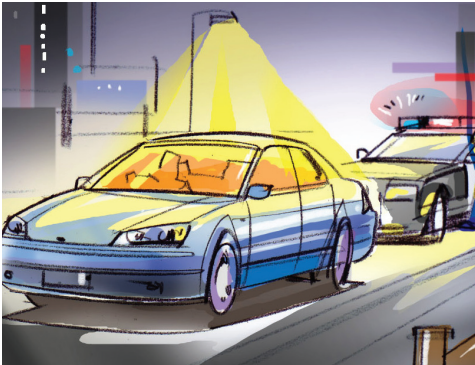


Dunk Driving Sequel: “Dunker Driving”



TOPLINE:
Alcohol pours out of cars when people get busted but so do things that symbolize the consequences of getting busted.



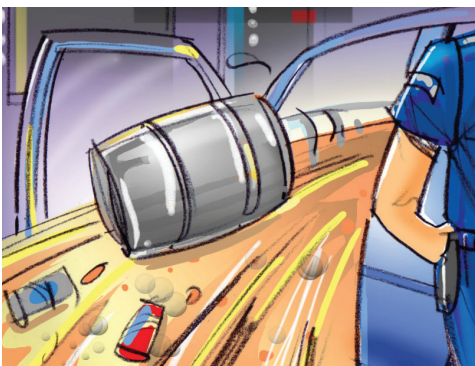
This is what it would look like if we kicked the dunk driving concept up a notch.

The spot opens from the pov of the driver looking through beer outside of the car.

We don't reveal what it is yet. Cut to guy getting pulled over.



Cut to the car door opening and a wave of beer washes out - but it doesn't stop there.



Cans wash out, a few bottles and finally a keg plunks out.

Next person opens door and

continued...



wine pours out,
but so does his girlfriend.



She says "It's over!" as she floats by. His
boss floats by ***and says "You're fired!"***



Cocktail guy opens his door and olives and lots of
stuff pours out symbolizing what he's losing –
a guitar, a computer, etc.



VO: There's just no hiding it.
When you drive drunk, the cops are
going to catch you and arrest you.

Tag line and logo come on screen.