
Buckle Up & Pay Attention, Teens! TV Commercial Challenge — Tips

Sponsored by AAA and the 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 or driving while distracted— injury, death or traffic ticket, etc.
- While this is traffic safety message, the video does not need to be in a vehicle/on the road. Perhaps find ways to show or communicate the message not in a traffic/vehicle setting. Find parallels in everyday life that can link to the safety message.
- Show ways to get others to buckle up and pay attention while driving— what can passengers do to get a driver to buckle up or focus on driving? What can a driver do to get passengers to wear their seat belts or not distract them?
- Promote or educate viewers about Minnesota seat belt and distracted driving laws — 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. Additionally, it’s illegal for all drivers to send or receive text messages or access the internet, even while stopped in traffic, and drivers with instruction permits or provisional licenses are prohibited from talking on a cell phone while driving.

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 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 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.

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