



Impaired Driving 2023

May 2023

Alcohol-Impaired
Campaign Concepts

Impaired Driving 2023



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Hispanic Concepts



Tu DUI Es Nuestro DUI

Your DUI Is Our DUI

Tu DUI Es Nuestro DUI :30

Key Creative Brief Theme: Family is everything for the Hispanic target.

We open with an older woman walking out of a bar and pulling her car keys from her purse. She's laughing to herself as she walks to her car and gets in and puts the keys in the ignition, and drives off.

We see her driving intercut with a close-up of her car's tire going over the yellow lines on the road. Suddenly we hear a siren as she looks into the rearview mirror and sees the flashing lights.

We see quick cuts of different people in the driver's seat to show that it affects more than one person: grandmother, parents, siblings, friends, etc.

As the LEO approaches the car passenger, the camera turns to reveal the driver is actually, a young Latino man. We cut to the young Latino man receiving a field sobriety test.

VO: **Cuando recibes un DUI, tú no eres el único afectado.
Tu DUI es nuestro DUI.**
*When you get a DUI, you're not the only one affected.
Your DUI is our DUI.*

LOGOS: **Maneja tomado y serás arrestado. NHTSA**
Drive Sober or Get Pulled Over. NHTSA

LEGAL: **Pagado por la Administración Nacional de Seguridad del Tráfico
en las Carreteras**
Paid for by NHTSA



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Es Tonto Arriesgarte

It's Silly To Take A Risk

Es Tonto Arriesgarte :30

Key Creative Brief Theme: They think they know when they're OK to drive.

We open on a group of friends leaving a barbecue. One young Latino guy throws the keys over to another and says...

- Guy 1:** **Tú manejas.**
You better drive.
- Guy 2:** **¿Yo? Estoy igual que tú.**
Me? I'm just like you.
- Guy 3:** **Yo manejo. Yo me siento bien.**
I'll drive. I'm feeling good.

As they get to the car, we see that it is already totaled. One guy climbs into the car through the missing back window, another one jumps through the passenger window, and the driver grabs the door to open it, and it falls off—all as if this is the most normal thing to do.

This is actually a peek into a possible future where the friends have already crashed.

The peek into the future continues as we cut to see a family driving down the street in an equally wrecked car headed towards the friends.

We cut back to the friends as they drive down the street headed towards the family when suddenly, a law enforcement vehicle flashes its lights.

The friends pull over, and we see the LEO walk toward the driver's side window. We see that the car is actually not wrecked at all.

The driver looks out the window, disappointed that he got stopped, but he sees the family drive by in their car, which is also not wrecked. The driver is given a field sobriety test by the LEO.

VO: **Piensa en las consecuencias antes de que pasen.**
No seas tonto. Si tomas, no manejes.
Think of the consequences before they happen.
It's silly to take a risk. If you drink, don't drive.

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3

**Las Probabilidades
Están En Tu Contra**

The Odds Are Against You

3

Las Probabilidades Están En Tu Contra :30

The Odds Are Against You

Key Creative Brief Theme: They agree that a DUI would be devastating and life-altering.

We open on a young Hispanic man walking out of a get-together.

You can tell he's feeling good. He walks up to his car, holding his keys in his hand. But instead of getting in, he grabs the car's bumper and spins it as if he was spinning a wheel of fortune.

We cut to an overhead shot where we see the car is actually on a wheel, and there are various choices/destinies where it could land. It almost stops on 'make it home safely,' but the last tick pushes it to 'Get A DUI.'

We cut to an LEO talking to camera, stating facts.

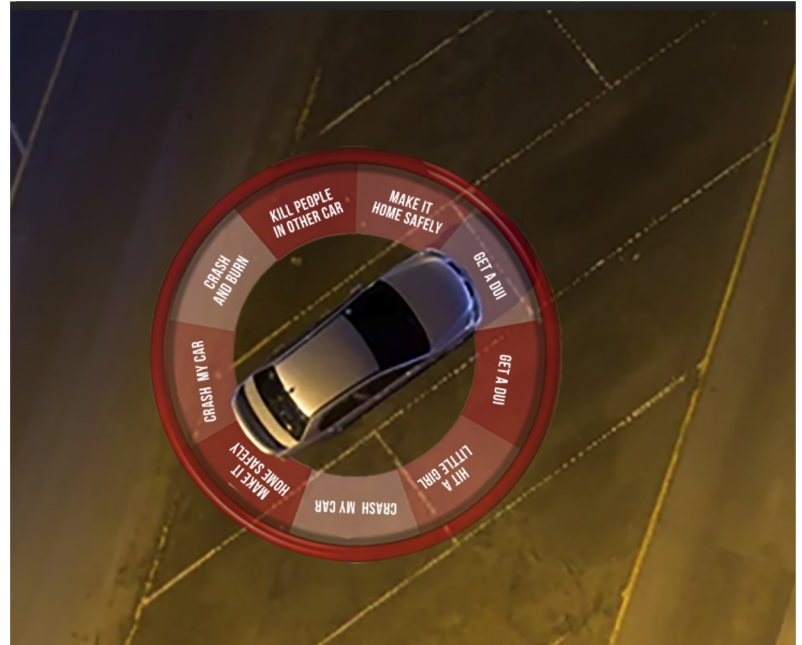
LEO: **Más de 10,000 personas mueren cada año por manejar bajo la influencia del alcohol, y más de 400,000 personas reciben un DUI.**
More than 10,000 people died last year because of drunk driving. And more than 400,000 got a DUI.

The young man thinks again, turns around, and heads back to the house party.

VO: **No vale la pena arriesgarte. Si tomas, no manejes.**
It's not worth it to take a risk. If you drink, don't drive.

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General Market Concepts



One Too Many

One Too Many

Key Creative Brief Theme: They think they know when they're OK to drive and agree that a DUI would be devastating and life altering.

Open on a satellite map of the United States. Location markers start to rapidly populate until lighting up the entire map. The camera begins to descend into the map and will progressively get closer to the action. Large pins will mark each location.

VO: **Drunk driving is preventable, but we still have millions of DUI arrests across the country.**

The camera zooms in on the center of the country and we start seeing the location makers in more detail. We see a bird's eye view of a pull over scene.

VO: **When you decide to drink and drive, you don't think about the consequences.**

Here the camera POV rotates to a street view of the LEO administering a field sobriety test. As the camera moves through the scene, we see more details.

VO: **You never think it'll be you who gets caught driving after having one too many.**

Speed ramp to another location with different LEO at a minor crash scene, where a drunk driver has hit a pole and is being arrested.

VO: **You never think you'll be the one responsible for a crash.**

Speed ramp to a two-lane road. The camera is now at driver POV level in the right lane. Suddenly an oncoming car swerves into our lane straight toward the camera. We cut to black right before the car crashes into the camera.

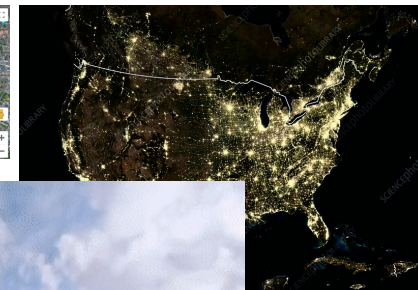
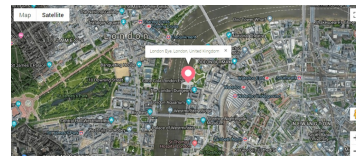
VO: **But it turns out, DUIs hit closer to home than you'd think.**

Zoom out to original satellite view displaying the map, as we zoom back up the location marker progressively go dark.

SUPER:

Even one DUI is one too many.

Logos/End Card



HBO

2

Lights



Lights

Key Creative Brief Theme: They think they know when they're OK to drive and agree that a DUI would be devastating and life altering.

Open on a gathering of friends at a house. People are holding drinks made of light to represent the three types of alcohol. Two guys leave the party and approach a car made of lights.

VO: **It all comes down to this.**

They look at each other, get in and drive away.

VO: **Your decision to find a sober ride.**

As they make their way home, the lights make up the roads and indicate movement.

VO: **Because drunk driving could cost you everything.**

The driver and passenger flicker into light painted skeletons and back to normal and continue the journey.

VO: **Or at the very least, land you in jail.**

Dollar signs made of light float out of the window.

A law enforcement vehicle made of lights appears behind the car with flashing lights. Then, the light effect fades and both cars become real as a law enforcement officer approaches the driver.

VO: **Once you see the lights in your rearview mirror, there's no looking back.**

VFX: Sirens

Logos/End Card



A large white number '3' is positioned on the left side of the image. The background is a blue-tinted photograph of a city street with cars and buildings. Large, white, 3D geometric shapes resembling folded paper or origami are placed on the sidewalks. The overall aesthetic is modern and digital.

3

It Will Change Your
World

3

It Will Change Your World



It will change your world

Key Creative Brief Theme: They can be proactive about making plans for a ride home when they go out drinking. They agree that a DUI would be devastating and life altering.

Opening shot of a person in a bar. He gets up to leave and grabs his keys.

The scene freezes with Kyle, his keys in his hands.

VO: Kyle just made a decision that would change his whole world.

Everything in the background changes as the scene begins altering and “folding in” on itself like a Transformer vehicle as he exits the bar.

He walks out to his car, and he clicks his key fob. It beeps, and the sky turns a really weird color and a streetlight flickers overhead. He doesn't notice and gets in the car. The building behind him starts to darken and twist and contort.

He starts his car and begins to drive off.

The scene behind him continues to change eerily. The flickering of blue and red police lights appears behind him. He is in the driver's seat. The entire scene changes we see him getting pulled over and then cut to him taking a field sobriety test and then again with him driving away in the back of a police car. Then, it all folds back to him in the bar when the frame was frozen.

He tosses the keys to his friend.

Kyle: You're sober, you drive.

VO: Kyle just made a decision that would change his whole world.

We see Kyle in the passenger seat with his friend driving, as they drive away. The world changes to a brighter vibe.

Logo/End Card.



A man in a light blue shirt and tie is shown from the chest up, looking over his right shoulder towards the camera with a serious expression. The background is a blurred office setting. The entire image has a light blue tint.

4

You Know Better

You Know Better

Key Creative Brief Theme: They understand and believe the legal penalties and consequences of impaired driving.

Open on a gathering of friends at a house. The night is winding down. Four friends debate how they will get home.

Austin putting down a drink: **Should we call for a ride?**

John looking slightly intoxicated: **Nah, I'm good, let's go.**

At this point Austin, our protagonist, breaks the fourth wall with an unconvinced look.

Cut to friends in a moving car, laughing and playing music.

Austin to Camera: **You already know THIS is a bad idea...**

He rejoins the fun in the car bobbing to the music. Cut to exterior of the car weaving, Whip Zoom to Austin through the backseat passenger window.

Austin: **Now, we persuade you to not do something you already know is wrong.** (bracing himself, the other passengers are oblivious)

Quick montage of their car careening toward someone changing a tire on the shoulder, a crash scene, then first

responders performing chest compressions on Austin.

He opens eyes and looks at camera

Austin: **Too over the top?**

Cut back to group driving. Austin looks out rear window then at camera, lights begin flashing.

Austin: **How 'bout a little less drama.**

Quick montage of group being pulled over, sobriety test, John sitting in the back of a law enforcement vehicle.

Austin: **Cue serious music.**

John looks out the police car window, he is in a state of shock, confusion and disappointment.

Austin walks into the scene.

Austin: **See, drunk driving isn't worth it.**

But you already knew that.

Logos/End Card.

