



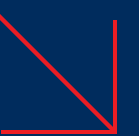
Put the Phone Away or Pay 2026 TV

Program Office Review Meeting
May 20, 2025

A target graphic consisting of several concentric red circles. A red line extends from the left side of the slide, passing through the center of the target.

May
2025

General Market



CONCEPT

Wake-Up Call



Truth

Wake-up calls can break bad habits.

Insight

A phone call going to voicemail is the last thing you want to hear when trying to contact someone who might be in danger.

Idea

Make a wake-up call for those who might need one—before it's too late.



Wake-Up Call

TV :30

We hear a phone ring. We display images timed with the rings.

RING 1

Image: Woman texting behind the wheel.
(BETWEEN RINGS) Image: Car wreck.

RING 2

Image: Kid runs across the street, near miss.
(BETWEEN RINGS) Image: LEO issuing a ticket.

RING 3

Image: Man scrolling through social media.
(BETWEEN RINGS) Image: Car wreck.

VO: We're sorry, the person you are trying to reach is not available at this time. BEEP.

The following images cycle over the VO.

Image: LEO doing a traffic stop.
Image: LEO issuing a ticket.
Image: Car wreck—the worst one in the spot.

Cut to black.

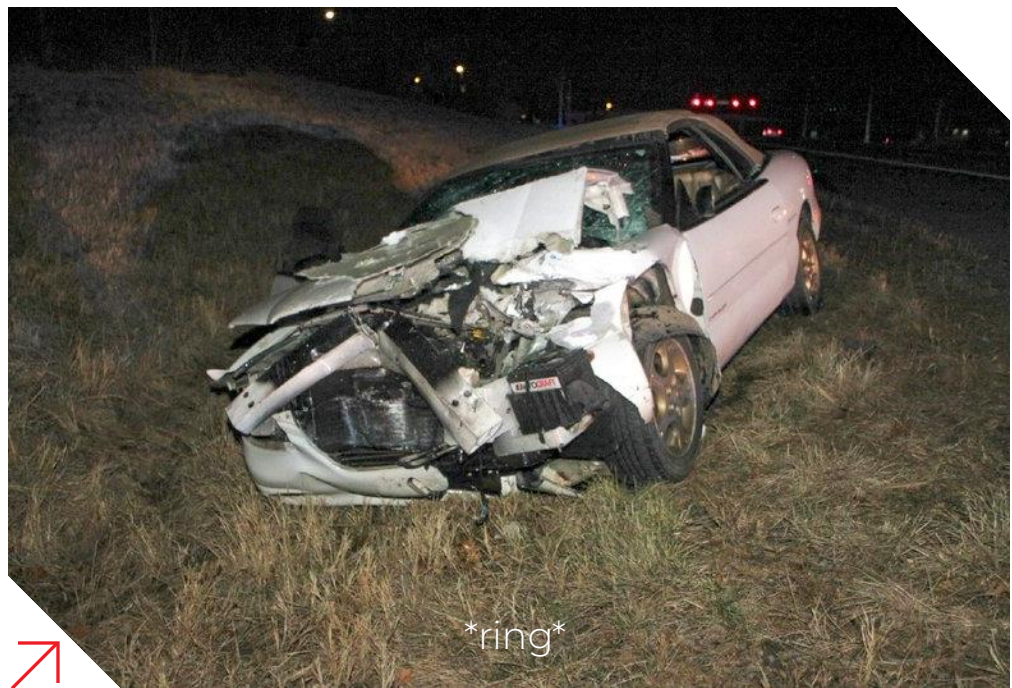
SUPER: This is your wake-up call.

End card: Put the Phone Away or Pay

NHTSA



ring



ring

CONCEPT

On the Dash

2



Truth

Real stories connect with people and spur them into action.

Insight

Our audience values authenticity and wants a spot that reflects real life.

Idea

Let's film in the style of a dash cam to mimic popular videos of real driving mishaps on the road.

2

The Value of Dashcam Footage

Dashcam and bodycam footage craft a real story through multiple angles and POVs. These types of videos generate a lot of views and engagement online.

This specific video surpassed 3 million views in less than 3 days.

<https://www.youtube.com/watch?v=A4rh6EqbYfU>

Rich College Kids Take Police on 137mph Chase



Midwest Safety ✓
2.14M subscribers

Join

Subscribe

3,650,317 views





On the Dash - V2

TV :30

We see a compilation of dashcam footage to the backdrop of opera music.

Fast cuts take us through different bad driving behaviors.

A woman types on her phone and has to brake hard.

A man looks up from his phone with a shocked face and has to swerve.

We see the exterior-facing camera from another car that has to navigate around a distracted driver.

We see a LEO giving a distracted driver a ticket.

The music escalates.

The exterior facing dashcam view shows a crash as it happens.

We linger on a dash cam knocked to the side.

End card: Put the Phone Away or Pay

NHTSA



CONCEPT

3

Face It



Truth

We're most likely to be on the phone with only a few people in our lives. Our parents are at the top of that list.

Insight

The people our phones are bringing us closer to are the ones our phones are taking us away from.

Idea

A mother and daughter are on a video call when they face their worst fears in real-time.



Face It - V2

TV :30

Open on a woman in her 20s in her car, dialing her mom on a video call.

Her mom picks up on the other end.

MOM: Caroline, are you driving? I'm hanging up. You'll get a ticket.

DAUGHTER: Wait, this will only take two seconds—

The daughter crashes with another car in the intersection.

The phone flies out of her hand but survives the crash. The camera stays locked on the phone and ongoing video call.

MOM: Caroline? CAROLINE! Are you okay?

We don't hear anything from the daughter.

MOM: Talk to me, please. Are you okay?

We cut to see law enforcement officers and EMS arriving on scene.

One of the police officers faces the camera and delivers this line:

OFFICER: Say goodbye to distracted driving.

End card: Put the Phone Away or Pay

NHTSA



Spanish-Language Market

CONCEPT

Don't Be That Guy



Truth

No one likes people blatantly using their phones while driving.

Insight

Despite this sentiment, we've all been "that guy/girl" who's reached for their phones while driving.

Idea

What kind of person uses their phone while driving? As it turns out, not a very nice one.

4

Don't Be That Guy (ENG)

TV :30

We open on a man saying goodbye to his wife and young daughter: "I'll see you two later okay? Love you."

We cut sharply to a car door slamming shut. The driver whistles to the tune of "Three Little Birds." He puts his car into reverse and backs out. We cut to him, turning onto a busy road, and hear a phone ping. We see the driver grab his phone, and at that moment, his vibe totally changes. He breaks the third wall, speaking directly to the camera:

DRIVER: I'm that guy.

Thereafter, the scenes will be of him swerving through traffic while on his phone doing the described actions.

I drive with absolutely no care.

I go hard on the scroll.

DMs from my friends, too good.

We cut out to see drivers shaking their heads, complaining, or blaring car horns.

[Shrugging/nonchalant] I gotta check the scores... I don't want to miss a single goal.

And always, a little message for my momma so she knows... just in case.

The driver swerves hard to avoid a crash and is followed by a police siren. We cut to the driver, pulled over, and the LEO approaching to issue a ticket.

Driver: One sec, let me send this message.

The LEO issues him a ticket. Smack! The driver looks shocked. We zoom out to see the pull-over scene and see the driver shift back to normal, disappointment and regret.

VO: No matter how good a person you are, if you use your phone while driving, you're that guy. Respect the law. Put the phone away or pay.



4

Don't Be That Guy (SPA)

TV :30

We open on a man saying goodbye to his wife and young daughter: "Nos vemos a rato. Las quiero."

We cut sharply to a car door slamming shut. The driver whistles to the tune of "Three Little Birds." He puts his car into drive and backs out. We cut to him, turning onto a busy road, and hear a phone ping. We see the driver grab his phone, and at that moment, his vibe totally changes. He breaks the third wall, speaking directly to camera:

Driver: Yo soy ese tipo.

Thereafter, the scenes will be of him swerving through traffic while doing the described actions on his phone.

Que maneja...sin pena. Le doy duro al scroll. Los DMs de los amigos. Buenisimos.

We cut out to see drivers shaking their heads, complaining, or blaring car horns.

Tengo que checar el marcador. No me quiero perder ni medio gol. Y siempre un mensajito a mi mami pa que lo sepa... por cualquier cosa.

The driver swerves hard to avoid a crash and is followed by a police siren. We cut to the driver, pulled over, and the LEO approaching to issue a ticket.

Driver: Un segundo, deja mando este mensaje

The LEO issues him a ticket. Smack! The driver looks shocked. We zoom out to see the pull-over scene and see the driver shift back to normal, disappointed and regret.

VO: No importa que tan buena persona eres, si usas tu telefono al manejar, eres ese tipo. Respeta la ley. Celular Guardado o Serás Multado.



CONCEPT

5

Commercial



Truth

FOMO is real.

Insight

Our online life is different than our real life.

Idea

What if phone commercials were truthful about their impact on our psyche and the damage we can suffer if we don't curb our use?



Commercial (ENG)

TV :30

We open on a spoof of a cell phone featuring young people interacting with their phones: texting, on social media, watching and/or filming videos, gaming, listening and dancing to music. We then see the phone being used by people who are driving, and that's when the tone changes and the consequences begin to happen.

We see a person getting pulled over.

We then see a crash where we see a dramatic shot of a phone flying out of a car through a windshield and landing on the street.

The phone keeps working even if the screen is cracked.

VO:

Look at all the things your phone can do!

It captivates you with endless entertainment...

Enhances every moment of your life...

Keeps you connected like never before...

And demands all your attention and time...

And is never, ever satisfied...

No matter what.

VO:

You are 5X more likely to crash using your phone while driving.

LOGO: Put the Phone Away or Pay.

Source: Analyses of crash events using SHRP2 NDS data found that talking on a cell phone doubled the odds of the driver being involved in a crash (Dingus et al., 2016). Reaching for a phone, texting, and dialing a phone increased crash risk even more—by 5 times, 6 times, and 12 times, respectively.

<https://www.nhtsa.gov/book/countermeasures-that-work/distracted-driving/countermeasures/legislation-and-licensing/cell-phone-laws#:~:text=Analyses%20of%20crash%20events%20using,%2C%20and%2012%20times%2C%20respectively.>





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We see a person getting pulled over.

We then see a crash where we see a dramatic shot of a phone flying out of a car through a windshield and landing on the street.

The phone keeps working even if the screen is cracked.

VO:

¡Ve todo lo que puede hacer tu teléfono!

Te cautiva con entretenimiento sin fin...

Mejora cada momento de tu vida...

Te mantiene conectado como nunca antes...

Y exige toda tu atención y tiempo...

Y nunca, nunca se satisface...

No importa lo que pase.

VO: Hay 5 veces más probabilidades de chocar si usas tu teléfono.

LOGO: Celular Guardado O Serás Multado.

Source: Analyses of crash events using SHRP2 NDS data found that talking on a cell phone doubled the odds of the driver being involved in a crash (Dingus et al., 2016). Reaching for a phone, texting, and dialing a phone increased crash risk even more—by 5 times, 6 times, and 12 times, respectively.

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CONCEPT

6

POV



Truth

The need to constantly be on the phone is spilling into every moment in our lives, even when we are on the road.

Insight

What feels like a small moment of so-called connection can lead to a life-changing consequence.

Idea

Losing life over messages, posts or notifications is not worth it.



POV (ENG)

TV :30

We open on the protagonist's POV at home as he looks at his phone. He looks up, glances at the TV, and then at his laptop next to him.

We **CUT** to the POV of the protagonist looking at his phone. We hear the voice of a little girl.

Girl: Daddy, look at me, look at me!

We see that the POV stays on the phone for a beat before looking up and seeing a girl. It's obvious she just did a flip and is very proud but disappointed.

Girl: You missed it!

We **CUT** to see the protagonist on his phone. We hear someone clearing their throat. The POV looks up, and we realize that the protagonist is in a car and is getting a ticket for driving distracted.

We **CUT** to the protagonist's point of view. He is back home, sitting in his kitchen. They are looking at their phones. We hear

their partner's voice.

Woman: Seriously? A ticket for looking at your phone?

The protagonist looks up.

Protagonist: What?

Finally, we **CUT** to see the protagonist in his car driving. From their POV, we see them looking at their phones. The protagonist looks up right at the moment before he plows into another car. We go to black.

VO: Your phone is stealing your life— don't let it take it all away.

LOGO: Put the Phone Away or Pay.





POV (SPA)

TV :30

We open on the protagonist's POV at home as he looks at his phone. He looks up, glances at the TV, and then at his laptop next to him.

We **CUT** to the POV of the protagonist looking at his phone. We hear the voice of a little girl

Girl: ¡Papá, mírame, mírame!

We see that the POV stays on the phone for a beat before looking up and seeing a girl. It's obvious she just did a flip and is very proud but disappointed.

Girl: ¡No me viste!

We **CUT** to see the protagonist on his phone. We hear someone clearing their throat. The POV looks up, and we realize that the protagonist is in a car and is getting a ticket for driving distracted.

We **CUT** to the protagonist's point of view. He is back home, sitting in his kitchen. They are looking at their phones. We hear

their partner's voice.

Woman: ¿En serio? ¿Una multa por ver tu teléfono?

The protagonist looks up.

Protagonist: ¿Qué?

Finally, we see the protagonist's POV looking at his phone, he looks up right at the moment before he plows into another car. We go to black.

VO: El celular te está robando la vida. No dejes que te la quite por completo.

LOGO: Celular Guardado O Serás Multado.



CONCEPT

7

Deceived (Testing
in English and
Spanish)



Truth

Against our better judgment, we are all still tempted to use our phones while driving.

Insight

Despite knowing the risk of using our cell phones while driving, people do it anyways.

Idea

Looks can be deceiving. While driving, our phones can hurt us.



Deceived (ENG)

TV :30

Open on a **busy city street**. A male driver's phone buzzes on the center console, and as he reaches for it, the phone suddenly turns into a bear trap, snapping shut. He hesitates, realizing the danger.

Cut to a female driver on a **busy highway**. Her phone dings, and as she reaches for it, it becomes wrapped in razor-sharp barbed wire, glowing ominously. She hesitates, recognizing the threat. She keeps driving and, at that moment, sees a **LAW ENFORCEMENT VEHICLE** on the side of the road. She sighs in relief.

Cut to a young male driver on a **suburban street**. His phone rings. As he reaches for it, a snake coils around the phone. The snake hisses. The young man hesitates but grabs the phone quickly anyway. As soon as he brings it up to his face, we see him react to a car that stopped in front of them and slam on his brakes. We cut to black and hear how he smashes into them.

SUPER:

Distractions can hurt.

LOGO:

Put the Phone Away or Pay.





Deceived (SPA)

TV :30

Open on a **busy city street**. A male driver's phone buzzes on the center console, and as he reaches for it, the phone suddenly turns into a bear trap, snapping shut. He hesitates, realizing the danger.

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SUPER:

Las distracciones te pueden lastimar.

LOGO:

Celular Guardado O Serás Multado.

