



Presented to  
**Ad Council**

Presented by

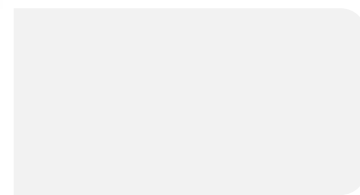


A P R I L  
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# *Child Car Seat Safety*



**CREATIVE  
RESEARCH**



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## Background, Objectives & Methodology

# Background & Objectives

The Ad Council is partnering with the National Highway Transportation Safety Administration (NHTSA) and the ad agency Leo Burnett to launch a new public service advertising campaign about child passenger safety targeted to parents and caregivers. Ad Council and NHTSA conducted communication checks research to test **three creative concepts to assess levels of relevance, attention, and motivation before production.**

Feedback from participants will help inform the decision of which concept to move forward with and how to best optimize it.

- Determine message clarity:** What is the main idea behind the ads?
- Assess relevance:** Do the ads resonate? Are they relatable?
- Examine Credibility:** How believable is the main message?
- Evaluate Effectiveness:** What are the strengths and weaknesses of the concepts?
- Explore Potential to Motivate:** Are the ads persuasive? What will the target audience do with the information?

# METHODOLOGY

## FOCUS GROUPS (VIRTUAL)

**N=10**  
Focus Groups

**N=6** General  
Market Groups

**N=4** Spanish  
Language Groups



**75 minutes** each  
plus tech check



**Recruited 7 to  
seat** 5-6 per group



**Virtual Groups** conducted  
on Discuss IO



**Live translation** for  
Spanish-language groups

### Category Specifications:

- Parents or caregivers of children ages 0 - 14
- 50% with children ages 0 - 7
- 50% with children ages 8-14
- Must drive with a child at least three days per week

### Demographic Specifications:

- National recruit
- Mix of gender, race/ethnicity, household income, educational attainment, region, and urbanicity (ensuring not too many from any one segment)
- Min/max quotas to ensure no heavy skews



## Executive **Summary**





## EXECUTIVE *Summary*

### **“Love Protects” successfully communicates the main message and is relevant across segments.**

The main message of **“making sure children are in the correct seat restraint”** is **clear and relevant across all three concepts**. The **“Love Protects”** concept offers the **greatest opportunity because it succeeds across all core metrics**: comprehension, relatability, credibility, and potential to motivate.

### **Overconfidence hinders motivation to take action.**

Having raised one or multiple children over time, **many assume they know what is best for their children without checking other resources**. Particularly as parents “successfully” transition children from one seat restraint to the next, their confidence in knowing what’s best for their child grows. Eventually, they become comfortable relying on their intuition instead of turning to official resources. **As a result, many are following the minimum state rules and regulations, even though doing so is not always in the best interest of their child's safety, or they are operating on out-of-date information and/or inaccurate memories.**

### **Most remember a website in the ads but don’t recall the URL.**

**Most remember that a website was presented but can’t recall the specific URL**, which negatively impacts their motivation to visit the website to learn more. Generally, the acronym “NHTSA” is challenging to remember, especially since most are unaware of what it stands for.



## EXECUTIVE *Summary*

The ads are seen as credible, which is reinforced by the “.gov” source once it is pointed out to them. —

The **messages were perceived as credible overall, especially once parents noticed they came from a “.gov” website**. However, many did not recall the .gov until it was pointed out to them.

**Some CTAs don’t convey the intended action clearly enough.**

Some of the TV and OOH CTAs leave room for interpretation. **It is important that the CTA is clear and direct, leaving no question as to what the intended action is.** Parents need a CTA that gets right to the point of “go to the website to learn if your child is in the correct seat.”

**Video works harder to communicate the full story, and OOH sometimes struggles to convey the full message independently.**

**Video is a more compelling vehicle for storytelling** (vs. OOH) and, therefore, captures attention more successfully. For the OOH specifically, it is important to narrow the message and hit the CTA hard to increase the effectiveness of the OOH.





Overall  
**Campaign Learnings**



concepts clearly and effectively  
communicate the message of **“making sure  
children are in the correct seat restraint”**

**This message is undeniably relevant, as all parents want to keep their children safe. However, the message is less relevant for those with children who have aged out of a booster seat.**

- Overall, parents widely accept that automobiles pose a significant safety risk. As a result, little education is necessary to “sell” the need for safety among this audience.
- The concepts deliver on the core value of “safety,” and parents relate to the message of protecting their children.
- However, the children’s age and the number of children in the household impact the message’s sense of urgency for parents.

“I liked it. They explained that your kids are going to grow, and the most important thing is to keep them safe as they grow. It’s very important to keep them safe with the proper procedures.”

**GEN POP, MALE,  
PARENT TO 0-7 YEAR -OLD**

## Overconfidence among parents of older children affects their ability to connect and resonate with the concepts

Parents of older children are more challenging to engage due to their overconfidence that they've already figured this out. Having raised one or multiple children over time, many assume they know what is best for their children without checking other resources. As a result, **many are operating on out-of-date information, old pediatrician advice, inaccurate memories of rules and regulations, or simply on their sense of intuition; instead of turning to official resources such as manufacturer data, government websites, or pediatrician recommendations.**

- This is especially true as parents transition children from one seat restraint to the next (e.g., rear-facing car seat to forward-facing car seat to booster).

- The "Love Protects" concept shows visuals of children of different ages using various car seats (e.g., front-facing, rear-facing), **including older children properly using a booster and/or properly restrained in the back seat of the vehicle, can help engage this audience.**

“When we have little children, we are so careful about how we treat them, and we are so cautious about everything that we do. And as they get older, we get more comfortable with them.”

✱ **GEN POP, MALE,  
PARENT TO 8 -14 YEAR-OLD**

“I have an 11-year-old and he's a big dude. So, he's not even in a car seat or anything. So I feel like I've been down that road. I kind of know what to do. So, I wouldn't even pay attention to these to be honest with you. I think they're more geared toward new parents.”

✱ **GEN POP, MALE,  
PARENT TO 8-14 YEAR-OLD**

Overall, the **messages** were **credible**, especially once parents noticed they come from a **“.gov”** \*

Across segments, **“.gov”** is accepted as a **credible source for car seat safety guidelines** because it is seen as a **trusted government website**.

- Most are unfamiliar with the NHTSA, so the organization's presence (independent of the .gov domain) does not yet aid in building confidence.
- Interestingly, some visuals are perceived as “unsafe.” Therefore, they tend to distract from the main safety message, as some become focused on relatively unimportant visual cues and zone out from the actual message of the ad. \*
- For “Don’t Skip It, Check It” in particular, the middle-seat placement, allowing the child to snack while driving, and what is viewed as improper harness placement is seen as unsafe practices and, therefore, impacts the believability of the main message. \*
- This may indicate a need for deeper education, not only about the right seat but also about placement and other safety elements. \*

“If this was coming from any place other than the government, you would assume that they were trying to sell you a car seat. This is strictly for factual information only, so we're gonna give that a little bit more credence.”

\* GEN POP, MALE,  
PARENT TO 8 -14 YEAR-OLD

“I feel like it [.gov] legitimizes it. And it makes me feel like it's a trusted source.”

\* GEN POP, FEMALE,  
PARENT TO 0 -7 YEAR-OLD

Most parents remember seeing a website but struggle to recall the URL, which impacts motivation to take action

Generally, the acronym "NHTSA" is challenging to remember, especially since most are unaware of what the acronym stands for.

As mentioned, the ".gov" adds credibility to the message, but most parents missed this source.

- With many other readily available resources for information about car seat safety, such as firehouses, pediatricians, manufacturer data, and (less reliably) intuition, there is no identified "need" to visit a new website.

Parents also want more direct CTA language in both video and OOH executions that clearly communicates, "Go to the website to learn if your child is in the correct seat."

"I mean, they have the website [on the OOH] but I feel like the catchphrase [Don't skip it, check it at NHTSA.gov/TheRightSeat should get the main message across with fewer words."

GEN POP, FEMALE,  
PARENT TO 0 -7 YEAR -OLD

"Yeah, I think it was four letters like him H S. D. dotnet, or something like that."

GEN POP, FEMALE,  
PARENT TO 8 -14 YEAR-OLD

"The scenario that I always imagine is somebody who's got to just run into the store, and they think, 'Oh, I'm just gonna run to the store real quick, I just got to grab a pack of carrots for dinner, buy the carrots and come out' and they think it's only gonna be 10 minutes. But they don't really think about how quickly the car heats up."

PARENT, MALE, WISCONSIN

# Video executions are better at capturing attention

- Video executions were **more effective in communicating the main message** (vs. OOH) due to the increased ability to expand on the “why” (i.e., why they should care to restrain their child correctly). Video helps capture attention due to its **ability to tell rich stories, the inclusion of audio and visual elements, and the time to relay a more in-depth message.**
- With a finite amount of space and time, the **OOH concepts sometimes struggle to communicate the main message and drive home the CTA clearly.**
  - The taglines “When It Comes to Safety, There’s No Debate,” “Love Protects,” and “Don’t Skip It, Check It” are clear, but the meaning driving the taglines is sometimes lost when the OOH is viewed as a standalone execution (i.e., Debate what? Don’t skip what?).



“Just showing an image of a smiling kid [in OOH] does not send a clear message about something so serious.”



**GEN POP, FEMALE,  
PARENT TO 8 -14 YEAR-OLD**



“Well, I just felt the video explained more to me what they're trying to do with the ‘how it started’ and ‘how it's going.’ While the OOH ad just shows a picture and a website and I'm like, ‘Okay, this is interesting,’ but it doesn't make me want to go to their website.”



**GEN POP, MALE,  
PARENT TO 0 -7 YEAR -OLD**



## Hispanic Nuances

Spanish -Dominant Hispanics tend to place a greater **emphasis on child's comfort** and **rely more on intuition and the advice of others** in their circle to make decisions

- "Car seat" in Spanish has a different implied meaning than in English. **In English, the meaning of "car seat" is broad enough to encompass any child restraint** (infant, rear-facing, forward-facing, convertible, and booster, though booster seats are often referred to by their own name). **However, in Spanish, "car seat" is almost exclusively associated with infant and baby car seats, not boosters.** Therefore, those in the Spanish-speaking Hispanic audience with kids in booster seats didn't feel the message was about their children.
- Hispanics tend to **rely more on intuition and the advice of others in their circle**, especially if they are caregivers. Turning to official resources such as government websites and highway safety guidelines is not top of mind.
- Overall, **this audience places a greater emphasis on the child's comfort level in the car seat** (i.e., "my child looks and feels uncomfortable"). As a result, there is some willingness to sacrifice safety for comfort.





## Campaign Reactions





# "Love Protects"

:30 Spanish/English



- Effective Elements
- Elements that Raise Questions
- Elements that Fall Short

**Description:** A series of scenes will cycle through moments in kids' lives at different ages, including moments in the car with proper car seat safety.

**Voiceover:** Love is a lesson that doesn't end.

**Voiceover:** 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.

**VO/Super:** Love Protects

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

# "Love Protects"

TV 30

## Overall Reactions

- The combination of poetry, a calm and rhythmic voiceover, and visuals of children progressing through ages and stages **pulls at the parents' heartstrings**. Whether the parents are currently living through the "car seat phase," or remembering the journey after graduating out of boosters, the **message is relatable in a very emotional way**.
- "Love is a lesson that doesn't end" **resonates because it communicates the journey of protection for their children and, ultimately, the journey of car seat safety**.
- Showing **children across multiple ages and stages helps parents connect** to the message, regardless of where they are in the journey.
- Some felt the **poetic technique was slightly "mushy," but effective** at communicating the central message of love and protection.
- The **visual of the child crying next to a car rubbed some parents the wrong way**, recalling bad memories of their own car struggles.

## Strengths

- The video's use of **poetry and cadence is inviting and intriguing, leading viewers on a listening journey** ("What's coming next?").
- The **CTA is clear, inviting, and motivating** because of the assertive and direct tone.

## Potential Optimization s

- Consider **moving the message of "car seat safety" earlier in the spot** to capture attention (versus revealing at the end).
- There is an **opportunity to incorporate more action into the message to avoid letting parents off the hook**, thinking "love is enough."
- **Additional phases of the car seat journey** (forward-facing, rear-facing infants, boosters and traditional seat belted teen/tweens) **may help capture a wider range of parents and help with relevancy**.

## Segment Nuances

- N/A

## In Their Own Words



"This one was more heartwarming. You could get more of the sense of love, and the music was nice. I think of building memories with your kids. Every picture was a kid smiling at a dad & mom. It was just heartwarming and very affectionate, which inspires love and trying to keep your kid safe."



**GEN POP, FEMALE,  
PARENT OF 8 -14 YEAR-OLD**

# "Love Protects"

OOH: Bus Shelter & Billboard



- Effective Elements
- Elements that Raise Questions
- Elements that Fall Short

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

# "Love Protects"

OOH: Bus Shelter & Billboard

## Strengths

- The **CTA** "protect your kids with the right seat at [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat)" **is clear and stands independently from the TV spot** because it is **straightforward and indisputable to parents**.
- The punchy "Love Protects" tagline and young boy smiling is **inviting, heartfelt and relatable**. Similarly, the bright and playful "Love Protects" **font** stands out against the backdrop and conveys a **happy and motivating feeling for parents**.
- Especially among the Hispanic audience, imagery of a father's involvement is appealing.

## Potential Optimization s

- While memorable, "Love Protects" potentially lets parents off the hook believing love is enough. **Creating a stronger link between the emotional elements of 'protection' and the desired action of visiting the website will strengthen the effectiveness of the tagline and overall concept.**
- The CTA ("protect your kids with the right seat") in the OOH is more directive than the other OOH concepts but still doesn't lead to solid recall or action. **Incorporating direct language such as "visit" or "go to" could strengthen the intended action.**
- Due to limited space, showing multiple phases is a challenge. As a result, the **CTA should also communicate that parents must double-check that their children are in the right seat in relation to their age and size.**

## In Their Own Words



"They're telling you to go to the web page, so that you know to choose the car seat and they show the photo of the car seat. So, it's super clear."



**HISPANIC, FEMALE,  
PARENT TO 0 -7 YEAR -OLD**



"Part of loving them is taking care of them. It's not only I love you; It's also taking care of them. It's doing something for them. This affected me emotionally. When I saw it; it was my daughter reflected [in the imagery], and how you should care for your children, and the love that it represents for your children and safety."



**HISPANIC, MALE,  
PARENT TO 8 -14 YEAR -OLD**

# "There's No Debate"

:30 Spanish/English



- Effective Elements
- Elements that Raise Questions
- Elements that Fall Short

**Description:** A group of people take turns sharing their opinions on parenting. As we go from one person to the next their opinions will contradict each other's, representing the seemingly never-ending debate around the right way to parent.

**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!

**Description:** As we see more and more faces, we hear more and more differing opinions until they all become muffled and the VO says...

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

**Description:** We cut to two kids of different ages sitting in the right car seat for their size and age. The VO continues...

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

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



# "There's No Debate"

## TV 30

### Overall Reactions

- The **overall message of having one right choice for car seat safety is clear and concise**. However, some are turned off by the concept of debate culture given our current societal and political environment, or, in the case of Hispanics, because that's not how they approach parenting.
- The concept of **debating parenting choices is relatable** but not necessarily "likable" or the goal of parenting; additionally, some were distracted by scenarios unrelated to safety.
  - As a result, many tune out of the ad. Because the **core message about car seat safety is brought up towards the end, the CTA is missed**, and the effectiveness of the ad is sometimes lost.
- The **"There's No Debate" tagline is short, memorable and pithy**. However, the debate concept and indirect CTA "Make sure your kids are in the right seat" vs. "Go to the website to make sure..." does not motivate them to take action and visit the website.

### Strengths

- Most **parents can relate to the concept of being inundated with choices**, which leads to a culture of debate. With no "rule-book" to parenting, this journey can feel judgmental and primed for opposing opinions.

### Potential Optimizations

- Consider **incorporating the car seat conversation sooner**, as saving it until the end runs the risk of tune-out.
- Consider **broadening audience representation** by including children of different ages in car seats.
- **Make the CTA more actionable** with direct language, such as "go to" or "visit," to remove any question of what is being requested.
- **Including topics related directly to safety may improve understanding for those who are distracted by debate topics** unrelated to car seats or safety.

### Segment Nuance

- Hispanics approach parenting (and everything else) from a much more collaborative and community-based perspective, where everyone contributes to and learns from each other. As a result, **the concept of debating parenting is very foreign and irrelevant**.

### In Their Own Words



"The concept of everybody debating or arguing...I feel like they're trying to capitalize on the state of America right now with everybody disagreeing on everything, instead of bringing everybody together in the message."



**GEN POP, MALE,  
PARENT OF 8 -14 YEAR-OLD**



# "There's No Debate"

OOH: Bus Shelter & Billboard

## Strengths

- The overall message is **simple** (car seat safety is no debate) and the imagery of the **little child in the car seat is relatable for parents at that stage.**
- From an executional perspective, the tagline, **"There's No Debate" is large, visually clear and memorable.**

## Potential Optimizations

- **Without the video, the OOH tagline "There's No Debate" is confusing** – what and why are we debating? Potentially narrow the message by focusing on "no debate about car seat safety."  
**Consider removing tertiary messaging such as debatable topics** – both in text and sketch format (e.g., playtime, lunchtime).
- **Using more declarative language instead of questioning the car seat safety (Debate playtime? But not car seat safety) may improve comprehension for those who are unclear on whether we are debating the car seat safety message.**

## In Their Own Words



"And if it's a billboard, the first thing that you would see is "there's no debating it.: And then you can keep on going; it's there's no debating playing with the tablet, or not playing in the car seat?"



**HISPANIC, FEMALE,  
PARENT OF 0 -7 YEAR -OLD**



"I think it needs to be more of a declarative statement. 'Negotiate playtime, not car seat safety.' You know, it needs to be more of a 'this is the one thing you will not do.' Instead of leaving it open to debate with a question mark."



**GEN POP, MALE,  
PARENT OF 0 -7 YEAR -OLD**



# "Don't Skip It, Check It"

:30 Spanish/English



- Effective Elements
- Elements that Raise Questions
- Elements that Fall Short

**Description:** Two parents are working together to get their 2-year-old son in his car seat. They do everything with extra precaution. Dad makes sure his son has his favorite toy soccer ball and a healthy snack. Mom gently places the diaper bag in the back on the seat next to him. The car is nice and neat.

**Voiceover:** How it started.

**Description:** Cut to the exact same car, years later. The car is messier and more lived in. The parents are more relaxed, and their son is now 8-years-old, wearing a soccer uniform. Dad tosses him a granola bar with a playful wink; mom dumps his soccer bag into the backseat with a thud and the VO says...

**Super:** How it's Going.

**Voiceover:** Some things change...

**Description:** But then Dad goes through the same careful motion of making sure his son is secure and the seatbelt fits him properly, even though he's no longer in a car seat. The VO continues...

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

**Description:** We see a split screen of the boy at 8 and him as a 2-year-old in his car seat and the VO says...

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

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

# "Don't Skip It, Check It TV 30

## Overall Reactions

- Parents understand the main message of "choosing the right car seat" throughout their children's ages and phases. The strategy "how it started / how it's going" lends itself well to this message and was picked up on by a few.
- However, the visual strategy limits the number of phases featured, leaving out certain phases, so **parents with children beyond the car seat phase were likelier to tune out.**
- The campaign **suffered from some credibility concerns due to the portrayal of perceived "unsafe" scenarios** (snacks, toys, center-seat placement, "red clip" placement) and unrealistic expectations (happy family, clean car, and diaper bag).
- Some **mistook the "check it" in the tagline for "click it,"** leading them to believe they should be checking that the buckles are correct.
- For those who recalled the tag correctly, many assumed the ask was to check the restraints in their current seat rather than going to the URL to check that the seat itself was correct for their child.

## Strengths

- This concept feels **most like a PSA, which increases believability**, especially when paired with the ".gov" source.

## Potential Optimizations

- There is an **opportunity to incorporate more action into the CTA and tagline.** Being explicit about how to "check it" may increase the likelihood of action. Including direct language like "visit" or "go to" helps bridge that gap.
- Modifying the visual structure to fit a third stage may be needed to ensure a broad range of ages and phases (rear-facing, etc.)** – though this would essentially change the concept.

## Segment Nuance

- The Hispanic audience (parents/caregivers of younger children) **was distracted by the ancillary activities (messy car, feeding a child in the backseat, middle car seat placement) because they felt too different from what they do in reality.**

## In Their Own Words



"I just wasn't a fan of the "Don't skip it, Check it" [tagline]. I would like more information as to what that exactly means. I just feel like there's a lot to be desired. The catchphrase should just get the main message across with words. I feel like the main message isn't clear with the catchphrase."



**GEN POP, FEMALE,  
PARENT TO 0 -7 YEAR -OLD**

# ***“Don’t Skip It, Check It”***

OOH: Bus Shelter & Billboard



- Effective Elements
- Elements that Raise Questions
- Elements that Fall Short

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

**Don’t skip it, check it**  
at [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat)

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

**Don’t skip it, check it**  
at [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat)

# "Don't Skip It, Check It"

OOH: Bus Shelter & Billboard

## Strengths

- The **visual strategy comes through clearly in the OOH, with a side-by-side "then" and "now" message.** The clear gap in ages of the featured children mirrors the "then" and "now" phases.
- The **CTA "Make sure your kids are still in the right seat" directs parents to take action.** It also implies there is a right seat, and therefore many to choose from.

## Potential Optimization s

- Despite recognition of the "how it started/how it's going" visual reference by some, this strategy is limited to two phases and therefore eliminates the before/after/in-between phases. **Adding another phase or modifying the visual structure to fit a third stage, assuring a broad range of ages and phases (rear-facing, etc.), would likely change the concept but may be required to have broader relevance.**
- **Consider adding additional action-oriented language to the CTA or tagline, such as "Go to" or "visit," to help drive parents/caregivers to the website.**

## In Their Own Words

"It would catch my attention with the fact that that website is kind of asking you to go to the website and check the right fit. Check the right seat for your child - so self explanatory. Something that you can investigate to make sure that as a parent, you're using the appropriate fit for your child's size."

GEN POP, MALE,  
PARENT TO 8-14 YEAR-OLD

"It's not only necessary that you secure younger kids, but older kids, like preteens and teens. So also showing different types of images (older kids in seatbelts) would help not just the little ones."

GEN POP, FEMALE,  
PARENT TO 8-14 YEAR-OLD



## Final Thoughts & **Recommendations**



# FINAL Thoughts



## 1. Move forward with “Love Protects”

Among the three concepts, “Love Protects” successfully relays the main message in a compelling and incentivizing way and avoids roadblocks that exist in the other two campaigns.

- Consider slightly tweaking the copy, CTA, and/or tagline to ensure that parents don’t take away the message that loving their children is enough and to reinforce the need to double-check that their child is in the correct restraint for their age and size.
- Consider including children who are near or at the maximum age and size for their car seats to provide a visual cue for parents who want to graduate their child early to the next phase.
- Explore ways to explicitly address the importance of not relying solely on intuition and how the website and tool can help combat overconfidence.
- Ensure all car seat phases are represented visually - from infants to boosters (and possibly teens in the back seat using standard buckles).
- Find ways to incorporate the “car seat safety” message earlier in the spot.

## 2. Look for ways to counteract overconfidence

The single biggest challenge that the campaigns face is counteracting overconfidence.

- Remind parents that guidelines change over time and direct them to the website to ensure they operate with up-to-date information on car seat safety.



# FINAL Thoughts



## 3. Ensure parents of older kids see themselves reflected in the concepts

Parents of teens had trouble relating to the ads because their children no longer use car seats.

- Include children outside the car seat and even booster stages. Families with older children may relate more to the concept if they recognize the “infant-to-teen” progression. Without including this final restraint stage, those with older children risk feeling they are not the intended audience.

## 4. Ensure CTAs are clear and specific

Parents and caregivers had trouble understanding and/or acting on the intended call to action. Some thought they needed to check if their child was buckled/strapped in correctly instead of visiting the website.

- Make sure the call to action specifically connects to the requested action.
- Consider tweaking the call to action to include action words and phrases like “go to” or “visit” NHTSA/TheRightSeat.gov to instruct parents and caregivers to check out the website directly.





# FINAL Thoughts



## 5. Explore a vanity URL to increase recall

Parents and caregivers struggled to remember the exact URL.

- Those that had difficulty remembering the unfamiliar acronym, “NHTSA,” would benefit from a more familiar word or short phrase. This could potentially improve overall recall and likelihood to visit the website.
- Consider mapping a vanity URL to key points of the campaign such as “therightseat.gov,” while also assuring the URL can stand the test of time, adapting to future campaigns. (i.e., “LoveProtects.gov” maps to this campaign, but not necessarily future campaigns. “TheRightSeat.gov” can map to any campaign targeting correct seat procedures).

## 6. Include QR code on OOH executions to increase likelihood to engage


Due to the recall difficulty of “NHTSA,” multiple parents suggested implementing a QR code in OOH billboards and bus shelters to help drive audiences to the website.

- Consider implementing a QR code for OOH campaigns if unable to secure a vanity URL.





# Thank you !

 It was **great to  
be part** of this  
project.



Holly Mourgues  
**SVP STRATEGY  
STUDIO**

Jenny Branstetter  
**MODERATOR**

Patricia Cardenas  
**SVP, QUAL STUDIO**

Alini Walker  
**SR. RESEARCH  
STRATEGIST**

# Appendix

## Campaign Ratings

### CAVEAT:

- While ratings are a helpful tool to stimulate discussion, they **should be interpreted only in the context of the discussion.** And, as with all qualitative, these ratings are directional only.

### Most Effective Campaign Overall

| Don't Skip It | There is No Debate | Love Protects |
|---------------|--------------------|---------------|
| 12            | 10                 | 28            |

### Average Rating by Group: How much do you like the campaign from a scale between 1-10

|          | Don't Skip It TV | Don't Skip It OOH | There is No Debate TV | There is No Debate OOH | Love Protects TV | Love Protects OOH |
|----------|------------------|-------------------|-----------------------|------------------------|------------------|-------------------|
| Group 1  | 8.1              | 6.6               | 7.3                   | 8.5                    | 7.6              | 6                 |
| Group 2  | 7.2              | 7.3               | 7.4                   | 7                      | 8.4              | 8.2               |
| Group 3  | 10               | 9.6               | 9.2                   | 9.3                    | 8                | 10                |
| Group 4  | 8.4              | 8                 | 6                     | 7                      | 7.6              | 4.8               |
| Group 5  | 7                | 7.8               | 8                     | 8.5                    | 8.6              | 7                 |
| Group 6  | 8.4              | 7.4               | 7.2                   | 7.2                    | 7                | 8                 |
| Group 7  | 8                | 5.6               | 7                     | 7                      | 8.6              | 9                 |
| Group 8  | 6                | 4.6               | 4.8                   | 5                      | 6.2              | 6.4               |
| Group 9  | 9                | 9.4               | 9.8                   | 9.6                    | 9.8              | 7.4               |
| Group 10 | 7.6              | 7.8               | 4.2                   | 6.4                    | 8.6              | 7.4               |
| Average  | 7.97             | 7.41              | 7.09                  | 7.55                   | 8.04             | 7.42              |