

## **AS PRODUCED**

**Campaign:** CPS  
**Title:** Chairs  
**Length:** 30 Seconds  
**Date:** 04/18/12

THE COMMERCIAL BEGINS WITH MUSIC AND IMAGES THAT WE SEE ONE BY ONE: STARTING WITH A HIGH CHAIR WHERE WE FEED BABIES, THEN SOME CHAIRS FROM PRE-SCHOOL.

THE MUSIC CHANGES AND WE SEE A SEAT FOR CHILDREN THAT ARE A LITTLE OLDER, LIKE THE DESK CHAIRS IN ELEMENTARY.

THE MUSIC CHANGES AND WE SEE EVEN MORE SEATS, NOW OF ADULTS: AN OFFICE CHAIR, WEDDING CHAIRS, THE CHAIR AT THE DINING TABLE, A ROCKING CHAIR FOR AN OLD MAN. WE HEAR THE ANNOUNCER SAY:

**Una vida plena medida en asientos, empieza con los asientos adecuados en la infancia.**

WE SEE A QUICK MONTAGE OF A REAR FACING CAR SEAT, A FRONT FACING ONE, A BOOSTER SEAT AND A SAFETY BELT. WHILE WE SEE THIS, WE HEAR THE ANNOUNCER SAY:

**Los choques son la causa número uno de muertes de niños entre 1 y 13 años. Aprende a prevenir muertes y heridas usando el sistema de seguridad adecuado a cada edad y tamaño.**

**SUPER: 1-888-PROTEGIDOS**

**[safercar.gov/protegidos](http://safercar.gov/protegidos)**

## **AS PRODUCED**

**Campaign:** CPS  
**Title:** Chairs - ENGLISH  
**Length:** 30 Seconds  
**Date:** 04/18/12

THE COMMERCIAL BEGINS WITH MUSIC AND IMAGES THAT WE SEE ONE BY ONE: STARTING WITH A HIGH CHAIR WHERE WE FEED BABIES, THEN SOME CHAIRS FROM PRE-SCHOOL.

THE MUSIC CHANGES AND WE SEE A SEAT FOR CHILDREN THAT ARE A LITTLE OLDER, LIKE THE DESK CHAIRS IN ELEMENTARY.

THE MUSIC CHANGES AND WE SEE EVEN MORE SEATS, NOW OF ADULTS: AN OFFICE CHAIR, WEDDING CHAIRS, THE CHAIR AT THE DINING TABLE, A ROCKING CHAIR FOR AN OLD MAN. WE HEAR THE ANNOUNCER SAY:

A full life measured in seats starts with the right ones early on.

WE SEE A QUICK MONTAGE OF A REAR FACING CAR SEAT, A FRONT FACING ONE, A BOOSTER SEAT AND A SAFETY BELT. WHILE WE SEE THIS, WE HEAR THE ANNOUNCER SAY:

Car crashes are the number one killer of children 1 through 13. Learn how to prevent deaths and injuries by using the right car seat for your child's age and size.

SUPER: [Safercar.gov/therightseat](http://Safercar.gov/therightseat)

## **AS PRODUCED**

**Campaign:** CPS  
**Title:** Chairs  
**Length:** 60 Seconds  
**Date:** 04/18/12

THE COMMERCIAL BEGINS WITH MUSIC AND IMAGES THAT WE SEE ONE BY ONE: STARTING WITH A HIGH CHAIR WHERE WE FEED BABIES, THEN SOME CHAIRS FROM PRE-SCHOOL, A SWING,

THE MUSIC CHANGES AND WE SEE SEATS FOR CHILDREN THAT ARE A LITTLE OLDER, LIKE THE DESK CHAIRS IN ELEMENTARY, A BICYCLE SEAT,

THEN WE SEE MORE SEATS THAT PORTRAY GETTING OLDER EACH TIME: COLLEGE AUDITORIUM, AN OFFICE CHAIR, THE LAST ROW OF SEATS A MOVIE THEATRE.

THE MUSIC CHANGES AND WE SEE EVEN MORE SEATS, NOW OF ADULTS: WEDDING CHAIRS, BEACH CHAIRS, THE CHAIR AT THE DINING TABLE, A ROCKING CHAIR FOR AN OLD MAN. WE HEAR THE ANNOUNCER SAY:

**Una vida plena medida en asientos, empieza con los asientos adecuados en la infancia.**

WE SEE A QUICK MONTAGE OF A REAR FACING CAR SEAT, A FRONT FACING ONE, A BOOSTER SEAT AND A SAFETY BELT. WHILE WE SEE THIS, WE HEAR THE ANNOUNCER SAY:

**Los choques son la causa número uno de muertes de niños entre 1 y 13 años. Aprende a prevenir muertes y heridas usando el sistema de seguridad adecuado a cada edad y tamaño.**

**SUPER: 1-888-PROTEGIDOS**

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## **AS PRODUCED**

**Campaign:** CPS  
**Title:** Chairs -ENGLISH  
**Length:** 60 Seconds  
**Date:** 04/18/12

THE COMMERCIAL BEGINS WITH MUSIC AND IMAGES THAT WE SEE ONE BY ONE: STARTING WITH A HIGH CHAIR WHERE WE FEED BABIES, THEN SOME CHAIRS FROM PRE-SCHOOL, A SWING,

THE MUSIC CHANGES AND WE SEE SEATS FOR CHILDREN THAT ARE A LITTLE OLDER, LIKE THE DESK CHAIRS IN ELEMENTARY, A BICYCLE SEAT,

THEN WE SEE MORE SEATS THAT PORTRAY GETTING OLDER EACH TIME: COLLEGE AUDITORIUM, AN OFFICE CHAIR, THE LAST ROW OF SEATS A MOVIE THEATRE.

THE MUSIC CHANGES AND WE SEE EVEN MORE SEATS, NOW OF ADULTS: WEDDING CHAIRS, BEACH CHAIRS, THE CHAIR AT THE DINING TABLE, A ROCKING CHAIR FOR AN OLD MAN. WE HEAR THE ANNOUNCER SAY:

A full life measured in seats starts with the right ones early on.

WE SEE A QUICK MONTAGE OF A REAR FACING CAR SEAT, A FRONT FACING ONE, A BOOSTER SEAT AND A SAFETY BELT. WHILE WE SEE THIS, WE HEAR THE ANNOUNCER SAY:

Car crashes are the number one killer of children 1 through 13. Learn how to prevent deaths and injuries by using the right car seat for your child's age and size.

SUPER: [Safercar.gov/therightseat](http://Safercar.gov/therightseat)

## AS PRODUCED

**Campaign:** CPS  
**Title:** Flashback  
**Length:** 30 & 60 Seconds  
**Date:** 04/18/12

THE COMMERCIAL BEGINS WITH A MAN IN HIS CAR. HE IS DRIVING CALMLY. HE LOOKS AT THE REARVIEW MIRROR AND SMILES.

SUDDENLY, EVERYTHING CHANGES: IN SLOW MOTION, VERY SLOW MOTION, WE SEE THE REACTION OF HIS FACE TO A COLLISION THAT IS IMMINENT. WE CLOSE-UP INTO HIS EYES AND WE SEE WITHIN THEM HIS LIFE SCENES APPEARING: SINCE CHILDHOOD, THROUGH HIS YOUTH, WEDDING, SPENDING TIME WITH FAMILY, ETC...A LOT OF IMPORTANT LIFE MOMENTS IN SUCCESSION. AT THAT TIME THE ANNOUNCER SAYS:

**Dicen que cuando enfrentas un peligro extremo, tu vida pasa frente a ti. Si piensas que eso es triste...**

They say that when you're facing extreme danger, your life flashes before you... If you think that's sad...

THEN WE DISCOVER THAT IN THE BACK SEAT THERE TWO CHILDREN. WE COME CLOSE TO THE EYES OF THE CHILDREN, WE SEE ONLY ONE SCENE. THE PRESENT TIME, SITTING ON THE BACK SEAT. THE ANNOUNCER CONTINUES:

**...considera enfrentarlo sin tener todavía una vida que pase frente a ti.**

...consider facing it before you even have enough life to flash before your eyes

THE SCREEN FADES TO BLACK. WE SEE THE DAD, RELIEVED, LOOKING BACK SEAT. HIS CHILDREN ARE OKAY. THE ANNOUNCER SAYS:

**Los choques son la cause número uno de muertes de niños entre 1 y 13 años.**

Car crashes are the number one killer of children 1 through 13.

WE SEE A QUICK MONTAGE OF A REAR FACING CAR SEAT, A FRONT FACING ONE, A BOOSTER SEAT AND A SAFETY BELT. WHILE WE SEE THIS, WE HEAR THE ANNOUNCER SAY:

**Las heridas y muertes pueden prevenirse usando el sistema de protección adecuado...**

Deaths and injuries can be prevented by using the right car seat...

**Visita Safercar.gov para saber cuál es el apropiado para cada edad y tamaño.**

Visit Safercar.gov to know what is appropriate for your child's age and size.

SUPER: Safercar.gov/protegidos

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