



# Distraction 2023

TV Concepts

October  
2022

# The Challenge:

Until recently, most state laws only covered texting while driving, although now 30 states have an all-driver handheld cellphone ban.

However, NHTSA's exploratory research shows that many in the target audience believe that law enforcement is not actively ticketing for cell phone use. The participants cited that the law is difficult to enforce and their lack of personal awareness of anyone receiving a ticket for the infraction.

Research also shows that the fear of a ticket alone, even if it is realistic, is not enough to change the target audience's behavior.

# The Research:

While messaging about ticketing alone is not the most effective strategy, exploratory research shows that high-visibility enforcement combined with a stronger enforcement message, including consequences beyond a ticket, could resonate and create positive behavior change for distracted driving.

# Key Takeaway:

Driving while using a cell phone is a compulsion that can have life-changing consequences, including legal consequences.

# Truth

Using your phone while driving can have deadly consequences.

# Insight

Expressly telling people that their phone can be deadly can help them break the compulsion to use it.

# Idea

Use law enforcement to educate the audience about the real dangers of cell phone use.

# Dangerous Machines

Open on a defensive driving classroom, a LEO is leading the discussion.

**LEO: When you're out on the road, it's easy to feel safe because the technology is amazing. You have this powerful piece of equipment at your fingertips ... but make no mistake, you can injure or kill someone or yourself. This can be a very dangerous piece of technology ...**

A man with his hand up interrupts.

**MAN: But my car has a five-star safety rating, air bags. I always buckle up.**

**LEO: Car? I'm not talking about your car. I'm talking about this (officer holds up a cell phone).**

Quick cut montage of real distraction crashes.

**Card:**  
**U Drive. U Text. U Pay.**  
**NHTSA LOGOS**



# Truth

While we think we're just going to glance at our phone quickly, we end up looking away far longer than we think.

# Insight

Changing the point of view allows the viewer to truly understand the visual impairment that comes with cell phone use while driving.

# Idea

Focusing on the eye and what it sees while driving can highlight the impairment and end with the deadly consequences of driving while using a cell phone.

# The Eye

Open on a closeup of an eye. It opens and in it we see a road from the POV of a person driving.

The eye flashes to different roadway scenes as the car travels forward. After a bit, the eye glances down at a phone. It is a quick glance, then we see more road.

We see the eyes move down to the phone a bit longer and then look back up.

This happens several times, until after one long period, we cut to a POV of the car veering off the road and back again.

The eye looks at the phone again and we see the image of a crash.

We then see the image of blue and red lights of a police car in the rear-view mirror.

Finally, we see the image of a courtroom.

**BAILIFF: All rise.**

**Card:**

**U Drive. U Text. U Pay.**

**NHTSA LOGOS**



# Truth

While people know distracted driving is dangerous, they still engage in the behavior.

# Insight

Calling attention to the fact using a cell phone while driving means you could kill someone highlights the severity of the behavior.

# Idea

People have their own "techniques" for using a cell phone while driving. By opening with those, we leave the audience agreeing and then hit them with the truth.

# Phone Personalities

VO: Everyone knows distracted driving is dangerous, but some people just can't help themselves. Who are these people? We see them every day on the road. There's the ...

Cut to quick montage of all the personalities in action.

VO: Steering wheel proper  
The sneak-a-peeker  
The setting up shop guy  
The fast scroller  
The night lighter.

And it's not long until they turn into ...

The fender bender-er  
The veering off the road guy  
The gotta ticket woman  
The vehicular manslaughterer.

VO: Enough with the phones already. Put them down.

Card:  
U Drive. U Text. U Pay.

NHTSA LOGOS



# Truth

It only takes a second of distracted driving to have a horrible outcome.

# Insight

A staggering percentage of drivers look at their smartphone while driving.

# Idea

Let's visually and symbolically show how many people are not paying attention while driving.

# ¿QUÉ ES TÁN IMPORTANTE? (Spanish)

From the point of phones, we see various drivers describing what they are looking at while driving.

PERSON 1: **"Es que le tengo que contestar a mi prima: LOL."**  
*I just have to reply to my cousin: LOL*

PERSON 2: **"Es que tengo que ver el meme del gatito otra vez ¿Sabes de cual hablo?"**  
*I just have to see the meme with the cat, have you seen it?*

PERSON 3: **"Es que tengo que ver si le dieron like a mi foto."**  
*I just have to see if they liked my picture.*

SUPER: **¿Qué es tán importante... Qué no puede esperar?**  
*What's so important that it can't wait?*

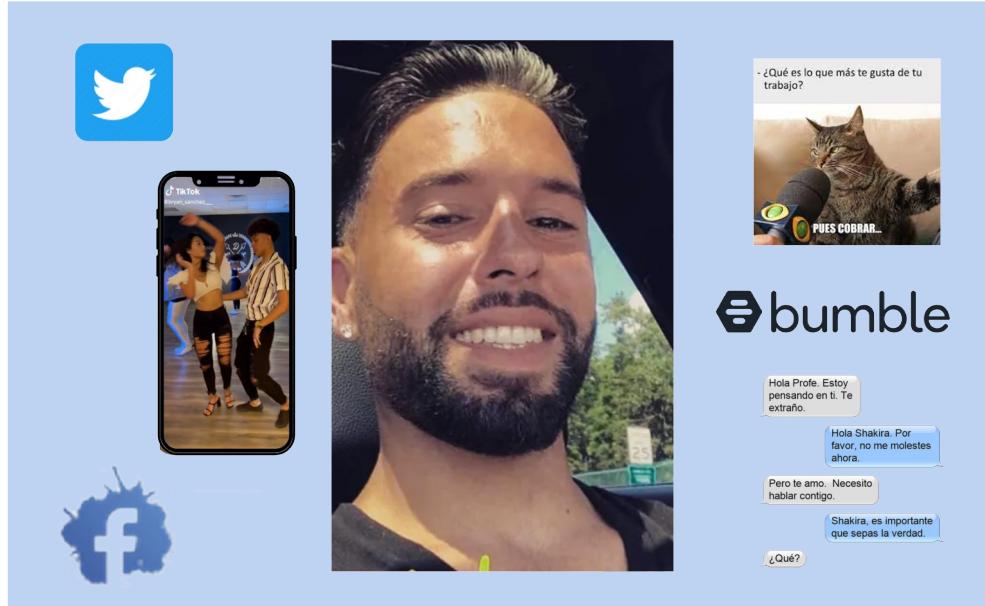
We cut to a man standing on the side of the road holding his phone.

PERSON 4: **"Es que tenía que ver mi pantalla al manejar y maté a alguien."**  
*I just had to check my phone, and I killed somebody.*

We cut to a law enforcement officer talking to camera.

LEO: **Un momento en la pantalla, no es tan importante como las consecuencias. (Un momento en la pantalla tiene malas consecuencias.)**  
*A moment of screen time while driving can have life-changing consequences.*

Card: **Manejar y textear, la vas a pagar.**  
*U Drive. U Text. U Pay.*



# Truth

Even though our audience knows they are at risk of crashing, they still use their phone.

# Insight

PSAs about distracted driving seem silly and unnecessary to our audience.

# Idea

In a cool way that intrigues this age group, let's show the consequences of looking at your phone while driving.

# NO TE CREO (Spanish)

We open on a PSA-type ad for distracted driving featuring a law enforcement officer.

LEO: **“Estar distraído por tu teléfono puede tener graves consecuencias.”**  
*Looking at your device while you drive can have serious consequences.*

We zoom out of the PSA and realize that the PSA we are watching is playing on a phone that the person who is driving is watching. Think of the movie Inception. They react to the video.

DRIVER: **“¡Pfft! ¡A nadie lo multan por eso! ”**  
*Pfffft! Nobody's gotten a ticket for that!*

SFX: (Police sirens)

DRIVER: **Uh-oh**

We cut to a law enforcement officer as she is at the door of the car.

LEO: **“Podrías chocar por manejar y estar viendo tu teléfono.”**  
*You could crash while driving and looking at your smartphone.*

We zoom out to see that another person is driving and looking at this video on their phone and they react.

DRIVER: **¿Chocar? ¡Claro que no, si solo estoy viendo mi teléfono por un momento!**  
*Crash? I'm only looking at my phone for a moment!*

We see the driver suddenly swerve because he wasn't watching the road. He crashes against the car in front of him. We cut to a law enforcement officer.

LEO: **“Te podrías lastimar o peor, podrías lastimar a alguien más. Si estás manejando, no uses tu teléfono”**  
*You can get hurt, or worse you can seriously hurt someone else. If you are driving, put the phone down.*

We zoom out to see yet another driver seeing the PSA, and they put the phone down as we fade to black.

**Card: Manejar y textear, la vas a pagar.**  
 U Drive. U Text. U Pay.

**NHTSA LOGOS**



# Truth

The Hispanic audience is consumed with memes.

# Insight

Memes are so popular they appear minutes within any event in our target.

# Idea

Let's use a misdirect to attract attention using an entertaining meme and deliver a sobering message about looking at your phone when you drive.

# MEME DEL GATO PORTAVOZ (Spanish)

A cat meme is a spokesperson/spokescat that tells the story of how dangerous distracted driving is. As he speaks to camera, we can cut to different scenes of people driving while looking at their phones. We also show the consequences of distracted driving, including crashing.

GATO:

**Estoy bien bonito, ¿no? Seguro te estás muriendo de la risa. Espero que no estés manejando. ¿Sabías que más de 5,000 personas mueren manejando y viendo sus teléfonos cada año? Sí, 5,000. Y ni hablemos de las personas que son víctimas de los que manejan y ven sus teléfonos. Son mamás, papás, hermanos, esposas y esposas y niños. Ya no soy tan chistoso ¿verdad?**

*I'm really cute, aren't I? You're probably dying laughing. I hope you're not driving. Did you know that over 5,000 people die every year from looking at their phones while driving? That's right, 5,000 people. Think of all the mothers and fathers and brothers and sisters and wives and husbands and children that suffer because someone is driving distracted. I'm not so funny now, am I?*

Cut to police officer talking about the consequences of distracted driving at the scene of a crash.

LEO:

**Cuando manejes, pon atención. Un momento en la pantalla, podría tener consecuencias por el resto de tu vida.**

*When you're driving, pay attention. A moment of screen time while driving can have life-changing consequences.*

Card:

**Manejar y textrar, la vas a pagar.**  
*U Drive. U Text. U Pay.*

NHTSA LOGOS



LINES

# English Message Focus Lines for Testing

1. Phone down. Eyes up.
2. Don't phone and drive.
3. Ignore the call of your phone.
4. Pay attention or pay the price.

# Spanish Message Focus Lines for Testing

1. Manejar viendo pantalla es una falla.  
*Don't phone and drive.*
2. Automóvil y móvil no se mezclan.  
*Smart phones are not smart when you're driving.*
3. Sí vas a manejar, el móvil (el teléfono) debes dejar.  
*Eyes on the road, not the screen.*
4. Pon atención o vas a pagar.  
*Pay attention or pay the price.*