THE MEDIA NETWORK
A Social Marketing and Communications Company

CONCEPT 1
30 SECOND TV SPOT: "NO MATTER WHAT YOU CALL IT"

	Video:	Audio English:	Audio Spanish:
	MAN 1 who is looking at his watch. He looks drunk but concerned at the same time.	SFX: Music and conversation from a small crowd in the background. We can hear them talking with different Spanish accents: Mexican, Puerto Rican, Colombian, etc. MAN 1: Ok, I am leaving. I have to be at work in 2 hours!	HOMBRE 1: Bueno me voy. ¡Tengo que estar en el trabajo en 2 horas!
	MAN 2 who is drunk and talking excitedly. MAN 3 who has also been drinking.	MAN 2: No, dude, you can't leave as "borracho[1]" as you are! MAN 3: No, he is not "borracho," he is "entonado!"	HOMBRE 2: ¡No guey, no te puedes ir así de borracho! HOMBRE 3: ¡No, él no está borracho, está entonado!
	PAN OUT and in the background we see the group of men still talking.	MAN 4: You guys mean "prendido!" Right? MAN 5: What is the difference?	HOMBRE 4: ¡Más bien quieren decir que prendido! ¿verdad? HOMBRE 5: ¿Cuál es la diferencia?

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[1] The men in this scenario start an argument about what is the the right word to say 'Borracho' in Spanish, as there are several words that refer to it (Entonado, Prendido, Caido, etc.), depending upon the Hispanic country of origin.

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	Video:	Audio English:	Audio Spanish:
	MAN 1 closes the front door of house, opens his car door and starts the engine.	SFX: Arguing voices fade. The front door of the house closes. The car engine starts.	
	Right away we see a police car with light and siren on. MAN gets pulled over.	SFX: Sound of police car siren.	
	Two police cars stopped. We see two POLICE OFFICERS. POLICE OFFICER 1 issuing a field sobriety test to the MAN. POLICE OFFICER 2 standing next to them with a flashlight.	SFX: sound of police officer's radio.	
	POLICE OFFICER 1 escorting the handcuffed man into the back of the police car. Police Car 2 in the background with lights on.	ANNOUNCER: No matter what you call it…	ANUNCIANTE: No importa cómo lo llames…
	BLACK SCREEN TAGLINE AND LOGO	ANNOUNCER: Tagline	ANUNCIANTE: Eslogan