



ORGANIC

Ad Council - Creative

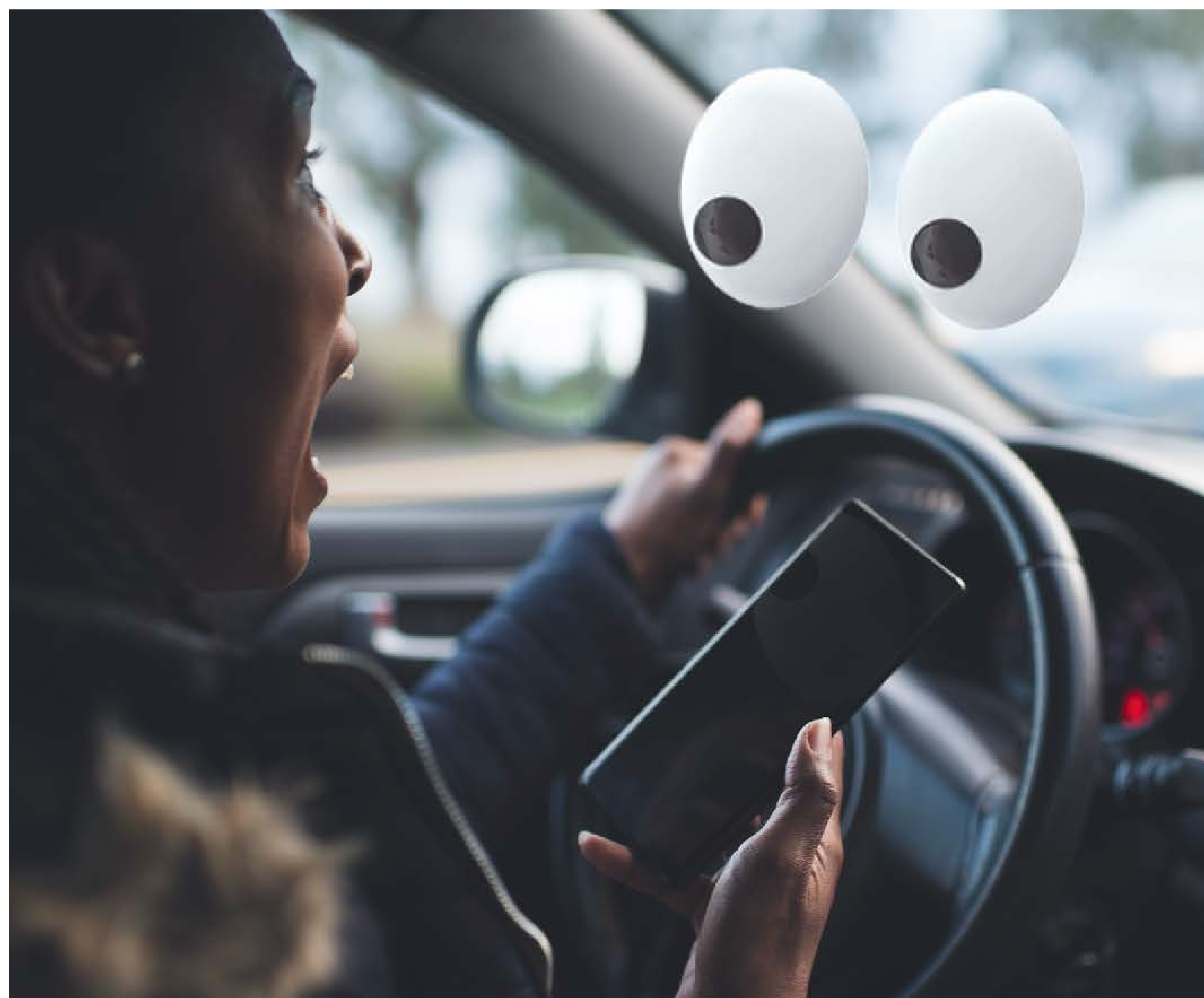
Feb 2023

Ad Council

Idea 1

Eyes Forward

Strategic Territory: Name the Problem



IF YOU'RE LOOKING HERE

YOU'RE NOT LOOKING THERE

EYES FORWARD. DON'T DRIVE DISTRACTED.

 **NHTSA**

ad
COUNCIL



IF YOU'RE LOOKING HERE

YOU'RE NOT LOOKING THERE

**CLOSE YOUR APPS. OPEN YOUR EYES.
DON'T DRIVE DISTRACTED.**





ON THE COVER
The 2022
MotorTrend Car
of the Year 2022 is
now standard for
electric vehicles.
Photo: Ross
Dimondal



MOTORTREND CAR OF THE YEAR

COVER STORY

CONTENDERS...48
FINALISTS.....57
WINNER.....66

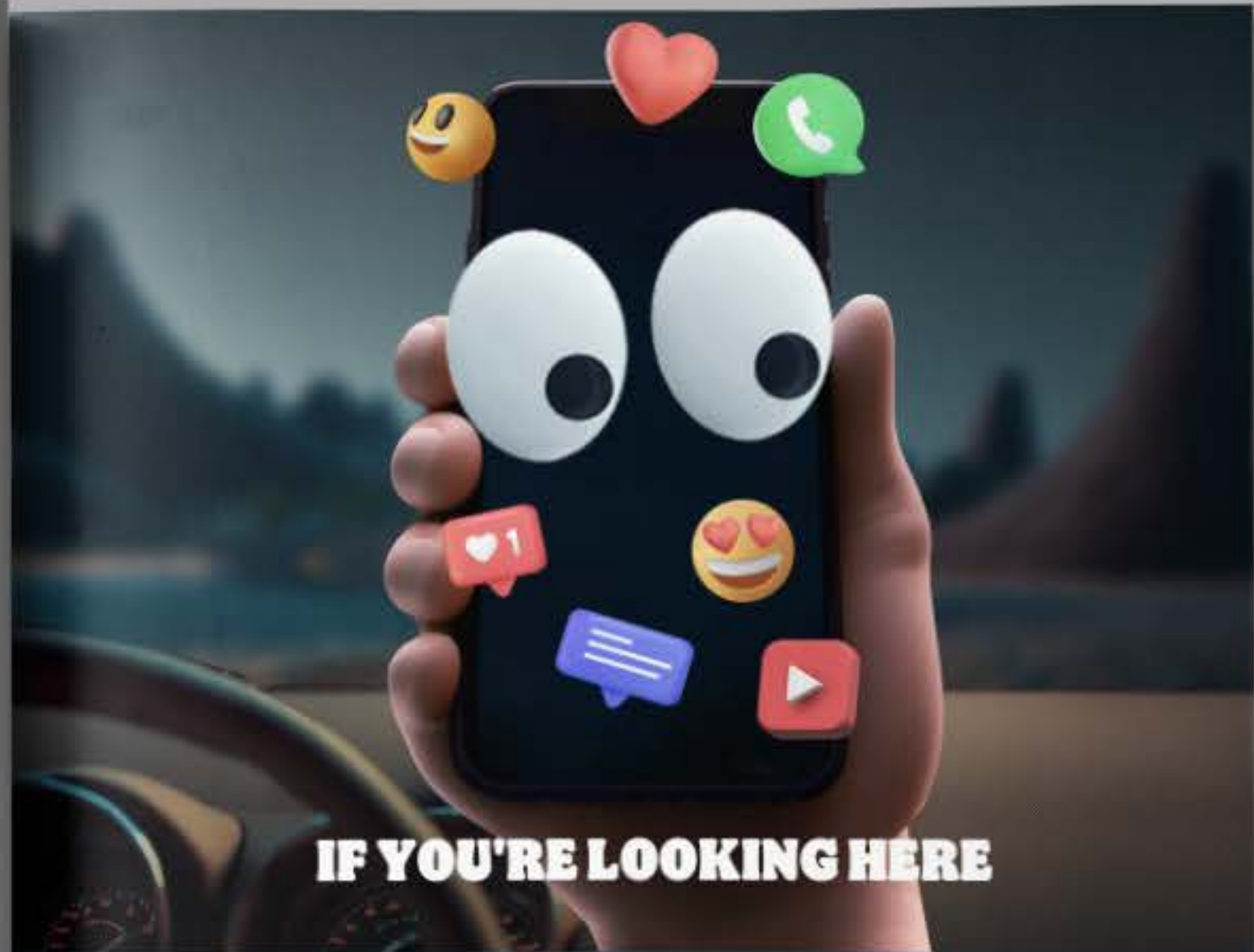


24 FROM E TO SHINING V
Rivian R1T. A transcontinental off-road
journey in an electric truck leaves range
anxiety in the dust. MotorTrend Staff

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IF YOU'RE LOOKING HERE



YOU'RE NOT LOOKING THERE

EYES FORWARD. DON'T DRIVE DISTRACTED.



CHECK THIS OUT

Open on a 20-something man driving. Camera shoots him from the passenger seat. In the foreground his phone rests in a cup holder.

Suddenly, two little animated eyes pop out of the phone and begin trying to bait the driver into picking up the phone.

LOOKSIE: Gary posted a HILARIOUS burrito pic.

Eyes glance to the left.

LOOKSIE: Is that poké truck new? Wonder what the reviews are.

Eyes look up to the sky.

LOOKSIE: Rain expected today? Fifty percent? SIXTY?

He stops, thinks. Looks down.

LOOKSIE: Oh, an email from your boss. What's that red flag mean?

VO: Ignoring your phone while driving can be tough. But considering the dangers of distracted driving, it's worth it.

LOOKSIE: Motion was detected...in your *attic*.

Despite Looksie's best attempts, the man keeps driving, unaffected.

Ending A: Eyes forward. Don't drive distracted.
Logo Art Card

Ending B: Close your apps. Open your eyes. Don't drive distracted.
Logo Art Card



RADIO | TEMPTATION (ENDING A)

SFX: Traffic sounds

LOOKSIE: Hey. It's me, your phone! I know you're driving, but...

SFX: Sounds of traffic passing

LOOKSIE: Have you seen the GIF of that dog playing with a raccoon?

LOOKSIE (tempting voice): I've got it right here.

LOOKSIE: Uh oh, email from your credit agency. "Your score has changed!" You should probably look, right?

SFX: Ding!

LOOKSIE: Oooh, your bae just texted. "I'm really angry about the party last night when you..."

LOOKSIE: When you what? Should you tap to find out?

SFX: More traffic sounds.

VO: Ignoring your phone while driving can be tough. But considering the dangers of distracted driving, it's worth it.

SFX: Ding!

LOOKSIE: What does "bank account fraud alert" mean?

VO: Eyes forward. Don't drive distracted.
Brought to you by NHTSA and Ad Council.

RADIO | TEMPTATION (ENDING B)

SFX: Traffic sounds

LOOKSIE: Hey. It's me, your phone! I know you're driving, but...

SFX: Sounds of traffic passing

LOOKSIE: Have you seen the GIF of that dog playing with a raccoon?

LOOKSIE (tempting voice): I've got it right here.

LOOKSIE: Uh oh, email from your credit agency. "Your score has changed!" You should probably look, right?

SFX: Ding!

LOOKSIE: Oooh, your bae just texted. "I'm really angry about the party last night when you..."

LOOKSIE: When you what? Should you tap to find out?

SFX: More traffic sounds.

VO: Ignoring your phone while driving can be tough. But considering the dangers of distracted driving, it's worth it.

SFX: Ding!

LOOKSIE: What does "bank account fraud alert" mean?

VO: Close your apps. Open your eyes. Don't drive distracted.
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Idea 2 (Almost) In Memory

Strategic Territory: Name the problem





Ray W.
1996 -

Could have died
searching "what
is cloud bread?"
behind the wheel.



Eyes forward.
Don't drive distracted.

 **NHTSA** 



Kira L.
1993 -

Could have died
swiping right,
right, left, right
while driving.



Eyes forward.
Don't drive distracted.

 **NHTSA** 



Ray W.
1996 -

Could have died
searching "what
is cloud bread?"
behind the wheel.




Close your apps. Open your eyes.
Don't drive distracted.

 **NHTSA** 



Kira L.
1993 -

Could have died
swiping right,
right, left, right
while driving.



Close your apps. Open your eyes.
Don't drive distracted.

 **NHTSA** 

Derek C.
1999 -

Could've died
DMing "🔥" while
driving.

Eyes forward. Don't drive distracted.

 **NHTSA** 

Derek C.
1999 -

Could've died
DMing "🔥" while
driving.

Close your apps. Open your eyes. Don't drive distracted.

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THE MEMORIAL

Open on a dream sequence set in a cemetery during the daytime.

A group of grieving people gather around a fresh grave site with a giant blown up photo of a woman reading “In Loving Memory of Grace”

A small, meek religious-leader-looking man speaks, very seriously.

MAN: Today, we remember the life of Grace. A beloved daughter, sister, and friend. She was the type of person who never left a friend’s DM on read, a coworker’s email unopened, or miscellaneous push notification unseen — even when she was behind the wheel. Grace was dedicated, but also going places. Like into a ditch in her car while streaming that reality show about singles on a beach.

MAN (judgingly, to himself): It’s not even good anymore...

Hard cut to Grace (alive and well) in real time. She shudders as if she just heard her own obituary and moves her hand away from her phone in the center console, placing it on the steering wheel with eyes forward instead.

AVO:

Ending A: Eyes forward. Don’t drive distracted.

Logo Art Card

Ending B: Close your apps. Open your eyes. Don’t drive distracted.

Logo Art Card



THE NEWS

Open on a dream of a modern work office in the morning. A man, Greg, in a suit sits at his desk with a cup of coffee, reading the news on his phone.

GREG (to himself): No way!....

He immediately calls his best friend Doug on speakerphone to share what he just read about a mutual friend.

DOUG (VO, on speakerphone): What's goin—

GREG (cutting him off): Dougie, remember John? Get this!...

He enthusiastically reads John's almost obituary to Doug.

GREG: So, it says... John... was a respected sixth-generation firefighter. Everyone who knew him would describe him as a kind, generous soul. And um... wait, where did it go?... Oh!- He was taken too soon from this world, tragically, because he was distracted behind the wheel while searching: Why is my pinky toe so small?

There's a few second silence before Doug reacts.

DOUG: John had a small pinky toe?

Hard cut to John, alive and well because he didn't use his phone behind the wheel. His wife sits in the passenger seat as he shudders as if he just heard his own obituary.

JOHN: Hey, honey. Can you look something up for me?

Ending A (AVO): Eyes forward. Don't drive distracted.
Logo Art Card

Ending B (AVO): Close your apps. Open your eyes. Don't drive distracted.
Logo Art Card



RADIO | TROLL (ENDING A)

AVO: It was almost a sad day for residents of Brookside County.

Today, 23-year-old Ellie, could have lost her life while distracted driving by crashing into a barrier on Route 31F.

Sources would have said Ellie lost control of her vehicle while making a video about her shopping haul for her vegan charcuterie boards.

Luckily, all is well because she didn't use her phone behind the wheel.

Eyes forward. Don't drive distracted.

Brought to you by NHTSA and Ad Council.

RADIO | TROLL (ENDING B)

AVO: It was almost a sad day for residents of Brookside County.

Today, 23-year-old Ellie, could have lost her life while distracted driving by crashing into a barrier on Route 31F.

Sources would have said Ellie lost control of her vehicle while making a video about her shopping haul for her vegan charcuterie boards.

Luckily, all is well because she didn't use her phone behind the wheel.

Close your apps. Open your eyes. Don't drive distracted.

Brought to you by NHTSA and Ad Council.

Idea 3

Really Scary

Strategic Territory: Name the Problem





Modern Building

01

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi accumsan mauris a mauris volutpat, nec volutpat quam malesuada. Phasellus cursus mauris ex, nec aliquet justo faucibus eget. Ut venenatis dapibus lectus, id vestibulum nibh consequat eget. Aenean pellentesque, orci sit amet porta ultricies, diam ligula vehicula risus, quis molestie quam eros eget augue. Suspendisse nec mauris blandit, mattis leo at, laoreet lorem. Aenean mollis diam dolor, non convallis quam finibus ac. Morbi volutpat, ipsum magna efficitur odio.



Think that's scary?

Scrolling while driving is what's really dangerous.

**Eyes forward.
Don't drive distracted.**

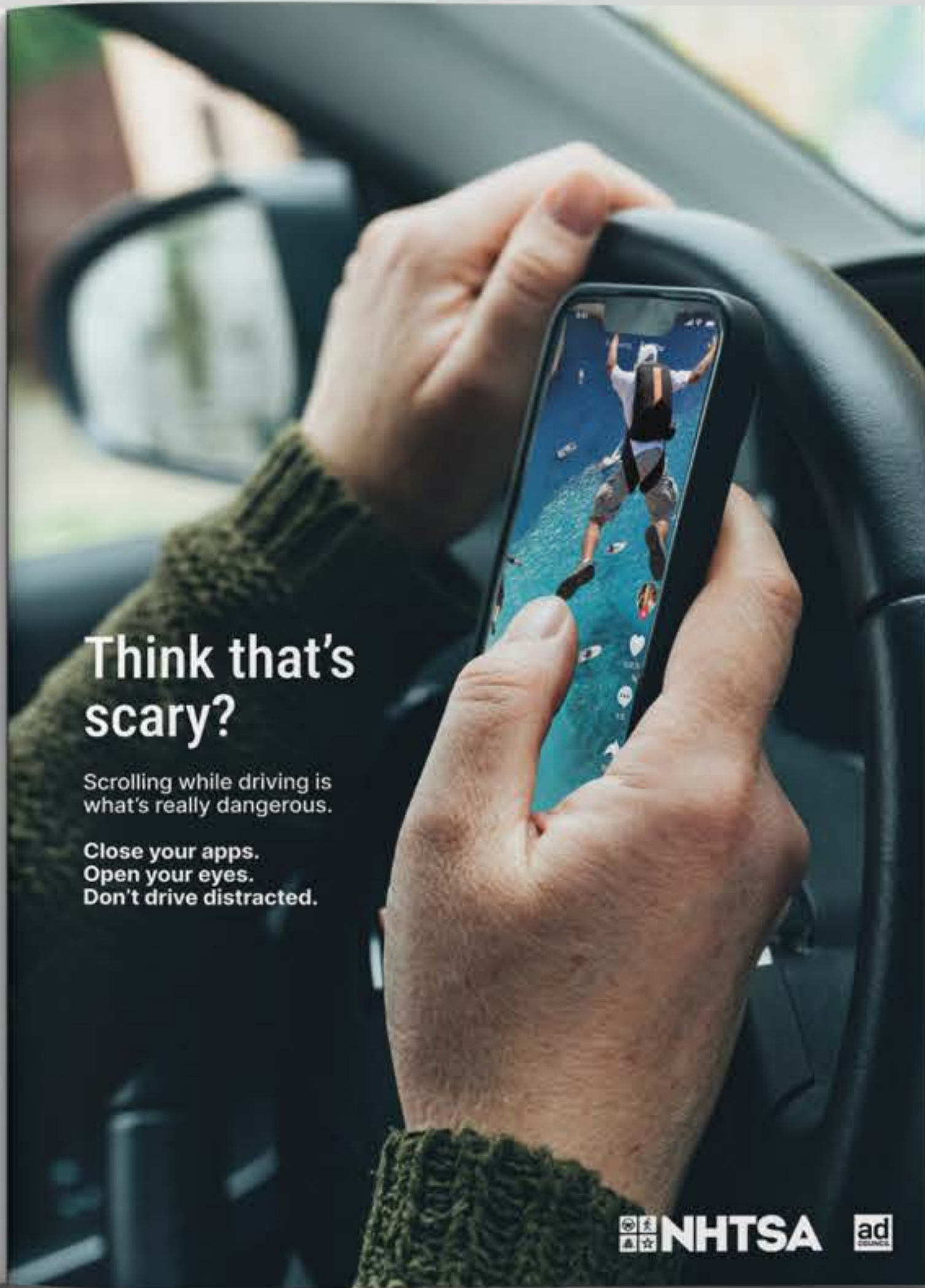
 **NHTSA** 



Modern Building

01

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi accumsan mauris a mauris volutpat, nec volutpat quam malesuada. Phasellus cursus mauris ex, nec aliquet justo faucibus eget. Ut venenatis dapibus lectus, id vestibulum nibh consequat eget. Aenean pellentesque, orci sit amet porta ultricies, diam ligula vehicula risus, quis molestie quam eros eget augue. Suspendisse nec mauris blandit, mattis leo at, laoreet lorem. Aenean mollis diam dolor, non convallis quam finibus ac. Morbi volutpat, ipsum magna efficitur odio.



Think that's scary?

Scrolling while driving is what's really dangerous.

**Close your apps.
Open your eyes.
Don't drive distracted.**

 **NHTSA** 

THE DIVE

Sound up—no music, just underwater sound design.

Two scuba divers on a night dive with flashlights in a erie sunken ship. Diver One disappears. Diver Two goes to look for Diver One and is confronted by a giant great white shark, causing him/her to drop their flashlight.

The camera pulls back to reveal someone is watching a movie on their phone while driving.

Cut abruptly to black.

Audio switches to ambient traffic noise.

SUPER ON BLACK:

Think that’s scary?
The real danger is distracted driving.

End on black.

Camera pulls back to reveal black screen is a phone safely tucked in a purse, out of the way of distraction, and pulls out further to show a non-distracted driving.

SUPER:

- Ending 1: Eyes Forward
- Ending 2: Close your apps. Open your eyes.
- Don’t drive distracted.
- Logo Art Card
- Sound out





DEADLY?



DEADLY.



**DON'T DRIVE
DISTRACTED.**

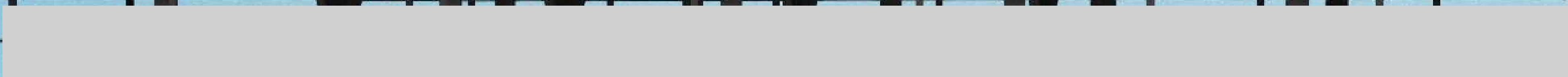
EYES FORWARD.



NHTSA



**ad
COUNCIL**





DEADLY?



DEADLY.



**DON'T DRIVE
DISTRACTED.**

CLOSE YOUR APPS.
OPEN YOUR EYES.



NHTSA



**ad
COUNCIL**



RADIO | AGNES (ENDING A)

Sound up

SFX: Ambient traffic noise

SHOW HOST VO: Welcome back to Witch Watchers on MysteryTV.

GPS VOICE INTERRUPTING: In five miles, keep left.

SHOW HOST VO: Today's episode is the legend of Agnes of Allansville.

GPS VOICE INTERRUPTING: Keep left

SHOW HOST VO: Agnes was hanged and her head detached from her body. Her head survived and would sever victims and sew itself to their torsos--hiding the neck stitching with ornate collars like this one.

SHOW HOST VO: She was never found.

AVO: Think that's scary? The real danger is driving distracted.

AVO: Eyes forward. Don't drive distracted.

Brought to you by NHTSA and Ad Council.

Sound out

RADIO | AGNES (ENDING B)

Sound up

SFX: Ambient traffic noise

SHOW HOST VO: Welcome back to Witch Watchers on MysteryTV.

GPS VOICE INTERRUPTING: In five miles, keep left.

SHOW HOST VO: Today's episode is the legend of Agnes of Allansville.

GPS VOICE INTERRUPTING: Keep left

SHOW HOST VO: Agnes was hanged and her head detached from her body. Her head survived and would sever victims and sew itself to their torsos--hiding the neck stitching with ornate collars like this one.

SHOW HOST VO: She was never found.

AVO: Think that's scary? The real danger is driving distracted.

AVO: Close your apps. Open your eyes. Don't drive distracted.

Brought to you by NHTSA and Ad Council.

Sound out

ORGANIC