



Bilingual Teens



Personalities

Personalities

- **El Descuidado / The Careless Driver (Multiple passengers in the car)**
 - **Scenario:** A driver distractedly fumbling with the radio and drifting between lanes.
 - **Consequence:** Ends with the driver getting pulled over and receiving a ticket.
- **El Olvidadizo / The Forgetful Driver (Seat belt)**
 - **Scenario:** A driver not wearing a seat belt.
 - **Consequence:** Ends with the car getting pulled over and receiving a ticket.
- **El Rápido y Furioso / The Fast and Furious Driver (Speeding)**
 - **Scenario:** A driver aggressively speeding and weaving through traffic.
 - **Consequence:** Ends in a close call with another car, narrowly avoiding a collision but getting pulled over by the police.
- **El Multitasker / The Multitasker (Distracted)**
 - **Scenario:** A driver texting or talking on the phone while driving.
 - **Consequence:** Ends in getting pulled over for distracted driving.
- **El seguro / The Cautious or Responsible Driver**
 - **Scenario:** Scene in a classroom where the police is talking with a group of teenagers about safe driving.
 - **Consequence:** A confident/responsible teenager gripping the steering wheel, driving cautiously.



VO: We all have a personality behind the wheel. Make sure yours is safe and responsible. Ahora la responsabilidad está en tus manos [Now the responsibility is in your hands]... Follow the rules, stay focused and drive safely.

Personalities

Translation:

Everyone has a personality
behind the wheel.

Make sure yours is a responsible one.
The steering wheel and your life is in your
hands.



2

Bad Reputation

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Bad Reputation

Teen Protagonist: Giving my friends nicknames based on their driving.

Teen 1: They used to call me “El Payasito” **[The Clown]** because of how many people I’d cram in my car.

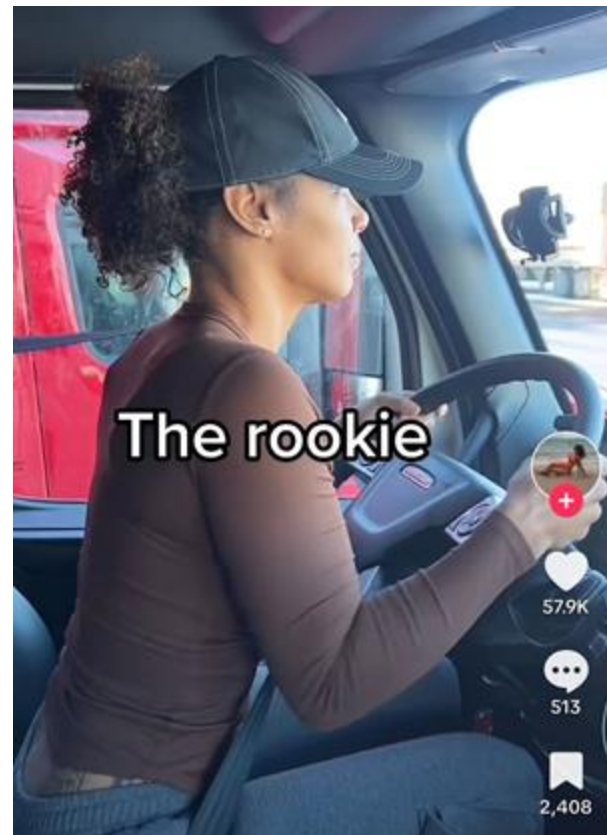
Teen 2: My friends always said I was “El Cabeza Dura” **[The Hard Headed]** because I refused to wear my seat belt.

Teen 3: They called me “La Pegada” **[The One That’s Always Hung Up]** because I couldn’t stay off my phone. And then I crashed, and they started calling me “Ratón loco” **[Wild Driver]**.

Teen 4: I drove home high once and I became “La Fumada.” **[The Smoke Up]** I never lived that down... never again.

Teen 5: My cousins always called me “El Correcaminos” **[The Roadrunner]** because I was always driving fast, and well, that didn’t end well...

VO: Avoid a bad nickname. Ahora la responsabilidad está en tus manos [Now the responsibility is in your hands]... Follow the rules, stay focused and drive safely.



2 Bad Reputation

Translation:

Avoid a bad nickname
Follow the rules,
Stay focused, and
drive safely.



3

Great
Responsibility



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3 Great Responsibility

Using the "Pope in the Pool" storytelling technique where information is shared two ways simultaneously: (1) as a voiceover and (2) as an entertaining scene that distracts the audience from noticing that they are being fed exposition.

Teen: Growing up is hard. More responsibilities, more things to do.

Dad: ¿Hiciste tu tarea?
Did you do your homework?

Mom: ¿Ya lavaste los platos?
Did you wash the dishes?

Abuelo: Te encargas de tus primos por favor.
Take care of your cousins please.

Dad: ¡Oraleee! ¡Que ya vas tarde...!
Hurry up! You are late for work!

Teen: And when you're behind the wheel, your greatest responsibility is to be a safe driver. You're responsible for yourself and your passengers, too.

LEO: Buckle your seat belt, put away distractions, no speeding **and definitely no** alcohol and drugs. You're in control, **¡no te arriesgues!** (*Don't mess it up!*)



3 Great Responsibility

Translation:

Teen Driver?

Drive safely!

It's your responsibility to be a safe driver.





General Market Teens

4

GRWM



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Open on a teen girl sitting in the driver's seat of a parked car.

TEEN: Get ready with me to drive for the first time since getting my license!

She starts putting on her seat belt.

TEEN: Since I'm a so short, I make sure I have the seat belt adjusted up here so it doesn't cut across my neck.

She checks her rearview mirror.

TEEN: I also have to adjust my mirrors and seat since I share this car with my brother.

She picks up her water.

TEEN: Okay, last chance to hydrate before I get going. I always need my water with me, but I keep my hands on the wheel when I'm actually driving.

She puts on sunglasses.

TEEN: Sunglasses for eye protection!

Her finger moves toward the camera, preparing to turn it off.

TEEN: And the last step is to put my phone away. I'll see you guys later!

Pair #2 : Cotton on? I think



4 GRWM



5

Ask Them



Ask Them

There was recently a trend on video platforms where young people were asking their parents or adults in their lives how they would dance to "Smalltown Boy" by Bronski Beat in the 80's. There are 98.6k videos in this trend.

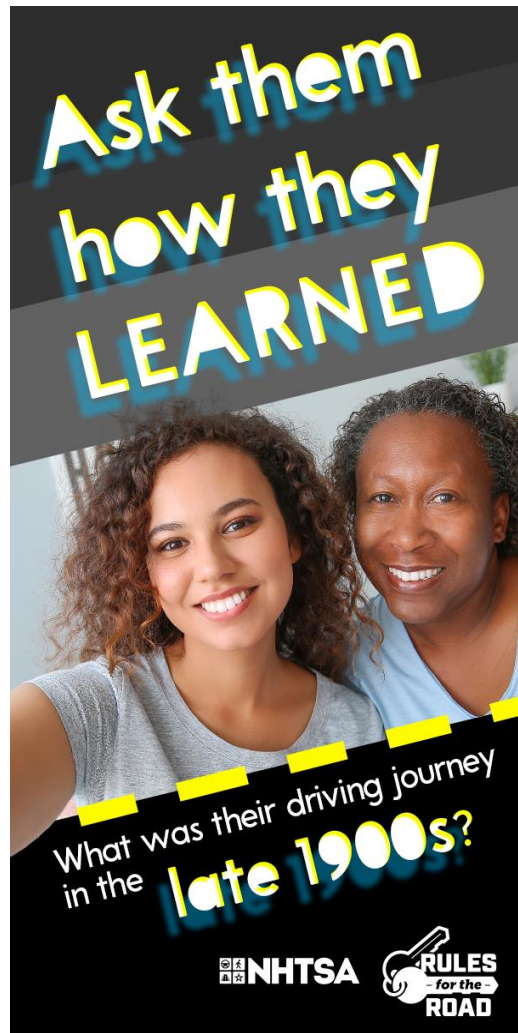
Let's start a new trend where teens are encouraged to "Ask your parent what it was like to learn to drive" while they're sitting in a parked car together.

- There have been a lot of technological advances in cars that make somethings easier
- They had less technology to distract
- Perhaps rules or safety guidelines weren't as clear as they are now

Bringing the question to the parent opens up dialogue whether it happens on camera or off. Parents may end up telling them dumb things they did as a teen driver, which opens up for the child to be honest with them about what they're doing in the car and shows an opportunity for the parent to say "I've been you, and I can tell you it's not smart."



5 Ask Them



6

Testimonial (Teens)



Testimonial

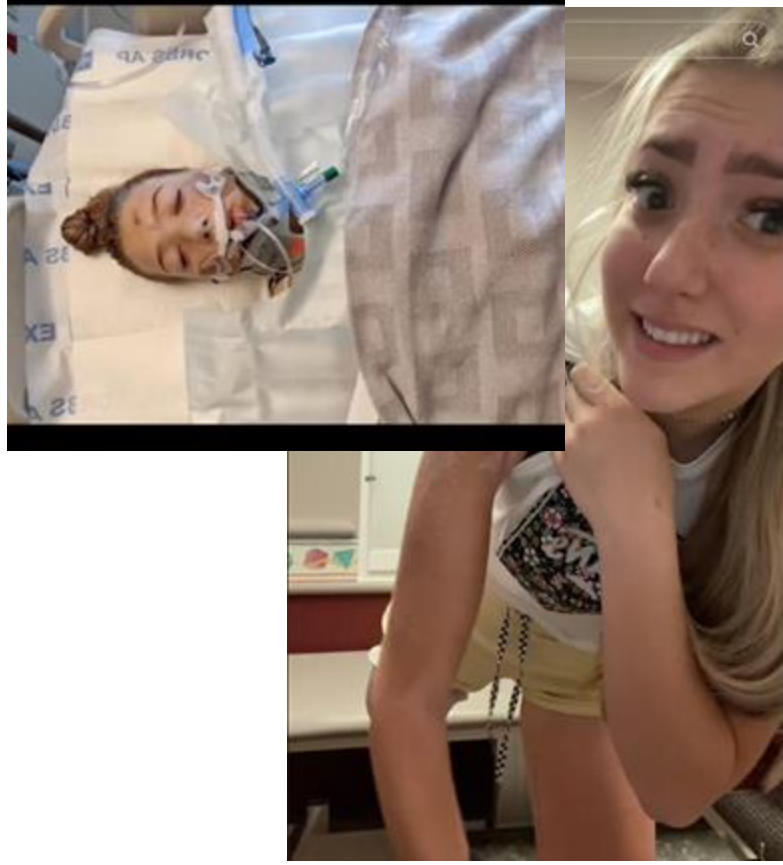
We'll work with an influencer who has a real story to tell about their experience in a crash. Some already have followings based around their frightening near-death stories.

Kennedy Littledike lost her leg in a power line and has 57.5M views on a [video](#) about her crash. She links to NHTSA on her profile.

Kennedy's Story:

Storytime about how I lost my leg in a power line. Over two years ago I was in the car with two friends about four miles from my house. When we were about one mile away I started crying and lost control of the vehicle, overcorrected, and hit a power pole. We flipped sideways and started rolling going 58 mph. None of us were wearing our seat belts. I was the first one to be ejected from the car and I was hanging from a power line by my left leg. My two friends were lying on the ground, and I could hear them crying from where I was. The sound of them crying still absolutely breaks my heart because there was nothing I could do for them and I was the one that put them in that situation.

going from being in a tragic
car accident...



Note: Creative would feature the teen used in the testimonial story. Headline could also be tailored to suit the the story of the teen we ultimately end up using.



Spanish- Dominant Parents



7

Different Language

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Different Language

We see various vignettes where the parent asks their teenager to navigate various situations, such as:

Dad hands the phone to his teen.

Dad: Llamé para ordenar un pizza, pero no me entienden. Por favor, habla.

I called to order a pizza, but they don't understand me... talk please.

Dad is holding a shoe at a shoe store. He shows the shoe to the clerk but turns to his teen.

Dad: ¿Cómo se dice 10 y medio?

How do you say 10 and a half?

Teenager: 10 and a half.

Dad hands the phone again. The teen takes the phone.

Dad: Hazme una cita.

Can you make an appointment for me?

Super: No hablamos el mismo idioma.

We don't speak the same language.

We cut to the teen and dad in the car. Dad is showing their teen all about driving safely, all in Spanish. The dad punctuates every lesson by saying things like: ¿Está claro? ¿Sí me entiendes? ¿Me explico? The teen nods their head and responds in English, saying things like: "Got it. Cool. Gotcha."

Dad, eyes his kid suspiciously as if wondering if they got any of the info. The teen responds in Spanish. "¡Papi, si te entendi!" (I got it dad!)

Super: Pero siempre nos entendemos.

But we always understand each other.

LEO: Juntos podemos proteger a sus hijos y mantenerlos seguros. Habla con ellos y apóyalos en el Desarrollo de hábitos responsables de manejo.

Together we can protect your children and keep them safe. Talk to them and support them in developing responsible driving habits.



Different Language

Translation:

They don't always speak the same language, but they always understand each other.

Talk to your teens and teach them to be responsible drivers.



8

Peligros

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Peligros (Dangers)

We see a montage filmed in a social media style where a teen goes through their normal day at home: scrolling on their phone, watching TV, using a computer or laptop, and talking to friends on the phone. Meanwhile, a parent grows increasingly anxious, imagining all the things that could go wrong. The parent looks out the window and sees the family car in the driveway, then turns to see their kid laughing at a video, then back to the car, then to the teen eating chips, and finally back to the car. The parent's anxiety peaks until they almost faint. In the next scene, we see the parent, now calm and collected, teaching their kids about driving safely. The fear has finally subsided.

“Peligros”

30s VO: Ser papá es preocupante. ¿Qué está haciendo en su celular? ¿Qué tanto está viendo? Pero mientras nos preocupamos por el mundo digital, no olvidemos los peligros del camino. Ya sea un choque sin cinturón de seguridad, manejar tomado, drogado, o a alta velocidad, estas son situaciones que pueden traer consecuencias físicas, legales y financieras. Reconoce los peligros. Cuando tus hijos empiecen a manejar, habla con ellos y apóyalos en el desarrollo de hábitos responsables de manejo.

“Dangers”

30s VO: Being a parent to a teen is worrisome. What is your teen doing on his phone? How much is he watching? But while we worry about the digital world, let's not forget the dangers of the road. Whether it's a crash without a seat belt, driving drunk, high, or at high speeds, these are situations that can have physical, legal and financial consequences. Recognize these dangers. When your teen starts driving, talk to them and support them in developing responsible driving habits.



Peligros (Dangers)

Translation:

What you think is dangerous vs The real danger

Talk to your teens and teach them to be responsible drivers.



9

Grown Up



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Grown Up

We see a slow-motion idyllic scene of a kid playing on the swing and running across a field.

VO: Los cuidaste desde pequeños, que no se cayeran del columpio y que supieran cruzar la calle.
You took care of them as kids, making sure they didn't fall off the swing and knew how to cross the street.

We see the parent's POV of the kid getting ready to go to high school and waving goodbye.

VO: Lo años ya pasaron y aunque lo veas más grande e independiente, siempre va a ser tu bebé.
Years have passed, and although they look grown and independent, they'll always be your baby.

We see the teen getting into the driver's seat.

VO: Y eventualmente ese bebé tendrá que aprender a manejar. Pero nadie quiere un bebé como conductor.
And eventually, that baby will need to learn how to drive. But no one wants a baby driver.

We see the parent having a conversation with the teen in the driver's seat.

VO: Cuando tus hijos empiecen a manejar, habla con tus hijos y apóyalos en el desarrollo de hábitos responsables de manejo.
When your kids start to drive, talk to your kids and support them in the development of responsible driving habits.

Cultural note: Although kids grow up, young Hispanics will retain the terms of endearment set by their family. Unlike in English, the term 'mi bebé' or 'my baby' is commonly used by parents for their children throughout their entire lifespan, hence its use in this context.



Translation:

When the time comes, talk to your “baby” and teach them to drive responsibly. He’s all grown up.





Bilingual Parents

10

I Know



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10 I Know

We see a dad in the car with his teenager teaching them how to drive.

Dad: Seat belt always on.

Teenager: I know (annoyed).

We see dad about to give car keys to teen but holding them in their hand before handing them.

Dad: No driving drunk or high.

Teenager: I know (serious).

We see the Dad in passenger's seat on another day. The teen pushes the accelerator.

Dad: Bájale (slow down)

Teenager: I know.

At that moment a notification on the teens phone dings. The teens turns as if thinking to respond.

Dad: Forget it.

Teenager: I know! I know!

We see the dad at the kitchen table, teen is leaving with car keys in hand.

Dad: Si te digo que manejes con cuidado es **porque te quiero**.

If I tell you to drive carefully it's because I love you.

Teenager: I know (smiling and understanding).

VO: Some battles aren't worth the hassle, but keeping your teen safe behind the wheel always is. Before you hand over the car keys, talk to them about the legal and financial consequences of not following the rules of the road.



10 I Know

Translation:

They know you love them. Tell them how much. Talk to them.

Talk to them about the consequences of not following the rules of the road.

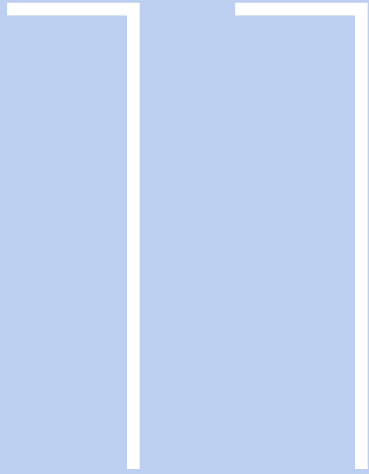


**THEY
KNOW
YOU LOVE THEM.**

Tell them how much. *Habla con ellos.*

Talk to them about
the consequences of not
following the rules of the road.

NHTSA 



Influencer



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11 Influencer

No eres 'influencer', pero lo que dices les influye

We see a teen watching an influencer's video before getting in the car with his dad. Through a montage we see the teen observing how his dad drives, then the dad teaching him how to drive, then we see the dad in the passenger's seat proudly watching their son drive. We finally fast forward to the future where we see the dad as an old man in the passenger seat and the son as a grown man driving.

VO:

Tu voz y tu ejemplo son más poderosos que cualquier tendencia en redes sociales.

Your voice and your example are more powerful than any social media trend.

Porque puedes compartir algo que les guiará por el resto de sus vidas.

Because you can share with them something that will guide them for the rest of their lives.

Como padre, tienes la oportunidad de ser el mayor influencer en la vida de tu hijo.

As a parent, you have the opportunity to be the biggest influence in the life of your kid.

Enséñales a no tomar y manejar, a no manejar high, a usar siempre el cinturón de seguridad y a no manejar a exceso de velocidad o distraídos.

Teach them not to drink and drive, not to drive high, to always use a seat belt, and not to drive at high speeds or distracted.

El tiempo vuela, pero las enseñanzas quedan. Recuerda, la influencia más grande en sus vidas....eres tú.

Time flies, but what you teach them will remain. Remember, the biggest influence in their lives... is you.



Translation:

You are not an 'influencer,' but what you say influences them.

Talk to your kids and show them how to be safe drivers.



12

Be the Parent
You Want to Be

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12 Be the Parent You Want to Be

Video: We see a father and son in the car. Dad is talking with the teen and showing him all about driving safety: No drinking and driving, no driving high, always wearing a seat belt, no speeding, no distractions.

The teen is impressed with all the knowledge and asks his dad.

Teen: Dad, where did you learn all this stuff? Did your dad teach you?

We cut to a flashback from the 90s where dad is a teen. 90s teen dad asks his dad:

Teen: Pa, ¿y por qué tengo que manejar de forma segura?
Dad, why is driving safely so important?

90s Dad: Porque sí.
Because I said so, that's it.

We cut back to the present. Dad responds to his teen.

Dad: (little white lie) Sí.

VO: Be the parent you want to be. Have a conversation with your teen about the rules of the road.

Cultural note: Modern Hispanic parents want to be more engaged in their teens driving development, unlike past generations that were more reserved.



12 Be a New Kind of Parent





General Market Parents

13

Testimonial (Parents)



Testimonial

The same teen influencer will record content sharing their real story with parents.

In this version, they'll address the parents directly and urge them to have a conversation with their teen before it's too late. Then, they'll get into their story and ask parents to share the link to the video to help bring up the difficult topic.



13 Testimonial

Note: Creative would feature the teen used in the testimonial story.



Don't let your
teen driver
become a
statistic.

*Talk to them about
safe driving today.*

RULES
- for the -
ROAD

NHTSA

The advertisement features a young woman with long blonde hair, wearing a patterned crop top, a white belt, and light blue jeans, standing on a paved surface. The background is a blurred outdoor setting. The text is overlaid on the right side of the image. The NHTSA logo is at the bottom right.

14

The Talk



14 The Talk

A dad films himself practicing giving his kid "The Talk" about safe driving. He goes back and forth between playing himself and wearing a backwards baseball hat to act out what his son would say back to him.

DAD: I've put it off long enough, but today... we're going to have the talk.

DAD PLAYING SON: Dad, I can't believe you're doing this to me!

DAD: I know, it's hard for me too... but you can't do it with drugs and alcohol in your system. I'd actually prefer if you did it alone. But you have to use protection. Seat belts really do save lives.

DAD PLAYING SON: What---

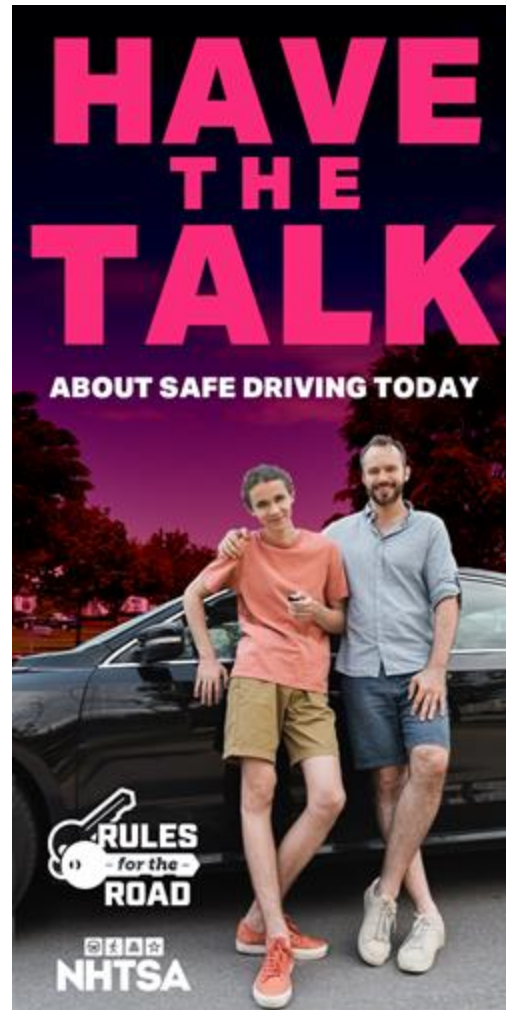
His real son walks in on him wearing his hat and gives him a skeptical look.

SON: Dad, I know how to drive safely. But we can talk about it if it'd make you feel better.

CTA: Bring up safe driving with your teen. Have the talk today.



14 The Talk



15

Reminders



15 Reminders

Open on a news broadcast with a reporter talking to camera.

REPORTER: A teen driver was badly hurt at the intersection of 7th and Main. It's reported that they were not wearing a seat belt.

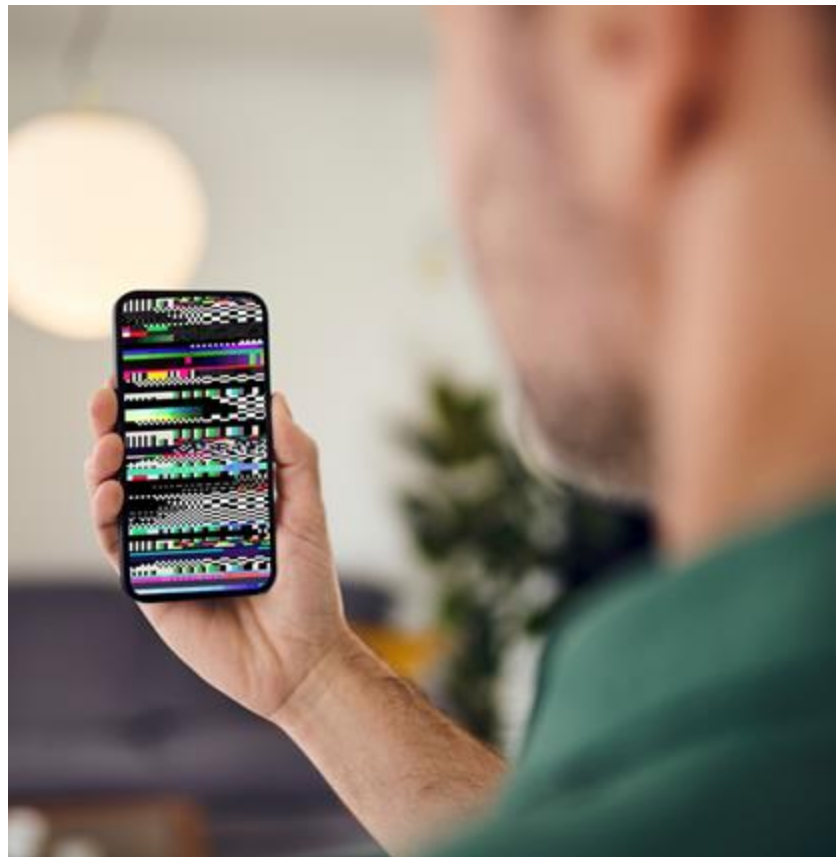
A notification banner pops up on the top of the screen. It gets opened to full-screen to show an article about a teen in a drunk driving crash.

The screen cuts to a social post about someone injured while speeding.

INFLUENCER: This is the story of how I became permanently paralyzed after racing a friend on the road...

The video glitches, and the screen is filled with static.

SUPER: This is your reminder to talk to your teen about safe driving before it's too late.



15 Reminders

