



CAMPAIGN PLATFORM “THE RIGHT SEAT”

Idea 1

INSIGHT: When kids are young, it's easy to spot when something's wrong, but as they grow older the “wrongs” become more subtle, more serious and a lot easier to miss.

IDEA: In a world full of wrongs, it's the big ones you want to get right.

I COME CORRECT: 30 Film

Music: "Savage" – Megan Thee Stallion

VIDEO: *Open on the Perez family, walking proudly in slow motion through the backyard into the garage. Maria carrying her toddler in one arm, while dragging her 8-year-old with the other. Joe follows behind carrying all the gear: his backpack, the diaper bag, the stroller, etc. They're clearly trying to get their day started, get the kids to daycare and school, get themselves to work. They're both dressed for work but everything is obviously askew. The camera touches on each of the dents in their parental armor. Overflowing diaper bag in Dad's hand – the contents come spilling out. Toddler pulls a loose button of mom's blouse and then tries to jam her pacifier into mom's mouth. Son wiping his oatmeal hands all over the front of his shirt while mugging at camera like a boss. Etc. We see them put their two kids in their car seats, correctly with a "CLICK" and a "CLICK" even as her coffee mug slowly cascades off the car roof, showering droplets everywhere.*

VO: **You're not gonna get it all right, just make sure you nail the big stuff – like making sure your kids are in the right car seat. Get it right at [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat).**

SFX: *"CLICK"*

ANIM: *Typing mnemonic.*



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

NO DAY AT THE BEACH: 30 Film

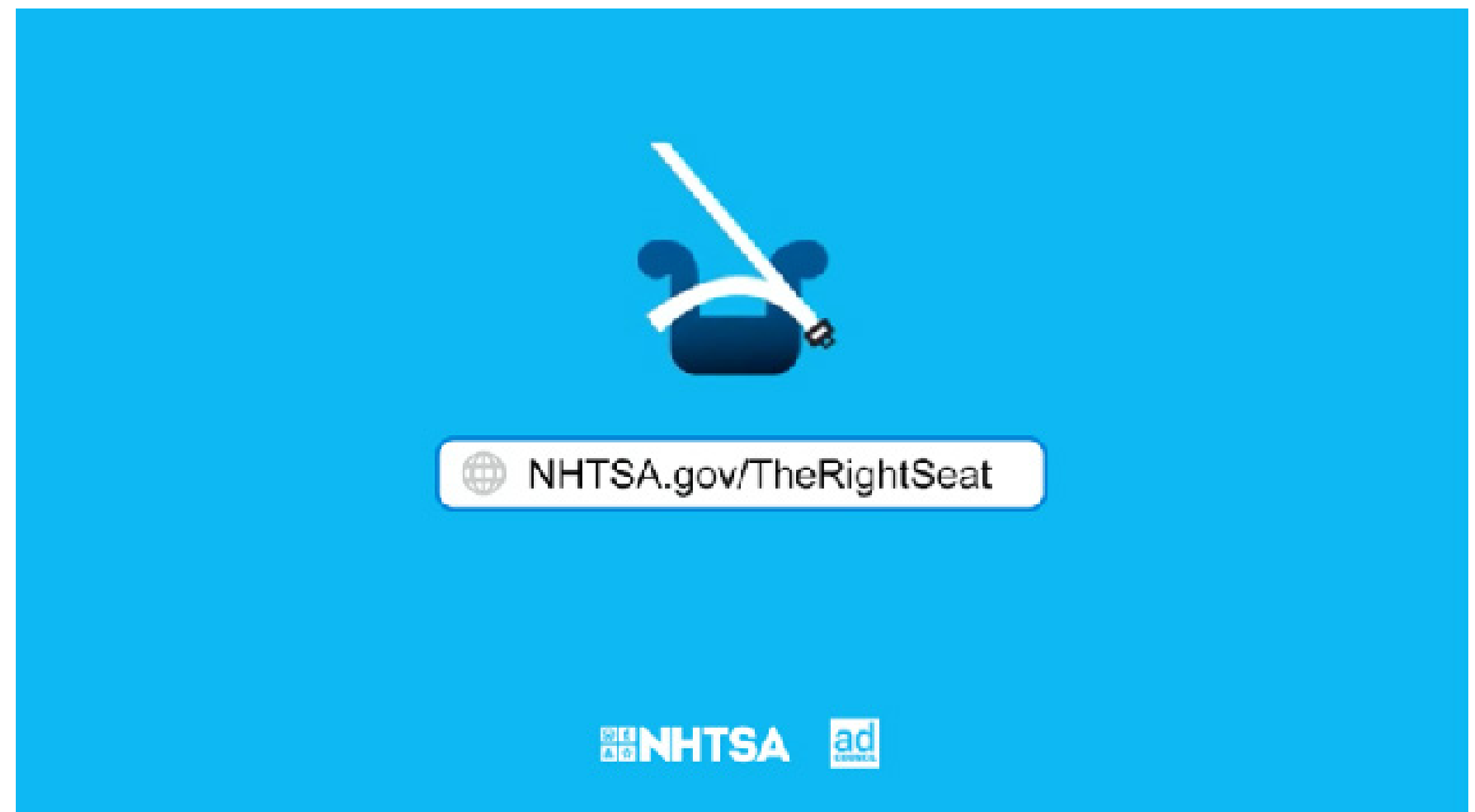
Music: : “Rockstar” – DaBaby

VIDEO: *Open on the Jones family kicking it, slow-mo style, at the beach. The kids having a blast, but of course at our parents' expense, who take it all in stride. The boys, 7 and 8, attack mom with super soakers dousing her kindle and her moment of solitude. Mom gets sunscreen in her son's eyes while Dad, airing out the beach blanket, lands sand all over the kid's freshly sun-screened bodies. The boys bury the family dog, while the 11 year-old daughter sits staring at her phone for the umpteenth time. The popsicles melt in the sun. Dad almost passes out from blowing up a giant floatie and then almost loses his shorts “teaching” the kids how to boogie board. Cut to the minivan, the family is fried – figuratively. All their stuff gets tossed in heap in the back: coolers, towels, etc. The last thing we see is Mom kissing her daughter on the cheek as she lovingly helps her buckle up with a “CLICK”.*

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SFX: “CLICK”

ANIM: *Typing mnemonic.*



THE IDEA BEYOND FILM:

We'll have a blast embracing the clutter, chaos and improvisation that is everyday life for parents and kids alike. We'll celebrate it as a matter of fact, because it rocks. And that's how we roll, as long as we roll with our kids buckled up right.

Idea 2

INSIGHT: Everybody wants kids to be safe, but parents have to ensure it.

IDEA: You should know more about your kid's car seat than a stranger, especially one who doesn't like, or even have, kids.

A WORD FROM RICKY: 30 Film

VIDEO: *Open on Ricky Gervais walking out the front door of his home, with his large dog in tow. The camera follows them as they head over to Ricky's car in the driveway.*

RICKY: **I'm Ricky Gervais, and I don't have kids, but I'm here because of people like you – *parents*. You all mean well, but you're not doing so well, are you? Because, turns out, your kids are in the wrong car seat.** *(Ricky helps his dog into the backseat of the car before slipping into the driver's seat.)*

RICKY: **Do I know the right car seat for your kid?** *(chuckles)* **No, of course not. I don't know your kid. Do you know the right car seat for your kid? Also no. That's your job, and you're guessing your way through – if you aren't, then tell me– when does baby go front-facing? Is every kid in the fifth grade ready for a seatbelt? Can't answer? Of course not, so just go to NHTSA.gov/TheRightSeat...**

ANIM: *Typing mnemonic in website bar. Typed incorrectly, then corrected.*

RICKY VO: ***N..T..oh, not that's not it, N...H...bloody he—...*** Then you'll know more about protecting your kid than me, the guy who doesn't care to know your kid, or any kid, and finds them terribly overrated.

SUPER: ***KNOW BETTER THAN SOME GUY WHO DOESN'T HAVE KIDS.***

SUPER: ***NHTSA.gov/TheRightSeat***



PERFECT STRANGERS : 30 Film

VIDEO: *Open on Kurt and Kirsten, walking their tasteful, expensive Afghan hound down a city street. Everything about them says, “stiff and stylish,” from the cut of Kurt’s minimalist overcoat to the cut of Kirsten’s razor-straight haircut. The hound’s coat is brushed straight to match.*

KIRSTEN: **Hi, we aren’t what you’d call... “kid people.”**

KURT: **No offense!**

KIRSTEN: **We don’t have them. Don’t understand them. Don’t know anything about them.**

KURT: **Well, we do know one thing. They’re probably in the wrong car seat.**

KIRSTEN: **Mmm. That’s true.**

VIDEO: *They approach a tasteful, expensive European station wagon and help their hound into the back seat, and onto a cashmere throw blanket before getting in themselves.*

KIRSTEN: **Do we know the right car seat for your kid? (chuckles) Good *gravy*, no. How would we?**

KURT: **We don’t have kids!**

KIRSTEN: **But you’re as unsure as we are. And that’s just...weird. OK tell me, at what height and weight does your kid outgrow his seat? Just stop. Stop guessing. Go to...**

ANIM: *Typing Mnemonic*

KIRSTEN: **NHTSA.gov/TheRightSeat to make sure you’ve got the right car seat. (Kirsten puts on her seatbelt and smiles.) Then you’ll know more about protecting your child who you really care about than a couple without any kids.**

KIRSTEN & KURT: *(both laughing)*

KURT VO: **Seriously!**

SUPER: **KNOW MORE THAN PEOPLE WITHOUT KIDS.**

SUPER: **NHTSA.gov/TheRightSeat**



A graphic for the NHTSA.gov/TheRightSeat campaign. It features a blue background with a white icon of a car seat with a diagonal line through it, indicating that a car seat is not the correct choice for adults. Below the icon is a white button with the text "NHTSA.gov/TheRightSeat". At the bottom, there are logos for NHTSA and the Advertising Council.

CHILDLESS IN SEATTLE : 30 Film

VIDEO: Open on Millennial couple, Sparrow + Nate, hanging out next to their vintage camper. We watch them recording their latest YouTube vlog, talking to the camera, while sipping from matching camp mugs.

NATE: Hey, guys, welcome back!

SPARROW: This is Nate. I'm Sparrow.

NATE: A couple of child-free camping influencers—here to talk to you about car seat safety...

SPARROW: We actually don't know any facts!

NATE: Nope, but apparently parents are just as clueless as we are on those big questions. (To Sparrow) Like, when does a child go from a rear-facing to forward-facing?

SPARROW: (to Nate) And, whoa -- a 4-foot-7 10-year-old still needs a booster? Hmm, 4-foot-7 is like ...? Sparrow tries to guesstimate with her hand.

NATE: No idea, babe. Nate is busy waxing the tips of his mustache.

SPARROW: Honestly, we don't have the answers, and it's totally weird that you don't either. So, check out the info in the box below, and get the tools to know more than us...

SUPER: KNOW MORE THAN PEOPLE WITHOUT KIDS

NATE: Go to...

VIDEO: Nate points, and a YouTube style pop-up appears

SUPER: NHTSA.gov/TheRightSeat

VIDEO: Sparrow and Nate turn their camera around to watch the footage.



THE IDEA BEYOND FILM:

The truth is, you should know more than a stranger about what car seat is right for your child. So, we're creating a platform giving total strangers the chance to deliver that message. That person could be anybody, as long as they're a stranger to you and to parenting - could be anybody from an animated character who couldn't be associated with kids to someone who famously doesn't like kids, like Ricky Gervais.

THANK YOU!