1. Who is the target audience
2. What is the message?
3. Is it effective?

Show a few clips from these:

**KS1/2/3/4**

Child Road Safety - King of the road (40 sec)

<https://www.youtube.com/watch?v=uAgxZ-l5pY8>

Stealing mobile phones (1.46)  
<https://www.youtube.com/watch?v=ilA0C4K16nE&feature=youtu.be>

THINK! Cycle Safety: Don’t get caught between…(0.46)

<https://www.youtube.com/watch?v=m7lBvN80JaQ>

'THINK!' Road Safety Pink Kitten (1:30)

<https://www.youtube.com/watch?v=AmcbxgBZbr0>

French Crosswalk Safety Advertisement - Pedestrians - Road Safety (1:02)

<https://www.youtube.com/watch?v=-IKA1krajaA>

THINK! Child Road Safety: Tales of the Road campaign Goth girl (0:30)

<https://www.youtube.com/watch?v=W0c75VKvcsY>

NSW Road Safety – Kids take charge (2:45)

https://www.youtube.com/watch?v=w82pwP35\_BA

**KS2/3/4**

Road Traffic Safety creative & effective punch ad (0.50)

<https://www.youtube.com/watch?v=GMy133WEdC4>

This May Be The Most Shocking And Creative Road Safety Ad Ever- Cinema (1:23)

<https://www.youtube.com/watch?v=X8Ob6hnx8AE>

The best road safety advert I've ever seen Aus too fast (1.00)

<https://www.youtube.com/watch?v=nUPfD_FobwM>

Dont Text and Drive PSA (1.01)

<https://www.youtube.com/watch?v=rClJW9gnchc>

**KS3/4**

Think UK - camera phone (teenagers) 0:32

<https://www.youtube.com/watch?v=gO9evAjIrrE>

The AA - Now You See Me (0:40)

<https://www.youtube.com/watch?v=AlGmiHKCDI4>

NI Road Safety Advert 2012 (1,28)

<https://www.youtube.com/watch?v=o-Ai5AGLgLM>

A Perfect Day -- Think! Road Safety Campaign (2.01)

<https://www.youtube.com/watch?v=pqCxBzHBgiY>

Funny Road Safety Advertisement WMP (TOY) (0.55)

<https://www.youtube.com/watch?v=Gk-PLwvwgOg>

Funny Road Safety Advertisement WMP (RIDE) (0.53)

<https://www.youtube.com/watch?v=z9fSz5fhGOo>

Think UK - my home (teenagers) (0.50)

<https://www.youtube.com/watch?v=3bGDV7p5Ij4>

Now get into groups of three and plan out your own road safety advert targeted at the children at this school. Think about the road safety issues around the school. Think about your target audience. What will be your message? How would you make it effective.

Go around the groups and get them to describe their idea.

Hitler Reacts to Edinburgh's 20mph speed limit zones

<https://www.youtube.com/watch?v=U7rIyJhmYc8>

Limmy's Show - Twenty's plenty

<https://www.youtube.com/watch?v=SmhLS3DCoU0&t=6s>

https://www.youtube.com/watch?v=7pXwGO4GoNc