Fundación mapfre

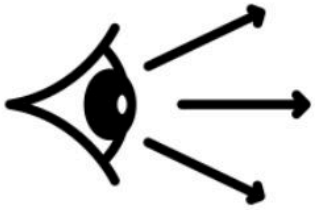
HOW TO WRITE YOUR ROAD SAFETY PSA

1. TEAM UP

GRAB A PIZZA AND YOUR FRIENDS.

2. BRAINSTORM

WHAT WOULD MAKE YOUR FRIENDS PAY ATTENTION? HUMOR, DRAMA, MUSIC? LEAN INTO THAT.



3.VISUALIZE

DESCRIBE WHAT THIS SPOT WILL LOOK LIKE. TIME OF DAY, LOCATION, LIGHTING, ETC.

4.CHECK + SUBMIT

GIVE THE SCRIPT A FINAL LOOK, HAVE A TEACHER REVIEW AND THEN SUBMIT!