

Click It or Ticket



November
2021

Broadcast TV Concepts

The Challenge:

Even after the long-term success of the Click It or Ticket campaign, approximately 10% of drivers are still not buckling up when they get in their vehicle and 47% of fatalities with known restraint use were unrestrained. We need to convince these males 18-34 to buckle up.

The Research:

- Behavior + Consequences: Legal / enforcement consequences alone are not a highly compelling consequence for most. Normative consequences of not wearing a seat belt are most impactful to noncompliant drivers.
- Role of Enforcement: Legal / enforcement elements can still play a role but need to be merged with the most impactful consequences to drivers (personal injury and death).
- Role of Advertising: Showing potential serious injury to themselves and others through realistic and relatable situations can heighten the emotional effect and overall impact.

("Click It or Ticket Campaign Exploratory Research Summary of Qualitative Findings." 28 July 2021)

Key Takeaway:

Seat belts can save my life and should be worn to prevent deadly consequences—that's why law enforcement is active in my community.

Considerations:

1

Normative Consequences:

Concepts should continue to move away from prioritizing the ticketing consequence and focus more on normative consequences: your behavior/actions not only affect your well-being, but also the emotions and well-being of your family/friends, the safety of any passengers in your vehicle and of the other road users in your community.

2

Messaging Focus Lines:

Concepts should explore alternate messaging focus lines addressing normative consequences, while still laddering up to the Click It or Ticket communications foundation.

3

Portrayal of Law Enforcement:

Be mindful of the sensitivities around law enforcement. We need to promote law enforcement as advocates for safety while driving home the reminder about the importance of the seat belt.



Knock On the Door

Truth

Every fatality from not wearing a seat belt impacts many other people.

Insight

Every parent's biggest fear is a knock on the door bringing tragic news about their child.

Idea

Mom's worst nightmare, an officer comes to the door to deliver bad news. Most sons would give anything to save their mother this kind of heartache.

Knock On the Door

Law enforcement writes tickets to save lives.

A woman is cleaning up the kitchen after dinner and talking with her daughter on the phone.

Mother: His interview was this afternoon, I haven't heard anything yet.

It's dusk outside, we see a closeup of shoes walking up a sidewalk to the front door of a home.

Mother: Well, I thought he'd be home by now, but you know your brother.

Cut to a POV of the person looking at the door.

Mother: If he gets the job, I think he might ask Julie to marry... Argh, one sec, someone's at the door.

Woman opens the door and there's a police officer there. They exchange glances.

Officer: Are you Mrs. Lewis?

Mother: Yes...

Officer: Mrs. Lewis, I'm sorry...your son was in a crash...

(The sound goes muffled and we only get bits of information)

Mother: What happened?

Cut to a montage of her son in his car not wearing his seat belt and driving.

Officer: He was ejected from the car.

We see the crash and her son hurled towards the windshield.

Cut to black.

We see the mother's face as she breaks down. The phone is still in her hand.

Daughter: Mom, you there? Mom?

Announcer: Law enforcement writes tickets to save lives.

Super: NHTSA and CIOT logos

2

Life Clock



Truth

Something so simple (buckling up) can save a life.

Insight

Fate and our ability to “beat fate” is a common frame our audience will instantly understand.

Idea

We get to see in real time the major affect seemingly small decisions have on your life.

Our main character has a clock above his head displaying the time he has left in life. The things he does in the scene cause the time to shorten or lengthen.

Life Clock

Don't risk it. Buckle Up.

The main character enters a busy sidewalk. A police officer is a part of the scene and is the only one looking directly into camera.

Officer: This man should have over 56 years left to live.

Countdown clock of 56+ years appears

But life is full of risks.

Around the corner a boy on a skateboard is practicing his moves. Ominous music begins to play and he loses control of the board. It gets away from him. As he heads down the sidewalk into the path of our main character, we build suspense with sound and dramatic cuts to potential dangers that could spell doom for the man should he step on the board and fall. His life clock number drops into the red as it rolls closer. At the last moment the officer stops the runaway board

with his foot. The man's number jumps back up into the green.

Officer: But some are preventable.

The man makes it into his car, closes the door and puts his hand on the ignition. The number drops to 13 minutes and flashes red—clearly this drive will be dangerous.

At this point he makes eye contact with the officer outside the car for the first time in the story. It reminds him to grab his seat belt. As soon as it clicks, the clock jumps back up to 56+ years and turns green.

The man drives away past the officer on the sidewalk. He speaks one more time to the camera

Officer: Don't risk it. Buckle up.

Super: NHTSA and CIOT logos





3

What's Wrong With
This Picture?

Truth

Many people don't even notice the seat belt and if all of their passengers are wearing one.

Insight

Gamification causes people to engage with creative.

Idea

Bring the Facebook feed challenge of "Find what's wrong with this picture" challenges into a real 3-dimensional world with real consequences.

What's Wrong With This Picture?

Law enforcement wants you to be safe—buckle up.

Officer: How are your observations skills?

Super: Find all the things that are wrong in the following video scene.

Cut to a video of a car driving. The video “freezes” and the camera moves around the scene (matrix style), and we see things that are wrong throughout. For example, a square stop sign, an upside-down plane in the background, a bicyclist with one front wheel missing, a woman walking a dog, but nothing on the leash.

Officer: Did you find the most important one?
Here's a hint.

The video starts with the vehicle crashing and the male driver flies into the windshield.

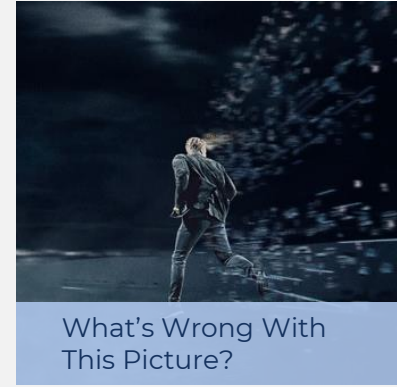
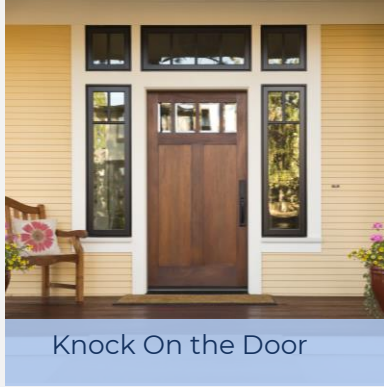
Officer: Law enforcement wants you to be safe—buckle up.

Super: NHTSA and CIOT logos



Creative

Summary



English Lines for Testing:

Law enforcement writes tickets to save lives.

Wear your seat belt. It's not just for you.

Don't risk it. Buckle up.

Law enforcement wants you to be safe—buckle up.

A medical team consisting of three people is moving a patient on a gurney through a hospital corridor. A female nurse in teal scrubs is in the foreground, pushing the gurney. Behind her, a male nurse in teal scrubs is also pushing. A male doctor in a white lab coat and tie is standing behind the gurney, looking towards the patient. The patient is lying on the gurney, covered with a white sheet, and appears to be resting or sleeping. The background shows a typical hospital hallway with white walls and doors. The entire image has a light blue overlay.

2 Segundos

Truth

Buckling up only takes two seconds.

Insight

If you're lucky enough to survive a car crash, it can take a lot of time to recover from physical, psychological, emotional and economic damage. Hispanics love testimonials and pairing that up with economic and physical angles drives a compelling message.

Idea

We go on a time lapse where we see "real life footage" of people recovering from injuries as we see the months on screen and the economic costs adding up.

2 Segundos

Abrocharte el cinturón de seguridad: Los dos segundos que pueden salvar tu vida.

Buckling up: The 2 seconds that could save your life.

We open on "real-life" footage time lapse of people recovering from car crashes. We go from the longest and most expensive recoveries, like surgeries and physical therapies, to a person buckling up. All numbers will have rolling tickers to show numbers increasing but nothing definite.

VO/Super: Juan is still recovering from a car crash... years ago.

Juan se sigue recuperando de un choque... hace años.

We cut to another person recovering.

VO/Super: Ricky's physical therapy after the crash... has cost thousands of dollars.

La recuperación de Ricky después del choque... ha costado miles de dólares.

We cut to the operating room.

VO/Super: Roberto's had... many back surgeries.

Roberto lleva... muchas cirugías de espalda.

We cut to the ER.

VO/Super: Paty... will spend weeks in the hospital. In the background, we see law enforcement talking with hospital staff giving impression they're filing a report but framing them in a caring and lifesaving environment.

Paty... va a estar semanas en el hospital.

We cut to a seat belt clicking. Super builds on screen:

Officer/Super: Abrocharte el cinturón de seguridad: Los dos segundos que pueden salvar tu vida.

Buckling up: The 2 seconds that could save your life.

Cut to end card with logo and super lockup.

VO: Click It or Ticket.

Abrochado o multado.



Juan: 5 years recovering from a car crash



Ricky: \$10,000 in physical therapy



Buckling up: The 2 seconds that could save your life.



2

Día de Muertos

Truth

Driving without a seat belt can lead to an untimely death.

Insight

El Día de Muertos is a traditional holiday that honors the dead and is very well-known in all Hispanic cultures.

Idea

We'll see our main character on a regular day in early April, driving around his town without a seat belt on. He'll notice that everyone he sees is dressed up as if celebrating the Día de Muertos with the iconic flowered skulls instead of faces.

Día de Muertos

Usar el cinturón te puede salvar la vida.

Using/wearing a seat belt can save your life.

We open as Alejandro is getting inside his car, turning the AC on, and the radio. For a brief second, he hesitates but decides to not put on his seat belt, passing his hand over the front of his just-pressed shirt.

As he drives around, he notices his neighbor dressed as in celebration of El Día de los Muertos and is mildly puzzled by this... but after all, his neighbor is a bit eccentric, so he doesn't worry too much and continues his commute.

But at the first light, he notices an electrician contractor vehicle on its way to first job and the driver is wearing Día de los Muertos attire and makeup. He checks the date on his cellphone (it's early April, what's the matter with these people?) and he starts to get nervous.

As he reaches downtown, he's dumbfounded: everywhere he looks EVERYONE is dressed the same way: businessmen with their briefcases, a group of school children with their teacher... heck, he even spots a Frenchie with a flowered skull on its face. There's something wrong.

We see that he's pretty shaken, not understanding what's happening in his town (or to him!) when he notices a police officer across the street that signals him to buckle up by motioning his arm movement as if buckling up from right shoulder to left hip. Understanding the gesture immediately, he proceeds to put on his seat belt.

We see him buckling up and as soon as we hear the "click" and he looks around, the world is back to normal. Bankers are clean shaven, school children laughing, and the Frenchie adorable as ever.

VO: Using/wearing a seat belt can save your life.

Usar el cinturón te puede salvar la vida.

Cut to end card with logo and super lockup.

VO: Click It or Ticket.

Abrochado o multado.



3

Reloj de Vida
(Life Clock)



Truth

Something so simple
(buckling up) can save
a life.

Insight

Fate and our ability to
“beat fate” is a
common frame our
audience will
instantly understand.

Idea

We get to see in real
time the major affect
seemingly small
decisions have on your
life.

Our main character has
a clock above his head
displaying the time he
has left in life. The
things he does in the
scene cause the time to
shorten or lengthen.

Reloj de Vida – Spanish

No te arriesgues. Abróchate el cinturón de seguridad.
Don't risk it. Buckle up.

The main character enters a busy sidewalk. A police officer is a part of the scene and is the only one looking directly into camera.

Oficial: Este hombre le deberían de quedar más de 56 años de vida.

This man should have over 56 years left to live.

Countdown clock of 56+ years appears

Oficial: Pero la vida está llena de riesgos.
But life is full of risks.

Around the corner a boy on a skateboard is practicing his moves. Ominous music begins to play and he loses control of the board. It gets away from him. As he heads down the sidewalk into the path of our main character, we build suspense with sound and dramatic cuts to potential dangers that could spell doom for the man should he step on the board and fall. His life clock number drops into the red as it rolls closer. At the last moment the officer stops the runaway board with his foot. The man's number jumps back up into the green.

Oficial: Y muchos se pueden prevenir.
And many are preventable.

The man makes it into his car, closes the door and puts his hand on the ignition. The number drops to 13 minutes and flashes red—clearly this drive will be dangerous.

At this point he makes eye contact with the officer outside the car for the first time in the story. It reminds him to grab his seat belt. As soon as it clicks, the clock jumps back up to 56+ years and turns green.

The man drives away past the officer on the sidewalk. He speaks one more time to the camera

Oficial: No te arriesgues. Abróchate el cinturón de seguridad.
Don't risk it. Buckle up.

Super: NHTSA and CIOT logos



Creative

Summary



2 Segundos



Día de Muertos



Reloj de Vida (Life Clock)

Spanish Lines for Testing:

Abrocharte el cinturón de seguridad: Los dos segundos que pueden salvar tu vida.
Buckling up: The 2 seconds that could save your life.

Usar el cinturón te puede salvar la vida.
Using/wearing a seat belt can save your life.

No te arriesgues. Abróchate el cinturón de seguridad.
Don't risk it. Buckle up.

La policía multa a conductores para salvar vidas.
Law enforcement writes tickets to save lives.