



Speed

TV Concepts

A target graphic consisting of several concentric red circles. A red horizontal line extends from the left edge of the image, passing through the center of the target.

NOV
2024

Speed

General Market

ENFORCEMENT

SOCIAL NORMING





Life Flies By

The centerpiece of this scene is a car parked in a driveway. We view the life of a family as it happens in fast motion in and around a parked car.

The camera will zoom around the car and focus on certain scenes, slightly slowing the speed for a moment before racing onto the next milestone. The fashions and ages of the characters change as time progresses.

Start with a mom putting her child in a car seat in the back seat of the car.

FF- Mom hops in the driver's seat while dad hands their son in the back his pillow and blanket.

FF- The son gets into the driver's seat now, and dad is teaching him how to drive.

FF- Fully licensed, the grown son is opening the passenger door for his date.

FF- The parents hop in the car with their son in full graduation attire, looking excited.

FF- The father is helping the son load up the trunk as he is moving to college.

FF- Emergency workers surround the car – which now shows damage – and they are trying to extract the young man from the driver's seat.

VO- Life is fast, but speeding catches up with you.



2

Dog Walker

A young woman is walking her dog on the sidewalk while on her phone.

Man (driving): Hey yeah. I'll be there soon. About 10 minutes away.

Cut to gas pedal as he accelerates.

Cut back to man: Make it 8.

Man: See you soon hon.

Cut back to the woman on the sidewalk. The scene around her freezes.

Woman on the phone (looks upset): Hey ma, just leaving you a quick message. I won't be stopping by tonight. (She starts to break down.) I'm so sorry.

She tries to walk, but we see she can't. Her feet won't move. She kneels and unleashes the dog.

Woman: Ok, boy, be good, go back to the house.

The dog scoots away hesitantly looking worried and confused. She stands up and turns. The man in the car has lost control, and the car is barreling down on her. She gets struck.

The logo comes up. We hear the dog barking and whimpering.



3

Expect Delays

Visual: A young man is in his car driving calmly when an alert sounds on his GPS.

GPS Voice: Crash ahead, expect delays.

Then glances at the map to see his arrival time jump up dramatically. He becomes stressed and vocalizes frustration.

Driver: Guhhh. I'm going to be late!

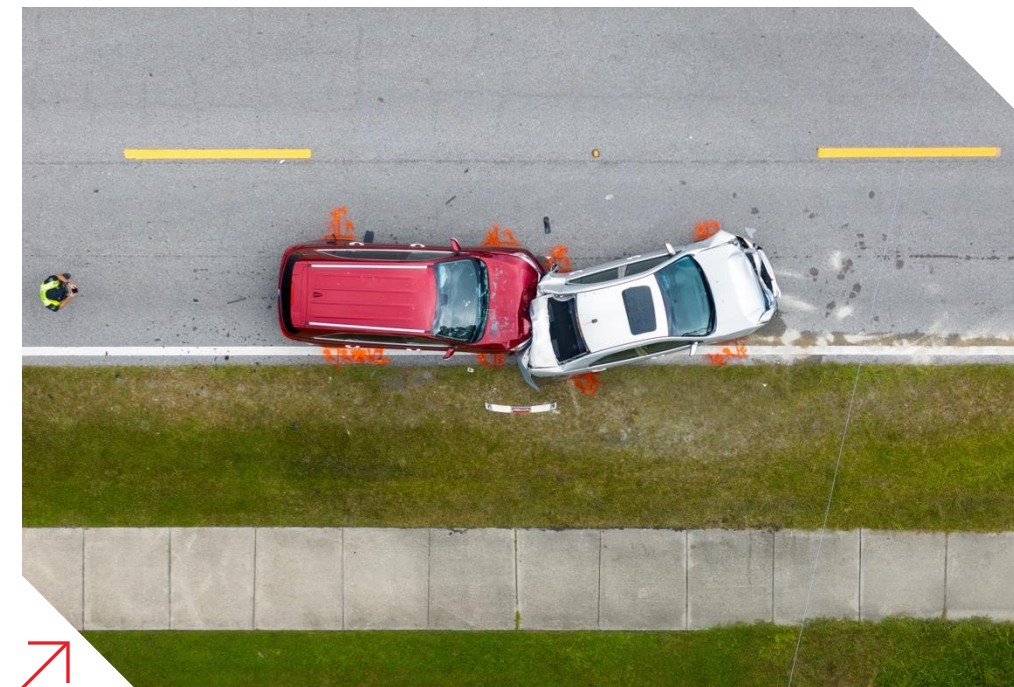
He steps on the gas to try to make up time while he can. Eventually, he ends up in a wreck.

The camera pulls above the crash and begins to rise and rise. Slowly the scene turns into a digital graphic. From the graphic, we pull out from the GPS screen in his car... we are back where we started.

He gets the same alert on the GPS.

GPS Voice: Crash ahead, expect delays.

Super: When it comes to speeding, there's no good ending.



4

Intense Conversation (Social Norming)

A man and a woman enter an empty room consisting of nothing but two chairs facing each other. They sit down, and both appear very tense.

Woman: You realize what's happening here.

Man: I don't know what to say. I thought I had it under control.

Woman: Yeah, well, it's a little late for that. What were you thinking?

Man: (getting very anxious) I'm trying to stop, I swear. Really, I am, but I can't. I can't.

Woman (visibly upset): Of course, you can't. But where does that leave me? (voice rising).

Man: Are you okay?

Woman: No, I'm not okay. I'm afraid. I'm really af...

As she's talking, we see she's now in a car that begins to form around her with SFX. We see the camera swing around to her POV, and another car instantly slams into her car.

A split second before the crash, we cut to see the man driving his car, and he looks terrified.

SFX: Silence

Logos come up on black screen

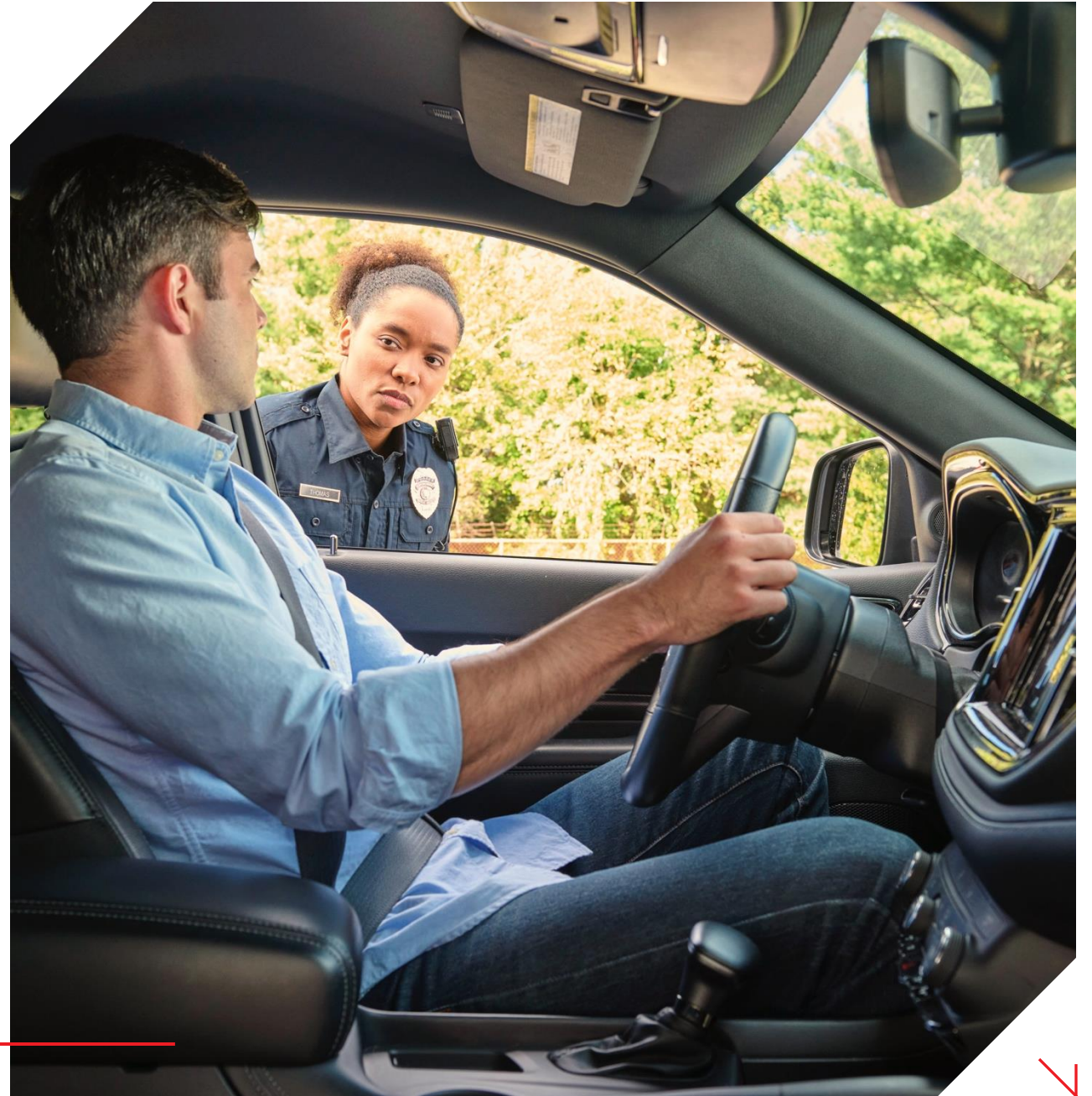


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5

Reminder

Visual of a simple pullover scene and the officer giving a ticket.

VO: This guy isn't just getting a ticket for speeding.

He's getting relief from the question of what would have happened if?

If he lost control? If a jogger ran out in front of him? Or a puppy? Or a child?

He's getting a do-over.

A chance to stay on this planet a little-bit-longer-card.

A reminder that even 5 miles over the limit is 5 miles too many.

He's being allowed the continued use of his legs.

So, while he may not want a ticket, he definitely doesn't want the alternative.



7

Intense Conversation (Enforcement)

A man and a woman enter an empty room consisting of nothing but two chairs facing each other.

Woman: What you're doing is wrong. You need to stop.

Man: Yeah, I get it. I'm stopping, okay?

Woman: No, not just this time. I mean, you really need to slow things down.

Man: Does it have to be this way?

Woman. It could be worse, much worse. But you know that, don't you?

Man. Let's just forget it ever happened.

Woman: It doesn't work that way. There are consequences. This is the least of them.

Man: No one got hurt.

Visual: The woman stands up from her

chair and walks to stand beside the man. The scene transforms and we see she is an officer standing outside the driver's window. As she hands him the speeding ticket, she says..

Woman: This time.

SFX: Silence

Logos come up on black screen

