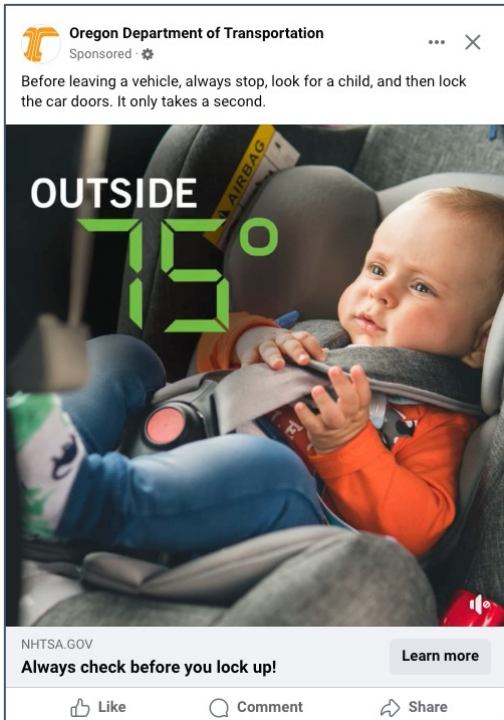
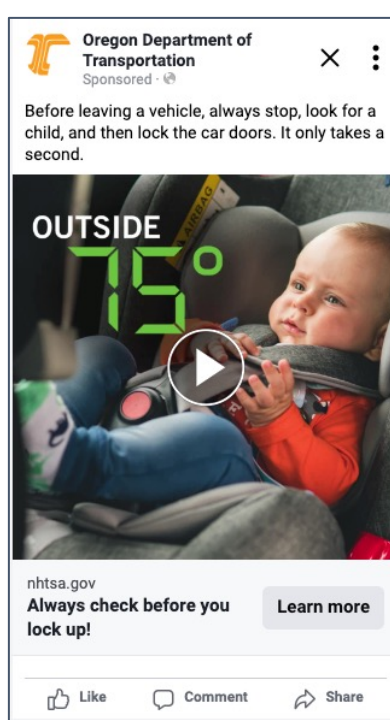


Social Media Ad Brief – TSO-220 Run #1

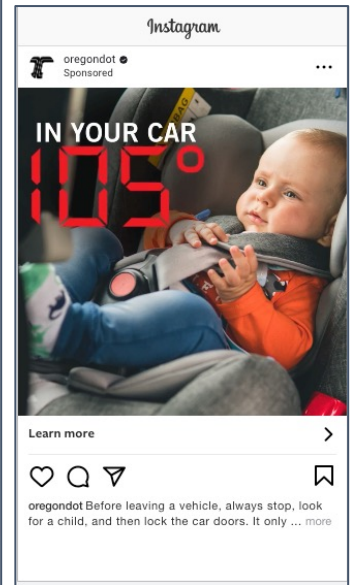
CAMPAIGN: TSO-220 Occupant Protection (Child Heatstroke Awareness)



Facebook Desktop



Facebook Mobile



Instagram (Mobile)

AD DETAILS:

Objective: Awareness

Target Audience(s): Parents, Caretakers, Families, A18-54, Oregon Statewide

Placement: Facebook & Instagram Home Feeds

Launches: 5/01/24

Ends: 5/31/24

Lifetime Budget: \$2,700

Display Link:

<https://www.nhtsa.gov/campaign/heatstroke>

Website URL:

www.nhtsa.gov/campaign/heatstroke

Headline: Always check before you lock up!

Description: N/A

Primary Text: Before leaving a vehicle, always stop, look for a child, and then lock the car doors. It only takes a second.