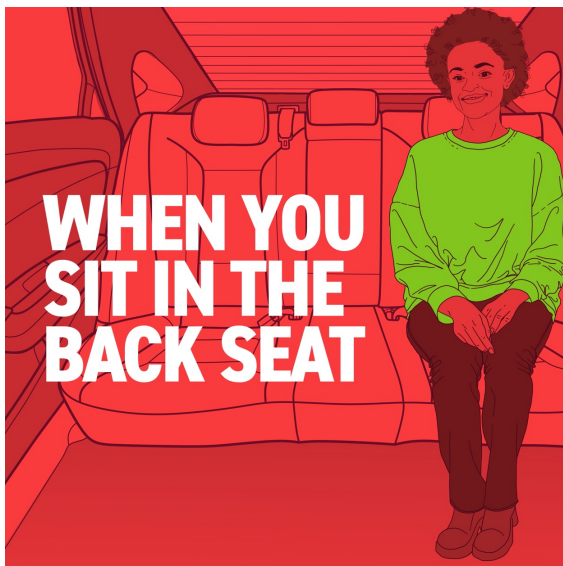


# Make Sure You're Safe



This concept's bright and eye-catching illustration style will stop scrolling in its tracks and suggests that you may not be safe where you sit if you're not buckled in.

# 1 Make Sure You're Safe



# Make Sure You're Safe

Radio Ad :30s

*SFX: (Seat belt clicking)*

Hear that? That's the sound of people buckling up their seat belts.

Not just any people but people sitting in the back seat.

*SFX: (More clicks continue throughout in the background of the spot)*

That's important because even the most minor crash can launch a person forward with immense force. And when that happens, all bets are off.

They might smash into the front seat, the ceiling of the vehicle, or even the front windshield.

In some cases they strike the back of the person in the front seat and either one of them could

end up dead.

So, if you're sitting in the back seat, make sure you're safe in the back seat.

Buckle Up. Every Trip. Every Time.

**PAID FOR BY NHTSA**

# 2

## Girls' Night



This concept demonstrates the effects one decision can have on your life.

# Girls' Night

Girls' Night, 2021

“Our girls’ night ended with a broken neck.”

**Buckle up in the back seat.**






 

Our girls’ night ended with a broken neck.

**Buckle up in the back seat.**

[LEARN MORE](#)



# Girls' Night

Radio Ad :30s

Six o'clock. Quitting time.

*SFX: (horn honks)*

Coming!

Put on my last spritz of perfume and hop in the back seat next to my friend—**girls' night.**

[car pulls away]

“Okay, brace yourself for this,” she said—and then...

Everything went dark.

*SFX: (An officer or emergency worker “we have an emergency” [on a walkie-talkie])*

I woke up in the hospital with a broken neck.

Because I didn't buckle up in the back seat.

My life will never be the same again.

So: Buckle up in the back seat.

Every Trip. Every Time.

PAID FOR BY NHTSA

# 3

## What's Stopping You



This concept uses the double meaning of the phrase "what's stopping you" to introduce both a law enforcement and risk of injury or death message.

# What's Stopping You

Enforcement



If you're not buckled in the back seat,  
**What's stopping you?**

 NHTSA



# What's Stopping You

Enforcement Radio Ad :30s

## **Announcer:**

If you're in the back seat of a vehicle, unbuckled, and you get pulled over, you can plan on consequences.

Not to mention that if you get into a crash, even a minor one, you run the risk of being propelled out of your seat, like being shot out of a cannon, and slamming into the seat in front of you, or even worse, into the person in the front seat.

If that happens, you're likely to suffer cuts, break bones in your face or something even more tragic.

So, if you're in the back seat and not wearing a seat belt, ask yourself, what's stopping you, the ticket or the injury? Either way, remember, there will be consequences.

**PAID FOR BY NHTSA**

# What's Stopping You

Social Norming



If you're not buckled  
in the back seat,  
**What's stopping you?**

In a car crash, the back of the  
front seat can be a hard place to  
land with 12 tons of force.

**Always buckle up in the back seat.**



If you're not buckled in the back seat,  
**What's stopping you?**



# What's Stopping You

Social Norming Radio Ad :30s

**Announcer:**

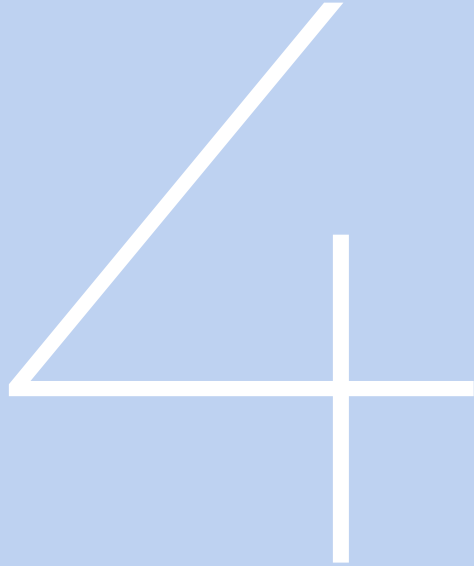
If you're in the back seat of a vehicle you might have a lot of reasons not to buckle up. Maybe it's just a short trip or your seat belt is uncomfortable.

Or perhaps you think you're safer in the back seat because in a crash the seat in front of you is going to stop you.

Unfortunately, when you are propelled out of the back seat, you'll quickly learn the front seat is not a soft protective landing pad for your face. It's likely to cause cuts, break bones or worse.

So, if you're in the back seat and not wearing a seat belt, ask yourself, what's stopping you? Buckle Up. Every Trip. Every Time.

**PAID FOR BY NHTSA**



# That Feeling When



This concept shows that not buckling in the back could ultimately cost you.

# That Feeling When



#TFW they don't buckle up in the back seat.

And now, it can cost  
the **both of us.**

 **NHTSA**

#TFW they don't buckle up in the back seat.

And now, it can cost the **both of us.**



 **NHTSA**

# That Feeling When

Radio Ad :30s

Here it comes...

That feeling when you know you blew it.

All you had to do was buckle up in the back seat—  
like you know you're supposed to.

But you didn't buckle up, and now it could cost you.

It could also cost your best friend who gave you a ride.

That explains what she's glaring at you like that.

Next time—avoid that feeling and the fine.

*SFX: (Seat belt clicking)*

When you're riding in the back seat—buckle up.

Every Trip. Every Time.

PAID FOR BY NHTSA