

In one campaign for the Ad Council, I wrote persuasive text across multiple platforms to reach decision makers and programmers with texting/ drinking and driving PSAs aimed at teens. The goal was to reach people in a way that didn't feel too judgmental, but reinforced the seriousness of the consequences of these actions.



## Road Safety is in Drivers' Hands...Literally

### Even Great Drivers Aren't Special Enough to Text and Drive

*Help Them Keep Their Eyes off the Phone and on the Road*



86% of people say they feel very unsafe in a car where the driver sends texts or emails, but many believe they are immune to that same danger when they drive. New PSAs remind adults 16-34 that "no one is special enough to text and drive." [Learn More>](#)



**Target Audience:** Adults 16-34

**Language:** English & Spanish

**Lengths:** :30

**Sponsor:** National Highway Traffic Safety Administration

## It's Homecoming Season

*Remind Teens that Drinking and Driving is an Epic Fail*



A night of drinking can lead to a lot of embarrassing choices, but none worse than getting behind the wheel. This season, air PSAs that remind teens that underage drinking and driving is the "Ultimate Party Foul". [Learn More>](#)



**Target Audience:** New Drivers Ages 16-18

**Language:** English

**Lengths:** :30, :15

**Sponsor:** National Highway Traffic Safety Administration

## Underage Drinking and Driving Prevention

For teenagers, it's hard to see around every corner, but their actions today can affect the rest of their lives. Drinking at a party and then driving is a decision they'll never live down. While most teens would shudder at the idea of handing over their newfound freedom and choices to law enforcement or their parents, they take that risk every time they choose to drink and drive. Despite this, young drivers are responsible for 10% of ALL impaired driving fatalities and 1 in 5 teens that are involved in a fatal car crash had been drinking. Run new PSAs to remind young drivers that underage drinking and driving is the ultimate party foul.

**Sponsor:** National Highway Traffic Safety Administration



## Texting and Driving Prevention

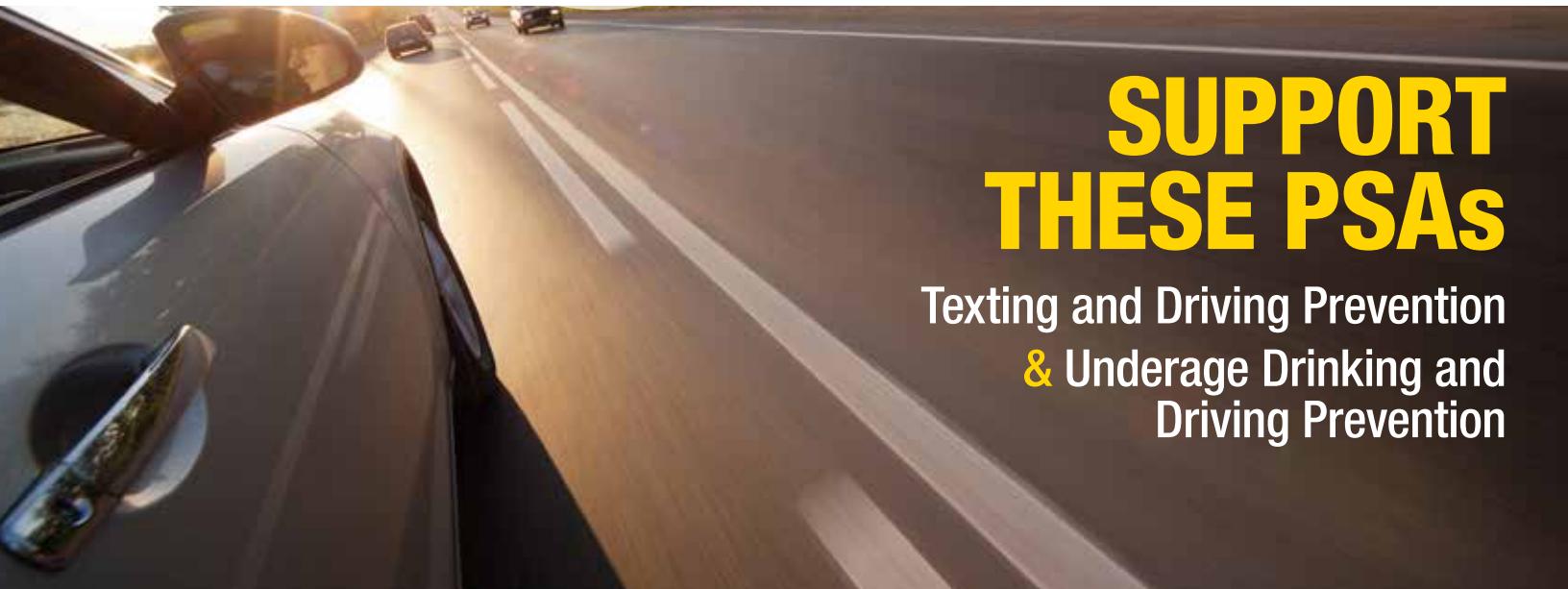
Although most people agree that looking at a phone while driving is distracting and can increase the chance of an accident, a lot of drivers still think "it can't happen to me." That means drivers in your community are posting, liking, commenting and browsing while they are behind the wheel even though they know it's a bad idea. In fact, 25% of teens respond to a text message once or more every time they drive. No matter how confident a person is in their driving skills, there are no special abilities that make it safe to use a phone while driving. New PSAs aim to remind young adults 16-34 that being special in all other aspects of their lives does not make them special enough to text and drive.

**Sponsor:** National Highway Traffic Safety Administration, State Attorney's General





# PSA ALERT



**SUPPORT  
THESE PSAs**

Texting and Driving Prevention  
& Underage Drinking and  
Driving Prevention

**REMIND DRIVERS** ROAD SAFETY IS IN THEIR HANDS ... LITERALLY

## PLEASE AIR Texting and Driving Prevention & Underage Drinking and Driving Prevention PSAs



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ORGANIZATION  
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## It's Homecoming Season.

Young drivers are responsible for 10% of ALL impaired driving fatalities. 25% of teens will text EVERY time they drive. Despite knowing the dangers, many still engage in these risky behaviors. Two campaigns remind drivers that safe driving is the only acceptable form of driving.



PREVIEW & DOWNLOAD PSAs at  
**EXTREME REACH**  
& [PSACentral.org](http://PSACentral.org)

**PSAs**  
AVAILABLE IN  
HD + SD

**PSAs**  
EN ESPAÑOL

UDD-101-T-04063