

Buzzed Driving Prevention Concepts for Creative Testing

For OMB Review

4.3.2023



TV Concepts

VIDEO :30/:60
The Bee

OPEN on a GUY leaving the bar and getting into his car.
He checks himself out in the rearview and gives himself a little pep talk as he gets ready to drive.

DRIVER: (to himself) **We're good.**

VO: **Driving buzzed.**

Starting the ignition, a bee flies out from the vent and into the car.

It's kind of like driving with a bee in your car.

BEE SFX: *Buzzzzzz...*

The GUY notices the bee but decides to drive anyway.

Odds are it won't sting you.

The bee buzzes right up by the GUY's ear, making a loud buzzing sound.
BEE SFX: *BUZZZZZ...*

But it might.

The GUY swats at the bee. He looks around for it in the rearview mirror.

And, that's all you can think about.

He rolls down the window to get some air and let the bee out. He shakes his head to refocus.

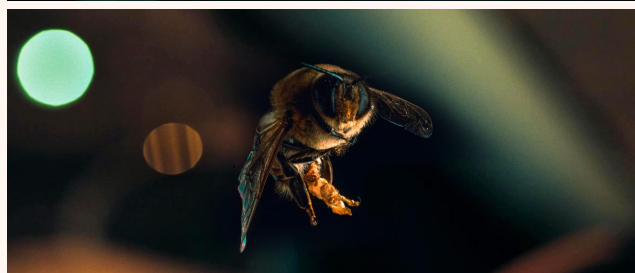
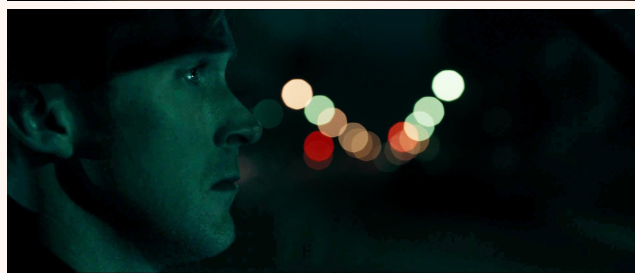
But you've gone your whole life without a sting.

So you won't get stung now. Right?

The bee lands on his hand and the GUY brakes suddenly, the car screeching to a halt. CUT to black.

SUPER: **Buzzed driving is drunk driving.**

The AdCouncil and NHTSA logos appear.



VIDEO :30/:60

It's Fine, Right?

OPEN on a quick cut between three individuals in different places finishing their alcoholic beverages.

A GUY at a bar with friends takes the last swig of his pint.

A GUY at a friend's house taking the last sip of his drink.

A MAN having lunch tips back his cocktail to finish it off, and gets up to leave. We watch as he exits the restaurant, puts on his EMT jacket, and climbs into the driver's seat of an ambulance parked outside.

CUT back to the bar where we find the beer GUY leaving and getting into his car. He flips a switch and turns on the Lyft (ride service) light on his dash. He gets a notification of a passenger in need of a ride and drives off. At the pickup spot, a passenger gets in the car. The passenger can smell alcohol and looks uneasy.

PASSENGER: **Have you been drinking?**

DRIVER: **Oh, I'm fine. Barely even feeling it.**

The passenger looks conflicted. A VO comes in.

VO: **It's fine to drive with a little buzz... right?**

We then CUT to a School Bus as it pulls up in front of an elementary school. The double doors open and we see the driver inside smiling. It's the GUY who was drinking wine at home. Kids start to march onto the bus happily.

VO: **Or maybe it's time we got real about buzzed driving.**

CUT back to the EMT driver. He gets a call on his radio of an emergency in need of an ambulance. He's about to start the engine, looks at himself in the rearview mirror, and then we cut to black and supers.

VO ALT 1: **It's not fine if they do it. So why is it fine if you do it?**

VO ALT 2: **It wouldn't be fine if they did it. So why would it be fine for you?**

SUPER: **Buzzed driving is drunk driving.**

The AdCouncil and NHTSA logos appear.



VIDEO :30/:60
There's a Lot on the Line

OPEN on a man outside a bar. It's the end of the night. He approaches another man as he's about to get into his car with a question.

INTERVIEWER: **Hey man, can I ask you a few questions?**

The man getting into his car looks at the camera, then back to the man, a little skeptical but open.

MAN 1: **Sure...what's up?**

INTERVIEWER: **Who is someone you really care about?**

We cycle through quick cuts of the man interviewing a number of different men, all beside their cars, asking them a very similar question.

INTERVIEWER: **Who is someone who looks up to you?**
Someone who's been there for you?
Someone you admire?
Someone who means a lot to you?

We hear all the highlights from the men's answers as the interviewer nods along, engaging and appreciating them opening up.

MAN 4: **My little brother. He's eight and he's the sweetest person in the world. I would do anything for that little dude.**

MAN 3: **Oh man hm, I gotta say my mom. She has single-handedly held our family together through some pretty tough times. She deserves an award or something.**

MAN 2: **My wife, definitely. She just gave birth to our first kid a couple months ago. I'm truly in awe of her.**

CUT back to the interviewer.

INTERVIEWER: **Okay, so that was my first question. My second question is are you fine to drive?**

CUT to the men's reactions to the question. It feels like the air has been taken out of the room. We cycle through quick cuts of them answering.

MAN 1: **Hm... [exhales deeply] I'd say so.**

MAN 4: **Yeah...yeah I think I'm fine.**

INTERVIEWER: **Would you be fine to drive with your mom [little brother, wife] in the car?**

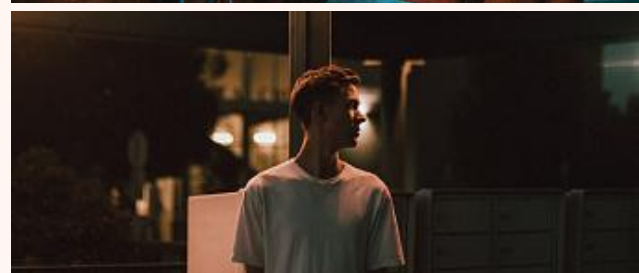
CUT the men thinking over the question. We zoom out on one of the men standing next to his car. A super appears.

SUPER: **There's a lot on the line when you drive buzzed.**

SUPER: **Buzzed driving is drunk driving. Don't drive buzzed.**

The AdCouncil and NHTSA logos appear.

NOTE: We will establish through production that the people have just been drinking. Additionally, we understand that this concept poses production concerns for NHTSA, given the unscripted nature of the concept. However, we do still think it could be worthwhile to test and explore for future productions, to see if this format reads authentically to our audience.



Outdoor Concepts

Your buzz could kill.



NHTSA

Buzzed Driving
Is Drunk Driving.

Catching a buzz? Catch a sober ride.



NHTSA

Buzzed Driving
Is Drunk Driving.



NHTSA

Even a buzz can get you wrecked.

Buzzed Driving Is Drunk Driving.



NHTSA

YOUR BUZZ COULD KILL.

Buzzed Driving Is Drunk Driving.

Thank you!