
Broadcast TV Creative Concept Storyboards

**Texting + Driving
Enforcement Campaign**



PAGE 1

VIDEO

AUDIO



Drivers disappear from their cars to show how absent they are and how much they deserve a ticket.

TXT ON PHONE: I'm at the pool!

YOUNG WOMAN IS TEXTING POOLSIDE. WE SEE WHAT'S ON HER PHONE.



CUT TO A YOUNG MAN IN CAR. HE LOOKS AT HIS PHONE AFTER IT BEEPS. PULL IN TIGHT TO FRONT OF HIM AS HE STARTS TEXTING. WE SEE WHAT'S ON HIS PHONE.

TXT ON PHONE: I can't wait to see you ...



ULL BACK TO REVEAL HE IS NOW TEXTING FACE TO FACE WITH HIS GIRLFRIEND, HIS BEACH CHAIR IS FACING HERS, NEXT TO A POOL. THEY ARE BOTH TYPING AND DON'T LOOK UP TO ACKNOWLEDGE EACH OTHER.



CUT BACK TO HIS CAR, NO ONE IS DRIVING, (perhaps others are in the car: "dude! wuddaya doing?" and the passenger grabs the wheel) BUT THE STEERING WHEEL STARTS SLOWLY TURNING TO THE LEFT, CAUSING THE CAR TO SWERVE A BIT TO THE LEFT AS A COP CAR PURSUES.



CUT TO A YOUNG WOMAN AT THE MALL. SHE TOOK A PICTURE OF A PAIR OF SHOES WITH PHONE AND STARTS TEXTING.

TXT ON PHONE: LUV THESE!

PAGE 2

VIDEO

AUDIO



CUT TO A YOUNG WOMAN IN CAR. SHE LOOKS AT HER PHONE. PULL IN TIGHT TO FRONT OF HER AS SHE STARTS TEXTING. WE SEE WHAT'S ON HER PHONE.

TXT ON PHONE: Luv luv luv!!!! OMG!
Pick me ...



PULL BACK TO REVEAL SHE IS NOW TEXTING FACE TO FACE WITH HER FRIEND, STANDING DIRECTLY IN FRONT OF HER. THEY ARE BOTH TYPING AND DON'T LOOK UP TO ACKNOWLEDGE EACH OTHER.

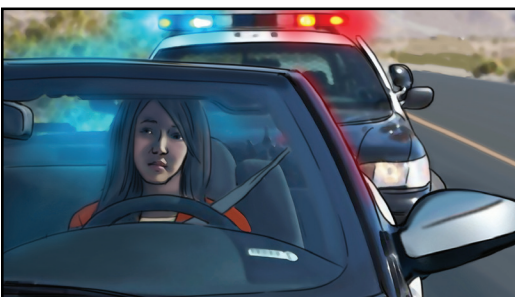


CUT BACK TO HER CAR, NO ONE IS DRIVING, BUT THE STEERING WHEEL STARTS SLOWLY TURNING...



AND THE CAR STARTS TO DRIFT INTO THE OTHER LANE.

ANNCR: When you're texting, you're not there.



A COP CAR SIREN GOES OFF! AND THE GIRL SUDDENLY RE-APPEARS IN HER CAR. A COP CAR IS BEHIND HER AND PROCEEDS TO GIVE HER A TICKET.

ANNCR: Cops all across America are stepping up enforcement.

CLIENT: NHTSA

TITLE: When you're not texting, you're not driving

JOB NO.: NT01-41235

LENGTH: :30

DATE: Jan. 13, 2014

REV: Original



PAGE 3

VIDEO



Super:
TAG



Super:
LOGO

AUDIO

ANNCR: If you text you will get a ticket.

CLIENT: NHTSA
JOB NO.: NT01-41235
DATE: Jan. 13, 2014

TITLE: Crowd Chasing Car
LENGTH: :30
REV: Original



PAGE 1



VIDEO

As a guy drives along the road his phone buzzes and he tries to ignore it because he doesn't want to get a ticket. But the people texting him won't leave alone.



They appear chasing his car, running along the side, even jumping onto the hood to get his attention.



Phone buzzes and vibrates...



Suddenly, a girl beats on the passenger side window shouting.



His mom jumps on the hood of the car shouting

AUDIO

GUY: Hey, answer my text!

DRIVER: (Mumbles to himself) No way I'm getting a ticket.

SFX: phone text alert sound

GIRL: Where do you want to go for dinner?

DUDE: Brah, when we gonna hang?

MOM: Don't you ignore your mother!

CLIENT: NHTSA

TITLE: Crowd chasing Car

JOB NO.: NT01-41235

LENGTH: :30

DATE: Jan. 13, 2014

REV: Original



PAGE 2

VIDEO

AUDIO



A crying woman runs along side the car.
The girlfriend, now very frustrated, disappears.

GIRLFRIEND: Why won't you answer my texts? Don't you love me anymore?



Now there's a dentist in white holding a tooth scraper.

DENTIST: Don't forget your appointment at 2:00!



The guy can't resist any longer and grabs his phone.



The instant he starts to text a cop pulls him over.



The crowd looks on disapprovingly as he gets a ticket

MOM: I always tell him not to text and drive

CLIENT: NHTSA

TITLE: Crowd Chasing Car

JOB NO.: NT01-41235

LENGTH: :30

DATE: Jan. 13, 2014

REV: Original



PAGE 3

VIDEO



SUPER:
Tag



SUPER:
Logo

AUDIO

ANNCR: Don't give into the pressure.
Cops all across America are stepping up
enforcement.

If you text you will get a ticket.

CLIENT: NHTSA

TITLE: Good vs Evil

JOB NO.: NT01-41235

LENGTH: :30

DATE: Jan. 13, 2014

REV: Original



PAGE 1

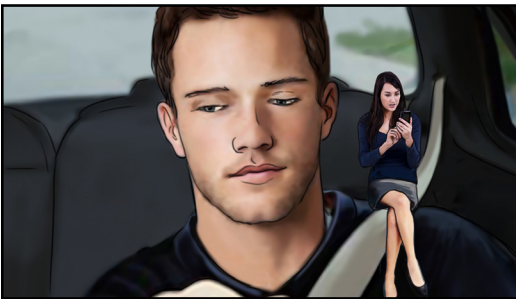
VIDEO

AUDIO



Open on closeup of a girl texting. She is saying what she is texting as she is typing it.

Girlfriend: OMG Steven where are you?



Pull back to reveal the texting girl is actually very small and sitting on her boyfriend's shoulder as he is driving.

SFX: phone text alert sound

His phone chimes the text alert and he is tempted to pick it up. But he resists.



The girlfriend, frustrated that she has not heard back from her boyfriend, begins to text and talk again.

Girlfriend: Are you screening me? OMG, if you're screening me...?



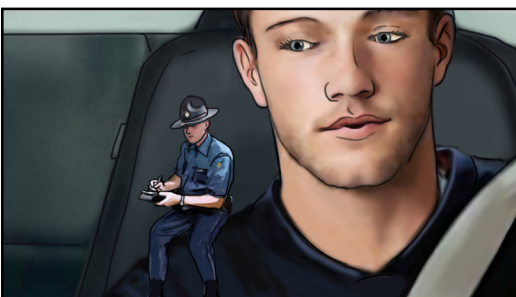
His phone chimes again and this time the boyfriend goes to pick it up.

SFX: phone text alert sound

On his right shoulder a little police officer appears. The police officer gives the young man a sideways glance as he is reaching for his phone.

SFX: poof

Officer: uh uh?



The young man hesitates and then continues to reach for the phone.

Officer: (clears his throat)

The police officer pulls out his ticket book and begins to write.

CLIENT: NHTSA

TITLE: Good vs Evil

JOB NO.: NT01-41235

LENGTH: :30

DATE: Jan. 13, 2014

REV: Original



PAGE 2

VIDEO

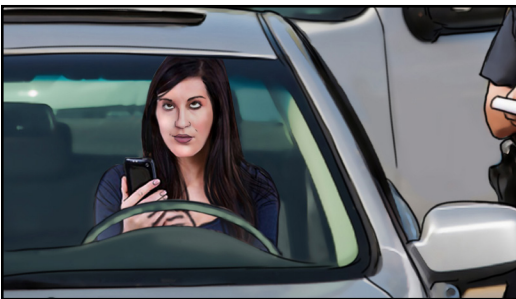
AUDIO



The young man , realizing he is about to get a ticket, stops reaching for the phone.



The girlfriend, now very frustrated, disappears.



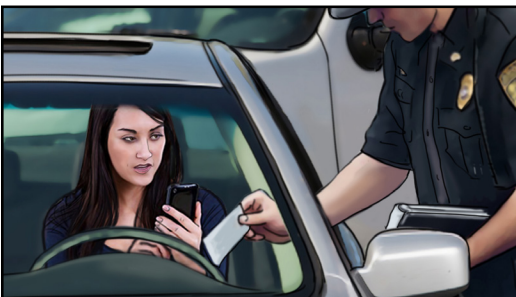
Cut to the real life girlfriend sitting in her car texting.



Camera slowly pulls back and we realize she is stopped because she is getting a ticket.

VO: Make the right decision because cops are writing more tickets than ever for texting and driving.

Super:
LOGO/TAG



Cut back to girlfriend as the cop is handing her her ticket.

Girlfriend: Never mind. TTYL

CLIENT: NHTSA
JOB NO.: NT01-41235
DATE: Jan. 13, 2014

TITLE: Officer Manifesto
LENGTH: :30
REV: Original



PAGE 1

VIDEO



CLOSEUP OF OFFICER...
CAMERA SLOWLY PANNING OUT AS HE SPEAKS



PANNING CAMERA REVEALS ACCIDENT BEHIND OFFICER.



CAMERA PULLS OUT REVEILING MORE OF THE ACCIDENT SCENE.



CUT TO END GRAPHICS TAG...



CUT TO LOGO.

AUDIO

OFFICER: I know that nobody likes to be stopped by a police officer. We should stay off your back. You should be able to do what you want as long as you're not hurting anybody. You think we're all just about pulling you over.

Well, the truth is, we don't like to write tickets...

OFFICER: But this girl's parents will wish I had seen her texting while driving...

OFFICER: Because it just might have saved her life. That's why we're out looking for people texting and driving,

And that's why we write them tickets – to save lives.