

Buzzed Driving Prevention Concepts for Creative Testing

For OMB Review



MESS ANU / EDELMAN / LERMA



DIRECTION UNO

(Let me know when you get there)

:30 Avísame Cuando Llegues (Couple Version)

Open on a bright morning in a cozy kitchen, the atmosphere is loving and intimate. Cut to Carlos sneaking up behind Maria as she cooks breakfast. He wraps his arms around her waist, and they share a playful moment before he heads to work.

MARIA: *Avísame cuando llegues, ¿sí?*

(Let me know when you arrive?)

He kisses her forehead.

CARLOS: *(confidently) Si, yo siempre llego*

(Yes, I always make it)

Cut to the living room in the afternoon. The doorbell rings, a food order just arrived and they both sit down for dinner.

MARIA: *No te olvides.... let me know when you get there.*

(Don't forget... let me know when you get there.)

CARLOS: *I know love, nunca me olvido*

(I know love, I never forget)

Cut to the front door at night. Carlos is heading out for a night with the boys. Maria stands by the door, her expression is a mix of love and concern. Carlos leans in to kiss her.

MARIA: *Por favor, avísame cuando llegues.*

(Let me know when you arrive?)

CARLOS: *I promise.*



:30 Avísame Cuando Llegues (Couple Version) / Con't

(Montage of quick cuts)

Cut to a night out. Various shots show Carlos and his friends enjoying themselves. Drinks are poured, and laughter fills the air. Carlos reaches for a drink. Match cut to Maria as she reaches for a glass of water.

Cut to Carlos as he reaches for his car keys. Match cut to Maria in bed as she reaches for her phone, anxiety grows as she waits for a message that never comes. Tension starts to build.

Cut to Maria as she worriedly rubs her forehead and eyes. Match cut to Carlos doing the same thing, but only because his vision is blurry. As he reaches for the car door, we match cut back to Maria, reaching for her phone again.

Headlights flash, tires screech, followed by a violent crash. The screen fades to black.

Cut to the living room at dawn. Finally, the phone rings, piercing the silence. Maria, exhausted and terrified, answers it. The phone slips from her hand, the screen dark.

End Card Super: Manejar buzzed es manejar drunk.

Logos



Print

Matching the storyline of the TVC, let's recreate these moments of ignored conversations for print. Sad but simple ways to show the viewer that one drink can lead to disaster.





Manejar buzzed es manejar drunk.





Manejar buzzed es manejar drunk.



DIRECTION DOS

(Lost in a Flash)

:30 Lost in a Flash / No People

SFX: Open on a typical radio DJ VO in Spanglish that slowly starts to fade away as the camera tracks.

“Dimelo my gente, whats going on – its Friday night y estamos activos! Lots going on in the city tonight – so many great parties right Jessy? Si Marco, esta heavy la cosa tonight – make sure to head downtown for buy-one-get-one drinks till 11 PM – it’s going to be lit...”

The scene opens with a close-up of a weathered and creased young Hispanic family photo. It’s a picture-perfect moment: a young father and son at a Little League game. The camera slowly pans out, revealing the photo is on the car dashboard. As the camera continues to pull back, it moves through the driver’s side window, unveiling the aftermath of a car crash. The airbag is deployed, broken glass is scattered everywhere, and the car’s interior is in disarray.

The camera keeps panning out to show the entire car, now on the side of the road crashed into a pole, with flares and police lights illuminating the scene.

VO Male: No se que paso... I didn’t even drink that much
(I don’t know what happened, I didn’t even drink that much)

The image gradually blurs, and all sound cuts off.

End Card Super: No pongas en riesgo todo por lo que vives
(Don’t put everything you live for at risk)

End Card Super: Manejar buzzed es Manejar drunk.

Logos



No pongas en riesgo todo por lo que vives.

Manejar buzzed es manejar drunk.



Print

Matching TVC, let's recreate these moments with real cars that have been through an crash. To make this feel real, we need to shoot it for real.



FPO





Don't put everything you live for at risk.



Manejar buzzed es manejar drunk.





No pongas en riesgo todo por lo que vives.

Manejar buzzed es manejar drunk.



DIRECTION TRES

(The Last Check)

:30 La Ultima Cuenta

Let’s catch Hispanic males in the act, right when they are about to sign their life away. *La Ultima Cuenta* is a hidden camera stunt that aims to capture genuine reactions at a real bar with the help of actor bartenders strategically placed to drive the conversation. Let’s take over a space known for its reggaeton and Hispanic crowd of drinkers. Our patrons would range from being alone, with the boys, or even enjoying happy hour with their significant other. Cameras will be discreetly positioned to capture close-ups of receipts, car keys, and patrons' reactions.

The goal is to film those “aha” moments and even a few “WTF” reactions from the patrons. Under the list of life-changing consequences, each receipt will feature a QR code at the bottom with a message encouraging them to order a ride home instead. Supers on screen will guide viewers early on, making them aware of what’s happening.

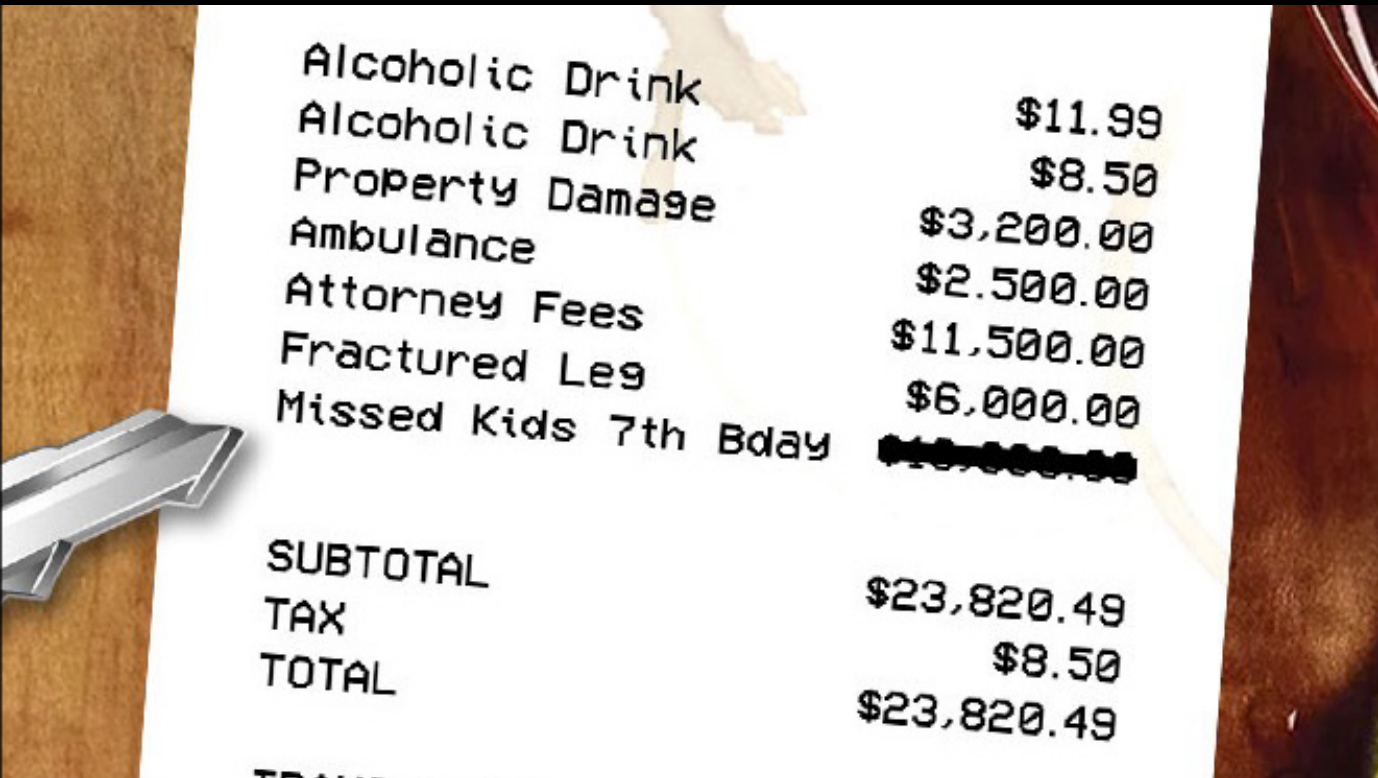
The beauty of this production lies in its flexibility—we can continue the social experiment, capturing as many TV commercials and social media moments as needed for both long-form and short-form content.

Intro Card: Every 39 minutes, one person dies in an alcohol-related crash

End Card: Driving buzzed can cost more than you realize.

End Card: Manejar buzzed es manejar drunk.

Logos



:30 La Ultima Cuenta / Sample Script

Open on various hidden camera angles to establish a bustling bar with upbeat reggaeton music playing in the background. Patrons are laughing, talking, and drinking. Cut to super over picture.

FPO Intro Card: Every 39 minutes, one person dies in an alcohol-related crash

Cut to a bartender tending the bar while speaking to a patron.

Bartender: ¿Cómo vamos? Want another one?

Patron: No gracias, one and done—I need to hit the road.

Cut to the bartender sliding a receipt across the bar. Close-up of car keys and the empty drink, zooming in on the receipt. Patrons look confused, surprised, some nervously laughing.

Patron: ¿Y esto? \$12,000 for a drink? Clever, but I’m fine to drive.

Cut to a table: Two Hispanic men have just ordered the bill. Two empty glasses are in front of them beside their car keys.

Patron: ¡Cuenta, por favor! (Holding his car keys, doing the “check” signal)

Bartender: Gracias chicos, here’s the damage.

Patron: Whooooaaa, we only had two rounds of drinks—what are all these charges?

Both patrons stop and look at each other as their demeanor changes.

Cut to a side table: A young Hispanic couple is having drinks.

Male Patron: Amigo... la cuenta, por favor.

Male Patron to Wife: I’ll grab the car

Cut to the bartender ringing up the total, adding “Wife’s Funeral” at the end of the itemized list. They hand it to the male patron, who freezes, staring at the receipt in shock.

Male Patron: (nervously) ¿Y esto?

Bartender: Your family isn’t worth the cost of driving buzzed.

Wife Patron: You’re right, this is stupid.

They sit in silence as the wife lowers her head and the man puts his arm around her.

End Card: Driving buzzed can cost more than you realize.

End Card: Manejar buzzed es manejar drunk.

Logos



Print

Matching TVC, let’s recreate these moments of the point of sale with a tabletop photo shoot. To make this feel real, we need to shoot it for real. Printing out a real receipt, taking a sip of the beer, and dropping some keys to make the moment feel as genuine as possible. These print ads should convey how one decision can impact your loved ones around you for years to come.



FPO





ORDER: 910
HOST: DANNY

00:00PM

Alcoholic Drink	\$11.99
Alcoholic Drink	\$8.50
Property Damage	\$3,200.00
Ambulance	\$2,500.00
Attorney Fees	\$11,500.00
Fractured Leg	\$6,000.00
Missed Kids 7th Bday	\$10,000.00

SUBTOTAL	\$23,820.49
TAX	\$8.50
TOTAL	\$23,820.49

TRANSACTION TYPE:	SALE
AUTHORIZATION	PENDING
CARD READER	

TIP: _____

TOTAL: _____

X _____

Your buzz can cost more
than just a few drinks.

Manejar buzzed es manejar drunk.



Manejar buzzed es manejar drunk.





ORDER: 910
HOST: DANNY

00:00PM

- 1 Alcoholic Drink
- 1 Alcoholic Drink
- 1 Ambulance
- 1 Bail Bonds
- 1 ER Hospital
- 1 Attorney Fees
- 1 Wife's Funeral

\$11.99
\$8.50
\$3,000.00
\$2,500.00
\$8,500.00
\$9,800.00
~~\$13,800.00~~

SUBTOTAL
TAX
TOTAL

\$23,820.49
\$8.50
\$23,820.49

TRANSACTION TYPE:
AUTHORIZATION
CARD READER

SALE
PENDING

TIP: -----

TOTAL: -----

X -----

Is your family worth the cost?
Manejar buzzed es manejar drunk.



Manejar buzzed es manejar drunk.



Alt

A wooden surface, possibly a cutting board, is the background for the advertisement. In the upper left, a small metal bowl contains a dark liquid, likely alcohol. To its right is a wedge of lime. Below the bowl, a set of keys with a black fob and a silver key is placed. The text "Manejar buzzed es manejar drunk." is written in white inside a black circle with a gold border, positioned to the right of the keys. At the bottom right, the NHTSA logo and the text "ad COUNCIL" are visible.

Manejar
buzzed
es manejar
drunk.

 **NHTSA** 