**THE MEDIA NETWORK**
A Social Marketing and Communications Company

**CONCEPT 2**
**30 SECOND TV SPOT: "DESIGNATED DRIVER"**

| | Video: | Audio English: | Audio Spanish: |
|---|---|---|---|
|  | GROUP OF MEN in their mid to late 20's dressed in jeans and t-shirts. They are in a friend's house, in the kitchen having a few drinks and toasting to the weekend. | SFX: Music and conversation from a small crowd in the background.<br><br>MAN 1: [Between sips of beer from a bottle] Man, I am glad it's Friday! | HOMBRE 1: [Entre sorbos de cerveza de una botella] Hombre, ¡me alegro que sea viernes! |
|  | WOMAN enters the room to get a drink. The GROUP OF MEN notice her, smile to each other, and one of them offers to open her bottle. WOMAN smiles back and nods in agreement.  MAN 1 opens her bottle and pours drink in a cup. | MAN 1: Let me get that for you. | HOMBRE 1: Déjame destapártela. |
|  | CLOSE UP to MAN 1's face, smiling and flirting with the WOMAN. | ANNOUNCER: Everyone is entitled to a good time… | ANUNCIANTE: Todo el mundo tiene derecho a disfrutar de un buen momento… |
|  | PAN OUT of MAN 1's face. Expression changes from enjoyment to concern or fear. Police cars with lights on in the background. | ANNOUNCER: …at the end of a long week. | ANUNCIANTE: … al final de una larga semana. |

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| | Video: | Audio English: | Audio Spanish: |
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|  | As the camera pulls back more, it is revealed that the interior party atmosphere has been replaced by an outdoor, nighttime, city scene by the roadside. Two police cars stopped. Two police officers questioning MAN outside his car. MAN looks afraid. | SFX: Street noise. Police officer's radio. | |
|  | MAN is standing behind his car handcuffed. Red lights from police cars reflected on the man's face and car. | ANNOUNCER: But a good time can end badly if you don't plan ahead. | ANUNCIANTE: Pero un buen momento puede terminar mal si no se planea con anterioridad. |
|  | POLICE OFFICER 1 escorting the handcuffed man into the back of the police car while pedestrians passing dash out of the scene to hail a cab. | PEDESTRIAN: Taxi!<br><br>ANNOUNCER: Don't let the police be your designated driver. | PEATÓN: ¡Taxi!<br><br>ANUNCIANTE: No dejes que la policía sea tu conductor elegido. |
| | BLACK SCREEN<br>TAGLINE AND LOGO | ANNOUNCER: [Tagline] | ANUNCIANTE: [Eslogan] |