
Buckle Up, Teens! TV Commercial Challenge — Tips

Sponsored by AAA Minnesota/Iowa and Minnesota Department of Public Safety (DPS)

Tips for Producing an Effective TV Spot

Think about and view some of your favorite TV spots. Why did you like these spots or why are they memorable? Recognize the tactics these commercials use to communicate their messages and apply them to your spot: humor/other emotion, music, editing styles.

A framework for TV commercial might be:

- Attention-getting opener (a “hook”)
- Delivery of the message
- A call-to-action (ask viewer to change behavior or purchase a product) or tagline (“There’s an app for that”).

Ideas for Your TV Spot

- Demonstrate the dangers and/or consequences of not using a seat belt — injury, death or traffic ticket, etc.
- Show ways to get others to buckle up — what can passengers do to get a driver to buckle up? What can a driver do to get passengers to wear their seat belts?
- Promote or educate viewers about Minnesota seat belt law — in Minnesota, all drivers and passengers must use a seat belt or be in a child seat or booster seat. Unbelted drivers or passengers can be ticketed.

Important Safety Notice:

Safety during the project should be the highest priority. For any shots of drivers/passengers riding in a moving vehicle, all traffic laws must be adhered to and all drivers and passengers must be buckled up.

DPS and AAA Minnesota/Iowa take no responsibility and assume no liability for any omissions, acts or damages that may result from the preparing of materials to submit to this contest. DPS and AAA Minnesota/Iowa stress that teen producers should safely conduct their projects and avoid potentially dangerous production situations that put crew, actors or the public at risk. To assure the safety of the participants, adult supervision is strongly encouraged.

