





CONCEPT 4

30 SECOND TV SPOT: "THE GAME"

	Video:	Audio English:	Audio Spanish:
	<p>MAN in his mid to late 20's wearing his favorite soccer team's T-shirt and jeans, leaves a sports bar. MAN waves at his friends that are watching a soccer game on a big screen TV, drinking and cheering.</p> <p>MAN drunk walks in zigzag towards his car.</p> <p>MAN starts the car's engine and drives away.</p>	<p>SFX: People cheering and yelling.</p> <p>CROWD: Champions, Champions, Champions!</p>	<p>MULTITUD DE PERSONAS: ¡Campeones, Campeones, Campeones!</p>
	<p>MAN drives and stops at a red light. View from outside of the car.</p>	<p>SFX: Car's radio station. Street noise.</p>	
	<p>CLOSE UP to MAN's smiling face. While the car is stopped, MAN starts to daydream and does not pay attention to light going green. FADE IN of MAN's face. MAN appears in a soccer game playing with his favorite team.</p>	<p>SFX: Cars honking their horns.</p>	

Video:	Audio English:	Audio Spanish:
	<p>MAN sees game's REFEREE approaching.</p>	<p>SFX: Stadium crowd noise.</p>
	<p>CLOSE UP to REFEREE. He takes a RED card out of his pocket and shows it to the MAN. (MAN is red carded like if he had committed a foul).</p>	<p>SFX: Referee blows his whistle.</p>
	<p>CLOSE UP of the REFEREE fades and becomes a POLICE OFFICER 1 knocking on man's car window. View from the driver's seat where the MAN is. The POLICE OFFICER's knocking hand is similar to the REFEREE's red card' hand in previous scene.</p>	<p>SFX: Sound of police officer knocking on the window.</p>
	<p>Two police cars stopped. We see two POLICE OFFICERS. POLICE OFFICER 2 issuing a field sobriety test to the MAN. POLICE OFFICER 1 standing next to them with a flashlight.</p>	<p>SFX: Sound of police officer's radio.</p>

Video:	Audio English:	Audio Spanish:
 <p data-bbox="610 369 889 489">POLICE OFFICER 1 escorting the handcuffed man into the back of the police car.</p>	<p data-bbox="919 369 1185 520">ANNOUNCER: Drinking and driving, it's like getting a red card. It will take you out of the game.</p>	<p data-bbox="1224 369 1490 489">ANUNCIANTE: Tomar y manejar es como recibir una tarjeta roja. Te dejará afuera del juego.</p>
<p data-bbox="610 716 831 772">BLACK SCREEN TAGLINE AND LOGO</p>	<p data-bbox="919 716 1169 741">ANNOUNCER: [Tagline]</p>	<p data-bbox="1224 716 1484 741">ANUNCIANTE: [Eslogan]</p>