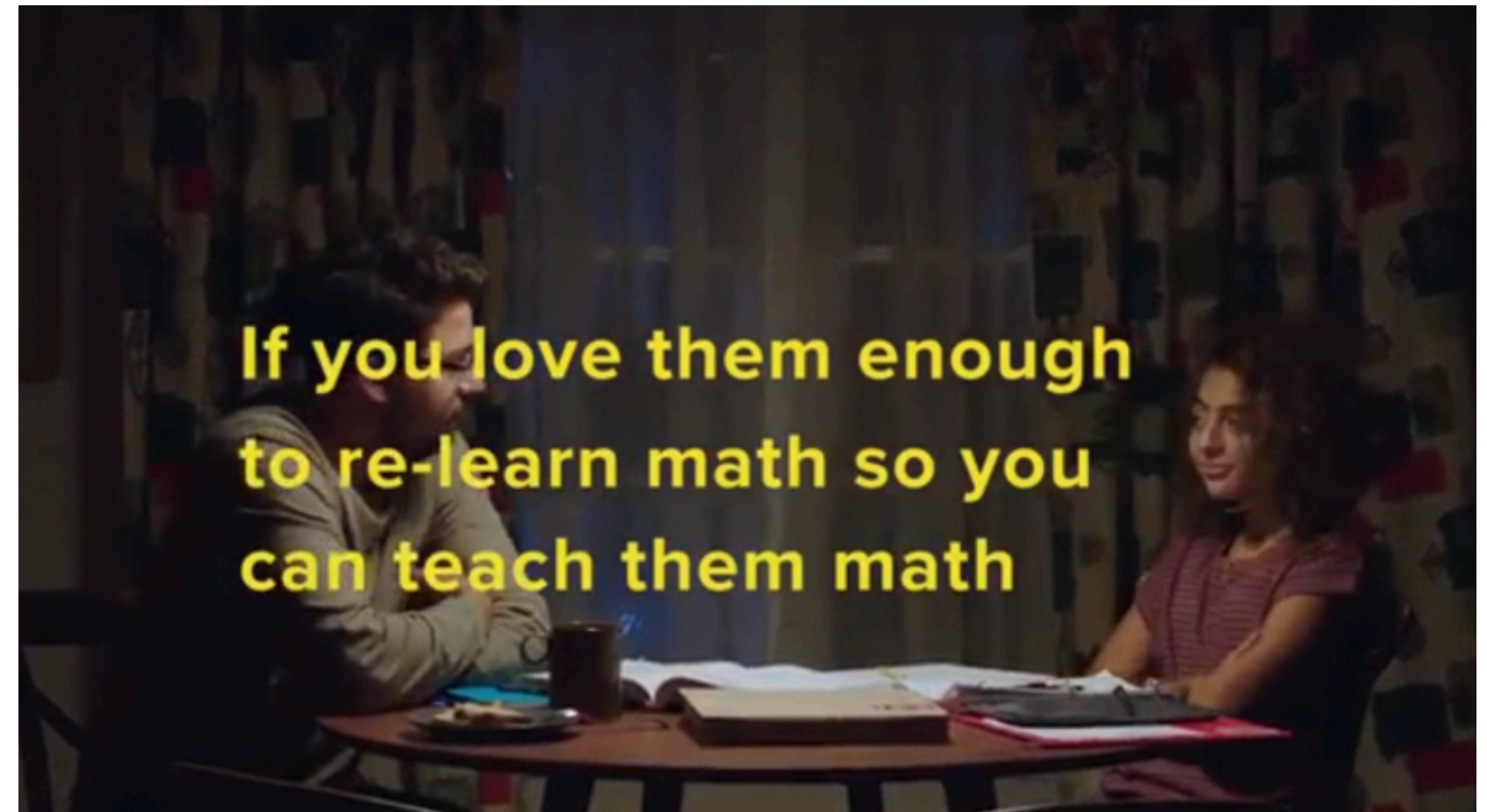
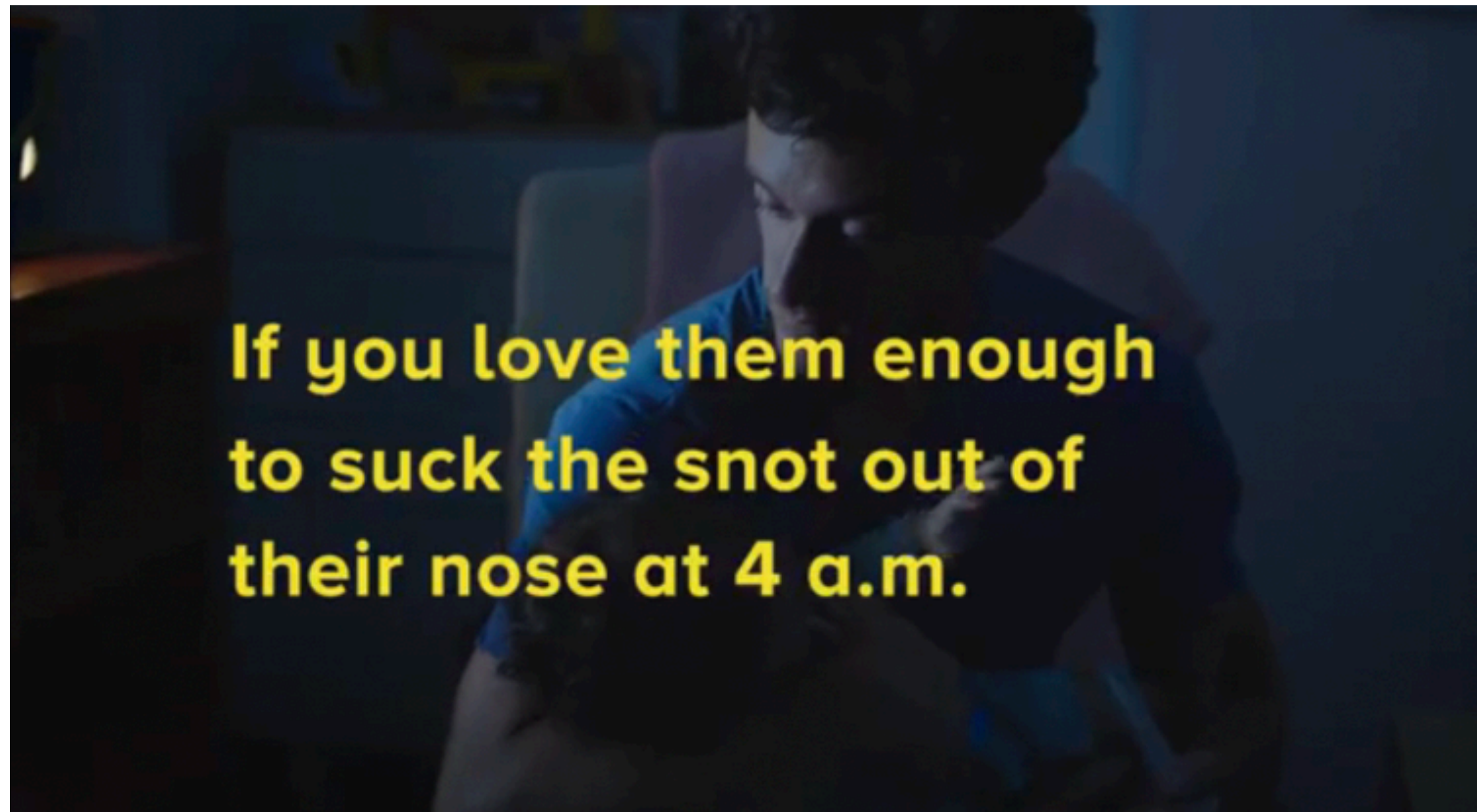


Leo Burnett Group
AdCouncil TV
June 4, 2019

Buckle Up for a Safe Ride

- 1. Honing in on 8-9 year-olds**
- 2. Scripts and scenarios**
- 3. Additional considerations**

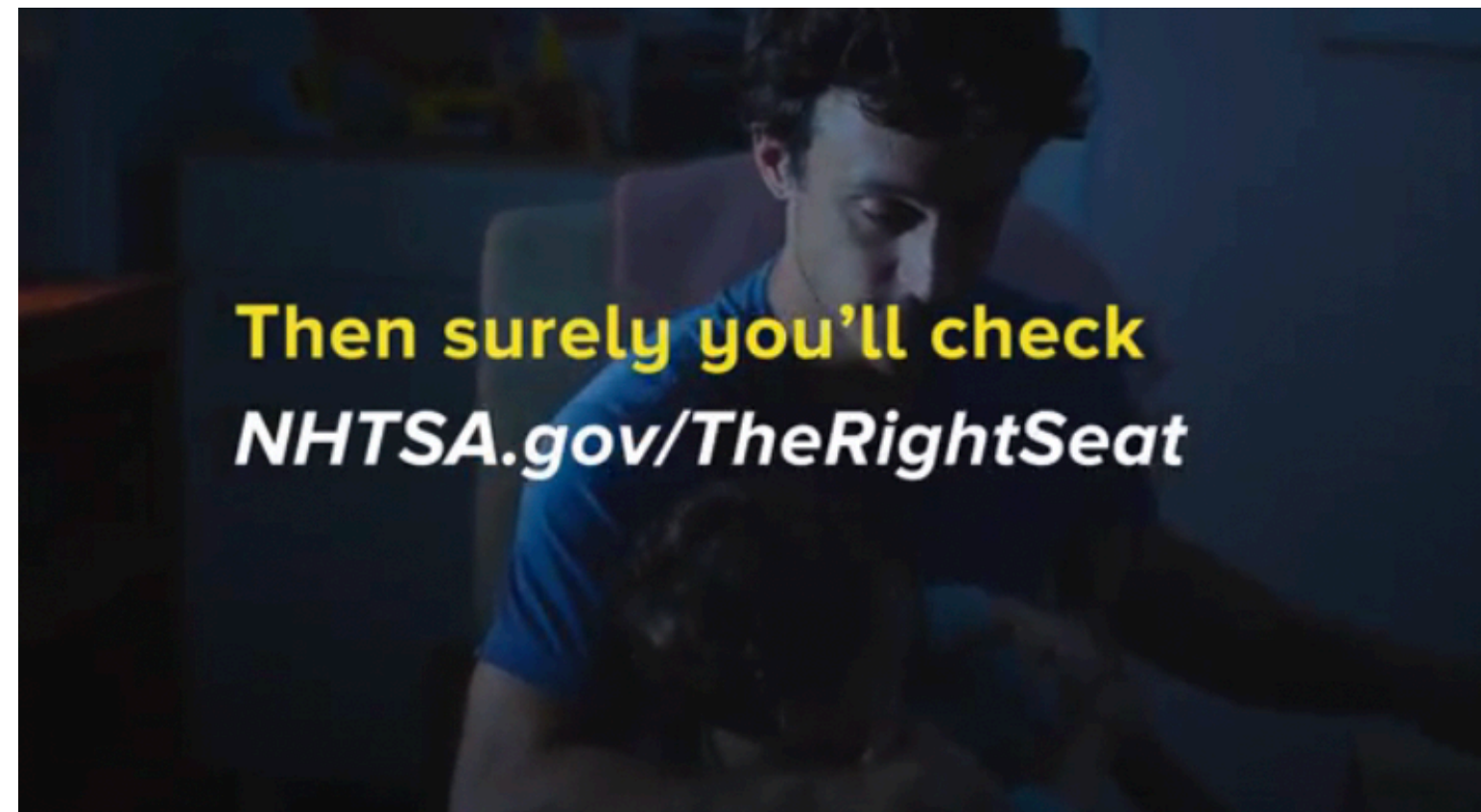
2018 | Where we've been



2018 | The formula is working



Insightful scenarios



Call-to-action



Mnemonic

2019 ASK

**Build 2 TV spots around
“If you love them enough,” focusing
on parents of 8 & 9-year-olds.**

**The more we optimize,
the more lives we save.**

8-9 YEAR-OLDS



They're like, real people.



**They choose
their own sports
and activities.**

**They have real
world fears like
death and natural
disasters.**

**They have
crushes. And
cell phones.**

A young boy with short brown hair, wearing a light blue long-sleeved shirt and a brown backpack, is sitting on a wooden bench. He is smiling and waving his right hand towards the camera. The background is a blurred outdoor setting with greenery.

You can't just expect to buckle this kid into a booster seat without a peep.

**That's why we decided to
let them say it.**



**Because she's old enough
to have a say.**

**And who better to get a
parent's attention?**

“If you love **them enough...”**

“If you love **me** enough...”



CREATIVE

KITTY :30
Kids - Booster

Open on mom and dad stirring in bed, Sunday morning. Their 9 year-old daughter enters cradling an adorable, fluffy kitten. They crawl into bed next to mom to snuggle.

DAD: C'mon, not in the bed, please...

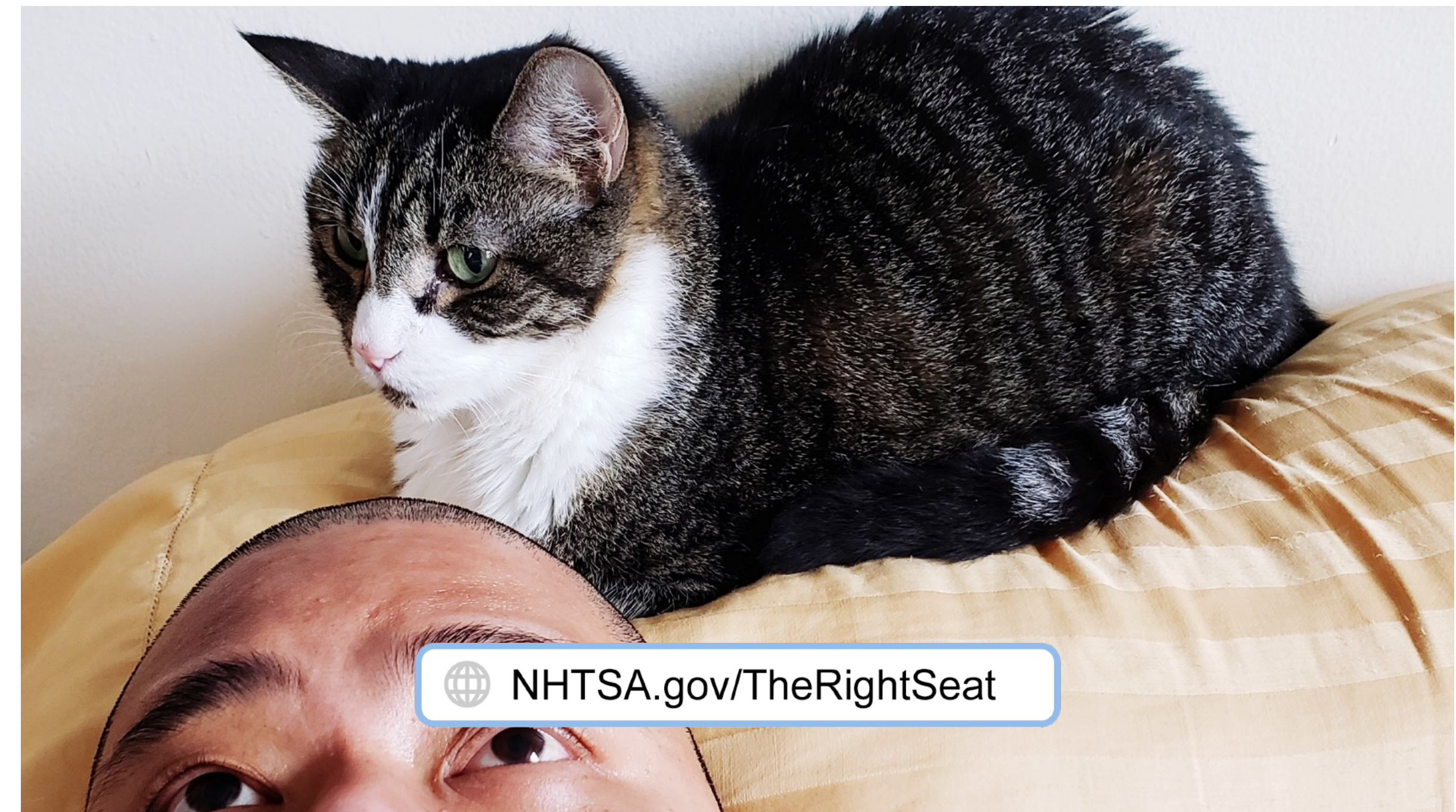
DAUGHTER/MOM: *(In unison)* But she's so cuuuuuuute.

Kitten climbs, ever so adorably, onto dad's chest as its tail runs right under his nose. Dad unleashes a volley of sneezes accompanied by a close up of his red, watery eyes.

DAUGHTER: *(To camera)* If you love me enough to love my sweet kitty, and all her glorious dander, then of course you'll visit [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) to make sure I'm in the right car seat.

SUPER: *(Type-in website bar)* [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat)

Cut to our mnemonic where we highlight the booster seat, NHTSA and AdCouncil logo lockup.



FIRST LOVE :30
Kids - Booster

Open on a living room. We see an 8-year-old girl and her parents creating an oversized love letter for Anthony. There's glitter, paint, scissors and papers everywhere. She's excited, but her mom is uncomfortable and her dad looks quite worried.

GIRL: *(Pointing at a heart)* **Dad more glitter here.**

The girl starts writing the letter, the mom is cutting a heart and the dad is adding glitter – begrudgingly.

GIRL: **How do you spell “FOREVER”?**

Her parents stop and look at each other. And the dad sardonically spells it.

DAD: **N - E - V - E - R**

GIRL: *(To camera)* **If you love me enough to let my first love become your first nightmare then of course you'll visit [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) to make sure I'm in the right car seat.**

SUPER: *(Type-in website bar)* **[NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat)**

Cut to our mnemonic where we highlight the booster seat, NHTSA and AdCouncil logo lockup.



DINNER ALT :30

Kids - Booster

Three 9 year-old girls - seated around a dining table. A lovely Sunday dinner has been prepared. Various bowls and plates of warm food – slaved over by Mom – who sits down proudly. Camera pans from child to child as we see their reaction to Mom’s labors. We realize they are triplets.

TRIPLET #1: *(takes a whiff and recoils in disgust, looks over at her sister)*

TRIPLET #2: *(picks at food with a confused look, looks to sister)* **What is it?**

TRIPLET #3: **I don’t know.**

ALL THREE: *(To camera in unison)* **If you love us enough to keep challenging our underdeveloped taste buds with your amazing culinary delights, then of course you’ll visit [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) to make sure even I’m in the right car seat.**

SUPER: *(Type-in website bar)* **[NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat)**

Cut to our mnemonic where we highlight the booster seat, NHTSA and AdCouncil logo lockup.



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



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

HOOP :30
Kids - Booster

Driveway. Two kids (older girl, younger boy) look on with a mix of confusion and amusement. Girl bounces a basketball and blows bubbles while her brother sits next to her, on his bike.

AVO OFF: *(We hear a back and forth between a frustrated mom and dad)*

It's backwards. Turn it around.
No it's not.
It is. Turn it.
Now? Can I let go?
Yeah, but wait. No, not yet, not yet!

SFX: *(Sound of metal grinding on metal)*

Widen to reveal Mom and Dad struggling and failing to attach a backboard to a basketball pole – tools and parts litter the driveway.

GIRL: *(To camera)* **If you love us enough to routinely test your handyman skills and the strength of your marriage, then of course you'll visit [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) to make sure I'm in the right car seat.**

SUPER: *(Type-in website bar)* [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat)

Cut to our mnemonic where we highlight the booster seat, NHTSA and AdCouncil logo lockup.



Leo Burnett