PLAN TO MAKE PLANS

PLAN TO MAKE PLANS (EDITED)

Open on a cool late 20s guy, he gets out of a steamy, shower as he talks to camera with suave confidence, a la Christian Bale in American Psycho.

GUY: **Tonight? I'm planning to meet a date for drinks, drop by a friend's soiree, and then, to cap it off, get a DUI. Lots to do to get ready!**

Cut to him putting on a charcoal face mask.

GUY: **Firstly, I want my skin to absolutely glisten in my mugshot.**

Cut to him trying on a suit jacket in a fancy store.

GUY: **I'm about to be $10k poorer so I should at least look expensive one last time.**

Cut to him out to drinks with friends. They all laugh at something he just said. He turns to camera.

GUY: **It's great to laugh! And they won't be laughing when they get the hospital bill from the wreck I get us into later....**

Cut to him driving down the road, as he turns up the music.

GUY: **This playlist will tell everyone who drives by that, just because I'm getting breathalyzed does NOT mean I have bad taste.**

Cut to him in the back of a police car.

GUY: **My goodness is this embarrassing! Luckily I--**

OFFICER: **Sir, please stop narrating to no one.**

GUY: **(sheepishly) Ok.**

SUPER: **No one plans to get a DUI. Plan ahead before your night out.**

SUPER: **NHTSA. Drive sober or get pulled over.**

NO MATTER WHAT

NO MATTER WHAT (EDITED)

Open on a guy pulling up to a karaoke bar in his car. We see a quick montage of his night. He goes inside, hugs his friends, orders a beer, sings a song, drinks more, sings another song, etc until we see him leaving the bar and tell his friends….

GUY: **I'm good to drive.**

Cut to the guy getting pulled over by a police officer shaking his head in disbelief. but when he opens them back up again, it's as if his day has started over. We begin to see the exact same montage of scenes playing out over again only. We see him leave the bar and tell his friends…

GUY: **I've only had a couple.**

Once again we cut away from the moment, only this time he's back of the police car. The man closes his eyes and when he opens them we begin the same scene over again. We see him leave the bar and tell his friends…

GUY: **I'm only a mile from home.**

Cut away from the scene once more, but now he's failing a field sobriety test. The man closes his eyes and when he opens them we begin the night over again. As he's leaving the bar he tells his friends…

GUY: **I'm…**

An officer interrupts him finishes his sentence.

OFFICER: **…Under arrest for drinking and driving.**

LOGO

VO: **No matter what decisions you make throughout the night, if you drink and drive your night will end with a DUI.**

THE PRESS CONFERENCE

PRESS CONFERENCE (EDITED)

Open on what appears to be a sports press conference. Instead of a muscular athlete, a regular Joe in his early-30s guy named Mark in a hoodie and jeans taking his seat on stage. A packed audience watches, anxiously pointing mics and cameras at him. Instead of a sports logo, the step and repeat pattern behind him is a mugshot backdrop.

MARK: **So, yeah. I got a DUI.**

The audience explodes with a frenzy of talking and flashing camera bulbs. He points into the audience at a middle-aged couple with their hands raised, fielding the questions quickly.

MARK: **Yes, Mom and Dad.**

MOM: **Why didn't you use a ride sharing app like everyone else your age?**

MARK: **Great question, one I ask myself constantly. Uh, yes you in the blue.**

GUY IN SLING: **Are you aware that I almost died when you hit me?**

MARK: **Well since I was clearly only thinking of myself that night, no I wasn't.**
(looking into the audience) **Uh, yes, my best friend Tim.**

TIM: **Are you still coming to my bachelor party next month?**

MARK: **I'm down $10,000 in legal fees, higher insurance rates, bail money AND my license was taken away so… no, I will not be there. No more questions.**

An officer walks up and accompanies Mark off-stage. Mark hangs his head.

The audience erupts into another flash bulb frenzy.

SUPER: **NHTSA. Drive sober or get pulled over.**

FOMO

FOMO (EDITED)

Our spot is shot from the POV of a guy named Eric. We cut quickly through Eric's interactions with other people, both on his phone and in person. These are quick interactions happening over the course of a year.

Open on Eric with friends at a bar. His friends look concerned as he puts his drink down and grabs his keys.

ERIC: **I can drive, guys. I'm fine.**

Cut to Eric driving, red and blue lights flash behind him as he's pulled over.

ERIC: **I can't believe this is happening.**

Cut to Eric talking to a coworker.

COWORKER: **We're all getting tickets to the show, you in?**

ERIC: **Can't afford it.**

Cut to Eric video chatting with friends on a ski lift.

SKI FRIENDS: **Come, it's a 2 hour drive!**

ERIC: **Can't, I crashed my car.**

We see Eric talking to a cute girl at a coffee shop.

GIRL: **Pick me up at 8?**

ERIC: **Can't...my license was taken away.**

Cut to Eric's friend at the gym.

GYM FRIEND: **You coming by Mike's later?**

ERIC: **Can't, I have to be at the courthouse.**

Cut to Eric video chatting with his friend at a birthday party.

B-DAY FRIEND: **We're lighting the candles, where are you?**

ERIC: **Can't, I have community service.**

As the speed increases, we cut rapidly between scenes, each time hearing Eric say, "Can't make it." Or, "Can't drive." Or "Can't afford it." The scenes form a frenetic blur until suddenly, we cut to black as a series of supers appear across the screen.

SUPER: **Spend money and time on the things you care about. Not a DUI.**

LOGO/SUPER: **NHTSA. Drive Sober or Get Pulled Over.**