







**CONCEPT 3**

**30 SECOND TV SPOT: "DRIVE SOBER"**

	Video:	Audio English:	Audio Spanish:
	<p>MAN in his late 20s/early 30s, distressed look. Wearing a dirty button down shirt outside of his jeans. Can't really tell where he is yet. CLOSE UP MAN's face.</p>	<p>SFX: Low level talking, footsteps, clanging sounds in the background.</p>	
	<p>PAN OUT to reveal mug shot of MAN being taken. View from over the police officer's shoulder.</p> <p><b>REVERSE SEQUENCE begins.</b> Shots move quickly rewinding the events of the evening for the man.</p>	<p>SFX: Camera flash.</p>	
	<p>MAN being fingerprinted. Chaotic police office with officers busily moving around.</p>	<p>SFX: Sound of men protesting, officers issuing loud instructions.</p>	
	<p>MAN in the back of a police car, as seen from over the police officer's shoulder in the front seat.</p>	<p>SFX: Loud sound of sirens.</p>	

Video:	Audio English:	Audio Spanish:
	<p>POLICE OFFICER handcuffs MAN.</p>	<p>SFX: Clicking of handcuffs.</p>
	<p>MAN protesting sobriety. POLICE OFFICER in front of him, standing stoically.</p>	<p>MAN: I'm totally sober! I only had a few drinks. HOMBRE: ¡Estoy totalmente sobrio! Sólo me tomé un par de tragos.</p>
	<p>MAN driving, seeing police car with flashing lights in his rearview mirror. View from behind his shoulder facing the mirror and front windshield.</p>	<p>SFX: Sound of sirens (muffled), car radio playing music.</p>
	<p>MAN saying goodbye to his friends as he finishes his alcoholic beverage, grabs keys from table.</p>	<p>SFX: Sound of conversation and music in the background. MAN: Goodnight guys. See you tomorrow. HOMBRE: Buenas noches muchachos, nos vemos mañana.</p>

Video:	Audio English:	Audio Spanish:
 <p><b>FORWARD MOTION (real time) again</b>, this time he swallows the last gulp of a bottled water, grabs keys and leaves just as last time.</p>	<p>SFX: Screech sound (like a needle on a record player scratching across it) at the freeze frame. Sound of an audio rewind during reverse motion.</p>	
 <p>This time there is no pause, he goes completely through the door.</p>	<p>SFX: Sound of conversation and music in the background.</p> <p>MAN: Goodnight guys. See you tomorrow.</p> <p>ANNOUNCER: Even just a few drinks can cause a lot of trouble.</p>	<p>HOMBRE: Buenas noches muchachos, nos vemos mañana.</p> <p>ANUNCIANTE: Hasta unos pocos tragos pueden causar muchos problemas.</p>
<p>BLACK SCREEN TAGLINE AND LOGO</p>	<p>ANNOUNCER: [Tagline]</p>	<p>ANUNCIANTE: [Eslogan]</p>