



# ***Don't Text & Drive!***

## **TV Commercial Challenge**

Sponsored by AAA Minnesota/Iowa and Minnesota Department of Public Safety (DPS)

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### Tips for Producing an Effective TV Spot

Think about and view some of your favorite TV spots. Why did you like these spots? Recognize the tactics these commercials use to communicate their messages and try to apply them to your spot: Humor/other emotion, music, editing styles.

A standard framework for an advertisement is:

- 1) Attention-getting opener (a "hook").
- 2) Delivery of the message.
- 3) A call to action/final tagline.

### Potential Ideas for Your TV Spot

- Demonstrate the dangers or consequences of texting and driving — crash, death or ticket, etc.
- Showcase solutions to avoiding texting and driving — what can passengers do to prevent a driver from texting? What can a driver do to stop the urge to text and drive? etc.
- Promote the Minnesota "no texting" law — In Minnesota, texting, e-mailing, or using the internet while driving is illegal for all drivers — with fines as high as \$300.

### **Notice:**

Safety during the project is of highest priority. AAA Minnesota/Iowa and DPS take no responsibility and assume no liability for any omissions, acts or damages that may result from the preparing of materials to submit to this contest. DPS and AAA Minnesota/Iowa stress that teen producers safely conduct their projects and avoid potentially dangerous production situations that put crew, actors or the public at risk. To assure the safety of the participants, adult supervision is strongly encouraged.