



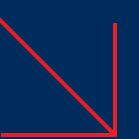
CLICK IT OR TICKET

TV CONCEPTS

A graphic consisting of several concentric red circles on a white background, resembling a target. A solid red horizontal line extends from the left edge of the image, passing through the center of the target graphic.

MAR
2025

General Market





Mother Told You To

Mom knows best

We follow a mother and son duo through life. As the child grows, the mother is telling him things to do to be safe...

“Don’t run with scissors!”

Riding a bike... “Wear a helmet!”

Crossing the street... “Look both ways!”

At driving age, we see him pulled over, his mother in full law enforcement uniform walks to the window and says, “**Always wear your seat belt.**”

The driver looks confused, shakes it off and sees it isn’t his mother but just a regular LEO.

Later, he is in a car crash, but he is wearing his seat belt. As he sits in his car unharmed with chaos around him, he touches his seat belt and says, “**Thanks, Mom.**”

Super/logos come up on screen.



2

Floating Ticket

A lá Gump

The visual of a seat belt ticket floating in the air, the way the feather is floating in *Forest Gump*.

During the soft initial stage, we have a VO talking about enforcement and how that is the lighter side of the consequences while light music plays over it.

VO: You don't wear a seat belt. You're a safe driver and you're not going that far. You're more likely to get pulled over than get into a crash. And how much is a ticket these days? The repercussions will be light.

The ticket comes to rest on the asphalt that is covered in shattered glass. As it touches down, the sound of a busy crash scene and first responders comes flooding in and drowns out the music.

A law enforcement officer's boots step into the frame and the officer picks up the ticket and looks at it sadly.

LEO: Sometimes the warning just isn't heavy enough.

Super and logos come up over the full view of the crash scene.



3

Reflecting

On a ticket

Close up a young man's face, looking up at the sky reflectively.

Young Man: "It's always something I swear. I'm just thinking about that ticket I got last month. No seat belt."

Cut to a scene of him getting a ticket.

Young Man: "What a waste of cash and man, was my girlfriend mad."

Cut to his girlfriend going off on him.

Then back to his face. His brow furrows. A slow inhale, then an exhale.

Young Man: "What a hassle and she wouldn't let it go."

His lips part slightly, but he stays still.

Young Man: "I guess now I know why."

The camera slowly pulls back—and we see a bit of blood trickle down his temple.

The camera pulls back further and we see his car, upside down, crumpled in a ditch.

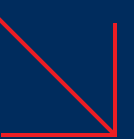
And the young man lying in the road ejected from the vehicle.

FADE TO BLACK.

Logos come on screen.



Spanish- Language Market



4

Dangerous

We hear "extreme" music like "The Ace of Spades" by Motorhead, or something similar, as we open with a video from the POV of someone filming themselves going down a mountain on a bike; it looks insane. We see a super over the action.

Muertes anuales: entre 12 y 15.
Yearly Death Count: 12 to 15.

We cut to a vignette of people doing crazy parkour. Some of them fall and hit the ground hard. We see a super over the action.

Muertes anuales: entre 10 y 20.
Yearly Death Count: 10 to 20

We see a man hanging from a building and climbing a bridge. We see a super over the action.

Muertes anuales: entre 20 y 30.
Yearly Death Count: 20 to 30

Suddenly, the music shifts to an elevator-style rendition of "The Girl from Ipanema."

We see a man get in a car. He hesitates for a moment, considering putting on his seat belt but ultimately doesn't. He starts the car and drives away.

We see a super over the scene.

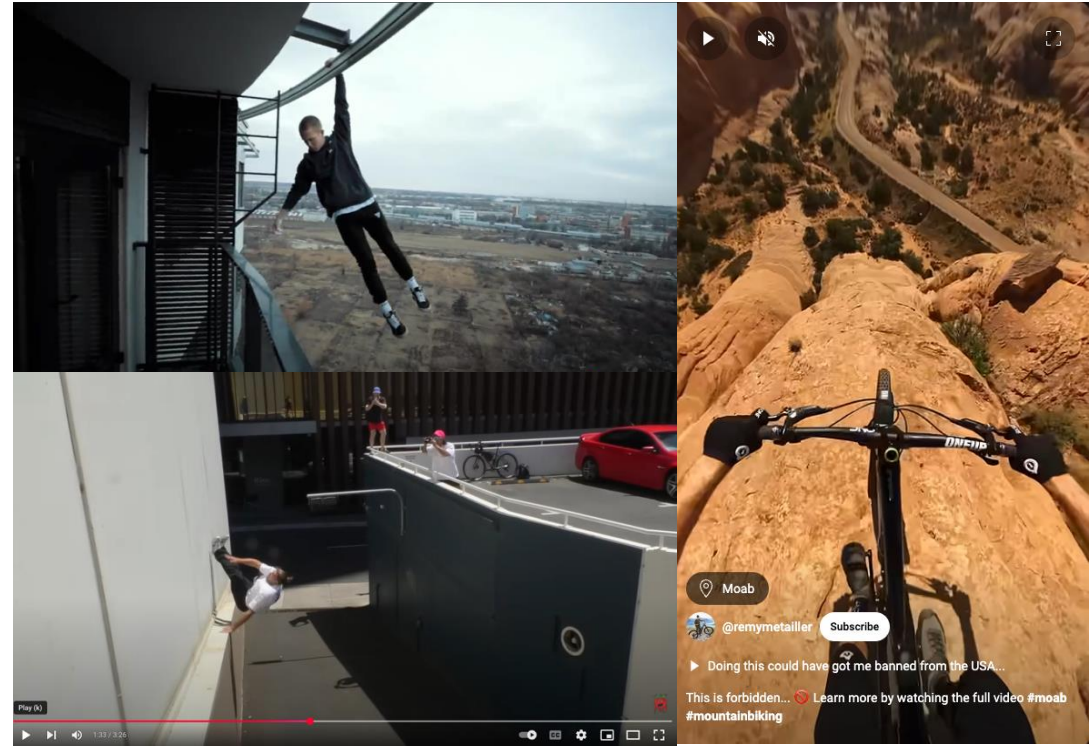
Muertes anuales: Más de 11,000
Yearly Death Count: More than 11,000

VO: En promedio, cada 47 minutos muere alguien en un choque por no usar el cinturón de seguridad.
On average, every 47 minutes, someone not wearing a seat belt dies in a car crash.

We see that the man has been stopped by a LEO.

We hear a VO:

VO: No usar el cinturón de seguridad es peligroso. Podría costarte una multa o convertirte en uno de los 11,000.
Not wearing a seat belt is dangerous. It could cost you a ticket or becoming one of the 11,000.



5

Pulled Over

We open on a young man receiving a ticket from a LEO.

Friend one (driver): Thank you, officer.

We cut to them minutes later, driving on the road.

Friend one, the driver, is pissed. Friend two is laughing about the whole thing.

Friend one (driver): Bro, no puedo creer que eso acaba de pasar.
Dude, I can't believe that just happened.

Friend two (passenger): (laughing) ¡Y encima tú mismo lo hiciste peor!
Man, you totally made it worse for yourself, too.

Friend one: ¡Tú tampoco lo traías puesto!
You weren't wearing yours either!!

Friend two (passenger): Sí, pero yo no andaba *como imitándolo* "¡Oficial, yo sí traía el cinturón puesto, mire!!"
*Yeah, man, but I wasn't all like *imitating friend* I was wearing my seat belt officer!! See??*

Friend one (driver): Bro, mejor cállate. Qué tontería. ¿Cincuenta dólares de multa solo por no llevar el cinturón? O sea, ¿es en serio?
Dude, just shut up. That was dumb. A fifty-dollar ticket just because I wasn't wearing my seat belt? Like, come on, is it ever that serious??

BOOM, car crash, car swerves off the road, cut to black.

The two friends wake up wide-eyed, heavy breathing, clutching their chests; zoom in on their seat belts.

VO: En promedio, cada 47 minutos alguien que no usa el cinturón de seguridad muere en un accidente de tránsito. Si, es en serio. Abóchate o enfrenta las consecuencias.

On average, every 47 minutes, someone not wearing a seat belt dies in a car crash. It is that serious. Buckle up or pay the consequences.



6

Coming Home

We open on a young woman speaking to camera as she walks. You can tell she is torn up inside and carrying grief. As she speaks, we cut to see the horrific scene of a crash where a person died from not wearing a seat belt.

Young woman: Nunca piensas que le puede pasar a alguien que amas.
You never think it'll happen to someone you love.

We cut to footage and photos of a young male in the prime of his life. We see him with family and friends. We cut back to the woman as she continues walking.

Young woman: Un momento están riendo, conversando, simplemente... viviendo.
One moment, they're laughing, talking, just... living.

We cut to the crash. EMS personnel are there. It's a tragic scene.

We hear the young woman over this scene.

Young woman: Y al siguiente, ya no están.
And the next, they're gone.

We cut back to the woman walking.

Young woman: Todo porque no se tomaron un momento para abrocharse el cinturón.
All because they didn't take a moment to buckle up.

We cut to a scene of the young man getting a ticket.

Young woman: Me pregunto... ¿y si solo hubiera recibido una multa?aa
I wonder, what if they had gotten a ticket instead?

We cut to see the young man being carried away on a stretcher. He is covered. He has died.

We cut back to the young woman. We reveal that she was a law enforcement officer all along. We see she is standing next to the crash. We hear her thoughts.

Young woman: Es un detalle tan pequeño—hacer clic en el cinturón—pero marca la diferencia entre volver a casa o no.
It's such a small thing—clicking that seat belt—but it's the difference between coming home or not.

Super: Llega a casa seguro. Usa el cinturón de seguridad.
Come home safe. Wear a seat belt.

