

**March 25, 2021**

**Ad Council / NHTSA**

# **Drug-Impaired Driving Prevention: Creative Testing**



## **What You'll See Today**

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**We've built out testing materials for each of our three concepts and are excited to discuss them today. We will be testing with our most discerning target audience, and have kept them top of mind when crafting these stimuli.**

# The challenge for the creative campaign:

**GET** Young Independents and Maturing Millennials  
**WHO** are resistant to messages from experts and enforcers  
**TO** think twice before getting behind the wheel and driving, **BY** framing up our message through their experience.

**Right of Way**



# Script - A

Break Room - :30

Open on a man in the refrigerator of a typical company break room—coffee maker, water machines, microwaves, safety posters, etc.— as a woman tells a story to a group of people at a round table.

**WOMAN:**       ...So, we smoked a joint at the party and I really, REALLY wanted a burger, so I drove to the diner and...

The Woman interrupts her story when she notices the Man pulling out a plate of leftover Branzino—head still attached—from the refrigerator.

**WOMAN:**        Are you *seriously* going to put that fish in the microwave right now.

Cut to the man holding the plate of fish, staring at the woman.

**MAN:**            Did you *seriously* just say you drove to a diner high?

Spot continues with jump cuts from the Woman to the Man in a stare down as they await answers to their questions.

Cut to the Woman.

Cut to the Man.

Cut to the Woman.

Cut to the Man.

Cut to the Woman.

**WOMAN:** [Matter of factly] Did I drive while I was high? Yeah. I wanted a burger.

Cut to the man as the microwave beeps, he removes the fish and begins to exit.

**MAN:**       [scoffing] Eww. Some things you just don’t do.

Cut to a fish head on the plate.

**Fish:**        [to camera] Don’t drive high. If you feel different, you drive different.

End card:   If you feel different, you drive different.





# Script - B

Carpool - :30

Open in a car packed with four people in suits stopped at a red light. There's a VERY tall guy in the rear passenger's seat with his legs comically squished up to his chin, while the much shorter man in the front passenger's has tons of room. In front of the car we see a woman slowly crossing the street.

**TALL GUY:**     **My weekend? Lemme tell you. Lisa says she's going to pick me up after she smokes some weed. So I get dressed...**

He pauses and tries to move his leg, he can't. He taps the passenger seat guy on the shoulder.

**Tall Guy:**     **Dude, mind moving your seat up?**

**PASSENGER SEAT GUY:**     **No problem.**

Passenger Seat Guy moves his seat just one quick click forward, leaving the Tall Guy equally squished.

**TALL GUY:**     **Uh, ok...anyway, she drove to pick me up and....**

Passenger Seat Guy turns to face Tall Guy in the back seat and interrupts his story.

**PASSENGER SEAT GUY:**     **Wait, so she was high when she picked you up?**

**TALL GUY:**     **It wasn't a big deal I...**

**PASSENGER SEAT GUY:**     **(shaking his head) WOW! Now that's just wrong. Some things. you just don't do.**

The light turns and we see the woman, still in the middle of the road, as we cut to her face.

**WOMAN:**     **[to camera] Don't drive high. If you feel different, you drive different.**

Cut to end card

End card: If you feel different, you drive different.



**Script - B Alt Lines**

That makes ZERO sense. Some things you just don't do.

Now that's just ridiculous. Some things you just don't do.



**Drive high?  
Might as well  
clip your nails  
on the bus.**

Some things you just don't do,  
like drive high.



IF YOU FEEL DIFFERENT,  
YOU DRIVE DIFFERENT.





**Rubber Meets the Road**



## **Script - A**

### ***Bus Stop - :30***

*Open on an animated car driving down the street. VO narrates the action taking place onscreen.*

**VO:** I was so high I didn't even realize I ran out of gas, so my power steering and brakes just quit working. I'm jerking the wheel around, pounding the brakes trying to slow down. And I'm headed RIGHT for this guy at the bus stop. He's just sitting there eating chips. His face went from 'oh man, these are good chips,' to 'oh man, I better run'. Thankfully I didn't hit him. But I stopped smoking and driving right then and there.

*Animation resolves on the person's face, with the animation slowly stripping away, revealing the interviewees real face.*

**VO:** My name's Kevin. I had been driving high for five years. This was my sign to stop.

*End card: If you feel different, you drive different*





## **Script - B**

### ***Lefthand Turn - :30***

*Open on an animated car as it traverses a vehicle-navigation style dashboard map. VO narrates the action taking place onscreen.*

**VO:** Me and a friend smoked a couple bowls and watched movie, then I took off. What's the big deal, right? So I turn out of the neighborhood and see Mrs. Carter on her afternoon walk—"Nice headband, Mrs. Carter!" Five minutes later, I see her again. And again after that. I'm thinking, man she's got stamina. After the third time I realized she wasn't training for a marathon, I made about 27 consecutive left hand turns. That was it for me.

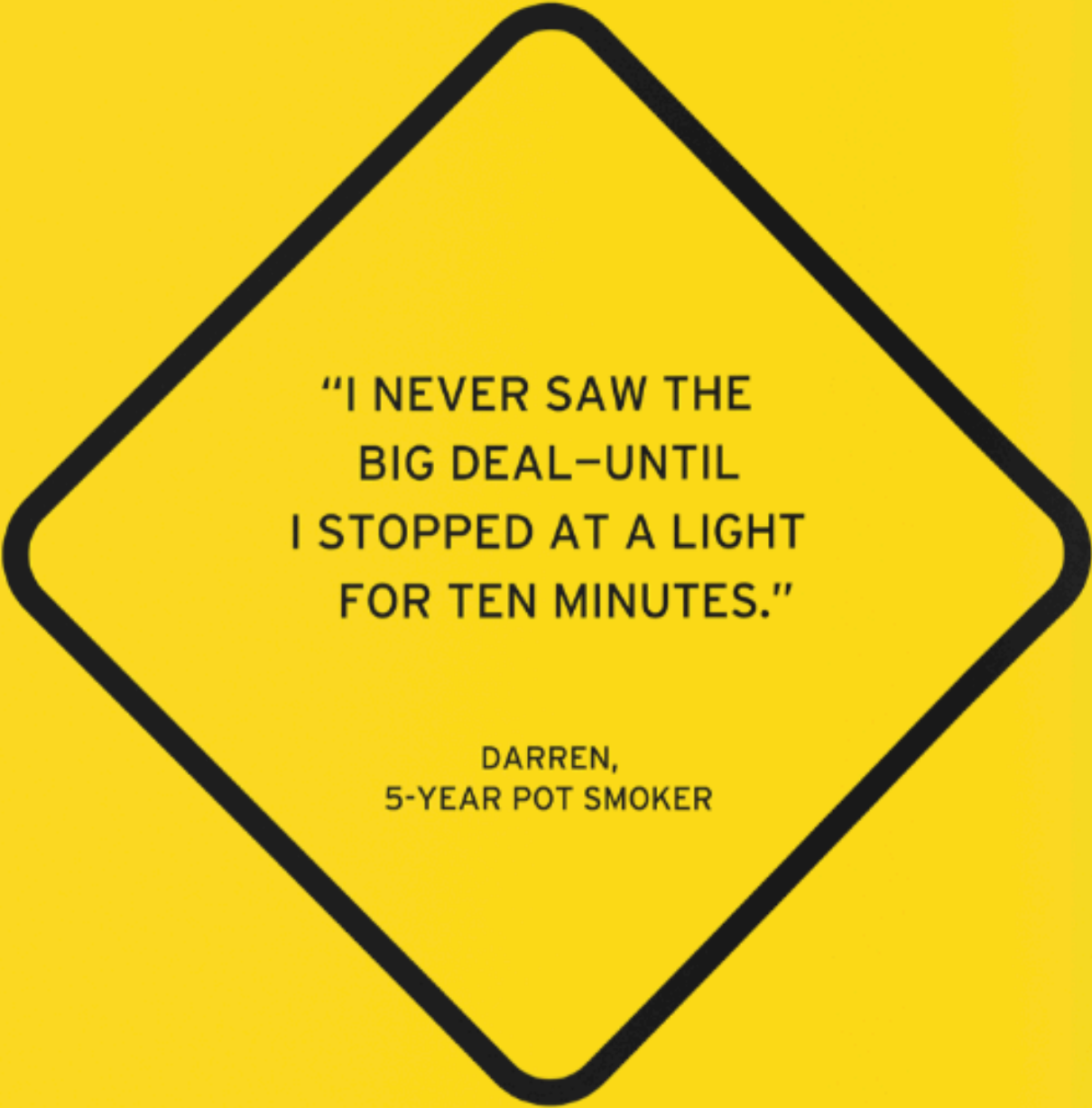
*Animation resolves on the person's face, with the animation slowly stripping away, revealing the interviewees real face.*

**VO:** My name's Kevin. I had been driving high for five years. This was my sign to stop.

*End card: If you feel different, you drive different*







"I NEVER SAW THE  
BIG DEAL—UNTIL  
I STOPPED AT A LIGHT  
FOR TEN MINUTES."

DARREN,  
5-YEAR POT SMOKER

WHAT WAS YOUR SIGN TO  
STOP DRIVING HIGH?

IF YOU FEEL DIFFERENT,  
YOU DRIVE DIFFERENT.



INDUSTRY EVENT



PENFOLDS  
TO NEW YORK

TREASURY WINE ESTATES  
UNVEILS LATEST IN THE PENFOLDS

BY SARA KAY

Penfolds recently transformed the Stephan Weiss studios in Manhattan's West Village for the second iteration of the Penfolds House on October 21<sup>st</sup> and 22<sup>nd</sup> and took guests on a journey through the history of Penfolds. The two-day take over included educational seminars, tastings of current and back vintage Penfolds Collection wines and the unveiling of the highly sought-after Penfolds Grange 2011 at an SRP of \$850 a bottle.

Tin Irwin, Senior Penfolds Senior Marketing Manager, led an investment seminar with a variety of panelists, including Charles Antin from Zachy's, Jennifer Williams-Bulley, founder and wine advisor for AOC, and Steve Lienert, Senior R&D Winemaker for Penfolds. The seminar provided an opportunity to discuss wine as an investment as opposed to choosing





**Just Say Yes**



# Script - A

*This Isn't Your Brain - :15*

*This spot draws inspiration from the film aesthetic and slow, gravelly VO from the original 'This Is Your Brain on Drugs' spot.*

*Open on a close-up of a pan. Butter is bubbling.*

**MAN:**   **This isn't your brain.**

*The egg cracks into the pan.*

**MAN:**   **This is an egg...**

*The visual skips ahead slightly later. The egg is cooked.*

*A man holding a spatula flips the egg onto a piece of toast.*

**MAN:**   **...In a commercial, telling you that if you get high, you shouldn't drive.**

*The man takes the egg and toast and takes a bite, enjoying it.*

**MAN:**   **[with mouth full] Just say yes. To not driving high.**

*Cut to end Card*

*End Card:*     *If you feel different, you drive different.*

**MAN:**   **[mouth still full] Any questions.**





# REEFER IS ONLY MADNESS WHEN YOU DRIVE HIGH.

JUST SAY YES.  
TO NOT DRIVING HIGH.



IF YOU FEEL DIFFERENT,  
YOU DRIVE DIFFERENT.

## INDUSTRY EVENT



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**#THEEND**