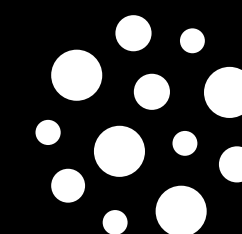




# CHILD HOT CAR DEATHS

CREATIVE FOR TESTING  
7.31.23



**NEVER HAPPENS  
ALL THE TIME**

# NEVER HAPPENS ALL THE TIME - :30 TV

*In this spot, we'll see all the examples of times when parents say they'll never allow something to happen, yet they always let it slide.*

Open on an exhausted mom watching TV with her teething baby. We slowly pan out to reveal the baby isn't chewing on a teether - it's a dog toy.

**VO:**            **You say you'd never let them teethe on that.**

We see an exhausted dad in a bathrobe put down a slice of cake in front of his daughter for breakfast.

**VO:**            **You say you'd never give them cake for breakfast.**

We see a kid with their grandparents at a restaurant. The kid has messy hair, a food-stained shirt, and mismatched shoes sitting in a high chair.

**VO:**            **You say you'd never take them in public looking like a hot mess.**

We cut to a dad walking away from a car, then turning back.

**VO:**            **You say you'd never leave them in a hot car.**

# NEVER HAPPENS ALL THE TIME - :30 TV

We see the dad taking his kid out of the car.

**VO:** As parents, we say never a lot.  
But we also know, never happens all the time.

Cut to a black screen with supers.

**VO:** Cars get hot fast and kids can be at risk.  
**SUPER:** Child hot car deaths can happen even in temps  
as low as 57°.

Cut to logo and end card.

**VO:** Never say never.  
Stop. Look. Lock.

**LOGO:** NHTSA | AD COUNCIL



# GAINED ACCESS - :15 TV

Open on a kid playing with sidewalk chalk next to a car in a driveway. We see the dad watching them, as his phone rings. He takes the call, and we see him turn his back and walk around while on the phone.

**VO:**                    **You say you'd never let them out of your sight.**

We see the kid start drawing on the tires with the chalk, leading up to the car door. The kid opens the door.

**VO:**                    **But never happens all the time.**

We see the dad notice the kid and rush over to grab him, then he locks the door. As he turns around we pan out to see chalk all over the car, garage door, and on the family's white dog who's now rainbow colored.

**SUPER:**            **1 in 4 Child Hot Car Deaths happen when kids gain access to unlocked cars.**

**VO:**                    **Cars get hot fast. And kids can be at risk.**

Cut to logo and end card.

**SUPER:**            **Never say never.  
Stop. Look. Lock.**

**LOGO:**             **NHTSA | AD COUNCIL**

**BILLBOARD**

**You'd NEVER  
forget them.  
But never happens  
all the time.**

**Prevent hot car deaths**

**ad  
COUNCIL**  **NHTSA**

# BUS SHELTER

As parents,  
we say **never**  
all the time.

But **never** happens  
all the time.

Prevent hot car deaths and remember to

**STOP. LOOK. LOCK.**

ad  
COUNCIL



NHTSA

**NOTHING'S  
UNFORGETTABLE**

# NOTHING'S UNFORGETTABLE - :30 TV

*In this spot we cut to different parents in interview style set-ups,  
confessing to forgetful parenting moments*

**MOM:** Well, August snuck up on us... and we forgot to take our child to school.

**DAD:** On the FIRST DAY.

**DAD:** I forgot to build a bike for Christmas.

**MOM:** We forgot her first ballet recital.  
You know who didn't? My mother-in-law.

**SUPER:** EVEN THE BEST PARENTS FORGET IMPORTANT THINGS

**DAD:** We forgot the 2-year-old check-up.

**MOM:** We?

We cut to a picture of her smiling kid, beet red.



# NOTHING'S UNFORGETTABLE - :30 TV

**GRANDPA:** Our daughter forgot to pack diapers  
**GRANDMA:** I'm still recovering.

We cut to the mom from Home Alone - Catherine O'Hara, in character, portraits of The McAllister family on the wall behind her.

**MRS. MCALLISTER:** I don't want to talk about it.

We see quick cuts of all the couples getting their kids out of the back seat.

**VO:** As parents, we know nothing's unforgettable—  
over 50% of hot car deaths come from kids  
forgotten in the car.

Quick cuts of parents checking the backseats, then locking their doors.

**SUPER:** Stop. Look. Lock.  
**SUPER:** NHTSA | AD COUNCIL

# GAINED ACCESS - :15 TV

*In this spot, we hear short confessionals from forgetful parents and reminders about gained access and leaving kids behind.*

**VO/SUPER:** **EVEN THE BEST PARENTS FORGET  
IMPORTANT THINGS**

**MOM:** **I forgot some ballet practices (Laughs).  
and her first recital.**

**SUPER/VO:** **1 in 4 Child Hot Car Deaths are from gained  
access.**

**VO:** **Never forget to lock up—even at home—  
because kids get in, and can't always get out.**

**SUPER:** **Stop. Look. Lock.**

**SUPER:** **NHTSA | AD COUNCIL**



# BILLBOARD

If you can forget  
their stuffy, then  
**nothing's  
unforgettable.**

**PREVENT HOT CAR DEATHS**



**NHTSA**

# BUS SHELTER

If you can forget diapers  
at the birthday party, then  
**nothing's unforgettable.**

Always check the back seat when  
you leave the car and remember to  
**STOP. LOOK. LOCK.**

**PREVENT HOT CAR DEATHS**  
**ad COUNCIL** **NHTSA**

**TURN AROUND**

# NO SOUND? TURN AROUND. - :30 TV

*In this spot, we remind parents that at home, silence demands immediate attention - then explain why it's even more important in the car.*

We see a Dad at home prepping dinner. Behind him, there's the sound of kids playing and being rambunctious.

Suddenly the kids go silent - and the dad looks up, nervously.

**DAD:**           **Why is it quiet?**

We hear Bonnie Tyler's chorus from Total Eclipse of the Heart.

**SONG:**           **"Turn around"**

The dad turns around and sees his daughter elbow deep in a Costco-size peanut butter jar.

**VO/SUPER:**   **PARENTS ALREADY KNOW -  
NO SOUND? TURN AROUND**

**VO/SUPER:**   **BUT DID YOU KNOW IT'S MORE IMPORTANT  
IN THE CAR?**

We see a dad pulled up to a post office, looking at a sleeping child in the backseat.

**DAD:**           **I'll be so fast.**

He cracks a window and gets out.

**VO/SUPER:**   **CARS GET HOT FAST—EVEN AT JUST 57 DEGREES**

**SONG:**           **"Turn around"**

He thinks better of it and grabs the kid, we see him in the post office, wrapping a package up as the child sleeps on him.

**VO**               **So when leaving the car, use silence as a warning.  
Just like at home.**

**VO/SUPER:**   **NO SOUND? TURN AROUND.**

**SONG:**           **"Turn around"**

# GAINED ACCESS - :15 TV

We see a Dad prepping dinner at home. Behind him, there's the sound of kids playing and being rambunctious.

Suddenly the kids go silent - and the dad looks up, nervously.

**DAD:**           **Why is it quiet?**

**VO/SUPER:**   **EVEN AT HOME, KIDS WILL GET INTO THE CAR**

**SONG:**           **"Turn around"**

Dad turns around, checks the car in the garage, and finds his kids throwing glitter around the backseat

**VO**               **As a parent, silence is a warning.**  
                      **Always check and lock your car to keep kids safe.**

**VO/SUPER:**   **NO SOUND? TURN AROUND.**

**SONG:**           **"Turn around"**

**SUPER:**         **STOP. LOOK. LOCK**

**LOGO:**          **NHTSA | AD COUNCIL**



# BILLBOARD

**At home silence is  
a warning**

**In the car, it can  
be deadly.**

**PREVENT HOT CAR DEATHS**

**ad COUNCIL**  **NHTSA**

# BUS SHELTER

At home we know  
silence is a warning



In the car, it  
can be deadly.

**PREVENT HOT CAR DEATHS**

ad  
COUNCIL



**NHTSA**

# AGNOSTIC ASSETS

# BILLBOARD

Cars get hot fast  
**and can be  
deadly.**

Always  
**STOP. LOOK. LOCK.**



**NHTSA**

**BUS SHELTER**

**Cars get hot fast  
and can be deadly.**

Prevent hot car deaths and remember to

**STOP. LOOK. LOCK.**

ad COUNCIL  **NHTSA**