

The Ask

Evolve NHTSA's Child Car Safety platform.

Build on the success of **Love Protects** with a refreshed campaign direction and tagline that resonates with today's parents — one built for longevity and easy translation across creative.

Core Idea

“Confidence in
Every Choice”

Serves as a creative springboard for our work:

Reflecting the parent’s emotional need in all our thinking.

Shaping how we speak to our parent audience.

Anchoring the creative platform territories that follow.

04

Tagline Selects



Tagline Exploration — Shortlisted Selects

They grow. You check.

Safety isn't one size fits all.

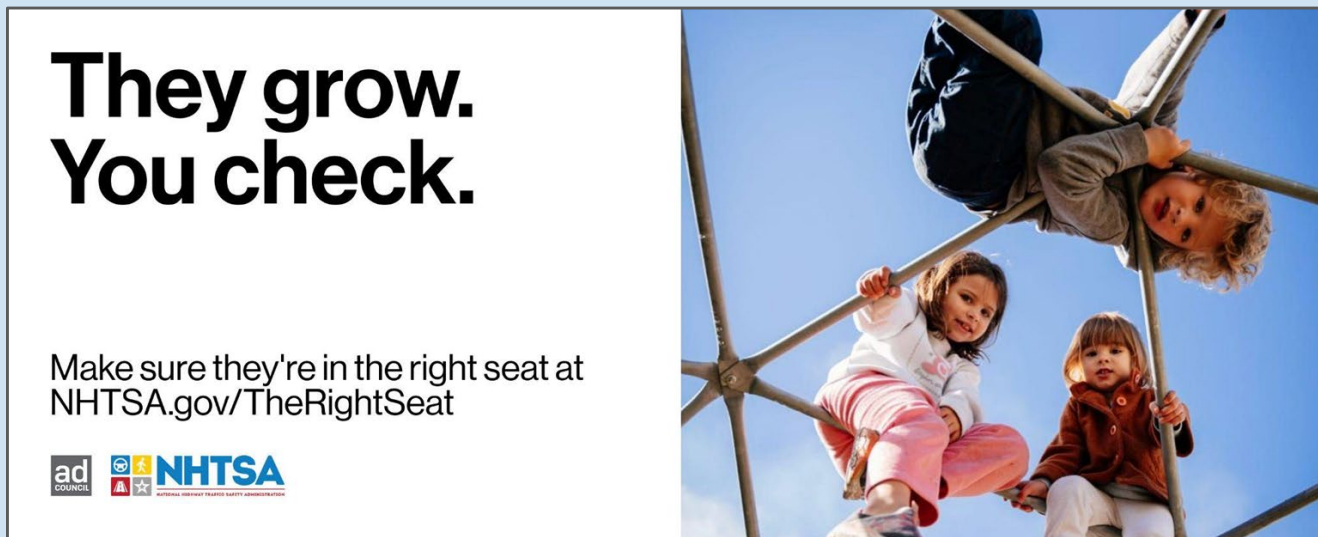
Safe. Every mile. Every moment.

Safe at every milestone.

Tagline Option 1

They grow. You check.

IMAGES FOR REFERENCE ONLY



05

Creative
Territories →

Creative Territory *01*

Honest

Empathetic

Empowering

Parenting Truth

Parents give it their best, but sometimes, even small acts can still feel like a challenge.

Behind every choice is love. But also exhaustion, uncertainty, and the weight of wanting to get it right.

You've got this.

The struggle is *real*.

Parents are busy trying to keep a dozen plates spinning. They don't have time to keep up with every last detail of their kids' lives.

When everything else feels complicated, we offer clarity.

NHTSA is there to take the guesswork out of car safety.

And one less thing off of Mom and Dad's never-ending list.

Creative Territory 01
Script 1

Parenting today is hard.
You have to be a chef and a chauffeur.
A device monitor and a playdate manager.
A field nurse, a tutor, and a trusted friend.
It can be overwhelming.

Parents don't always have all the answers.
"Should that seat be rear facing or front?"
"Are they ready for a booster?"
Who knows!

We do.
Love isn't just about being there.
It's about being *aware*.

Don't wait. Go to [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) to make sure your child is in the correct car seat for their age and size. It takes less than a minute.

That's one less thing on your to do list and one less worry on your mind.

They grow. You check.

NHTSA LOGO + AD COUNCIL LOGO
[NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat)

Visual Approach

What if we told our story with quick cutting whip pans and extreme lensing?

These quick whip pans are a great way to hook a viewer in, and leave them guessing as to what comes next. Pair that with some extreme wide lenses and we can quickly convey the overwhelming feeling parenting can illicit.



Creative Territory 2
Visual Approach Moodboard



Creative Territory *02*

Grounded

Helpful

Informative

Every kid is on their own timeline.

Some kids sprout early, while others get there at a leisurely pace. Some kids outgrow their shoes before they're even worn in. Others can wear the same jacket from one winter to the next.

Real life doesn't plot along standardized charts. Choosing the right car seat for your child isn't a clear cut decision — parents need help.

One size doesn't fit all.

Celebrating that kids come in different shapes and sizes. And growth doesn't fit neatly into a chart. Which car seat is right for our kids can feel like guesswork.

NHTSA helps parents navigate that uncertainty with clarity, confidence, and three simple questions that can help guide parents to the best choices.

Creative Territory 02
Script 2

Kids come in all shapes and sizes.

This 6 yr old gets mistaken for a toddler.

This giant baby is influencer popular.

This 12 yr old can already dunk.

This fourth grader is small but has spunk.

Some are round and some are tall.

Some are skinny and some are small.

Knowing which car seat is right for them can be confusing.

When do you go from rear-facing to front?

When can you switch to a booster?

Take the guesswork out of it.

Go to [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) and enter your child's age, height, and weight for the recommended car safety setup.

Through every mile and every milestone.

They grow. You check.

NHTSA LOGO + AD COUNCIL LOGO

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

Creative Territory 02
Script 2b

This 6 yr old gets mistaken for a toddler.
This giant baby is influencer popular.
This 12 yr old can already dunk.
This fourth grader is small but has spunk.

Kids come in all shapes and sizes.

Knowing which car seat is right for them can be confusing.

When do you go from rear-facing to front?
When can you switch to a booster?
Take the guesswork out of it.

Go to [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) and enter your child's age, height, and weight for the recommended car safety setup.

Through every mile and every milestone.

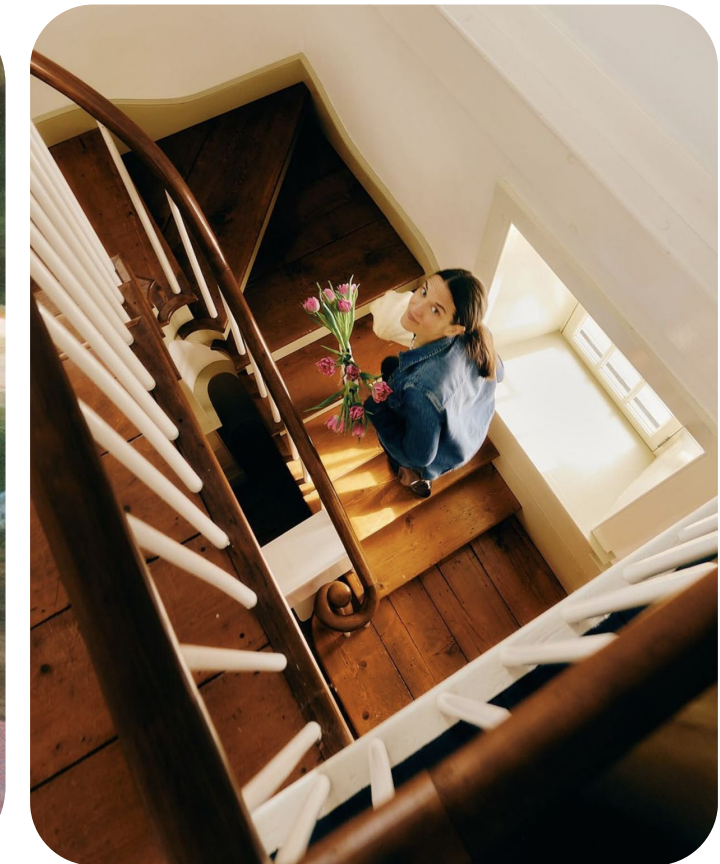
They grow. You check.

NHTSA LOGO + AD COUNCIL LOGO
[NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat)

Visual Approach

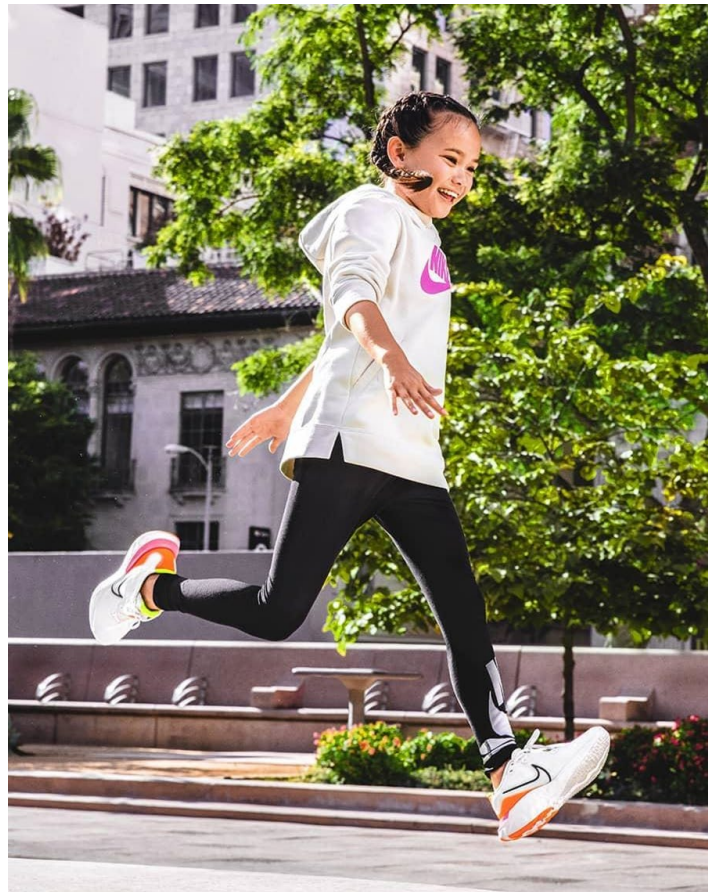
What if we told our story through the eyes of a child?

We want to grab the audience's attention — shifting perspectives is a great way to get them to tune in and hear our message.



Creative Territory 2

Visual Approach Moodboard



Platform Territory Overview

Creative Platform Territory Overview

Territory 01

You've got this

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Honest | Empathetic | Empowering

Territory 02

One size doesn't fit all

NHTSA helps parents navigate that uncertainty with clarity, confidence, and three simple questions that can help guide parents to the best choices to keep their kids safe.

Grounded | Helpful | Informative

07

Next Steps →

Next Steps

→ **NHTSA**

Looking for final approval on creative development before moving into testing in 2026.

Thank you!

