



NHTSA Motorcycle Impaired Driving 2021

February 2021

Get: motorcycle riders

To: recognize that impairment by alcohol puts them at risk on their bike when riding

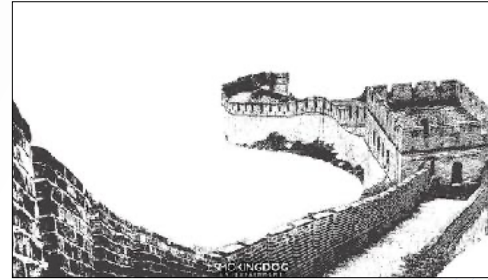
By: highlighting the enforcement consequences and dangers of riding impaired, particularly at night

1) Cross The Line

When riding a motorcycle there's safe operation and unsafe operation. There is a line between drinking and riding, and that line should not be crossed. If and when it is there will be consequences that involve law enforcement.

1) Cross The Line

- This concept uses minimalist graphic black and white illustration.
- Animated content will build gradually as the camera follows the black line art into this world.
- The camera moves in a drone-like movement including angles that switch from wide angle, POV and low ground level angles.
- While the majority of the art is black lines there are specific elements that have a pop of color (*i.e. stop signs and lights, police lights*).



1) Cross The Line

VO: There's a line between drinking and riding and the smart ones never cross it.

VISUAL: A simple horizontal line forms on the screen. The line rotates vertically, and an illustrated bar pops up in the screen.

VO: It starts off simply enough. You hop on your bike and head off, confidently.

VISUAL: Handlebars and a speedometer form the line. The road stretches out and the line gets thick forming the road ahead of it.

VO: But even one drink can affect your ability to ride.

VISUAL: The rider is speeding and weaving through traffic. Completely unaware of his surroundings, until he is finally pulled over.

The rider begins to swerve and ride erratically. We leave the POV and look down on the rider as the illustrations become frenetic and even more graphic. And It moves in and out of POV now.

VO: Alcohol limits your reaction time. Gives you a false sense of confidence. And before you know it, you've been pulled over.

VISUAL: Lights flash as the rider is pulled over.

VO: And just like that, your license is gone.

VISUAL: All of the illustrations disappear, and the screen is blank.

VISUAL: A small, horizontal line forms on the screen, same as in the beginning.

VO: There is a line between drinking and riding and the smart ones never cross it.

SUPER: NHTSA/Ride Sober Logo.



2) Sing Along

This concept uses music and song to show why riding impaired results in a variety of consequences that involve law enforcement.

2) Sing Along

I SAW THE LIGHTS – SONG LYRICS

WE OPEN ON A MAN SITTING AT A TABLE. HE LOOKS UP AND BEGINS TO SING:
One drink was one drink too many.

CUT TO ANOTHER MAN IN A RESTAURANT SINGING:
and I knew deep inside I should have called for a ride.

CUT TO AN OLDER MAN STANDING OUTSIDE HIS HOUSE:
That was the night I saw the lights. I saw the lights.

CUT TO ANOTHER MAN SINGING:
I hopped onto my bike, headed off into the night.

CUT TO A FEMALE RIDER:
On the night I saw the lights. I saw the lights.

CUT TO LIGHTS COMING ON AS BIKE DRIVES BY. ALL VOICES TOGETHER:
He saw the Lights!

CUT TO ALL OF THEM AT THEIR PULL OVERS. ALL VOICES TOGETHER:
Lost my license. Paid the price.

CUT TO MAN IN CELL. ALL VOICES TOGETHER:
Wish I left my bike behind on the night I saw the lights. I saw the lights.

VO: Ride Sober or Get Pulled Over.

SUPER: NHTSA/Ride Sober Logo



3) Smart Bikers

This concept explores the choices that riders make. Should they ride today or tonight. Will they be drinking and if so what will they do with their motorcycle? Where will they leave their pride and joy, their baby, their bike.

3) Smart Bikers

VISUAL: Bikers eating and drinking.

SUPER: These are some bikers.

VISUAL: Outside of a bar.

SUPER: This is their favorite bar.

VISUAL: Cut to bikes in garages, front yards, etc.

SUPER: These are their bikes.

VISUAL: Back outside of the bar.

SUPER: Not at the bar.

VISUAL: Bikers leaving the bar.

SUPER: These are some bikers.

VISUAL: The bikers get into a cab.

SUPER: Some very smart bikers.

VISUAL: The bikers riding in the cab passing a motorcycle pull over scene with a standard field sobriety test happening.

VO: Ride Sober or Get Pulled Over.

SUPER: NHTSA/Ride Sober Logo



4) Zipper

This concept focuses on a main visual that is very common to most all motorcycle riders (zippered jacket or leathers).

4) Zipper

MUSIC: We hear an old somber song playing... "I'm coming home..."

VISUAL:

We see a man coming out of a bar walking out onto dark, black asphalt road. He is stumbling but manages to get on his bike and head off.

We see him riding as the line in the road slowly morphs into a zipper. The zipper seems to go on and on. We see the motorcyclist weaving on the road as the song continues to play underneath.

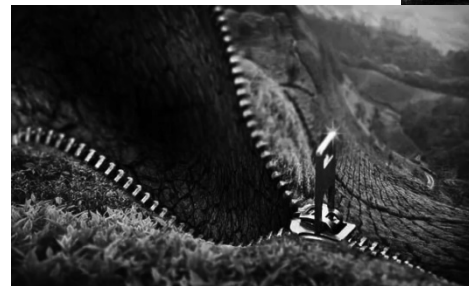
We switch to a drone view camera slowly pulling away to reveal the road behind him "opening up". The song continues to play, and we pull back further to reveal the zipper is from a leather jacket.

We cut to a hand reaching into the jacket and pulling out a driver's license.

Cut to the motorcycle rider handing his license to a police officer and flashing lights.

VO: Ride Sober or Get Pulled Over.

SUPER: NHTSA/Ride Sober Logo



Concept Overview

1) Cross The Line



2) Sing Along



3) Smart Bikers



4) Zipper

