

Ad Council

Child Car Seat Safety

Rd 3 Creative

February 08, 2024

Leo Burnett

The Problem

Parenting overconfidence.

Parents care a lot about doing the 'right' thing. They spend a lot of time thinking, discussing and debating what's 'right' for their kids.

But as parents grow more comfortable, they're less diligent about ensuring their kids are in the right seat for the right stage.



Our Role

Make car seat safety the one thing parents want to get behind.
(ensuring their kids are in the right car seat safety restraint for their age and size)

The behavior we're looking to drive:

Get parents to visit [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) to double check their kids' car seat safety.

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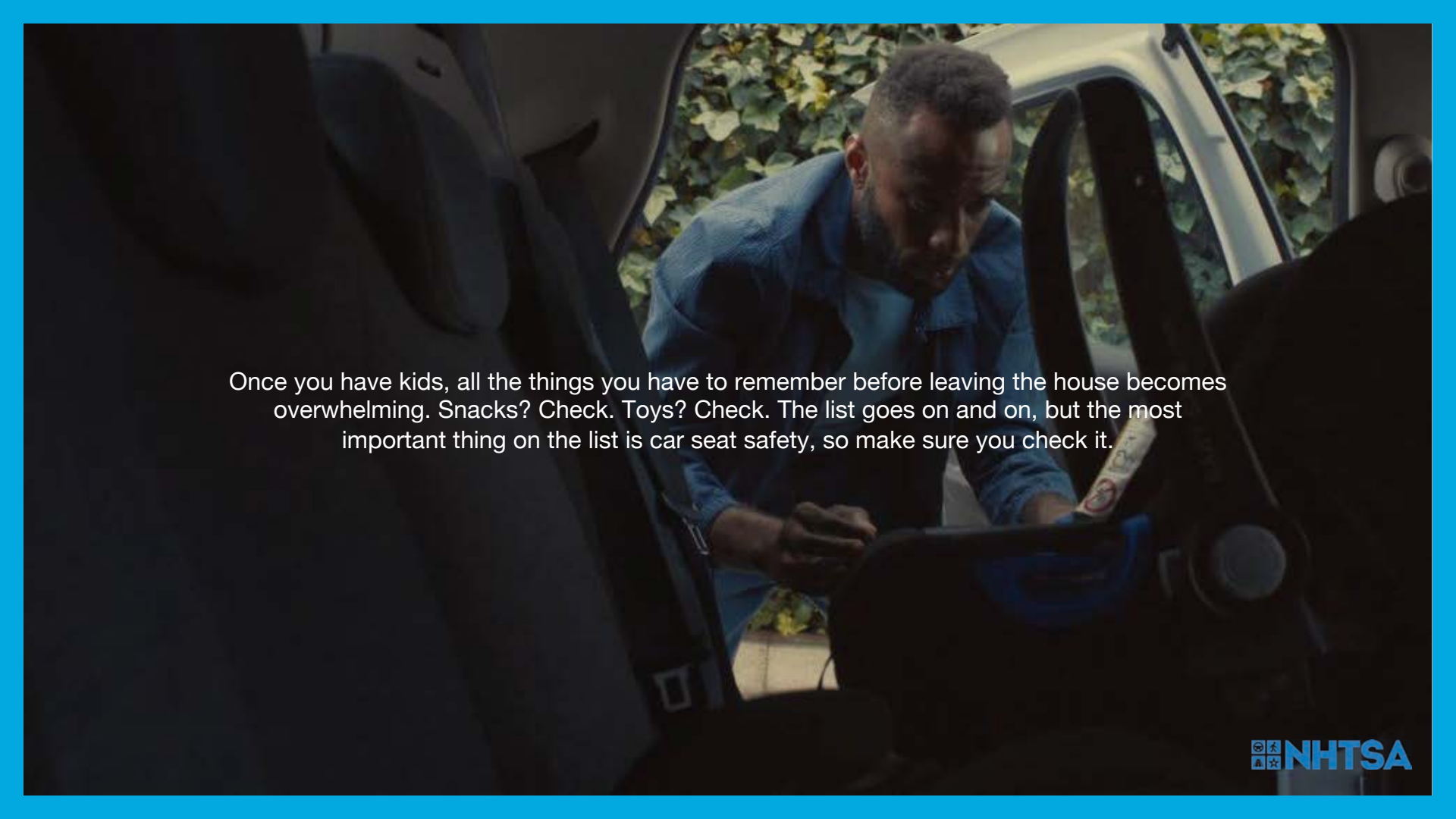
Today

- Review Rd 3 Child Car Seat Safety concepts
- Secure approval to move into testing

Rd 2 NHTSA Check It Feedback

- Explore updating “Check It” logo lock-up, given concerns about hand in seatbelt.

Idea 1



Once you have kids, all the things you have to remember before leaving the house becomes overwhelming. Snacks? Check. Toys? Check. The list goes on and on, but the most important thing on the list is car seat safety, so make sure you check it.

A man with a beard, wearing a blue jacket, is leaning into the open trunk of a white vehicle. He is looking down at a tablet computer he is holding. The background shows green foliage. The entire image is framed by a thick blue border.

check✓it

check✓it

check your car seat
check the NHTSA website
check yourself/your overconfidence

how it started



how it's going



How it started



How's it going



How it started.



How it's going

Used to show differences (bad OR good) over any period of time. There is usually a through-line – something remains constant.

In our case, we're showing differences in parenting over a childhood. The car is older, the seat is different, but the care that goes into making sure he's in the right seat stays the same.



How it started



How it's going



How it started:



How it's going:



How It Started, How It's Going :30

Open on two parents working together to get their 2-year-old in a rear-facing seat. He is holding a stuffed soccer ball toy. Dad unwraps a biscuit and hands it to him. Mom gently places his diaper bag in the back. Dad carefully secures child in rear-facing seat.

SUPER: **How it started.**

Cut to the exact same scene, years later. The car is messier, more lived in, parents are more relaxed, and the toddler is now an 8-year-old, wearing a soccer uniform. Dad tosses a granola bar with a playful wink; mom dumps his soccer bag into the backseat with a thud.

SUPER: **How it's Going.**
VO: ***Some things change...***

But Dad goes through the same careful motion of making sure his child, now 8 and sitting in the backseat, is secure and the seatbelt fits him properly, etc.

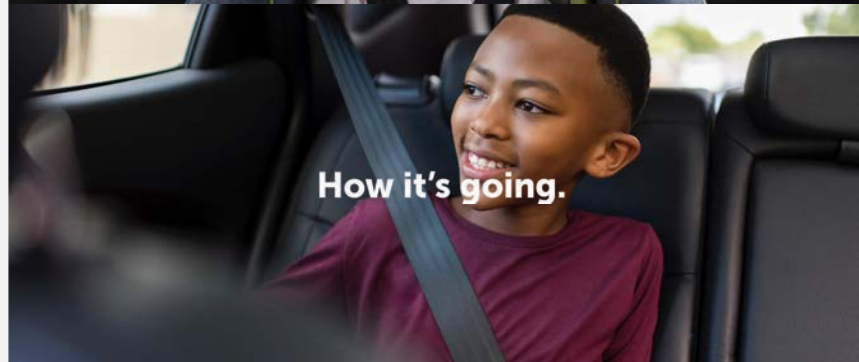
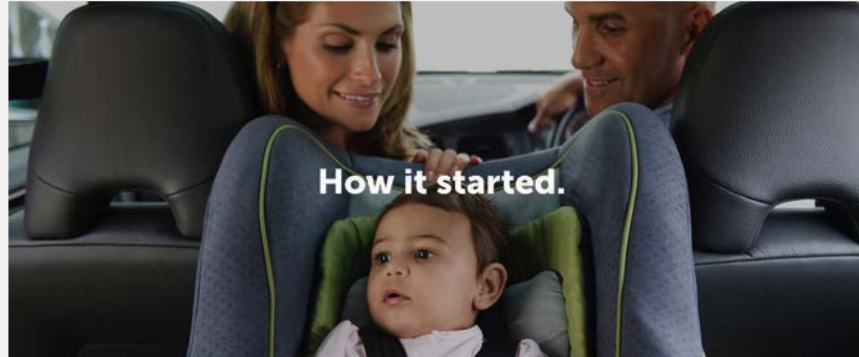
VO: ***...some things don't.***

The scene fades to black in a way the creates a vignette around the child, and we spilt screen to see him as a little kid in a rear-facing seat on the other side of the screen.

SUPER: **Make sure your kids are in the right seat for their age and size**

Cut to card where icons and CTA animate on.

SUPER: **Check it at NHTSA.gov/TheRightSeat.**



A photograph of a man and a woman sitting in the back of a car. The woman is holding a baby who is seated in a blue and green car seat. The man is looking at the baby with a smile.

How it started

A photograph of a young child with curly hair, smiling broadly while seated in a black car seat. The car seat is filled with various toys, including a large yellow teddy bear, a blue stuffed animal, and several colorful balls.

How it's going

Make sure your kids are *still* in the right seat.

check  **it** at [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat)

 **NHTSA**



How
it started



it's going



Make sure they are still in the
right seat for their age and size.

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

NHTSA

How
it started



How
it's going



Make sure they are still in the
right seat for their age and size.

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

NHTSA

YouTube Pre-roll

Don't Skip it, Check it :15

Open on a family getting ready to leave home. Dad's head is peaking into the back seat from outside the car as he checks their child's rear facing car seat, while Mom is in the front adjusting her rearview mirror.

VO: You might skip this ad, but don't skip on car seat safety.

SUPER: Don't skip it. Check it.
at [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat)

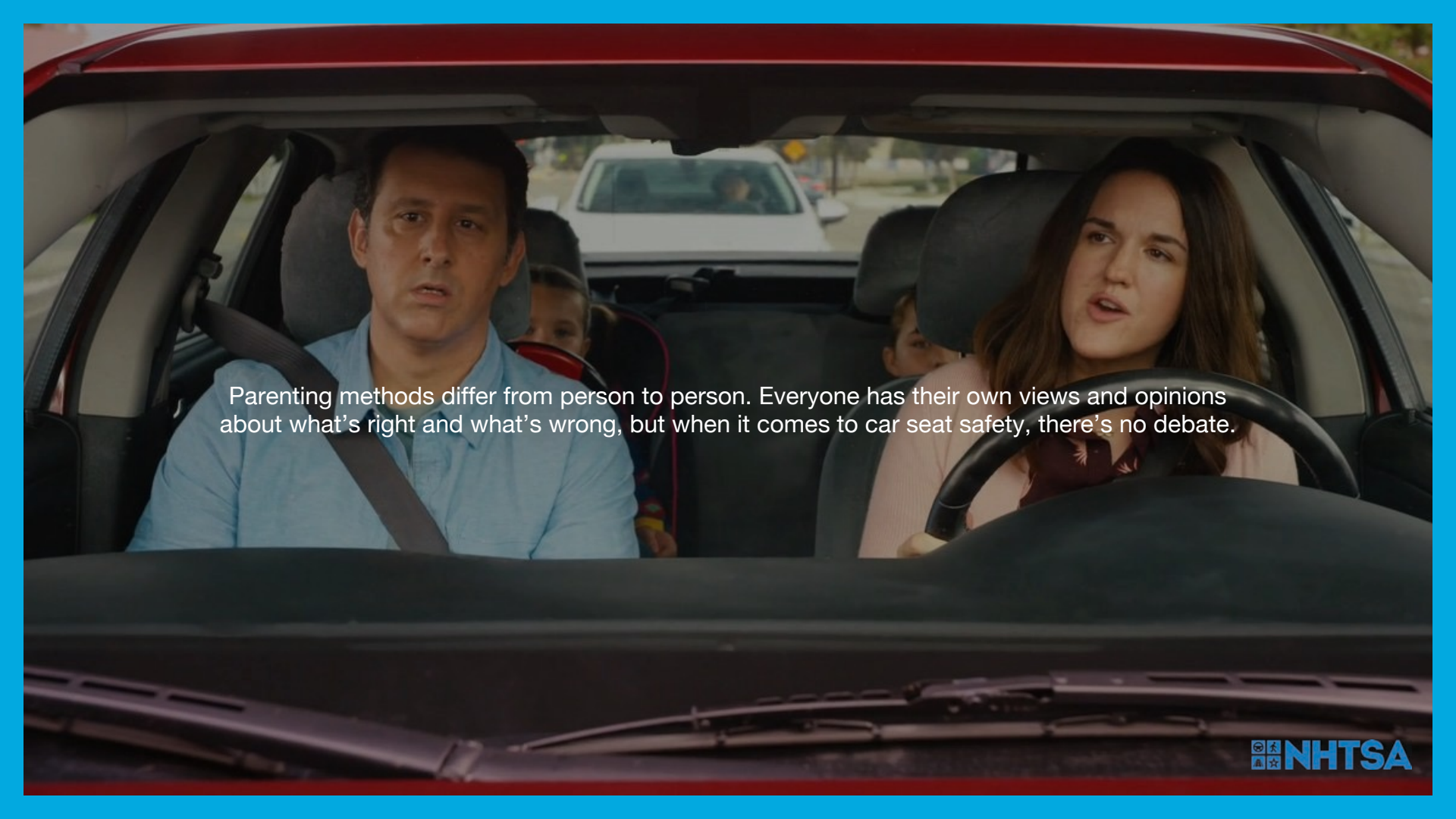


Idea 2

Rd 2 NHTSA No Debate Feedback

- Update TV topics to not include food topics.
- Update OOH to ensure a clear connection to the car seat/vehicle.
- Remove Squashing Debates activation due to strict guidelines.

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A photograph taken from the driver's perspective inside a red car. A man in a light blue button-down shirt is in the driver's seat, looking forward with a serious expression. A woman with long brown hair is in the passenger seat, looking towards the man. In the back seat, two children are visible, seated in car seats. The car is on a road with other vehicles and trees in the background.

Parenting methods differ from person to person. Everyone has their own views and opinions about what's right and what's wrong, but when it comes to car seat safety, there's no debate.

A photograph taken from the driver's perspective inside a red car. A man in a light blue shirt is in the driver's seat, looking forward with a serious expression. A woman with long brown hair is in the passenger seat, looking towards the driver. Two children are visible in the back seat. The car's dashboard and steering wheel are in the foreground. The text "THERE'S NO DEBATE" is overlaid in the center. The word "NO" is significantly larger and underlined, while "THERE'S" and "DEBATE" are smaller and positioned above and below it respectively. The background shows a white car and a street scene through the windshield.

THERE'S
NO DEBATE

Voices :30 v1

Cut to different close-up faces of all the people that make up the village it takes to raise a child: grandparents, neighbors, teachers, friends, etc.

Person 1: **Preschool is great! You don't need day-**
Person 2: **-care is helpful. Make sure to pack their -**
Person 3: **Lunch? Schools will handle. Focus on their social-**
Person 4: **skills are nothing to stress over, but too much screen-**
Person 5: **time is a godsend!**

Zoom out to see a growing grid of these faces giving their opinions on topics from brand of milk to the color of blocks, all talking over each other in a low din.

VO: **When it comes to parenting, everyone's got an opinion.**

Cut to two kids of different ages in different car seats – each the right fit for their size and age.

VO: **But when it comes to safety...**

Cut to card where our icons and supers animate on.

VO/SUPER: **There's No Debate.**
 Make sure your kids are in the right seat at
 NHTSA.gov/TheRightSeat.



THERE'S
NO DEBATE

Make sure your kids are in the
right seat at **NHTSA.gov/TheRightSeat**

NHTSA

Debate playtime. But car seat safety?

THERE'S NO DEBATE

NHTSA.gov/TheRightSeat



 **NHTSA**

Debate lunchtime.
But car seat safety?

THERE'S NO DEBATE

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




 **NHTSA**

Idea 3

Rd 2 NHTSA Love Protects Feedback

- Removed NHTSA Protects activation due to strict guidelines.



When you think about it, putting your kid in the right car seat is simply an act of love. As a parent who loves their child, car seat safety is a natural instinct because love protects.



LOVE PROTECTS

Love Protects :30

In this spot we'll see a montage of kids of all ages. We'll see moments of them sitting in the car with proper car seat safety, but we'll also see other moments outside of the car. Things like a baby's first steps, a kid blowing out the candles on his 5th birthday, a young girl playing a sport in the driveway etc.

VO:

Love is a lesson that doesn't end.
It knows no conditions, so you better buckle in.
Love keeps you on your toes
It never stops, only grows.
Love isn't easy, it's a commitment.
Especially when they're being their most resistant.
Love is being prepared for the journey ahead.
Love doesn't let any concerns go unsaid.
Love is finding the right seat so you can take a breath.
But remember, love isn't lax, it always double checks.

Icons and supers animate on.

VO/SUPER: Love Protects

SUPER: Protect your kids with the right seat at
[NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat).



A photograph of a man and a young boy in a car. The boy is sitting in a car seat, laughing joyfully. The man is leaning into the car, smiling at the boy. The background is a blurred street scene.

Protect your kids with the right seat at
[NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat)



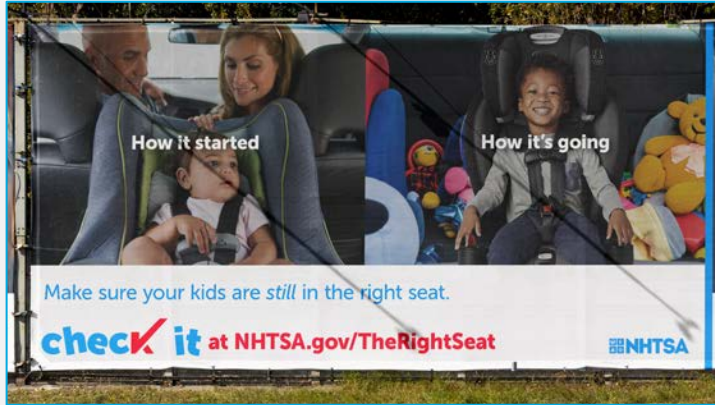
Protect your kids with the right seat at
NHTSA.gov/TheRightSeat



LOVE
PROTECTS
NHTSA

Recap

Idea 1



Idea 2



Idea 3



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How do we want the work to work?

STRATEGIC WAY IN
The Right Way

BRAND ROLE

Get parents to double check their kid's car seat by making car seat safety the one thing parents can get behind.



check it



THERE'S
NO DEBATE



LOVE
PROTECTS

← LOGICAL

EMOTIONAL →

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Timing and Next Steps

- Week of 2/12: Finalize concepts for testing package

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