

# Buzzed Driving Prevention Concepts for Creative Testing



**VIDEO :30**  
**VOICEMAIL**

OPEN on a guy sitting at the bar as we slowly zoom out. He finishes his drink and sets the glass down on the bar. We hear a voicemail being left, but the guy never actually hears the voicemail as we watch him head to the car.

**MOM:** **Hi honey, I just remembered you said you were going out tonight, so, sorry for calling.**

He gets up, starts to say goodbye to his friends, puts on his jacket, and heads towards the door.

**MOM:** **I know you're out having fun, but uh give me a call in the morning about what time you're coming over. Oh, and I need help moving that dresser tomorrow.**

CUT to him in the parking lot walking towards his car. He pulls his keys out of his jacket pocket.

**MOM:** **Okay, love you, honey.**

He reaches for the car door.

**MOM:** **Get home safe.**

We see his hand recoil in hesitation.

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

CUT to him opening the door to a rideshare. The rideshare driver says, "Ride for Jason?" The guy confirms and gets in the car. We see his car parked in the distance as they drive away.

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

The AdCouncil and NHTSA logos appear.



**VIDEO :30**  
**A TEXT FROM SAM**

OPEN on a crowded bar. We zoom in past a guy finishing his drink and land on his phone as he sets his glass down. We see a text notification pop up, but the guy is talking with friends and isn't paying attention to his phone. The text is from Sam and it says, "Hey talked to dad earlier?" As the notification appears we hear Sam's voice accompanied by SFX of typing a text.

**SAM:**                    **Hey, talked to dad earlier.**

CUT to the guy as he gets up, starts to say goodbye to his friends, and puts his phone in his pocket. He doesn't see the text from Sam.

**SAM:**                    **He has no idea about the party. He's going to be so surprised.**

We see him head towards the door.

**SAM:**                    **Don't forget to pick up the cake on your way over tomorrow.**

CUT to him in the parking lot walking towards his car. He pulls his keys out of his jacket pocket.

**SAM:**                    **Love you.**

He reaches for the car door.

**SAM:**                    **Get home safe.**

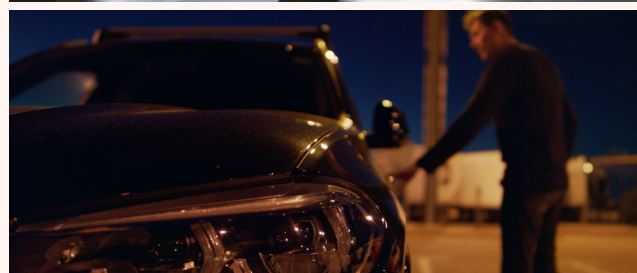
We see his hand recoil in hesitation.

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## VIDEO :30/:60 YOUR LIFE SOUNDS GREAT

OPEN on a POV shot of two people sitting in a hammock. *SFX: Hammock rocking.* This shot kicks off a spot shot entirely in POV, all paired with sensory SFX. CUT to a person looking up at redwoods. *SFX: Breeze rustles through the trees.*

**VO:** Hear that?

These two opening shots are quiet to lead us into the soundscape of the spot, but they kick off a high energy montage of quick cuts of different life experiences. CUT to a game of pickup basketball. *SFX: Pickup game of basketball.* CUT to a concert. *SFX: We hear the band and the crowd singing along.*

**VO:** That's the sound of your life.

CUT to person swimming in the ocean. *SFX: Waves crash on the beach.* CUT to friends laughing at a tailgate. *SFX: Laughing.* CUT to a view from the passenger seat as a young woman struggles to learn stick. *SFX: Woman laughing.*

**VO:** Perfectly imperfect.

CUT to a NASCAR race as a car zooms by. *SFX: Cars racing.* CUT to a group of friends gathered around a fall campfire. *SFX: Campfire crackling and popping, laughing, dog barking.* CUT to a person dancing under dance floor lights. *SFX: Music.* CUT to a guy finishing a run with friends. *SFX: Feet hitting the pavement, panting.*

**VO:** Beating in rhythm to the world you've created.

CUT to a group of friends at a bar cheering. *SFX: Group saying "cheers!"* CUT to a guy setting an empty beer glass down on the bar. *SFX: Clink of glass on bar.*

**VO:** But every time you drive after drinking,

*SFX: A quiet buzz is heard in the background. It starts out quiet and gets louder.*

CUT to guy pulling keys out of his pocket as he walks out the bar door. *SFX: Door swings and keys jingle.* CUT to guy putting keys in the ignition. *SFX: Car engine starts.* CUT to guy driving down the road. *SFX: Car engine.*

**VO:** the music gets drowned out.

*SFX: The buzzing sound is now louder than any other sound. In slow motion, we see the car about to crash into another car. SFX: Muted sound of a brakes screeching. Heavy breathing can be heard through the buzzing. Just before the car hits the other, the slow motion comes to a stop.*

**VO:** Your life sounds pretty great.

The crash begins to go in reverse and we see all the visuals we just saw, landing us back at the bar as he sets down his drink. *SFX: The buzzing begins to fade.* He takes out his phone and we see a notification pop up letting him know his ride is close.

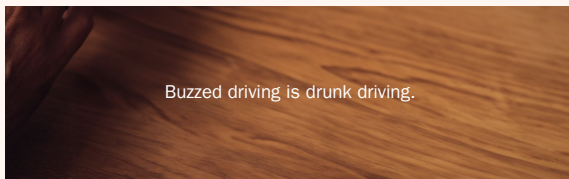
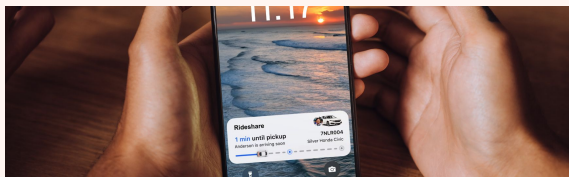
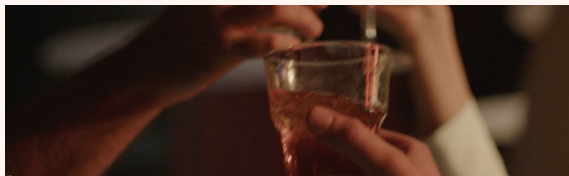
*SFX: Buzzing fades completely. Sounds of the bar fade in. Laughing, clinking, music.*

**VO:** Don't let a buzz ruin it.

He pulls his phone out of frame and a super appears.

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

The AdCouncil and NHTSA logos appear.



**VIDEO :30**  
**PROFESSIONAL DRIVERS**

OPEN on a two slick, fast-looking cars at a red light at night. We see a disclaimer and think that the cars are about to street race.

**SUPER:**                **Professional Drivers. Do not attempt.**

The light turns green, but the cars simply drive safely. We cut in tight on the driver of one of the cars. He looks in his rearview mirror.

**DRIVER:**            **You guys have a fun night?**

We see the rideshare sign in their front window and reveal two, twenty-something guys in the backseat, they have come from a party.

**GUY 1:**              **Yah, it was good party.**

**DRIVER:**            **Want a water?**

**GUY 1:**              **Sure**

**GUY 2:**              **I'm good thanks.**

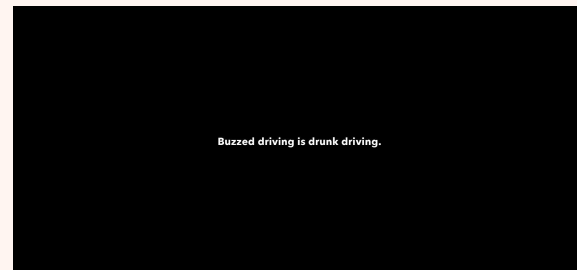
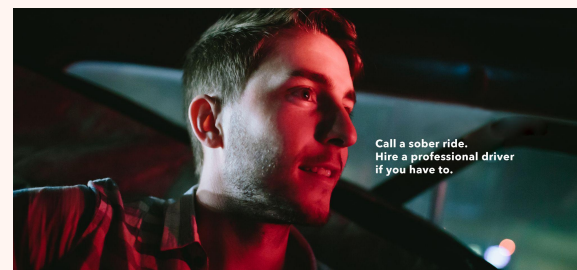
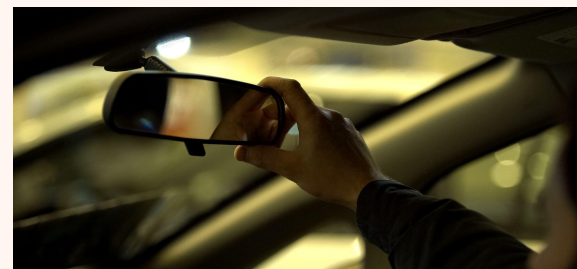
We see the other car pull up outside a bar just down the street and another young man gets in the back.

**SUPER:**            **If you are buzzed, do not attempt to drive home.**  
**Call a sober ride. Hire a professional driver if you have to.**

Fade to black

**VO/SUPER:**        **Your buzz could kill.**  
**Buzzed driving is drunk driving. Don't drive buzzed.**

The AdCouncil and NHTSA logos appear.



**VIDEO :30**  
**CALL ACE: REVISED**

OPEN on a professional looking “lawyer” in his office. He looks very successful standing in front of a big beautiful wooden executive desk, the American flag and other Americana like a statue of a bald eagle. He yells to the camera in the style of bad Lawyer ads.

**ACE:** **Having drinks with your friends isn’t a crime. I know this, because I am a legit lawyer.**

**SUPER:** Ace McLawyer, Legit Lawyer.

**ACE:** **But you don’t have to have a Dad that made you go to law school even though your real passion was in sports commentary, to know that driving buzzed could kill.**

**Don’t be a buzzkill. Call me, Ace McLawyer, at 1-8-BUZZ-KILLS**

**SUPER:** 1-828-995-4557  
1-8-BUZZ-KILLS

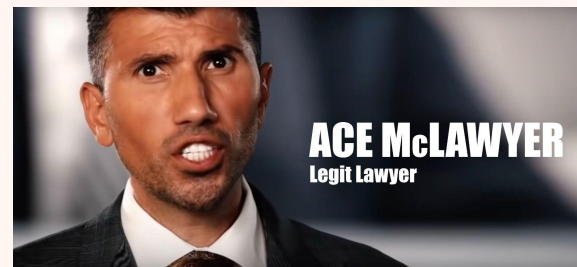
**ACE:** **Better yet, call a sober ride like a taxi, or a rideshare. Or call your mom, because calling from a bar or party is way better than calling her from jail.**

**And yes, this is my normal speaking voice.**

Fade to black.

**ACE/SUPER:** **Buzzed driving is drunk driving. Don’t drive buzzed.**

The AdCouncil and NHTSA logos appear.



**Buzzed driving is drunk driving.**

**VIDEO :30**  
**SOUND: DREAM REVISED**

OPEN a tight shot of a late twenty something male sleeping peacefully in a bed. It's dark and moody.  
As we watch him sleep, we'll employ the use of sound design and VO to recreate what we think was a dream.  
We'll listen as the sounds take us on his journey of leaving a bar and heading home.

SFX: noisy bar background noise/ music playing/ large crowd

**Guy: Yah yah, I'm totally fine. All good.**

**Girl: K text when you're home.**

SFX: bar door opening/closing. The sound goes from loud music to sounds of the outside/street / keys drop on the ground.

**Guy: Ugh**

SFX: clicking of the key fob and the unlocking of doors / car door opening and shutting / car starting / music begins to play / music gets turned up / blinker starts ticking / the gliding of the steering wheel spinning through the driver's hands /  
guy sings along to song, messing up lyrics here and there / cars speeding past/ engine revving past car /  
car honking coming from behind.

**Guy: Whhaattt?!?! Go around!**

SFX: The music goes from loud to completely quiet. You can hear more cars pass him by.

**Guy: Oh my god. My lights aren't even on.**

SFX: He takes a big breath

**Guy: Almost home, Ben.**

SFX: blinker starts ticking/ steering wheel glides between his hands/ breaks screech a little bit to insinuate he scrambled to not hit something. The car then comes to a complete stop.

**Guy: Ugh. That was close.**

SFX: Guy lets out a huge sigh of relief (he's made it to his exit)

SFX: The car begins to drive off again so we hear the engine going again, but shortly after we hear a horn from afar getting close and closer and then a massive crash sound.

The guy suddenly wakes up in bed. He's sweating and startled. We reveal he's in a hospital bed. He looks across the bed and sees his mom sitting in a chair in the room. He looks at her stunned and confused as to why he's there. She gives him a concerned look, but he is so ashamed and looks away.

**SUPER: It wasn't just a bad dream.**

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

**Don't drive buzzed.**

The AdCouncil and NHTSA logos appear.



It wasn't just a bad dream.

**Thank you!**