











Unbelted Occupants

1		<p>Zero Fatalities Twist Child in back seat dies because unbelted parent was thrown into him. https://www.youtube.com/watch?v=tXW57B_2sRQ&list=UUrR3CPsVkfXJ5QNbA14ZwAw</p>
2		<p>DOE: Rear Passenger Seatbelt (1:11) https://www.youtube.com/watch?v=e6Qhmdk4VNs Crash where unbelted rear passenger kills three people by colliding with them during the crash.</p>
3		<p>MnDPS: Heights (0:30) http://www.youtube.com/watch?v=HSZ-pQeRtK8&feature=youtu.be Informational: Collision at 25MPH without seatbelt is like falling from a 2-story building, shows all the way up to 60mph = 12-story building. Shows camera view from that height looking straight down to portray the potential damage a vehicular crash while being unbelted can cause.</p>
4		<p>NHTSA: Buckle Up America (0:32) http://www.trafficsafetymarketing.gov/BUA Random people on street slam their forehead into guy's windshield. "Since you'll never get to see your own face hit the windshield" then guy gets rear-ended and his head goes into the windshield.</p>
5		<p>Embrace Life (1:28) http://www.youtube.com/watch?v=h-8PBx7isoM Video conveying that life is too precious to risk not wearing seatbelt, especially to family. Gears more towards significance of personal choice to buckle up and its impact on family members.</p>
6		<p>Wear it for Them (1:00) https://www.youtube.com/watch?v=HPuID6mnOJU Unbelted male teen kills buckled little sister by flying into her during a crash.</p>
7		<p>NHTSA: 2014 Friendly Cop (0:30) http://www.trafficsafetymarketing.gov/C10T2014 (official website) http://www.youtube.com/watch?v=hzzQa9v79r8 (Youtube) Friendly Cop gives warning for forgetting turn signal, ticket for not wearing seatbelt.</p>
8		<p>Heaven Can Wait - Best Seatbelt Commercial Ever (0:44) https://www.youtube.com/watch?v=tywC-gRXbq0 Spirits leave body of those who have died in a car accident. The one person who was wearing a seatbelt has his spirit return; he wakes up.</p>
9		<p>THINK! Always Wear a Seatbelt (0:40) http://www.youtube.com/watch?v=Xx6v9CNcQ04 Three guys are terribly injured in a crash, not wearing seatbelts. Time rewinds, they put on their seatbelts when they get in the car and sustain only minor injuries (sore neck, etc.). "If you could have another chance, what would you do differently?"</p>
10		<p>THINK! Seatbelts - Three Strikes (0:40) http://www.youtube.com/watch?v=rq90ld-XtHE Voice over describes exactly how a man is injured and dies from not wearing a seatbelt during a crash. Uses visual aids of inside the man's body. From UK's THINK! Campaign.</p>

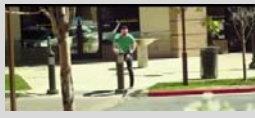




Impaired Driving and Alcohol-Related

1		<p>Friends are waiting (1:00) http://youtu.be/eubWYPhcEEo Budweiser dog commercial. Guy with his dog as he grows. Guy goes out for the night with the friends and doesn't return. Dog is distressed, only to find the guy return the next morning as he decided to stay at a friend's house rather than drink and drive.</p>
2		<p>TAC Victoria: Never (1:30) http://www.youtube.com/watch?v=otR8V7rlnjA&list=TLSSKQrXBnjIUzZtR_41i-FW3_bmzqwWyG Man crashes while driving drunk, which kills his girlfriend in passenger seat. Shows man and the passenger's father devastated.</p>
3		<p>TAC Victoria: Bush Telegraph (1:30) http://www.youtube.com/watch?v=FqyLcVBOhP4&list=TLSSKQrXBnjIUzZtR_41i-FW3_bmzqwWyG&index=8 Man leaves friend's house with kid after drinking. On his way out, his friend says "Oh have another, it won't kill you." Man runs stop sign, gets slammed by giant truck. Friend gets a call that he died.</p>
4		<p>NHTSA: Ignition Interlock (0:30) and (0:15) http://www.trafficsafetymarketing.gov/CAMPAIGNS/Drunk+Driving/Drive+Sober+or+Get+Pulled+Over/Saint+Patrick%27s+Day/Video++Ignition+Interlock A guy and girl are walking to their car after a date with their thoughts being audible for the viewer. The girl really likes him, but the guy is worried about something. When they get in the car the guy uses a Breathalyzer to start car. Girl is unimpressed and leaves.</p>
5		<p>TAC Victoria: Bloody Idiots (0:46) http://www.tac.vic.gov.au/road-safety/tac-campaigns/drink-driving Shows mom (crying), girlfriend (dead), friend (paralyzed), all resulting from a car crash involving a "bloody idiot."</p>
6		<p>NHTSA: Night Ends for These Buddies / Invisible Cop: Buddies (0:32) http://www.trafficsafetymarketing.gov/CAMPAIGNS/Drunk+Driving/Drive+Sober+or+Get+Pulled+Over/No+Refusal+Toolkit/Video+Invisible+Cop+Checkpoint Drinking friends give impaired driver keys. Driver gets arrested. "They'll see you before you see them." Strong enforcement message.</p>
7		<p>NHTSA: No Money (0:30) and (0:15) http://www.trafficsafetymarketing.gov/CAMPAIGNS/Drunk+Driving/Drive+Sober+or+Get+Pulled+Over/Saint+Patrick%27s+Day/Video++No+Money Guy sitting on bench, text overlay shows costs of DUI (bail, attorney, court costs, ticket, etc.). Strong message. "There are better ways to spend your money" Guy walks by in nice clothes, spinning car keys.</p>
8		<p>THINK! - #PubLooShocker (0:50) http://www.youtube.com/watch?v=YJDsH64sqNY&list=TLMHbqQ6B58WDZz8bLB0jzQ-Q-R5X_xcUJt Several people go to the bathroom and while washing their hands a face loudly crushes the mirror (seeming coming from the wall) startling them. From UK's THINK! Campaign.</p>
9		<p>TAC Victoria: Levels (0:35) http://www.tac.vic.gov.au/road-safety/tac-campaigns/drink-driving#education Two men at a bar order another drink. Voice over describes the many factors that contribute to their resulting BAC when they will be driving home. Bartender adjusts each person's drink along with voice over. Both end up with less than a full beer, but noticeable different amounts.</p>
10		<p>TAC Victoria: SWAP (1:30) http://www.youtube.com/watch?v=n4X2lbcx504&index=12&list=TLSSKQrXBnjIUzZtR_41i-FW3_bmzqwWyG Man and partner drive home from party after man has done drugs. He drives erratically, finally decides to switch so girlfriend can drive. Pulls over to the side of the road and gets out of the car right in front of a fast moving car. "If you drive on drugs, you're out of your mind."</p>

Speeding

1		<p>NZ TA: Speed Ad – Mistakes (1:00) http://www.youtube.com/watch?v=bvLaTupw-hk New Zealand viral video. Car on side street pulls out in front of speeding car. Both drivers get out of car while their cars are going towards each other in slow motion. Guy from side street shows his kid in back seat, speeding car realizes he is going way too fast to stop. “Other people make mistakes. Slow Down”.</p>
2		<p>NZ TA: Flying Objects (1:00) http://www.youtube.com/watch?v=uV5o-UADiY Informational video on the physics of sudden stops – your internal organs keep moving even when your seatbelt catches your chest. The faster you go, the bigger the mess.</p>
3		<p>Crash Reconstruction (1:00) http://www.youtube.com/watch?v=z44uZVn1r9A Fatal crash is played out while a collision investigator provides details of the events leading up to the crash. Also states that the outcome would have been drastically different had the driver of been going just 5 km/h slower.</p>
4		<p>Speed vs Impact (0:59) https://www.youtube.com/watch?v=bpjhf3qoOk4 Man discusses how a slower initial speed means a much slower impact speed, with visual.</p>
5		<p>Just Slow Down by Winnipeg Police Service (2:25) https://www.youtube.com/watch?v=H5Ey0nccJlg Teen speeding kills child.</p>
6		<p>DOE The Faster the Speed the Bigger the Mess Campaign - Speed Kills (1:01) https://www.youtube.com/watch?v=z8Mnf22D30 Man speeding rear ends car at stop sign pushing it forward, rear-ended car hits pedestrian mother.</p>
7		<p>NZ TA / LTSA – Spot the Difference (New Zealand) (0:30) https://www.youtube.com/watch?v=p7d4l6FuvGQ#t=14 Split screen with two joggers. On one half, one of the joggers gets hit by a speeder, on the other half, the car stops on time. Created by the Land Transport Safety Authority of New Zealand (LTSA).</p>
8		<p>DOE The Faster the Speed the Bigger the Mess Campaign – The Bigger the Mess (1:00) https://www.youtube.com/watch?v=v_AMEYsBxZA Slow motion crash with voice over describing consequences of speeding. Mother and kid in backseat die.</p>
9		<p>NYC Speed Limit PSA (0:29) https://www.youtube.com/watch?v=hTSioR_2nHc Discusses why 30mph is much safer than 40mph.</p>
10		<p>Speed Excuses (0:32) http://www.youtube.com/watch?v=Y15UvlGXp20&feature=youtube Shows various people making excuses about why they’re speeding (I didn’t see the sign, my wife’s in labor, etc.) and still getting a ticket. Enforcement has “heard it all.”</p>

Distracted Driving

1		<p>Volkswagen – Eyes on the Road (1:22) https://www.youtube.com/watch?v=R22WNkYKeo8 Moviegoers gather their attention to a preview showing a car driving down an open roadway. A mass text is then sent out to all of the attendees. At once, many patrons divert their attention to their phones. Seconds later they hear a loud bang –looking up to realize the car has crashed off of the road. A message is brought to the screen reminding viewers to keep their eyes on the road. Very engaging to viewers compared to other PSA videos.</p>
2		<p>TAC Victoria: Distractions TV Ad “Blind” (0:45) “Metro” Version: http://www.youtube.com/watch?v=ZHQHcLWQewA&index=2&list=PLI2p5jFnfRhG3eZ74U05L3Q6ifS9EYvRi “Regional” Version: http://www.youtube.com/watch?v=oal-vBFmnRk&list=PLI2p5jFnfRhG3eZ74U05L3Q6ifS9EYvRi Man driving looks away from the road to view GPS, phone, etc. The viewer is shown a black screen each time the driver looks away, demonstrating the act of taking your eyes off the road. When the driver returns his attention to the road there is a startling surprise awaiting him (bikers, etc.). Ends in a crash.</p>
3		<p>Zero Fatalities “Texting and Walking Theater PSA” (0:42) http://www.youtube.com/watch?v=zrb0rXVFOs0 (0:42) Less dramatic 42-second video of how texting can affect motor skills. References how it can result in poorer driving ability.</p>
4		<p>NHTSA: Manifesto – Texting while Driving Video (0:29) http://www.youtube.com/watch?v=S_-6EoNhitg Girl driving with her friends pulls out her phone to reply to a text. She drives into an intersection and is struck by a truck, resulting in the death of herself and her friends. Officer at the end says he pulled her over for texting she might still be alive, shows life-saving role of law enforcement.</p>
5		<p>Zero Fatalities: You Wouldn’t Text Here Movie Theatre Spot (0:40) http://www.youtube.com/watch?v=qIqSvaTA00&list=UUrR3CPsVkfXJ5QNbAI4ZwAw People texting in odd situations with bad results: a dentist doing a filling, a hair stylist with a buzzer, a football quarterback while playing. “You’d never consider texting here, don’t even think about texting here.” There are also 15 and 30 second versions.</p>
6		<p>The Impossible Texting & Driving Test http://www.youtube.com/watch?v=HbjSwdwJILs Various people attempt to avoid obstacles in a closed course while texting.</p>
7		<p>Zero Fatalities “Texting and Walking Part II” (0:30) http://www.youtube.com/watch?v=Se-PtyEoZtU&list=UUrR3CPsVkfXJ5QNbAI4ZwAw Shows people getting into minor incidents walking while texting. Expresses that it would be crazy to text while driving.</p>
8		<p>NHTSA: BAM (Distracted Driving) (0:31) http://www.trafficsafetymarketing.gov/CAMPAIGNS/Distracted+Driving/Phone+In+On+Hand++Ticket+In+The+Other/TV+BAM+Distracted+Driving+Enforcement+SDHD Various people (teens, mom, adult male, etc.) talk/text while driving, get in accident. Cops shown at very end “we’re stepping up enforcement to save lives.”</p>
9		<p>TAC Victoria: Pillow – You Can’t Fight Sleep (0:34) http://www.tac.vic.gov.au/road-safety/tac-campaigns/drowsy-driving Voice over describes the dangers of driving drowsy.</p>
10		<p>NHTSA: Glee Distracted Driving PSA: “On My Way” http://www.youtube.com/watch?v=mnw_7xI5kIM Shows a girl pick up her phone to send a quick text message to her friends. While being distracted, she drives through a stop sign and gets hit by a truck. Message indicating that it only takes a few seconds of taking your eyes off the road for something tragic to happen – texting can wait.</p>