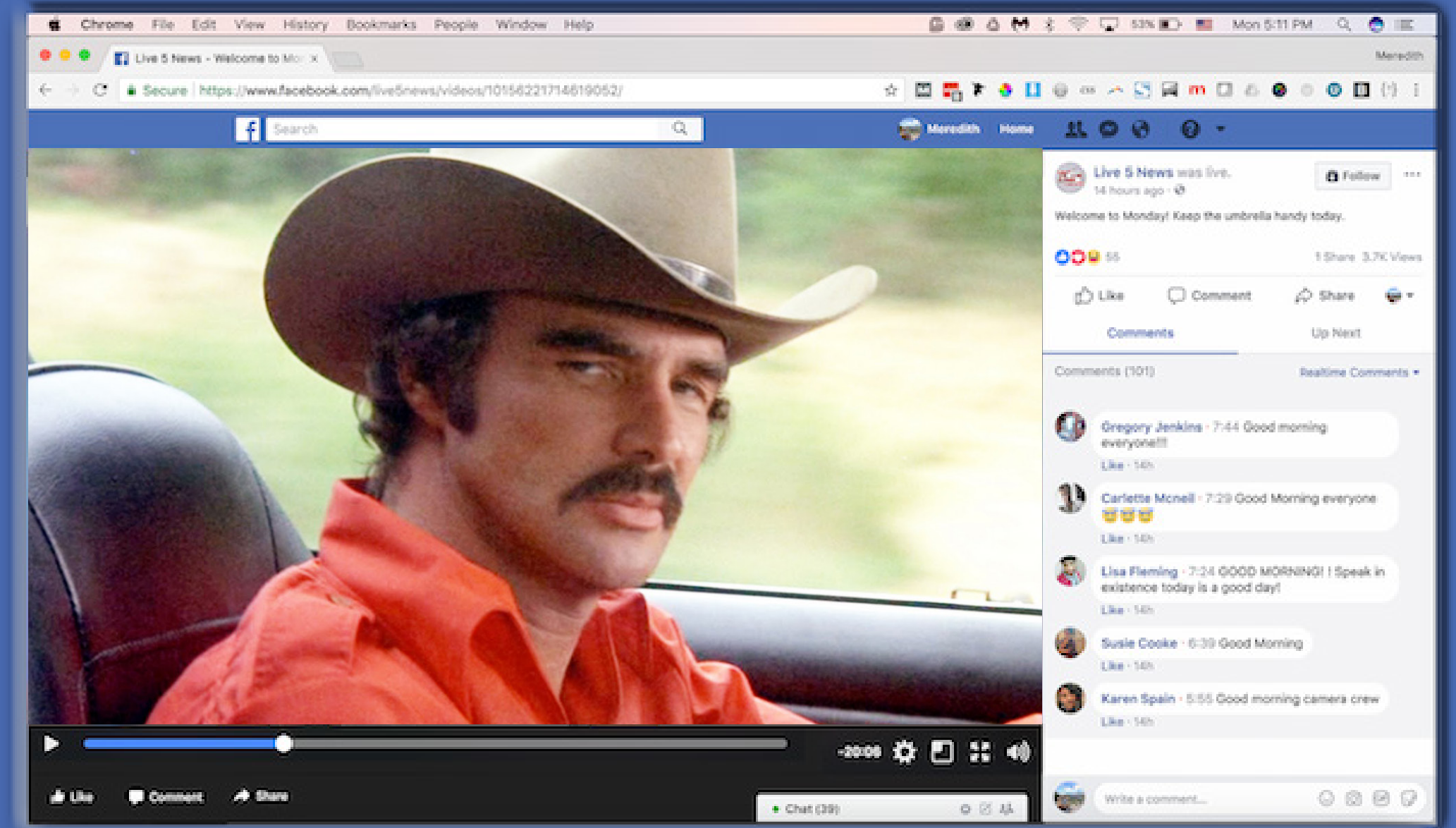
CUT to a car seat mnemonic starting with a backward facing seat, then forward, then booster and then a seat belt.

**LOGO:** ***AdCouncil***



## Live 70s Parenting Panel

Let's have 70's Parent help parents learn how to be the best parent they can be by hosting talk with a panel of parenting experts, including 70's parent for comic relief, and share it with all interested parents via Facebook live.



# Next Steps

- **TBD Present concepts to CRC**
- **6/6 Present to full NHTSA team**
- **6/18-6/20 Comm. Check Research**
- **7/31-10/1 Production**
- **Early Oct Launch**