



# NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

## Parents and Teens Concept Testing Research

---

**Final Summary**

3.14.2025

# Table of Contents

---

1. Research Design
2. Key Findings
3. Concept Evaluation



# Research Design

# Purpose & Methodology

---

## Purpose

To test creative concepts aimed at encouraging teen drivers to practice safe driving behaviors when they're driving or riding in a vehicle by following the rules of the road and to encourage parents of teen drivers to take ownership of ensuring safety when their teen is driving or riding in a vehicle by promoting safe driving practices.

## Research Objectives

1. Evaluate concepts
2. Identify the most compelling elements
3. Diagnose potential areas of improvement
4. Evaluate effectiveness at motivating:
  1. Parents to promote safe driving practices with their teen when they're driving or riding in a vehicle
  2. Teens to practice safe driving behaviors when they are driving or riding in a vehicle
5. Understand the effectiveness at communicating the campaign message across key target audiences

## Methodology

### Online Focus Groups (20 groups)

- 75-minute groups
- n=119 participants
  - n=48 General Market (8 groups—4 parents/4 teens)
  - n=24 Spanish-Speaking (4 groups—4 parents)
  - n=47 Bilingual (8 groups—4 parents/4 teens)

### Qualification Criteria

- National audience
- Males and females
- **Must be a parent** of licensed teen driver (ages 15 to 18 years old) or a teen who is planning to be licensed in the next 6 months **OR is a teen** (ages 15 to 18 years old) who is licensed or has a permit or is planning to obtain one in the next year

### *Additional Criteria for Spanish-Language:*

- Born outside the United States
- Speaks Spanish most or all the time at home
- Consumes media in Spanish at least half the time

### *Additional Criteria for Bilingual:*

- Born in the United States
- Speaks Spanish at least some of the time at home
- Consumes media in Spanish at least some the time

# Key Findings

# Insights from the mindset research provide important context for the concept testing.

1 

Parents serve as “teachers” and want to see ads that function as conversation starters they can share with their teens.

2 

Short-form social-media-style videos are an effective way to reach parents and teens.

3 

Teens want to see advertising that is authentic and trustworthy—utilizing influencers, athletes or celebrities help credibility.

4 

Teens say both statistics and testimonials are effective, advertising needs to be serious.

5 

The message of “drive like your friends’ lives depend on it” resonates strongly for teens.


6 

Tailored content for bilingual and Spanish-speaking audiences helps reach and drive deeper connection.

# Recommended Concepts

## Summary




	General Market	Bilingual	Spanish-Language
Parents	 <p><b>Testimonial</b></p> <ul style="list-style-type: none"> <li>• Grabs attention</li> <li>• Has emotional appeal</li> <li>• Communicates consequences</li> <li>• Powerful storytelling</li> </ul>	 <p><b>I Know</b></p> <ul style="list-style-type: none"> <li>• Relatable</li> <li>• Evokes emotional reaction</li> <li>• Models desired behavior</li> <li>• Straightforward and effective</li> </ul>	 <p><b>Grown Up</b></p> <ul style="list-style-type: none"> <li>• Effective message</li> <li>• Models desired behavior</li> <li>• Emotionally compelling</li> </ul>
Teens	 <p><b>Testimonial</b></p> <ul style="list-style-type: none"> <li>• Grabs attention</li> <li>• Powerful storytelling</li> <li>• Communicates consequences</li> <li>• Messages around impact on others</li> </ul>	 <p><b>Personalities</b></p> <ul style="list-style-type: none"> <li>• Communicates reward and consequences</li> <li>• Three personalities makes concept more relatable</li> <li>• Straightforward, effectively communicates message</li> </ul>	<p>No concepts tested</p>

The background of the slide is a blurred photograph of a city street, likely taken from a high vantage point. The street is filled with cars, and the buildings in the background are out of focus. A semi-transparent blue overlay covers the entire image, creating a uniform blue tint. The text 'Concept Evaluation' is centered in the middle of the image in a white, bold, sans-serif font.

# **Concept Evaluation**









# General Market Parents

<b>Concept L</b> <i>Testimonial</i>	<b>Concept M</b> <i>The Talk</i>	<b>Concept O</b> <i>Reminders</i>
	 <p>Don't let your teen driver become a statistic.</p> <p>Talk to them about safe driving today.</p> <p><b>HAVE THE TALK</b> ABOUT SAFE DRIVING TODAY</p> <p>RULES OF THE ROAD BY NHTSA</p>	 <p>Talk to your teen driver before it's too late</p> <p>RULES OF THE ROAD BY NHTSA</p>

# Concept Comparison

## General Market Parents

**Testimonial** is the most motivating and impactful concept for this audience. The use of a real story with vivid imagery that clearly communicates the consequences of not driving safety compels parents to model good behavior and talk to their teens about safe driving.

Concept Assessment		Motivate Safe Driving Behaviors Select one concept	Encourage Conversation with Teen Select one concept	Concept Grade (% A/B)	
		<b>Testimonial</b> (Concept L)	<b>67%</b> (16/24)	<b>63%</b> (15/24)	<b>83%</b> (20/24)
		<b>Reminders</b> (Concept O)	<b>33%</b> (8/24)	<b>17%</b> (4/24)	<b>67%</b> (16/24)
		<b>The Talk</b> (Concept M)	<b>0%</b> (0/24)	<b>21%</b> (5/24)	<b>25%</b> (6/24)

*NOTE: Blue highlights highest score among concepts; grey highlights lowest score among concepts*

# Recommendation: *General Market Parents*

---

## Concept L



## *Testimonial*

**Testimonial** motivates parents to **practice and model safe driving** behavior and **encourages them to have conversations** with their teens about safe driving.

Given the overwhelming performance, we recommend moving forward with **Testimonial** and considering implementing the following:

- 1. Context:** While most felt the story was compelling and credible, there is some confusion around the logistics of how the crash. The details about the truth of the crash scenario felt unbelievable, particularly the powerline part, so telling her story in a real, authentic way that provides context is imperative.
- 2. Specific Behaviors:** Parents indicate that having specific context around the causes of the crash gives them more direction about the specific behaviors to talk to their teens about. More details about each behavior leading up to the incident will provide more direction for parents to act upon.
- 3. Revise Static Image:** The static image can be reinforced by drawing more focus on the command—"talk to them about safe driving"—and making this the central point. More clearly depicting the injury through visuals (crashed car, hospital bed, etc.) or the headline ("Kennedy was X years old when she lost her leg in a reckless driving crash") would captivate and motivate parents.

# Testimonial

(Concept L)



# Testimonial

(Concept L)

Motivate Safe Driving Behaviors:	Encourage Conversation with Teen:	Graded the Concept A/B:
1 <sup>st</sup> (100%)	1 <sup>st</sup> (63%)	83% (n=20)



## Effective Elements

- Communicates consequences of not driving safely
- Testimonial format grabs attention and creates a strong emotional connection
- Powerful visuals fit the story, evoke fear and maintain viewers' attention
- Messaging around responsibility for harming friends and permanent consequences conveys severity
- Relatable—parents could see it being their teen



Insight from  
Mindset



**Testimonials are some of the best forms of relating because it's reality.**

*Your testimonial is what happened to you... Not only did this happen to me, but it impacted those riding with me because I wasn't safe... Driving a vehicle is a responsibility where you have to think about not only yourself or your passengers, but those around you as well.*

– General Market Parent

**Testimonial** uses powerful imagery and storytelling from an amputee crash survivor to effectively communicate the consequences of driving unsafely. Participants find the message compelling and made a strong emotional connection to the story and consequences. There is overwhelming agreement that this is a credible message that needs to be shared by parents.

# Testimonial

(Concept L)

Motivate Safe Driving Behaviors:	Encourage Conversation with Teen:	Graded the Concept A/B:
1 <sup>st</sup> (100%)	1 <sup>st</sup> (63%)	83% (n=20)



**Testimonial** motivates and encourages parents to model safe driving behaviors and have the safe driving conversation with their teens. The biggest drawback to this concept is the confusion related to the driver hanging from a power line and the lack of clarity on the context surrounding the cause of the crash. For maximum impact, it is crucial that the concept clearly communicate and illustrate how the crash occurred.

## Opportunities for Improvement

- Some elements receive mix reactions
  - Unclear what behavior caused the crash and could be improved with more context, which would then shape the conversation parents could have with their teen
  - Some believability issues around her ending up on the power line
- Talk about consequences more in-depth—what are things she can no longer do?
- Make stronger connection between harm to her friends and her own guilt—doesn't seem credible to some because of this
- Making the static imagery more directly related to driving safety/behaviors would connect with the video concept
  - Incorporate vehicle or hospital imagery to communicate consequences



*I was so wildly distracted by the scenario. I found it to be really farfetched. I was thinking to myself “did this really happen?” I can imagine my kids watching this and laughing, not at the morbidity of it, but just how ridiculous it sounds. It'd be more realistic if she just wasn't paying attention and ran into a phone pole.*

– General Market Parent

# *Reminders*

(Concept O)



# Reminders

(Concept O)

Motivate Safe Driving Behaviors:	Encourage Conversation with Teen:	Graded the Concept A/B:
2 <sup>nd</sup> (33%)	3 <sup>rd</sup> (17%)	67% (n=16)



**Reminders** depicts a range of consequences for different unsafe driving behaviors, delivering on the idea that crashes can and do happen regularly. The variety of mediums used to communicate stories in the news is a relatable way to tie in the abundance of information that people are exposed to on a regular basis. The concept is realistic, making it somewhat more impactful at motivating parents to model safe driving behaviors.

## Effective Elements

- Relatable delivery of content—people are inundated with news and media, especially teens
- Getting information from multiple sources is relatable
- Communicates consequences of unsafe driving
- Influences parents to talk to teens about driver safety
- Concept's static image is clear, displays consequences and includes a call to action



*It's realistic to me... You have to be honest with a lot of teen drivers... you need these realistic advertisements that hit home with them. As a parent, you have to tell them the honest truth about how to drive... I want them to mimic my driving habits... I thought it hit home to me because I see these things happen all the time.*

– General Market Parent



# Reminders

(Concept O)

Motivate Safe Driving Behaviors:	Encourage Conversation with Teen:	Graded the Concept A/B:
2 <sup>nd</sup> (33%)	3 <sup>rd</sup> (17%)	67% (n=16)



**Reminders** covers a range of consequences in a very fast manner. Parents say it is hard to keep up with the different scenarios taking place in the concept. Additionally, parents indicate how the concept doesn't portray the desired behavior of starting or having the conversation with their teens. You see a father get overwhelmed with all sorts of information, but parents want to know what he will do with it.

## Opportunities for Improvement

- Animatic is busy—can be hard to follow and keep track of
  - The message from a variety of sources is clear, but it's hard to process all that information
  - Should directly show the behavior the concept is trying to influence rather than dogpile news stories
- Animatic doesn't show connection between parent and child
  - Would be improved by seeing father getting up and initiating the conversation
- Static image gives clear call to action, but it isn't directed to a specific behavior
  - "What do you need me to talk about?"



*I don't know that [the concept] leaned into talking to your teen about safe driving. [Seeing something] more along like lines of [the father] getting up and going to his teen and seeing the start of the conversation, even if you don't hear it, or you see him to turn his teen and say, 'did you see this?'*

– General Market Parent

# *The Talk*

(Concept M)



# The Talk

(Concept M)

Motivate Safe Driving Behaviors:	Encourage Conversation with Teen:	Graded the Concept A/B:
3 <sup>rd</sup> (0%)	2 <sup>nd</sup> (21%)	25% (n=6)



**The Talk** incorporates humor into the idea of parents having “the talk” about safe driving with their teens, likening it to the awkwardness about “the talk” that comes with the coming of age. The concept uses humor to model the behavior of a parent preparing for the safe driving conversation with his teen, making it somewhat influential at encouraging parents to have that conversation with their teens.

## Effective Elements

- Clear and straightforward
- Communicates the importance of getting the conversation right
- Father’s concern and teen’s reaction are relatable
- Incorporates humor, which works for some to make the concept more memorable



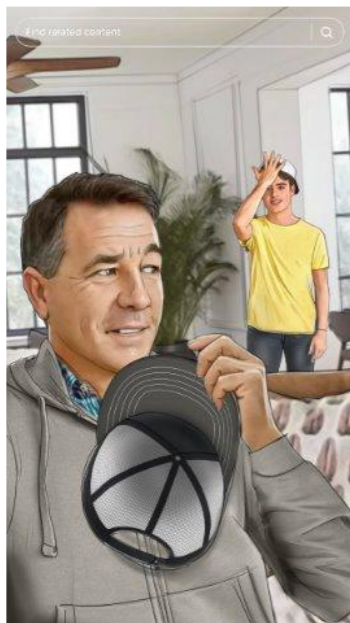
*I thought it was funny. **It’s about bringing you to the conversation with your teen...** The thought that you’re just prepping yourself to have that conversation and your teen walks in and you’re going into the conversation even though they heard you practicing... it’s something that would drive me [to have the conversation] again... it’s an opportunity for a conversation.*

– General Market Parent

# The Talk

(Concept M)

Motivate Safe Driving Behaviors:	Encourage Conversation with Teen:	Graded the Concept A/B:
3 <sup>rd</sup> (0%)	2 <sup>nd</sup> (21%)	25% (n=6)



**The Talk** does not motivate parents to model safe driving behavior. Comparing safe driving and sex education is an apples to oranges comparison that doesn't show how important it is to talk about safe driving behaviors. Some see and appreciate the humor in the concept, but most say the concept understates the severity of talking about driving safety.

## Opportunities for Improvement


- Be careful with humor—the issue is serious while concept feels goofy
- The lack of confidence portrayed by the father is not motivating—parents should be confident talking about driving safety
- The “doing it alone” dialogue feels permissive to unsafe driving as long as others aren't around; risks normalizing impaired driving in certain cases
- Role play is not relatable—instead, show the father planning the conversation without role playing
- Static image could have stronger emphasis on “safe driving” through visuals of crashed car, conversation at kitchen table, etc.



*[This concept] missed its point. As a parent, **you have to take this seriously.** The humor wasn't to my liking... this is serious. We have to talk to our kids with brutally honest thoughts about how you're supposed to be driving. I think they missed the whole mark; it just didn't have any substance to it.*

– General Market Parent

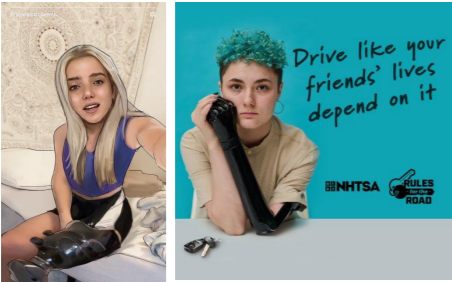


# General Market Teens

Concept L <i>GRWM</i>	Concept M <i>Ask Them</i>	Concept O <i>Testimonial</i>
 	 	 

# Concept Comparison

## General Market Teens

**Testimonial** is far and away the most compelling and motivating concept. The use of realistic and powerful imagery coupled with a real story that communicates severe consequences maintains teens' attention and motivates them to practice safe driving behavior. The message of teen drivers' responsibility for their friends' safety resonates strongly with this audience.

Concept Assessment	Motivate Safe Driving Behaviors Select one concept	Communicates You're In The Driver's Seat Select one concept	Concept Grade (% A/B)
 <p><b>Testimonial</b> (Concept O)</p>	<b>100%</b> (24/24)	<b>71%</b> (17/24)	<b>92%</b> (22/24)
 <p><b>GRWM</b> (Concept L)</p>	<b>0%</b> (0/24)	<b>29%</b> (7/24)	<b>58%</b> (14/24)
 <p><b>Ask Them</b> (Concept M)</p>	<b>0%</b> (0/24)	<b>0%</b> (0/24)	<b>25%</b> (6/24)

*NOTE: Blue highlights highest score among concepts; grey highlights lowest score among concepts*

# Recommendation: *General Market Teens*

---

## Concept 0



## *Testimonial*

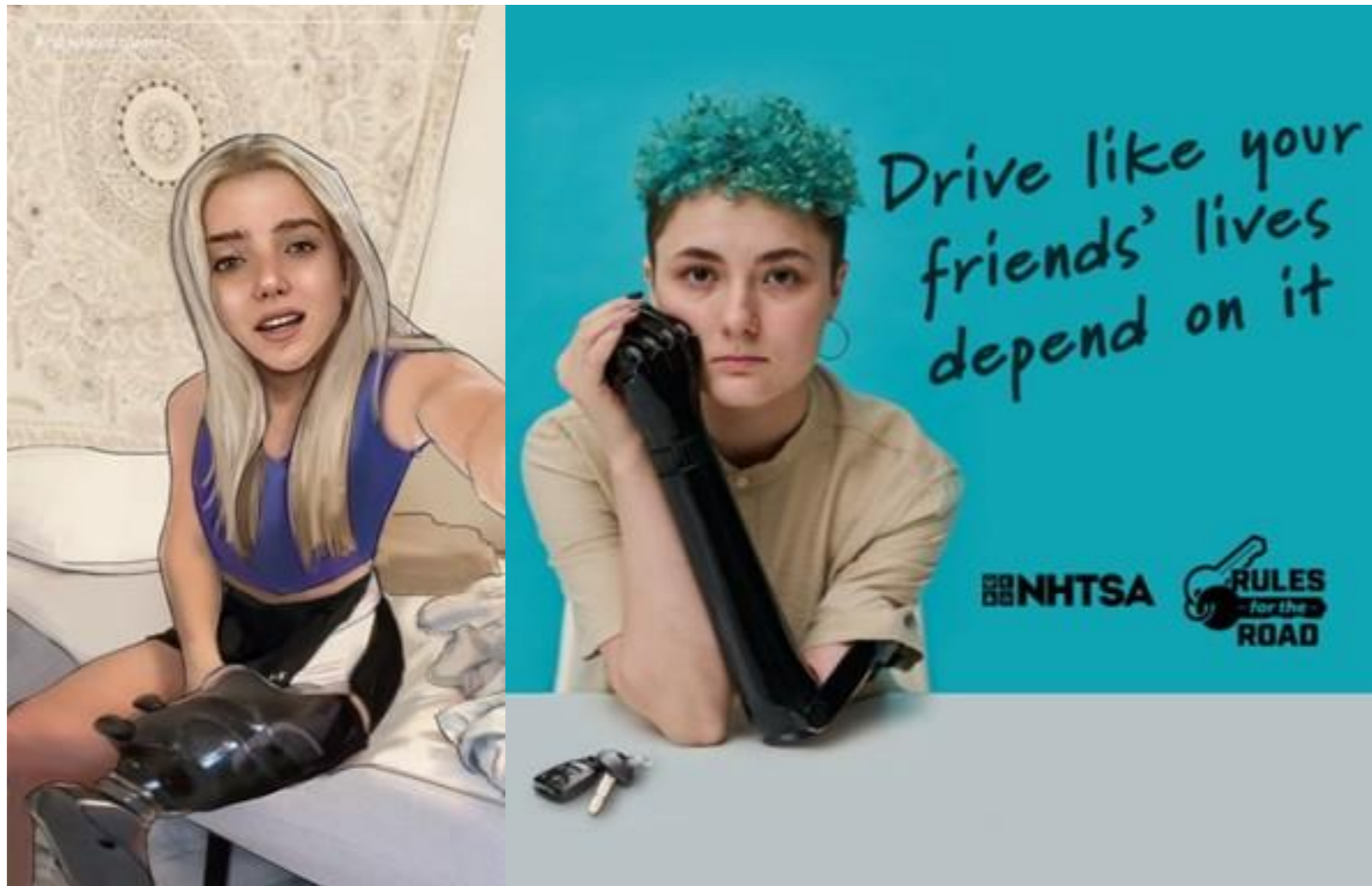
**Testimonial** motivates teens to **practice safe driving behaviors** and **communicates** that they're in the driver's seat and **must follow the rules of the road**.

Given the overwhelming performance in communicating the message and motivating teens, we recommend moving forward with **Testimonial** and considering implementing the following:

1. **Additional Context:** There is some confusion around the logistics of the events leading up to the crash. Incorporating the real visuals and additional commentary on the behaviors leading up to the crash will help the message resonate.
2. **Other Perspectives:** Including the perspectives of first responders (specific to this story or others) or other passengers in the car (if applicable) helps to communicate that when you're driving, others can be impacted when you don't drive safely. Portraying the impact on others helps to tie the video concept in with the static image.
3. **Other Testimonials:** The events taking place in this testimonial are less relatable (not as common), but the format is compelling. Utilize additional testimonials from crash victims/survivors to improve the impact and relatability of the campaign.

# *Testimonial*

(Concept O)

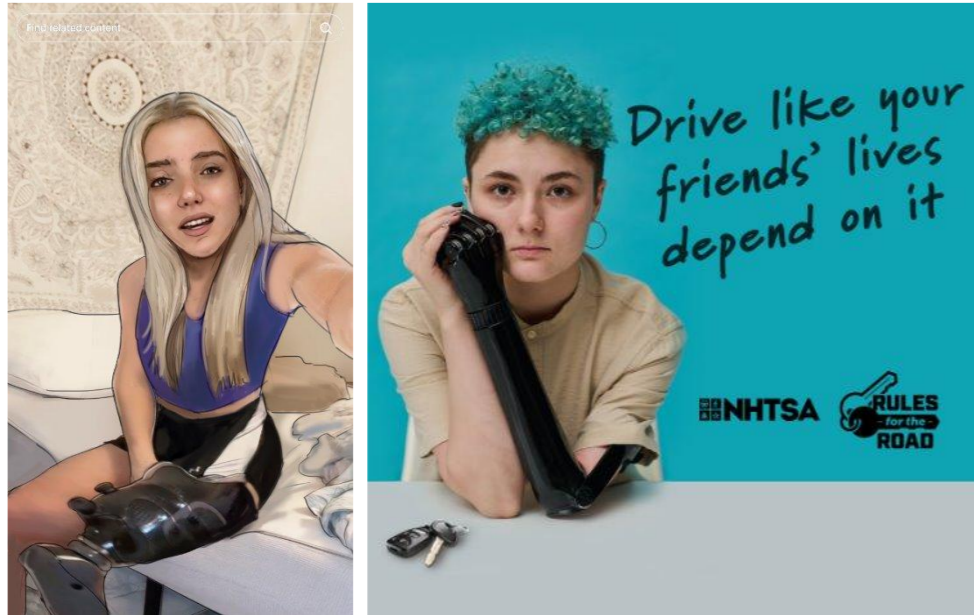




# Testimonial

(Concept O)

Motivate Safe Driving Behaviors:	You're In The Driver's Seat:	Graded the Concept A/B:
1 <sup>st</sup> (100%)	1 <sup>st</sup> (71%)	92% (n=22)



**Testimonial** uses powerful imagery and storytelling from an amputee crash survivor to communicate the consequences of unsafe driving. Participants find the message compelling and make strong emotional connection to the story and consequences. The phrase “Drive like your friends’ lives depend on it” resonates with teens and evokes a strong emotional reaction from teen participants.

## Effective Elements

- Communicates the consequences of not driving safely
- Grabs attention—uses fear and guilt to motivate desired behaviors
- Visuals are effective, communicate severity and are compelling, as they bring the story to life
- Static image is effective—focus on friends resonates and creates emotional impact
- Including passengers/other teens in the car is effective and relatable—concerns about others underpin the message of “Drive like your friends’ lives depend on it”



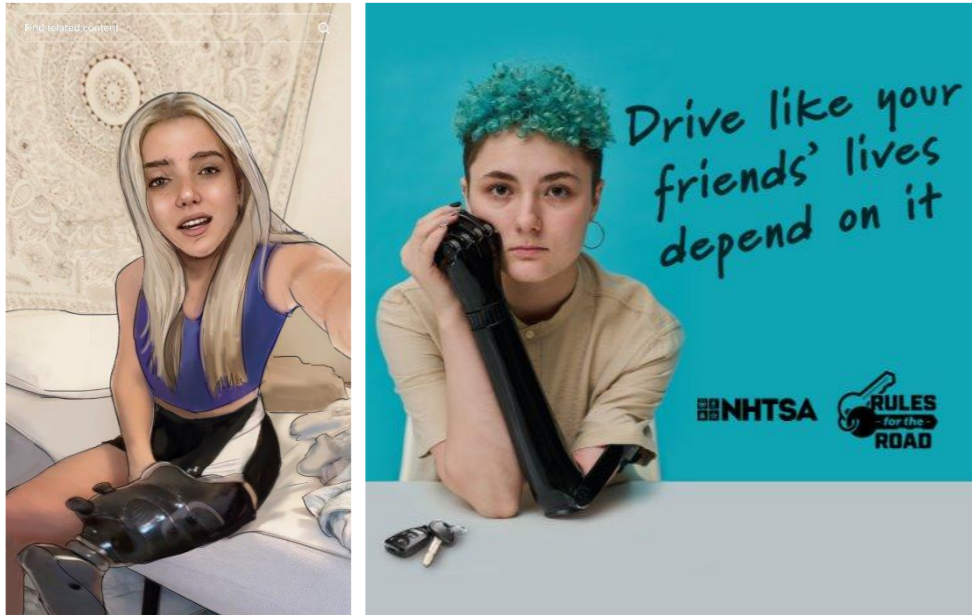
*I thought it was perfect. I think it's exactly what Gen Z in particular needs. **I feel like we need to see the real consequences of things that can happen from driving for us to take it seriously.***

– General Market Teen

# Testimonial

(Concept O)

Motivate Safe Driving Behaviors:	You're In The Driver's Seat:	Graded the Concept A/B:
1 <sup>st</sup> (100%)	1 <sup>st</sup> (71%)	92% (n=22)



**Testimonial** would benefit from clearer illustration and communication around the details leading up to the crash. The details around the driver hanging from the power line is less believable for some, so reinforcing this story with clear details would make the message more impactful. Some indicated that hearing other testimonials from crash survivors or hearing from the passengers in the car or first responders would drive the message home.

## Opportunities for Improvement

- Most don't find credibility issues with the story, but there are elements of the concept that received mix reactions
  - Imagery of the girl hanging from the power line was sometimes "traumatic" and less believable
- Additional context around the cause of the crash would improve the concept
- Concepts should evoke more emotional connection
  - Perspectives from the passengers in the car
  - Perspectives from first responders on the scene for this crash or other scenarios
  - Including her testimonials for "more relatable" situations



*I'd say the only thing that would make [the concept] better is just [communicating] how [the crash] **affects her life in the future**, how she's suffering compared to her life before... I feel like having her friends talk about it would have been good, maybe hearing from the first responders.*

– General Market Teen

# *GRWM*

(Concept L)



# GRWM

(Concept L)

Motivate Safe Driving Behaviors:	You're In The Driver's Seat:	Graded the Concept A/B:
2 <sup>nd</sup> (tied) (0%)	2 <sup>nd</sup> (29%)	58% (n=14)



**GRWM** utilizes an on-brand and on-trend internet video concept to communicate the steps teen drivers should take to be safe *before* they begin to drive. The concept resonates with teens as this is the type of content they are familiar with, even if some do not consume this type of content.

## Effective Elements

- Relatable delivery—teens see and engage with this content online
- Communicates safe driving behaviors—good reminder for teenagers of rules and routines they should implement
- The tone of the concept is energetic
- The influencer angle is impactful/gets attention



*[The concept gave] **decent reminders that some people might need**, just to recheck their mirrors, adjust the height of their seat belt, that kind of stuff. It could still be a decent reminder of safe driving techniques.*

– General Market Teen

# GRWM

(Concept L)

Motivate Safe Driving Behaviors:	You're In The Driver's Seat:	Graded the Concept A/B:
2 <sup>nd</sup> (tied) (0%)	2 <sup>nd</sup> (29%)	58% (n=14)



**GRWM** could be bolstered by being a bit more realistic and natural in its delivery while also communicating consequences of not utilizing safe behaviors. The concept could also benefit from direct commands to create a sense of urgency and emotional connection. For some, the concept is dry and unappealing in its current form.

## Opportunities for Improvement

- Communicate consequences for not following recommendations/rules
- GRWM videos create mixed reactions. Use of this style of content should be more directed around consequences
  - Some found the content boring—there is no incentive to care
  - For others, the concept lacks the emotional connection needed to motivate and influence behavior
- Dialogue should be more genuine and relatable—feels inauthentic
  - People aren't going to avoid picking up their water bottle while driving
  - The concept needs to provide compelling reasons to follow the behaviors outlined
- GRWM is never a static image, it's always a video
  - Static image doesn't communicate the importance of safe driving



*It'd help if she said 'make sure to do this...' **she never says 'here are the consequences** if you didn't [complete the checklist], here's what would happen if you get in a crash. You should do this.' It's just her listing out [things she does].*

– General Market Teen

# *Ask Them*

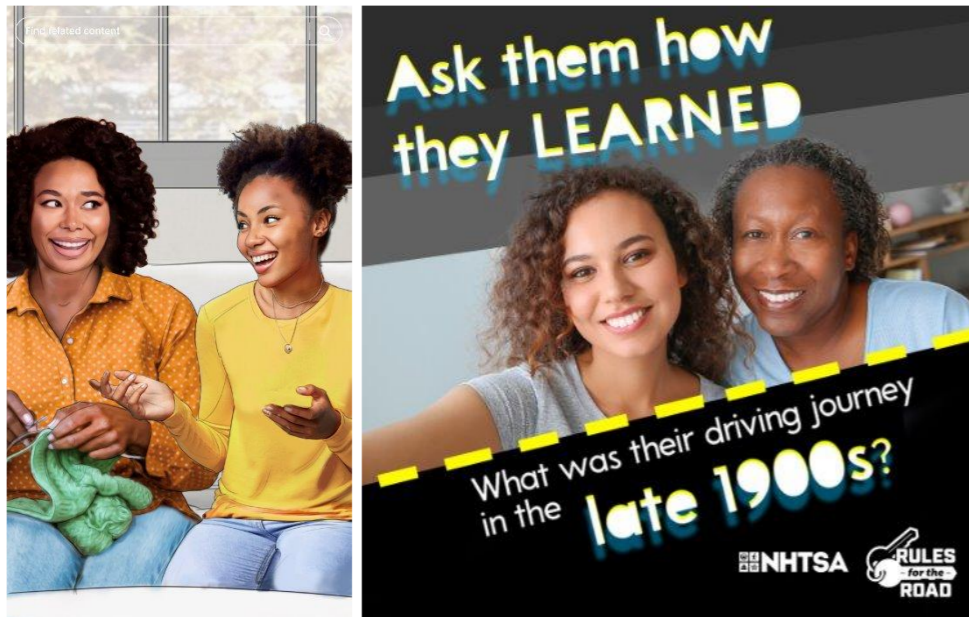
(Concept M)



# Ask Them

(Concept M)

Motivate Safe Driving Behaviors:	You're In The Driver's Seat:	Graded the Concept A/B:
2 <sup>nd</sup> (tied) (0%)	3 <sup>rd</sup> (0%)	25% (n=6)



**Ask Them** incorporates the concept of teens having conversations with their parents about driving across generations. It works to model the behavior of having a conversation with parents about driving. Parents are the most influential and trustworthy authority figure to teens. Modeling parents in this way is effective as teens state they are more likely to feel comfortable having this conversation with their parents.

## Effective Elements

- Incorporating parents into the concept is relatable for teens and is received positively
  - Parents are the most familiar authority figure, including them resonates
  - Asking someone teens are comfortable with about driving experiences is effective
- Portrays a relatable conversation for teens that gives them new insight on driving from their parents
- Message is clearly communicated



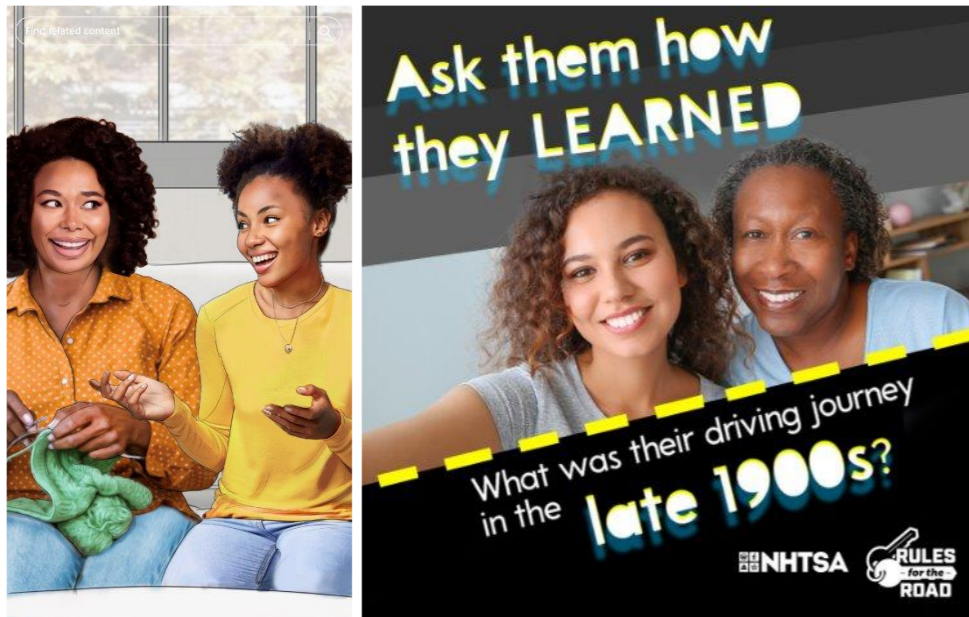
*I think it's pretty effective to involve a parent in it, because for a lot of teens **parents are the most familiar authority figure in their lives**. Having an authority figure tell you 'don't use your phone while driving' can be effective too... it would only work if the parent and child had pretty strong personalities... [where] you could tell they have a good relationship and it's not so formal.*

– General Market Teen

# Ask Them

(Concept M)

Motivate Safe Driving Behaviors:	You're In The Driver's Seat:	Graded the Concept A/B:
2nd (tied) (0%)	3rd (0%)	25% (n=6)



**Ask Them** isn't effective at communicating the importance of safe driving. Teens state that while they may have a conversation with their parents about their driving, it is not a conversation they would be compelled to record and upload online. The concept doesn't have a natural delivery, making it less credible and effective.

## Opportunities for Improvement

- Does not directly communicate the importance of safe driving or consequences of not driving safely
  - Concept does not tell you to practice safe driving techniques
- Not effective, no one would record and upload their conversation
  - Teens would have the conversation, but it's awkward to record and post it
- The dialogue feels inauthentic, not a natural conversation
  - Concept should incorporate a more realistic setting where this conversation would naturally occur (i.e., teen driving with mom in car and the mother talking about her driving)



*I like when they bring family into it, but what I didn't really like is it **didn't convince anybody to practice safe driving**. The main [message] was driving [differences] back then versus now... it wasn't necessarily telling us to make sure you put your phone away, make sure you put your seat belt on. It wasn't telling us to practice any safe driving.*

– General Market Teen



# Spanish-Speaking Parents

Concept L <i>Different Language</i>	Concept M <i>Dangers</i>	Concept O <i>Grown Up</i>
 	 	 

# Concept Comparison

## Spanish-Speaking Parents

**Grown Up** is the most motivating and impactful concept. This concept is relatable, communicating the ideas that parents are always most concerned with keeping their children safe throughout their entire lives, and that this extends to keeping them safe by teaching them to be responsible while driving.

Concept Assessment	Motivate Safe Driving Behaviors Select one concept	Encourage Conversation with Teen Select one concept	Concept Grade (% A/B)
<p><b>Grown Up</b> (Concept O)</p>	<b>58%</b> (14/24)	<b>71%</b> (17/24)	<b>79%</b> (19/24)
<p><b>Dangers</b> (Concept M)</p>	<b>38%</b> (9/24)	<b>25%</b> (6/24)	<b>75%</b> (18/24)
<p><b>Different Language</b> (Concept L)</p>	<b>4%</b> (1/24)	<b>4%</b> (1/24)	<b>88%</b> (21/24)

*NOTE: Blue highlights highest score among concepts; grey highlights lowest score among concepts*

# Recommendation: Spanish-Speaking Parents

---

## Concept O



## Grown Up

**Grown Up** motivates parents to **practice and model safe driving behaviors** as well as encourages them to **have a conversation** with their teens about safe driving.

Given its strong performance, we recommend moving forward with **Grown Up** and considering the implementation of the following:

- 1. Education:** While the message is clear to parents around being a lifelong teacher and protector for their children, some say that the concept needs to lean more heavily into different safe driving behaviors. A more concise portrayal of the parent teaching the teen about road safety and safe driving behaviors (e.g., checking mirrors, wearing a seat belt, avoiding distractions, following traffic rules) would better reinforce the message.
- 2. Emphasize the Driving Message:** In the static image, “Enséñale a manejar responsablemente” should be the most visually prominent element. This is the behavior that the concept is trying to influence and communicate, so it is critical that the concept makes this the focal point in the static image.

# *Grown Up*

(Concept O)



# Grown Up

(Concept O)

Motivate Safe Driving Behaviors:	Encourage Conversation with Teen:	Graded the Concept A/B:
1 <sup>st</sup> (58%)	1 <sup>st</sup> (71%)	79% (n=19)



**Grown Up** pulls at parents' emotions by showing the progression of a child growing up and illustrates the role that parents play in protecting their children. The concept communicates that no matter how old your child gets, they will always be your baby, but they will learn to drive one day, and parents have a role to support and keep their child safe on the road. The emotional appeal of the concept pulls parents in and motivates them to talk to their teen(s).

## Effective Elements

- The concept resonates for parents
  - Your child will always be your baby; you always take care of them
- Visuals communicate and model safe driving behavior
  - Concept also models a parent instructing teen to drive properly, the behavior intended to be influenced
- Chronological order of storytelling is appealing
  - Communicates and reinforces parents' evolving role in their child's journey to independence
  - Emphasizes that parental guidance and responsibility continue even as teens grow older and start driving
- Effectively communicates the message



Insight from Mindset



*What I like about [the concept] is you see the process of the parent being there through the child's growth process until he becomes a teenager and in the end you see the father riding with the son, explaining to his son how to drive... When [the teen] has his driver's license... he's going to remember all these guidelines his father explained to him... you show [that parents] are there for any situation... we always try to teach them and protect them.*

– Spanish-Speaking Parent

# Grown Up

(Concept O)

Motivate Safe Driving Behaviors:	Encourage Conversation with Teen:	Graded the Concept A/B:
1 <sup>st</sup> (58%)	1 <sup>st</sup> (71%)	79% (n=19)



**Grown Up** received few critiques, but most suggestions were centered around spending more time in the video focusing on actual driving safety by illustrating and modeling good driving behavior in the spot. Other feedback was centered on the static image and drawing attention to the key message that the image is trying to convey. Focusing on the “teaching” aspect over the “talking” aspect of the static image will give a direct command that drives the point home.

## Opportunities for Improvement

- Concept should be more focused on the safety/education message
  - Remove the opening frame with the child on the swing to make room for more safety messaging
  - Include language and visuals around specific driving behavior to be modeled
- Better utilize visual elements to communicate the complexity of driving and emphasize importance of being responsible
- Message on the right side in static image should be bigger text as it most important to convey
- Include phrases like “enséñales desde pequeños” in the static to communicate the importance of early education



*What I didn't like is that there wasn't a lot of **caution around laws or what to do and what not to do.** Maybe if the ad had a [law enforcement officer]... or say more things about the seat belt or lights [it would be stronger].*

– Spanish-Speaking Parent

# *Dangers*

(Concept M)



# Dangers

(Concept M)

Motivate Safe Driving Behaviors:	Encourage Conversation with Teen:	Graded the Concept A/B:
2 <sup>nd</sup> (38%)	2 <sup>nd</sup> (25%)	75% (n=18)



**Dangers** utilizes imagery of a teen being glued to his phone, which is relatable. Throughout the concept, the teen’s father becomes more anxious thinking about the range of things the teen could be exposed to on his phone. The father showing his son how to drive, continuing to worry about the phone, which is a juxtaposition to the real dangers that come with driving.

## Effective Elements

- Focus on the phone is relevant and relatable for society today
- Concept is relatable—portrays parents’ anxiety around teen driving
- Messaging is effective, communicates credible consequences
- Static image is impactful, focuses on the dangers of phone use while driving
- Static image gives a clear command for parents



*I like that the dad was concerned about what the boy was talking about because maybe he was going to [use the phone] when driving. **I like that the dad took [the son] to drive and teaches him how to drive so he gets off the phone.***

– Spanish-Speaking Parent



# Dangers

(Concept M)

Motivate Safe Driving Behaviors:	Encourage Conversation with Teen:	Graded the Concept A/B:
2 <sup>nd</sup> (38%)	2 <sup>nd</sup> (25%)	75% (n=18)



**Dangers** (the video concept specifically) focuses too heavily on phone use outside of the context of driving. The connection to driving suffers as a result. The concept would benefit from a clearer connection between phone use while driving and consequences.

## Opportunities for Improvement

- Some confusion that the concept is about phone addiction
  - Connection between phone use concerns and safe driving needs to be clearer
  - Visuals should better justify the parent's concern by clearly linking phone usage to driving risks
  - Needs to model parent educating child about driving safety
- Static image conveys that phone use isn't dangerous outside of the context of driving
  - This line of messaging in the headline also seems to contradict what the video ad is communicating



You need to **emphasize more on vehicle safety**. The anxiety about what the child does is always there, but the immediate consequence of not being a safe driver is very serious. I think you need to emphasize the safety while driving more.

– Spanish-Speaking Parent

# *Different Language*

(Concept L)



**NO HABLAN  
EL MISMO  
IDIOMA,**

A photograph of a man and a woman in a car. The man, in the driver's seat, is wearing a green jacket and is pointing his right hand towards the woman's phone. The woman, in the passenger seat, is wearing a blue jacket and is looking at the phone. The car's interior is visible, including the steering wheel and dashboard.

**PERO SIEMPRE SE ENTIENDEN.**

Habla con tus hijos y enséñales a ser conductores responsables.

# Different Language

(Concept L)

Motivate Safe Driving Behaviors:	Encourage Conversation with Teen:	Graded the Concept A/B:
3 <sup>rd</sup> (4%)	3 <sup>rd</sup> (4%)	88% (n=21)



**Different Language** incorporates situations of generational language barriers, which resonates with older Spanish-speaking parents and is relatable to the language dynamics going on in the home. The concept communicates various good driving behaviors and models the behavior of a parent teaching his teen to drive safely despite communication barriers.

## Effective Elements

- The Spanglish approach is relatable and realistic
- Visuals communicate and model safe driving behavior
  - Concept also models a parent instructing teen to drive properly, the behavior intended to be influenced
- Portraying law enforcement in a friendly way is appealing and positive
- Static images emphasizes importance of communication



*Even though the father doesn't speak the same language as the daughter, the daughter understands and there is communication. **In this country, that does exist practically in every Latin home.***

– Spanish-Speaking Parent

# Different Language

(Concept L)

Motivate Safe Driving Behaviors:	Encourage Conversation with Teen:	Graded the Concept A/B:
3 <sup>rd</sup> (4%)	3 <sup>rd</sup> (4%)	88% (n=21)



**Different Language** doesn't have a strong emotional impact or communicate consequences of not driving safely. For a few, the idea that there are language barriers impeding effective communication seems to be contrary to the message the concept is trying to convey. Some parents also had negative reactions to the "Spanglish" in the concept, but this is core to what the ad is about.

## Opportunities for Improvement





- Concept does not clearly communicate a message about driving safety
  - Should incorporate ideas about rules of the road and have more focus on safety elements like seat belts, mirrors, etc.
- Parents don't always respond well to the "Spanglish" and the teen responding to her parent in English
  - Speaking two languages makes communication seem challenging, undermining the message
- There are some suggested verbiage changes
  - Respondents prefer the use of "conducir" over "manejar" saying this is more specific to driving, and the DMV uses this language
    - Some parents mention that both terms are commonly used and vary by region



*You need to focus more on [the rules]... It did grab my attention, but it needs to be more aggressive in making it clear that it is **very important to follow safety rules when you're driving.***

– Spanish-Speaking Parent

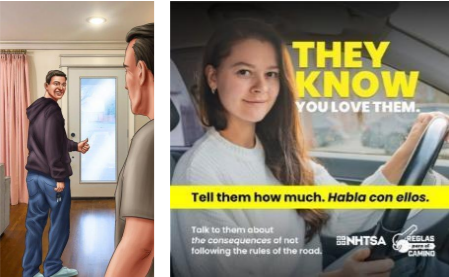


# Bilingual Parents

Concept L <i>I Know</i>	Concept M <i>Influencer</i>	Concept O <i>Be the Parent You Want to Be</i>
 	 	 

# Concept Comparison

## Bilingual Parents

*I Know* is the most motivating and impactful concept. The concept is relatable, showcasing teens' attitudes and reluctance around authority, but portrays the desired behavior of having a conversation around safe driving.

Concept Assessment	Motivate Safe Driving Behaviors Select one concept	Encourage Conversation with Teen Select one concept	Concept Grade (% A/B)
 <p><i>I Know</i> (Concept L)</p>	<b>48%</b> (11/23)	<b>48%</b> (11/23)	<b>52%</b> (12/23)
 <p><i>Influencer</i> (Concept M)</p>	<b>26%</b> (6/23)	<b>26%</b> (6/23)	<b>74%</b> (17/23)
 <p><i>Be the Parent You Want to Be</i> (Concept O)</p>	<b>26%</b> (6/23)	<b>26%</b> (6/23)	<b>48%</b> (11/23)

*NOTE: Blue highlights highest score among concepts; grey highlights lowest score among concepts*

# Recommendation:

## *Bilingual Parents*

---

### Concept L



### *I Know*

*I Know* motivates parents to **practice and model safe driving behaviors** as well as encourages them to **have a conversation** with their teens about safe driving.

Given its strong performance, we recommend moving forward with *I Know* and considering implementing the following:

- 1. Emotional Relatability:** While the message is clear to parents around having the safe driving conversation with their teens, it doesn't necessarily convey the emotional relatability that parents would expect from the concept. It feels natural and reflects the bilingual experiences of many Spanish-speaking families. While some parents appreciate the interaction, a few feel the conversation should be more of a discussion rather than commands, suggesting a more engaging and educational approach to reinforce safe driving behaviors.
- 2. Emphasize the Message:** In the static image, it is critical to emphasize the command **"talk to them about the consequences"** as this is the focal point of the concept. The use of both languages in the ad is well received by most parents, with many acknowledging its common use and effectiveness. There were others that feel it should either be completely in English or Spanish.
- 3. Gender Representation:** A recurring theme across all concepts is the lack of women represented in the video spots. It is important to represent both mothers and fathers having this conversation with their teen.

# *I Know*

(Concept L)

An advertisement for NHTSA. It features a young woman with long brown hair, wearing a white sweater, driving a car. The text "THEY KNOW YOU LOVE THEM." is written in large yellow letters across the top. Below that, a yellow banner contains the text "Tell them how much. *Habla con ellos.*". At the bottom, there is a white box with the text "Talk to them about the consequences of not following the rules of the road." and logos for NHTSA and "REGLAS DEL CAMINO".

**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 REGLAS DEL CAMINO



# I Know

(Concept L)

Motivate Safe Driving Behaviors:	Encourage Conversation with Teen:	Graded the Concept A/B:
1 <sup>st</sup> (48%)	1 <sup>st</sup> (48%)	52% (n=12)



*I Know* communicates the typical teen attitude and coming of age dynamic while modeling the desired behavior of a parent teaching his child about driving safety. The concept emphasizes parents' concerns with keeping their children safe and incorporates relatable elements including the use of Spanglish. The teen's attitude is relatable, which makes the concept effective.

## Effective Elements

- The concept resonates for parents
  - The teen's attitude and interactions with the parent feel authentic and realistic. Creates emotional connection that resonates
  - VO at the end captures how parents are motivated by keeping their children safe
- Communicates and models desired behavior of parent teaching teen and having safety conversation
- Effectively communicates the message
- Use of Spanglish enhances relatability
  - Feels natural and reflects the bilingual experiences of many Spanish-speaking families.



*It was very realistic. It was impactful... it's more geared toward an adult than it would be for a kid... **some battles are worth fighting. Some battles are not worth it, but this is one that is. This acts as a bit of a reminder for parents that your kids' lives and safety are always worth fighting for.***

– Bilingual Parent

# I Know

(Concept L)

Motivate Safe Driving Behaviors:	Encourage Conversation with Teen:	Graded the Concept A/B:
1 <sup>st</sup> (48%)	1 <sup>st</sup> (48%)	52% (n=12)



*I Know* does influence and motivate parents, but some feel the dialogue isn't deep enough, failing to explain the consequences of unsafe driving behaviors to motivate the teen driver. The teen's attitude is a turn off for some parents, but most understand the point the concept is trying to communicate.

## Opportunities for Improvement

- Dialogue does not feel productive
  - Parent's reaction is not relatable for some—too lenient on the child for having an attitude
  - Father should have more emotion in trying to protect and discipline his child
  - Should feel more like a conversation explaining why safety is important, not just parent giving commands
  - Should portray appreciation and acknowledgement from the teen for parent keeping him safe
  
- Teen's dismissive attitude is polarizing for some
  - Though it's relatable, some parents view it as disrespectful
  
- Static image should center in on the consequences text at the bottom, that's the main point of the concept



*At the end it says 'it's really important to talk to your kids about driving safety' but then the whole video is really just a parent barking at their kids about what not to do. There isn't a dialogue there, so I think it perpetuates this idea that parents yell at their kids to stop doing everything... I would have preferred for the beginning scene to [portray them] **sitting down and talking about safety and why it's important.***

– Bilingual Parent

# *Influencer*

(Concept M)



# Influencer

(Concept M)

Motivate Safe Driving Behaviors:	Encourage Conversation with Teen:	Graded the Concept A/B:
2nd (tied) (26%)	2nd (tied) (26%)	74% (n=17)



**Influencer** centers around the role that parents play in influencing their teens, and that it is their responsibility to be the biggest influence when it comes to safe driving. The concept alludes to safe driving behaviors but doesn't depict the desired behavior of the father teaching his son. The concept also portrays ideas around the importance of cultural respect and family which resonates with this audience.

## Effective Elements

- Messaging is straightforward and effective
- Concept is relatable—phone use very prevalent among teens in today's society
- Models the desired behavior and communicates the influence parents have on their teens
- Concept portrays Spanish-speaking audiences ideals of cultural respect and the importance of family
- Static image gives a clear command for parents and effectively communicates the message



*I thought it was a good concept as far as giving the information that the parent is responsible for ensuring that their child is safe, teaching them the right things to do while on the road. I also like the part where it's saying it's your responsibility to tell them that they shouldn't be drinking and driving or doing drugs or things like that.*

– Bilingual Parent

# Influencer

(Concept M)

Motivate Safe Driving Behaviors:	Encourage Conversation with Teen:	Graded the Concept A/B:
2nd (tied) (26%)	2nd (tied) (26%)	74% (n=17)



**Influencer** received the strongest grades; however, it did not motivate or influence parents. Participants stated that the dialogue in the concept needs work and could be streamlined. While many recognized and appreciated the multi-generational representation in the spot, some desired a better portrayal of the son passing on what he learned from his father to teach the next generation.

## Opportunities for Improvement

- Concept isn't engaging, could benefit from additional dialogue
  - Father should be telling teen to not use phone while driving
  - There should be more dialogue between the father and son to create an emotional connection
- Multiple mentions that a female should be included
- Can play deeper into the theme of Spanish-speaking audiences multi-generation households
  - The time lapse should jump to the son showing his future son how to drive with the dad (grandfather) in the backseat
- Bottom text of static image should be larger, more prominent—this is the command and message conveyed



*I don't think that the phone is the right thing to portray when we're talking about safety. I think having no phone is more effective. Even showing the phone and highlighting that it's a good thing. I don't want to associate the two at all... I think that the phone and driving do not play a positive role together.*

– Bilingual Parent

# *Be the Parent You Want to Be*

(Concept O)



# Be the Parent You Want to Be

(Concept O)

Motivate Safe Driving Behaviors:	Encourage Conversation with Teen:	Graded the Concept A/B:
2nd (tied) (26%)	2nd (tied) (26%)	48% (n=11)



**Be the Parent You Want to Be** communicates the idea of a parent having a conversation about safe driving with their teen. The flashback scene is relatable for some, seeing that older generations taught by authority, rather than experience. The use of Spanish in this concept is something that works for this audience.

## Effective Elements

- Dialogue between father and son is humorous and engaging—focuses on safety
- Visuals communicate and model safe driving behavior
- Some connect well with the flashback of the father
- Multiple respondents like the incorporation of Spanish in the ad
- Static image portrays desired behavior and communicates message well



*It reminded me of when my parents taught me how to drive. I would ask why [to do] certain things and my [parent said] ‘porque sí’ (because I said so). **When I was teaching my kids how to drive... it was the opposite of what my parents taught me**, so I really resonated with the commercial.*

– Bilingual Parent

# Be the Parent You Want to Be

(Concept O)

Motivate Safe Driving Behaviors:	Encourage Conversation with Teen:	Graded the Concept A/B:
2nd (tied) (26%)	2nd (tied) (26%)	48% (n=11)



**Be the Parent You Want to Be** communicates a message that is clear to parents, but there is some hang up around the stereotypes portrayed in the flashback. There are concerns that the message misses the mark on connecting to the desired behavior—to talk about safety. Parents say the concept lacks dialogue around actual safety behaviors, and they want a more detailed conversation between the father and son.

## Opportunities for Improvement

- Portrayal of the father’s father leans into stereotypes, turned some off from the messaging
- Main message of “talk to your child” doesn’t resonate as strongly in this concept
  - Dialogue between father and son should be centered on specific behaviors
  - More details are needed in the dialogue between father and son around safety
- Needs to get to the point and show the conversation around driving safety
- In the static image “rules of the road” should stand out more and be in red to convey urgency
- Headline of the static image doesn’t resonate for some, doesn’t feel like a positive message



*There’s just something off here... I like the son asking questions, but I would have liked to see different questions like around why shouldn’t I drink and drive or why shouldn’t I drive high? **I don’t know that I got the strong message of ‘talk to your kids.’** I got [from the concept] that when your kids ask questions, you can brush them away.*

– Bilingual Parent






# Bilingual Teens

<b>Concept L</b> <i>Personalities</i>	<b>Concept M</b> <i>Bad Reputation</i>	<b>Concept O</b> <i>Great Responsibility</i>
 <p>A collage of three images. The top image shows a young man in a blue shirt talking on a mobile phone while driving. The middle image shows a young woman in a pink shirt driving with her hand on her forehead. The bottom image shows a young man in a grey hoodie driving. To the right of these images is a graphic with the text: "EVERYONE HAS A PERSONALITY BEHIND THE WHEEL." and "MAKE SURE YOURS IS A RESPONSIBLE ONE. EL VOLANTE Y TU VIDA ESTÁN EN TUS MANOS." with the NHTSA logo.</p>	 <p>A collage of two images. The left image shows a young man in a striped shirt and a red cap sitting on a green bench, talking to a young woman. The right image shows a young woman in a striped shirt with a name tag that says "La Paga". To the right of these images is a graphic with the text: "AVOID A BAD NICKNAME" and "SIGUE LAS REGLAS, STAY FOCUSED, Y MANEJA CON CUIDADO." with the NHTSA logo.</p>	 <p>A collage of three images. The top image shows a young woman in a yellow shirt standing in a kitchen. The middle image shows a young man in a red shirt standing in a hallway. The bottom image shows a young man in a grey shirt sitting at a desk reading a newspaper. To the right of these images is a graphic with the text: "TEEN DRIVER? ¡Maneja con cuidado!" and "It's your responsibility to be a safe driver." with the NHTSA logo.</p>

# Concept Comparison

## Bilingual Teens

**Personalities** is the most motivating and compelling concept. It communicates a range of driving behaviors, maximizing the relatability of the concept, but also demonstrates consequences (good and bad) of the different behaviors. The concept models good behavior and the reward for good behavior, while using relatable imagery to motivate teens to avoid the consequences of unsafe behaviors.

Concept Assessment	Motivate Safe Driving Behaviors Select one concept	Communicates You're In The Driver's Seat Select one concept	Concept Grade (% A/B)
 <p><b>Personalities</b> (Concept L)</p>	<b>75%</b> (18/24)	<b>100%</b> (24/24)	<b>92%</b> (22/24)
 <p><b>Bad Reputation</b> (Concept M)</p>	<b>21%</b> (5/24)	<b>0%</b> (0/24)	<b>63%</b> (15/24)
 <p><b>Great Responsibility</b> (Concept O)</p>	<b>4%</b> (1/24)	<b>0%</b> (0/24)	<b>67%</b> (16/24)

*NOTE: Blue highlights highest score among concepts; grey highlights lowest score among concepts*

# Recommendation:

## *Bilingual Teens*

---

### Concept L



*Personalities*

*Personalities* motivates teens to **practice safe driving behaviors** and communicates that they're in the driver's seat and **must follow the rules of the road**.

Given the overwhelming performance in **communicating the message and motivating teens**, we recommend moving forward with *Personalities* and considering implementing the following:

1. **Communicating Consequences:** While the concept clearly conveys that unsafe driving leads to consequences, teens express a desire for more serious and realistic outcomes rather than just enforcement penalties like tickets. Showing real-life risks, such as injuries, crashes or strong social consequences, would make the dangers feel more immediate and impactful.
2. **Communicating Good Behaviors:** While the unsafe behaviors are clearly portrayed and connected to consequences, there is a desire to see how the responsible driver engages in safe behaviors, beyond being "calm." Teens state that "El Seguro" should be shown actively engaging in safe habits, such as wearing a seat belt, driving with two hands on the steering wheel and having his cell phone put away. Pairing these actions with clear, positive reinforcement will further encourage safe behavior and increase the concept's effectiveness.
3. **Balancing Dual-Language:** Most teens find the use of Spanglish in some parts of the video relatable. Some express the desire to have it be used more frequently and/or consistently throughout the ad.

# *Personalities*

(Concept L)



# Personalities

(Concept L)

Motivate Safe Driving Behaviors:	You're In The Driver's Seat:	Graded the Concept A/B:
1 <sup>st</sup> (75%)	1 <sup>st</sup> (100%)	92% (n=22)



## Effective Elements

- Message is straightforward and effective
  - Effectively contrasts risky driving behaviors with responsible ones
  - Visuals communicate consequences of not driving safely
  - Also communicates good consequences and rewards of being safe and making it home
- Having three personalities makes concept relatable, resonating with a wider audience by portraying a range of behaviors
- Law enforcement sirens and sounds are effective



Insight from Mindset

**Personalities** describes an array of different behaviors and attitudes behind the wheel. The concept communicates the consequences of both good and bad driving behaviors. The use of three different personalities helps the concept be more relatable to a wider audience, but also helps to communicate a range of consequences across different scenarios, effectively integrating law enforcement into the spot.

*The consequences of driving fast or being distracted by your phone will get you pulled over, but if you're calm and driving safely, then you'll get home safe and sound... It was really easy to follow and easy to relate to it... **it makes you aware you're going to get in trouble or face the consequences of [unsafe behaviors].** So if you take it calm and slow and if you don't have distractions, then you'll get home.*

– Bilingual Teen

# Personalities

(Concept L)

Motivate Safe Driving Behaviors:	You're In The Driver's Seat:	Graded the Concept A/B:
1 <sup>st</sup> (75%)	1 <sup>st</sup> (100%)	92% (n=22)



**Personalities** could be improved by communicating a range of consequences for different driving behaviors as enforcement consequences alone are not the most motivating or compelling. The concept should also better visualize and communicate specific safe driving behaviors that will more effectively model the desired behavior(s).

## Opportunities for Improvement

- Consequences should be more compelling and influential
  - Concept needs to clearly communicate the full range of consequences to add shock value
  - Show how drivers got into trouble and what happened after being stopped by law enforcement
- Concept should better illustrate safe driving behaviors with more detailed examples
  - Keeping two hands on the wheel
  - Wearing seat belt
  - Avoiding cell phone use
- Mixed reaction to the number of personalities shown—can get the point across with two, but three makes it more relatable
- Incorporating more Spanish and Spanglish into the static image would make it more compelling/consistent with video

*What I thought was ineffective was that it was just showing the only consequence [was] being pulled over. I think there's more serious consequences like injuring someone or hurting yourself or damaging your vehicle. **I feel like if it showed the variety of consequences, it would be more effective and engaging to the audience.***

– Bilingual Teen

# *Bad Reputation*

(Concept M)



# Bad Reputation

(Concept M)

Motivate Safe Driving Behaviors:	You're In The Driver's Seat:	Graded the Concept A/B:
2nd (21%)	2nd (tied) (0%)	63% (n=15)



**Bad Reputation** utilizes a short form POV-style video that teens find relatable since it is similar to content they see online. The use of Spanish in the spot, specifically for the nicknames, is effective and resonates. The concept does communicate consequences for some unsafe behaviors and the voiceover emphasizing safe driving ties the message together.

## Effective Elements

- Nicknames being in Spanish grabs attention—effective for this audience
- Relatable to record video in school, POV social media style video resonates
- Format feels current and relatable for teenagers
- Message is clear and straightforward
- Spanglish is effective, relatable
- Video is short, maintains attention
- The VO at the end emphasizes safe driving



*It quickly grabbed my attention and the message of it was simple to follow... [you don't] want to be known for being someone who's reckless and dangerous on the road. You should instead try to be like the protagonist who is safe and knows what he's doing on the road at all times. I feel like the ad followed a format that [social media] videos and Instagram videos [use] where you film your friends in a point of view [style].*

– Bilingual Teen



# Bad Reputation

(Concept M)

Motivate Safe Driving Behaviors:	You're In The Driver's Seat:	Graded the Concept A/B:
2nd (21%)	2nd (tied) (0%)	63% (n=15)



**Bad Reputation** creates concerns for that the humorous positioning of the video spot takes away from the seriousness of the message. The consequence of a bad nickname isn't as bad as getting into a crash, so the concept is less influential even if it is relatable. The concept should also clearly visualize and model safe and unsafe driving behaviors to more effectively communicate the message.

## Opportunities for Improvement

- Some feel that the concept should be more serious
  - Nicknames make the idea feel like a joke, not serious
  - Humorous tone in the VO could be misleading, misrepresenting the severity of the message
  - Concept needs to show drivers portraying bad behaviors that match the nicknames to make the point
- Nicknames don't convey severity, crashes do
- The girl's facial expression in the static image is off-putting to some
  - Doesn't make sense with the crash in the background



*I don't think that it really encouraged people to drive safely. **Just show the nicknames and how they drive.** I think it's overall just a weak message... **I think the only way to encourage people [to drive safely] is showing consequences because people don't know how it actually is until they see it.***

– Bilingual Teen

# *Great Responsibility*

(Concept O)



# Great Responsibility

(Concept O)

Motivate Safe Driving Behaviors:	You're In The Driver's Seat:	Graded the Concept A/B:
3 <sup>rd</sup> (4%)	2 <sup>nd</sup> (tied) (0%)	67% (n=16)



**Great Responsibility** incorporates ideas around teens having a lot of responsibilities around the home. This element and the Spanglish used at home resonates with teens. The video works to make the connection between having responsibilities at home and having responsibilities while driving, but responsible driving has impacts on others.

## Effective Elements

- The Spanglish approach is relatable and realistic
- Conversations and reminders from family in the video concept resonate and communicate the different expectations of teens
- Effective and straightforward message—your greatest responsibility is to keep others safe
- Incorporation of law enforcement is effective
  - Friendly, good reminders of safe behaviors

*I like the overall message... No matter what you're doing, you know you're going to be busy but [it's important] to be especially cautious when you drive. The mom, the dad, the uncle reminded him of so many things and [the concept communicates] to remember to be cautious while driving... it was very relatable.*

– Bilingual Teen

# Great Responsibility

(Concept O)

Motivate Safe Driving Behaviors:	You're In The Driver's Seat:	Graded the Concept A/B:
3 <sup>rd</sup> (4%)	2 <sup>nd</sup> (tied) (0%)	67% (n=16)



**Great Responsibility** communicates a message that is clear to some, others feel the concept doesn't focus enough on driving. Others also indicate that the concept could be improved with a stronger focus on consequences, both by communicating serious consequences and the severity of enforcement consequences with its presentation of the law enforcement officer.

## Opportunities for Improvement

- Concept is too long, doesn't hold attention and some find it boring
  - Focuses too much on family life and not driving
  - Should show specific driving behaviors and responsibilities
  - Multiple mentions about emphasizing phone use as a hazard while driving
- Connection between "home life" and "driving life" is unclear for some
  - Different responsibilities with different levels of severity
- Inclusion of law enforcement officer is ineffective for some
  - Too nice—should be stricter, more authoritative
  - Should communicate specific consequences
- Static image should be more serious, severe



*I feel like the connection between the home life and driving... was not there. **I didn't really understand how the two parts connected...** I feel like it wouldn't be an effective way to get people to realize that they should be more cautious on the road... I thought the [inclusion of the LEO] was random... if they were to keep an officer [in the concept], **it should be more of a stern type of manner that they're speaking to each other in, because that's how you speak to law enforcement when you're getting pulled over.***

– Bilingual Teen