

Reality Show

Underage drinkers know that drinking and driving is wrong, yet they keep doing it anyway. Instead of preaching to them in a stern adult voice, let's meet them at eye level. With "Reality Show," we inform teens about the consequences of underage drinking and driving using a format with which they're already familiar: reality show promos. The show is fake. The consequences are real.



ROAD
BLOCKED:

DRUNK
DRIVING
JUVIES



WWW.ROADBLOCKED.COM

NHTSA Ad Council

Merkley+PARTNERS

200 Varick Street, New York, NY 10014 T 212.805.7500 F 212.805.7445 www.merkleyandpartners.com

CLIENT : Ad Council

DATE : August 22, 2014

CAMPAIGN : REALITY SHOW

LENGTH : :30

TITLE : "BRADY"

VISUAL : WE OPEN ON A TITLE CARD FEATURING THE SHOW'S LOGO.

VO : **On an all-new episode of *Roadblocked: Drunk-Driving Juvies*...**

VISUAL : CUT TO A SCENE OF A WILD TEEN PARTY, WHERE KIDS ARE DANCING AND HAVING FUN.

VO : **One wild party leads to one serious outcome, as Brady learns that driving after one drink...**

VISUAL : CUT TO CARD GRAPHIC: "ONE DRINK"

CUT TO SCENES OF COPS FLASHING LIGHTS AND BRADY GETTING ARRESTED AND FINGERPRINTED.

VO : **...is enough to bring down his parents...**

VISUAL : CUT TO CARD GRAPHIC: "HIS PARENTS"

CUT TO BRADY'S PARENTS EXPRESSING THEIR DISAPPOINTMENT.

VO : **...his friends...**

VISUAL : CUT TO CARD GRAPHIC: "HIS FRIENDS"

CUT TO BRADY'S FRIENDS CRYING, EXPRESSING THEIR DISAPPOINTMENT.

VO : **...and his future.**

VISUAL : CUT TO CARD GRAPHIC "HIS FUTURE"

CUT TO BRADY SITTING IN JAIL.

VO : **Welcome to reality.**

TITLE : **THE SHOW IS FAKE. THE CONSEQUENCES ARE REAL.**

SEE THE WHOLE STORY AT WWW.ROADBLOCKED.COM.



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*DRUNK
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CLIENT : Ad Council

DATE : August 22, 2014

CAMPAIGN : REALITY SHOW

LENGTH : :30

TITLE : "CHARLOTTE"

VISUAL : WE OPEN ON A TITLE CARD FEATURING THE SHOW'S LOGO.

VO : **On an all-new episode of *Roadblocked: Drunk-Driving Juvies...***

VISUAL : WE SEE A GIRL (CHARLOTTE) DRESSED UP WITH TWO FRIENDS AT NIGHT, WALKING WITH ARMS LINKED. SHE SAYS GOODBYE AND GETS INTO HER CAR.

VO : **One night out with friends leads to one serious outcome, as Charlotte learns that driving after even one drink...**

VISUAL : CUT TO CARD GRAPHIC: "ONE DRINK"

CUT TO SCENES OF COPS, FLASHING LIGHTS AND CHARLOTTE GETTING ARRESTED AND FINGERPRINTED.

VO : **...is enough to bring down her season...**

VISUAL : CUT TO CARD GRAPHIC: "HER SEASON"

CUT TO THE OUTSIDE OF A SCHOOL BUS, WHERE A COACH IS TELLING CHARLOTTE THAT SHE CAN'T PLAY IN THE FINALS. THE BUS DRIVES OFF, LEAVING HER BEHIND.

VO : **...her scholarship...**

VISUAL : CUT TO CARD GRAPHIC: "HER SCHOLARSHIP"

CUT TO CHARLOTTE CRYING AS SHE READS A SCHOLARSHIP REJECTION NOTICE ALOUD.

VO : **...and her future...**

VISUAL : CUT TO CARD GRAPHIC: "HER FUTURE"

CUT TO CHARLOTTE POURING COFFEE FOR A PATRON AT A DINER.

VO : **Welcome to reality.**

TITLES : **THE SHOW IS FAKE. THE CONSEQUENCES ARE REAL.**

LEARN MORE AT WWW.ROADBLOCKED.COM.

THE SHOW IS FAKE. THE CONSEQUENCES ARE REAL.



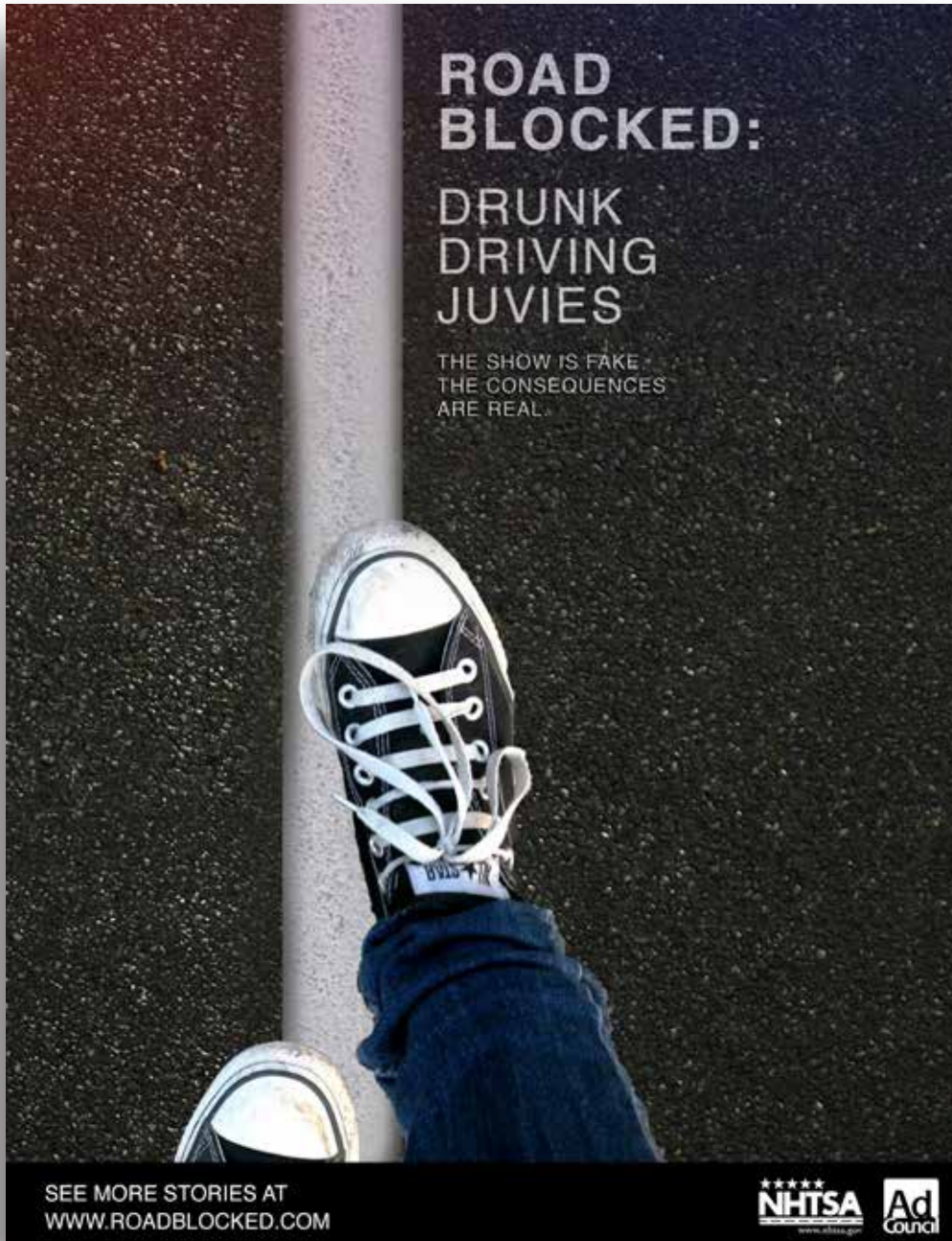
5'6"
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4'6"
4'0"
3'6"

**ROAD
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DRUNK DRIVING JUVIES

SEE MORE STORIES AT
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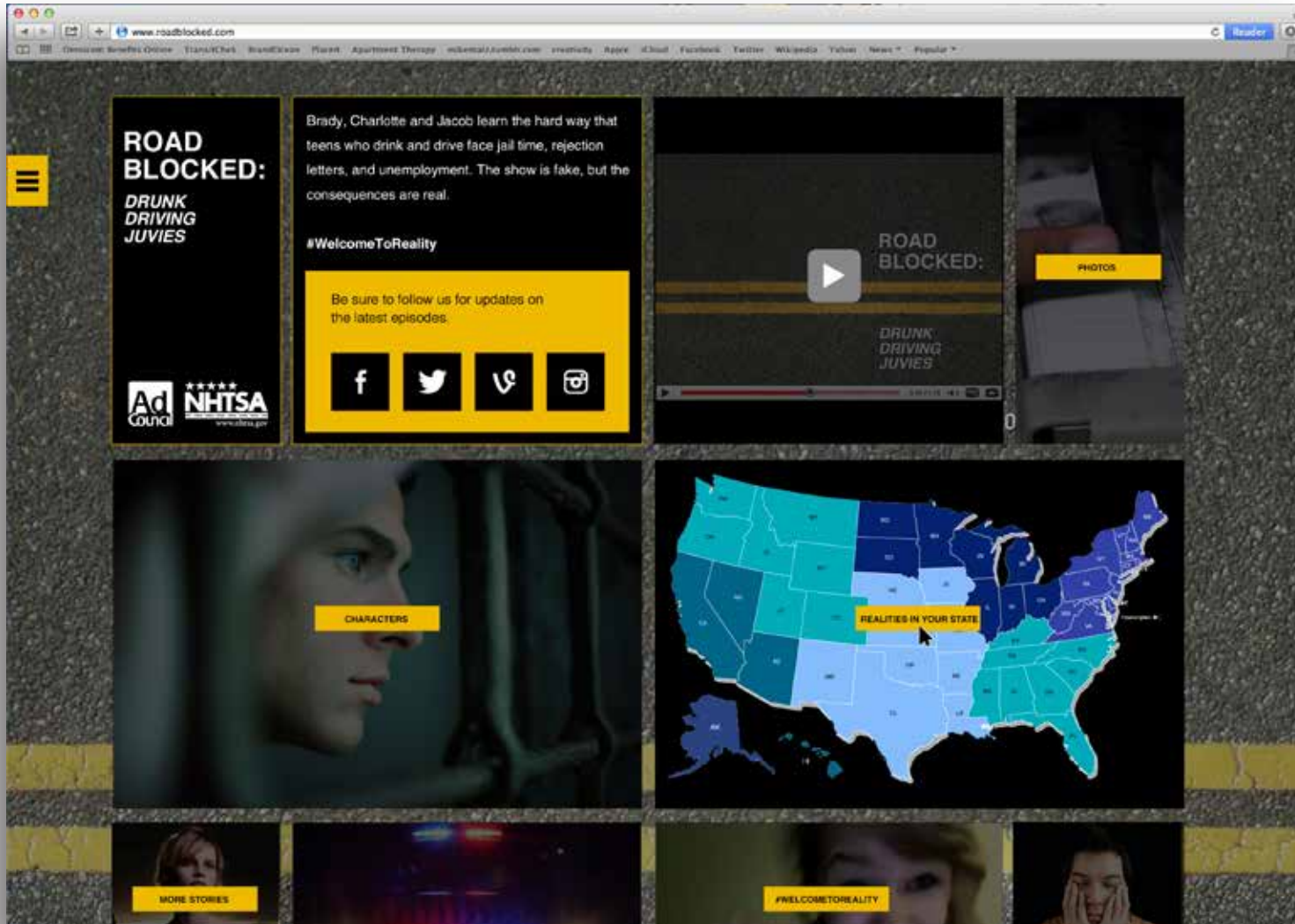
**DRUNK
DRIVING
JUVIES**

THE SHOW IS FAKE
THE CONSEQUENCES
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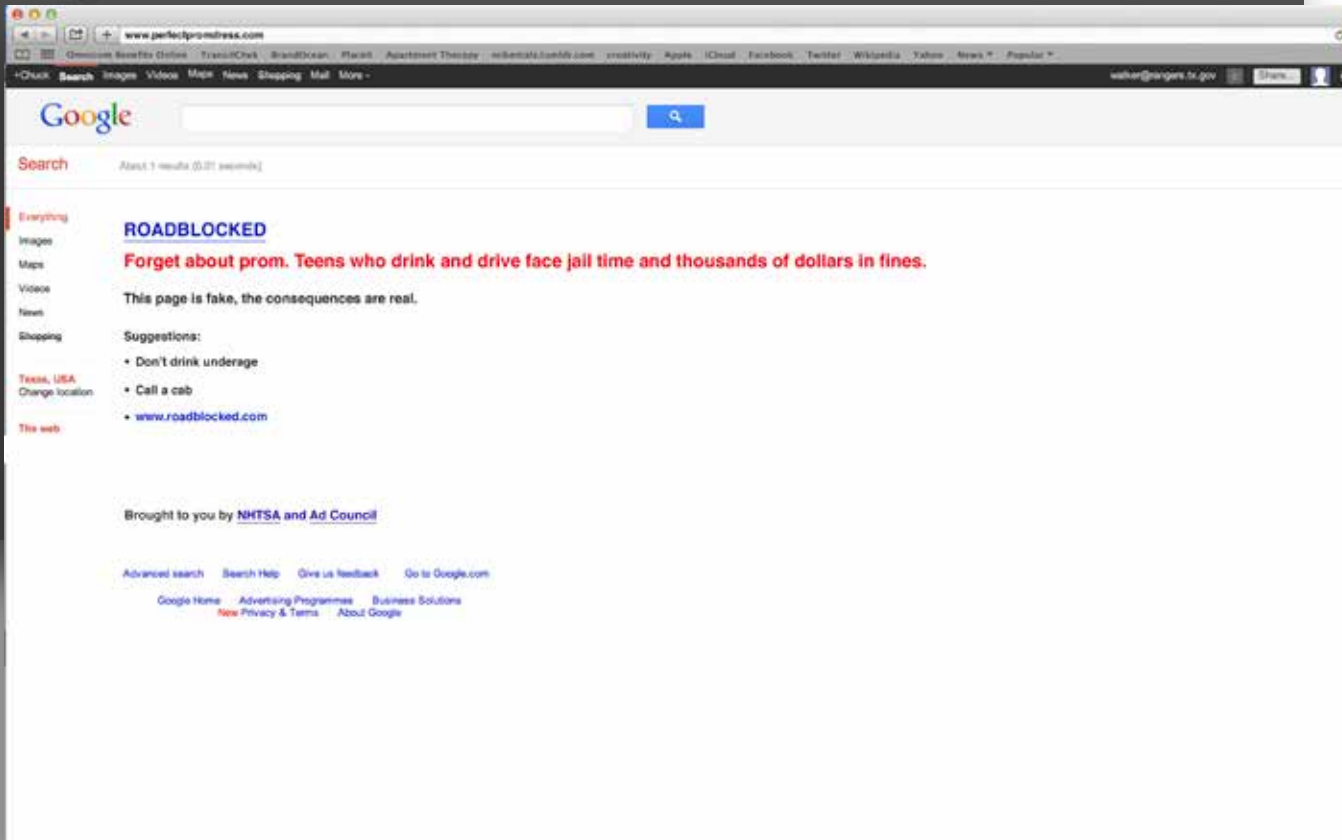
WEBSITE

The official website for *Road Blocked: Drunk Driving Juvies* will feature character bios, extended footage, social media conversations and information regarding drunk driving laws for each state.



GOOGLE INTERCEPTION

Google searches for specific topics display the first result as a link to our fake error page. When clicked on, the error page that appears pushes users to our *Road Blocked* website.



Regrets

Drinking and driving underage is a mistake that sticks with you for years. The consequences of getting caught don't just affect you now—they affect you in the long term, too. It can be impossible for offenders to leave their younger selves in the past.



A drink. A drive. A stupid mistake.

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CLIENT : Ad Council

DATE : August 22, 2014

CAMPAIGN : REGRETS

LENGTH : :30

TITLE : "JOEY"

VISUAL : WE OPEN IN AN OFFICE DURING THE AFTERNOON. ON ONE SIDE OF A DESK SITS A 50-YEAR-OLD EMPLOYER LOOKING AT A JOB APPLICATION. OPPOSITE HIM ARE TWO IDENTICAL-LOOKING YOUNG MEN, ONE 16 YEARS OLD, THE OTHER 23. THE OLDER OF THE TWO IS WEARING A NICE SUIT, WHILE THE YOUNGER IS DRESSED FOR A PARTY, WEARING A TANK TOP AND A NEON HAT WORN SIDEWAYS. THE YOUNGER ONE REACHES OVER TO LOOSEN THE OLDER ONE'S TIE. THE TWO SLAP EACH OTHER AROUND A LITTLE BIT, THEN STRAIGHTEN UP WHEN THE EMPLOYER PUTS DOWN THE APPLICATION.

EMPLOYER : **So, I see you got arrested for underage drinking and driving.**

JOEY : **Oh, about that...well...**

YOUNG JOEY : (INTERRUPTS) **It's okay, man. I've got this.**

JOEY : (NERVOUS) **Huh?**

YOUNG JOEY : **Don't hold this against my older, tie-wearing, *very qualified* self. I was the one who drank and drove. But it was *one drink*. And I drove, like, two blocks, ya know what I mean?** (LAUGHS, THEN REALIZES THAT THE EMPLOYER DOES NOT FIND HIM FUNNY. HE GESTURES TOWARD JOEY.) **He knows what I mean.**

EMPLOYER : (LOOKS BACK AND FORTH BETWEEN THE JOEYS WITH RAISED EYEBROWS) **Right...**

VISUAL : JOEY LOOKS ANXIOUS AND UNCOMFORTABLE. YOUNG JOEY IS NODDING WITH A GRIN ON HIS FACE.

VO : **If you were caught drinking and driving underage, could you live with yourself?**

EMPLOYER : (AWKWARD) **Well, thanks for coming in...**

JOEY : (NERVOUSLY STANDS UP AND SHAKES THE MAN'S HAND IN A PROFESSIONAL MANNER) **Thank you, sir.**

YOUNG JOEY : (OFFERS THE EMPLOYER HIS FIST) **Pound it!**

VISUAL : THE EMPLOYER, IGNORING THE FIST, GIVES YOUNG JOEY A SUSPICIOUS LOOK, AS IF TO SAY, "ARE YOU SERIOUS?"

YOUNG JOEY : (DROPS FIST) **Awkward.**

VO/TAG : **A drink. A drive. A stupid mistake.**

REGRETS
:30 Sam



A drink. A drive. A stupid mistake.

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CLIENT : Ad Council

DATE : August 22, 2014

CAMPAIGN : REGRETS

LENGTH : :60/:30

TITLE : "SAM"

VISUAL : WE OPEN ON A GIRL'S BEDROOM IN THE EVENING. TWO IDENTICAL-LOOKING GIRLS, ONE 16 YEARS OLD, THE OTHER 18, ARE SITTING ON THE BED. THE OLDER GIRL IS DRESSED CASUALLY, SITTING AGAINST THE HEADBOARD AND TYPING ON A LAPTOP. THE YOUNGER GIRL, DRESSED AS IF SHE'S GOING TO A PARTY, IS PLAYING WITH HER HAIR, CLEARLY BORED.

SAM : **Ugh.** (SARCASTIC TONE) **Great.**

YOUNG SAM : **What?**

SAM : **They're asking if I've ever been charged with a crime.**

YOUNG SAM : **Who is?**

SAM : **This college application. How am I going to explain *that*?**

YOUNG SAM : (TAKES LAPTOP) **Let me do it.** (STARTS TYPING) **Dear Mr. Dean.** (PAUSES TO THINK FOR A MOMENT) **Sir.**

SAM : **This isn't high school. You can't just write a note and –**

YOUNG SAM : (INTERRUPTING) **Please don't hold my older self accountable – ooh, SAT word – (REPEATS WORD WITH PRIDE) *accountable* for my mistake. I was the one who drank and drove underage.**

SAM : **Ugh.**

YOUNG SAM : **But it's fine, 'cause it was only one drink, and I drove for, like, five seconds. And that party was, like, really important. Anyway, Sam will never do it again. Sincerely, Sam.** (FINISHES TYPING WITH A PROUD FLOURISH AND LOOKS TO SAM, EXPECTING GRATITUDE)

SAM : **I am never getting in.**

VO : **If you were caught drinking and driving underage, could you live with yourself?**

VISUAL : WE SEE SAM WITH HER FACE IN HER PALM.

YOUNG SAM : **Have you tried applying to less impressive colleges?**

VO/TAG : **A drink. A drive. A stupid mistake.**

Underage drinking and driving.

Teens who are caught can face years of regret. When employers ask if you've ever been convicted of a crime and the answer is "yes," you'll have only yourself to blame.

A drink. A drive. A stupid mistake.

At 18, he had
one drink and drove.

At 24, he is
still paying the price.

At 16, she had
one drink and drove.



Underage drinking and driving.

Teens who are caught can face years of regret. When the college of your dreams won't accept you with a criminal record, you'll have only yourself to blame.

A drink. A drive. A stupid mistake.

At 23, she still doesn't
have a college degree.

At 17, he had one drink and drove.

At 22, he's still trying to explain it to employers.

PANDORA

I'm Ready
by Jack's Mannequin
on Everything in Transit (Explicit)

Lyrics not available

About Jack's Mannequin
Formerly known as the frontman for Something Corporate, a West Coast punk-rock quintet that garnered a modest following during the early 2000s, Andrew McMahon is also the piano-playing songwriter behind Jack's

Similar Artists
Something Corporate
Relient K
Death Cab For Cutie
Dashboard Confessional

PANDORA AUTO

A drink. A drive. A stupid mistake.

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LEARN MORE AT WWW.WEYTELFANCTUMSIL.COM

BANNER ADS

Ads on websites frequently visited by teens will bring our message into the digital space. On Pandora, we will use the large space to portray the past mistake and future consequences.

www.ineedyoungorellard.tumblr.com

Facebook tumblr

Me, my younger self and I

At 16, she had one drink and drove.

At 23, she still doesn't have a college degree.

Underage drinking and driving is the #stupidmistake that sticks with you for years. And would you really want your younger self hanging around?
A drink. A drive. A stupid mistake.

"If I lived with my younger self, my room would still look like this."

Drive by Incubus is on the radio. I remember learning it on the guitar in high school and trying to pick up girls with it. No success. #stupidmistake

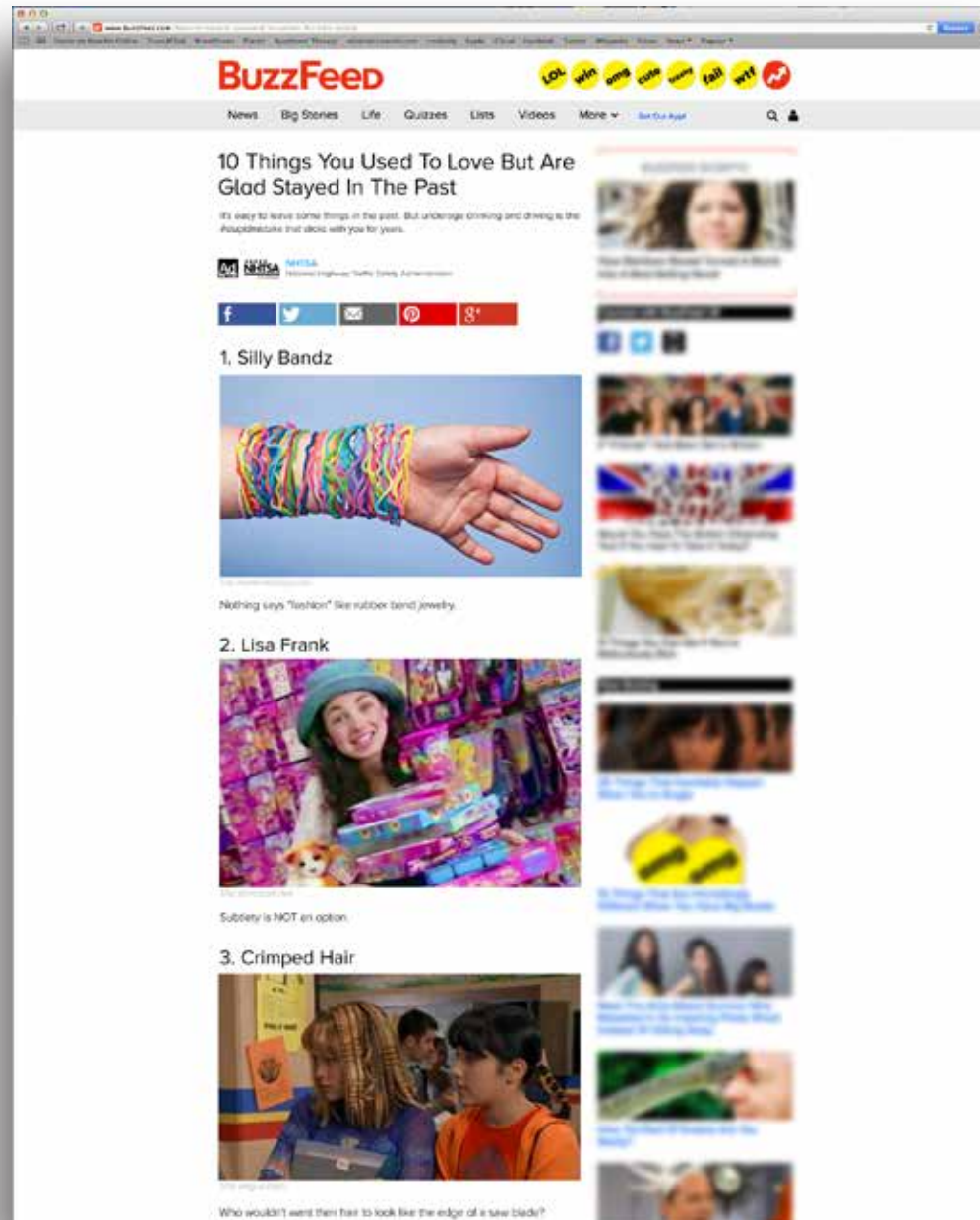
When I was younger I used to think hoop earrings were an acceptable interview accessory.

No, no, no my friend.

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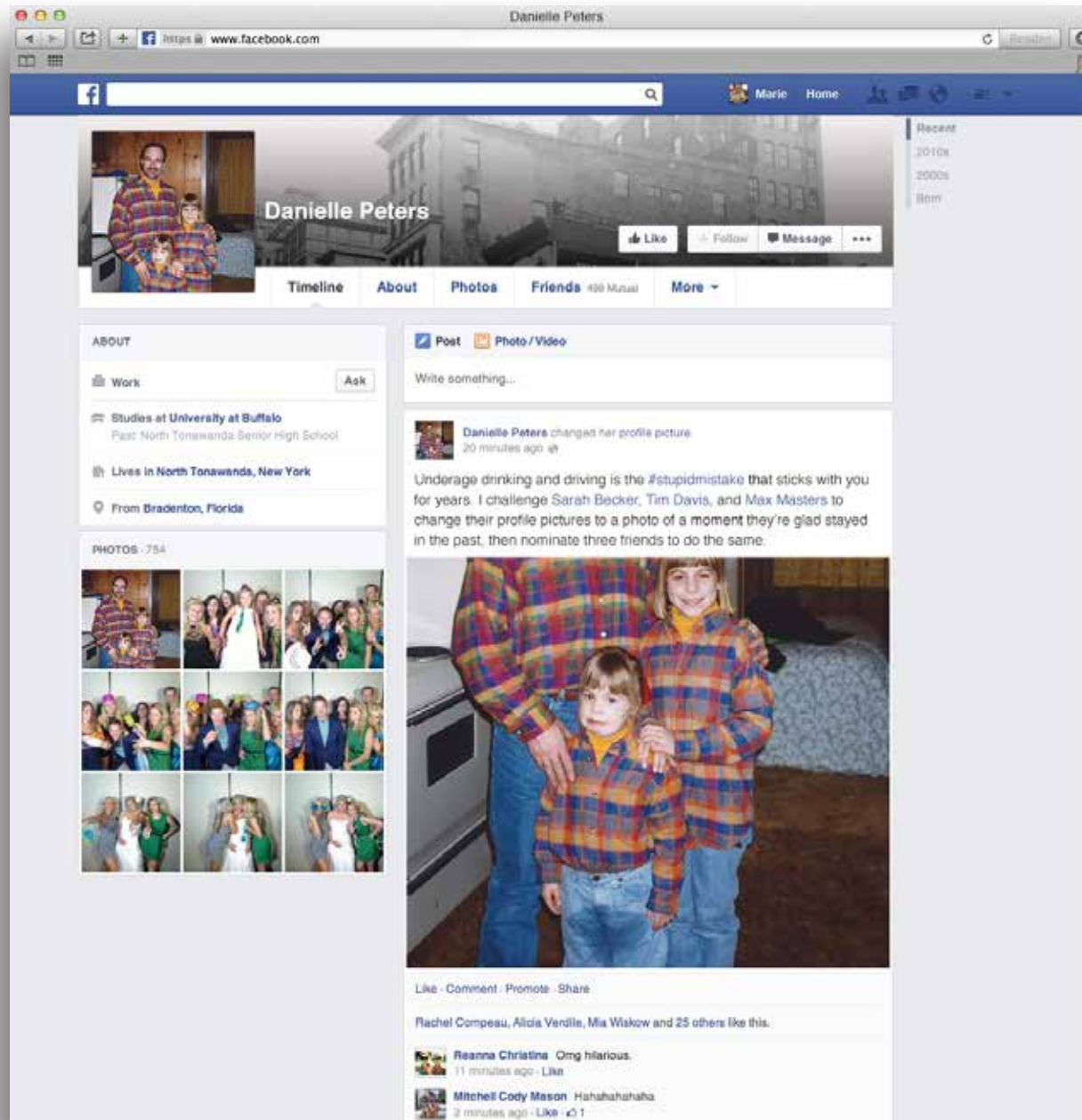
TUMBLR

We would kick off the Tumblr with posts about what it would be like to live with your younger self. The content would range from annoying things you'd have to tolerate to devastating consequences, like the ones depicted in the TV spots. Users can submit their own posts and we would reblog the best.



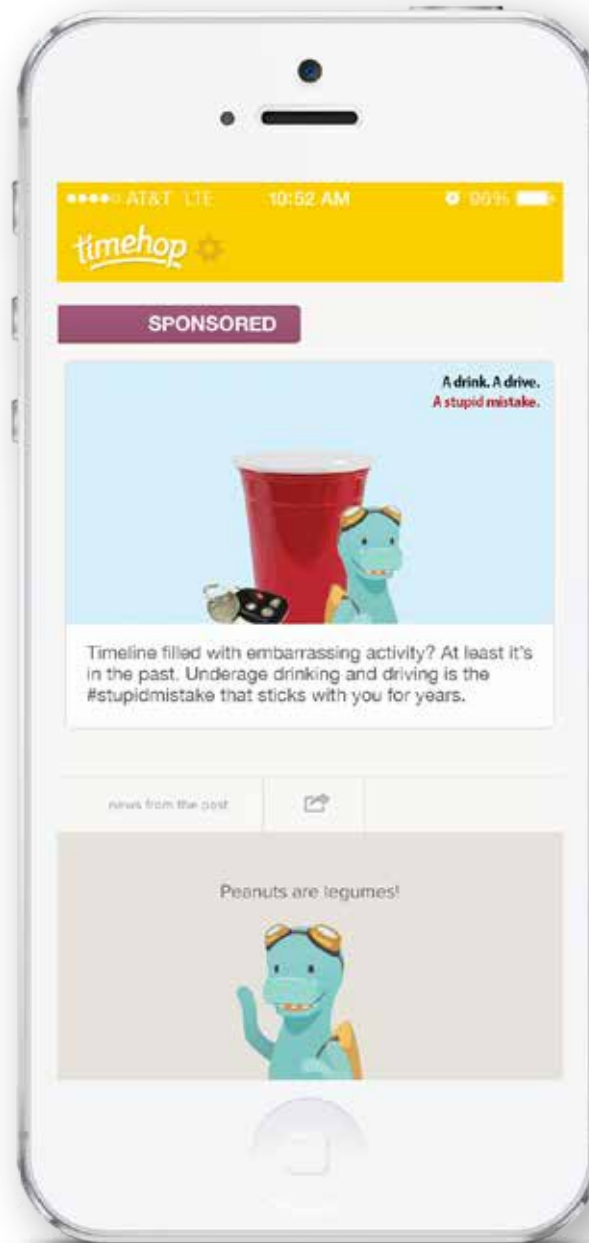
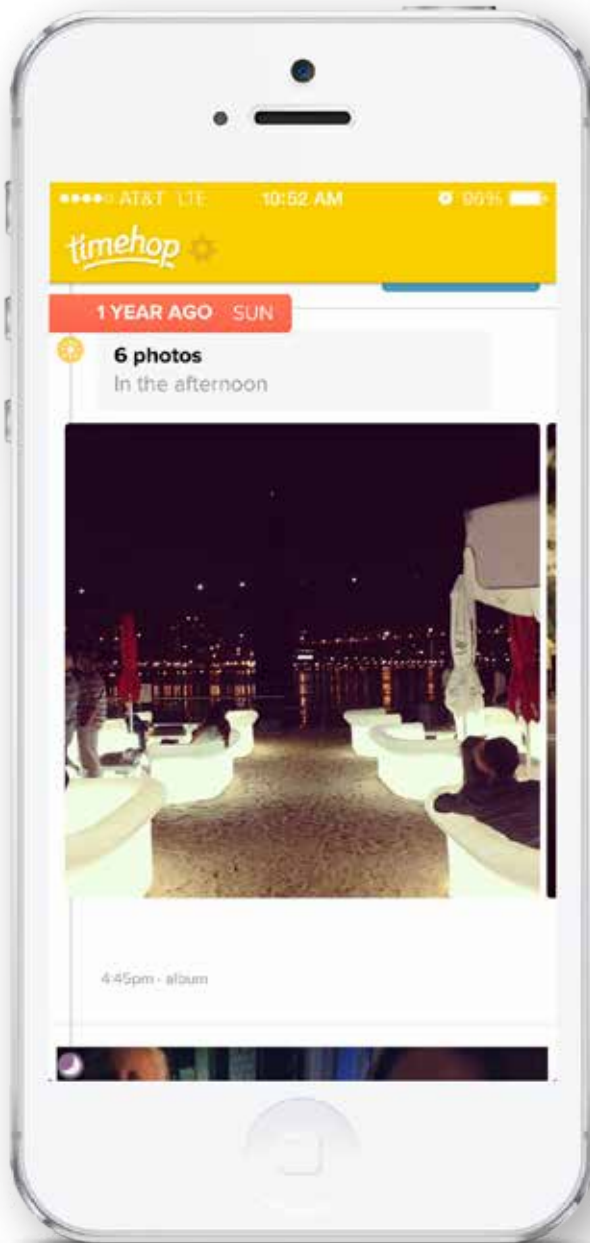
BUZZFEED

Sponsored BuzzFeed lists show teens what they'd have to live with if their past choices stuck with them.



FACEBOOK HASHTAG

To bring the message to Facebook, we propose a chain effort in the vein of the #ALSicebucketchallenge and #nomakeupselfie, with a dash of #tbt. Users would be asked to change their profile picture to something embarrassing from their past to raise awareness of the campaign and show that they stand against drinking and driving. Celebrities would kick off the tactic and ask their fans to join. From there, fans would nominate their friends.



TIMEHOP

Timehop is a mobile app that shows a user his or her social activity on that day in previous years. It's the ultimate Millennial time capsule. We propose a partnership with the app in which we place a sponsored message in the app's feed.

Sob Stories

Much to the dismay of underage drinkers, any amount of alcohol can get them arrested for drunk driving. And no matter how much they plead—no matter how much they sing and dance and explain—the law is the law. When you drink illegally, you drive illegally.



When you drink illegally, you drive illegally.



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CLIENT : Ad Council **DATE :** August 22, 2014
CAMPAIGN : SOB STORIES **LENGTH :** :30
TITLE : "JOB INTERVIEW" – B

MUSIC : SLOW, DESPAIRING BALLAD OR OPERA.

VISUAL : OPEN ON A YOUNG WOMAN ON A JOB INTERVIEW WEARING A SUIT. SHE'S SITTING ACROSS FROM THE INTERVIEWER, WHO IS AN OLDER, UNSYMPATHETIC, STEREOTYPICAL BOSS TYPE.

BOSS : **So, I see here that you were convicted of drunk driving as a minor?**

VISUAL : THE LIGHTS IN THE ROOM DIM DRAMATICALLY, AND A SPOTLIGHT APPEARS ON THE YOUNG WOMAN. SHE STANDS UP AND BEGINS TO SING. A SMOKE MACHINE TURNS ON AND A MICROPHONE DROPS DOWN FROM OFF SCREEN, WHICH SHE GRABS.

WE SEE THE INTERVIEWER LOOKING CONFUSED AS THE GIRL BEGINS TO SING HER HEART OUT. CUT BACK TO THE GIRL, SINGING:

GIRL : **I had one drink,
walked out the door,
got into my car,
made the engine roar.**

VISUAL : CUT TO THE BOSS LOOKING VERY CONFUSED.

CUT BACK TO WIND BLOWING THE GIRL'S HAIR BACK AS HER VOICE INTENSIFIES. SHE REACHES OUT TO THE CAMERA AS RED AND BLUE LIGHTS SILENTLY FLASH BEHIND HER.

GIRL : **The cops pulled me over...
...license, registration...
...then they tested my breath –
I blew a point oh one.**

A .01!

A .01!

I got arrested for a .01!

VISUAL : THE GIRL FINISHES HER SONG AND SITS BACK DOWN IN THE CHAIR. WHEN THE LIGHTS COME BACK ON IN THE ROOM, WE SEE THAT THE SMOKE MACHINE IS STILL ON AND THE MICROPHONE IS GENTLY SWAYING AND CREAKING.

BOSS : (UNIMPRESSED) **Okay...we'll keep you on file.**

END CARD : **Save the theatrics.
When you drink illegally, you drive illegally.**



When you drink illegally, you drive illegally.

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CLIENT : Ad Council **DATE :** August 22, 2014
CAMPAIGN : SOB STORIES **LENGTH :** :30
TITLE : "RIDE WITH POPS" – B

VISUAL : OPEN ON A GUY OPENING UP A CAR DOOR FOR HIS DATE. THE CAR IS BEING DRIVEN BY THE GUY'S DAD. THERE'S AN AWKWARD SILENCE AT FIRST, THEN THE GIRL LEANS OVER AND WHISPERS:

GIRL : **Why is your dad driving us to the movies? What happened to your car?**

VISUAL : WE SEE THE LIGHTS IN THE SCENE DIM DRAMATICALLY, WITH A SPOTLIGHT ON THE GUY. HE PULLS A MICROPHONE OUT FROM BEHIND HIM AND BEGINS TO RAP. LIGHTS AND LASERS TRANSFORM OUR SCENE INTO A CLUB SETTING.

WE SPORADICALLY CUT TO THE GIRL'S FACE, WHICH IS EXPRESSING CONFUSION.

GUY : **Friday night and I had a drink.
Got in my car and headed out in the blink...**

VISUAL : CONFETTI RAINS DOWN AS THE GUY RAPS AND STRUTS AROUND THE GIRL. THEN WE SEE RED AND BLUE LIGHTS FLASHING IN THE BACKGROUND, FOLLOWED BY A COP WHO'S DJING AND LIP-SYNCHING WHAT OUR MAIN CHARACTER IS RAPPING.

GUY : **...of an eye, when a guy
cut me off, and I tried
pulling off to the side...
...with a cop right behind.
He said, "What's this? You been drinkin' tonight? You know your legal limit is .00,
right?" Cuffs me. Pats me. I shoulda called a taxi. Takes me downtown and locks me in a
cell. See...**

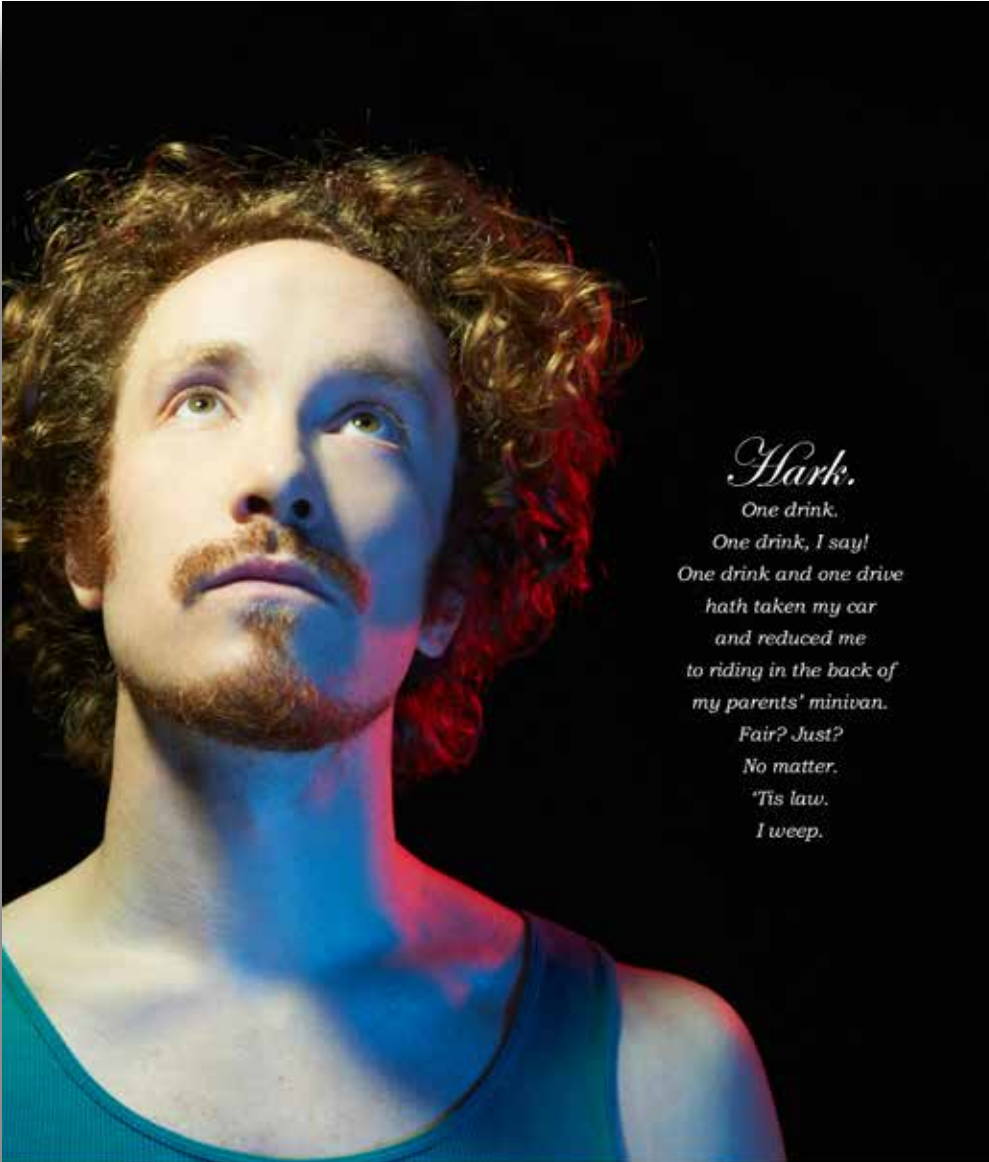
VISUAL : CUT BACK TO THE GUY RAPPING TO THE GIRL. WHEN HE FINISHES THE SONG, THE LIGHTS COME BACK ON, REVEALING A MESSY DRIVEWAY COVERED IN CONFETTI AND THE POLICE OFFICER PACKING UP HIS DJ EQUIPMENT.

GUY : **...that's why Pops is drivin' us,
and I hope you understand, 'cause you're nice to talk to, uh.**

GIRL : (NOT IMPRESSED) **Call me when you can drive again.**

VISUAL : THE GIRL EXITS THE SCENE. THE GUY LOOKS AT THE OFFICER, WHO JUST SHRUGS.

END CARD : **There's no way to spin it.
When you drink illegally, you drive illegally.**



Hark.
One drink.
One drink, I say!
One drink and one drive
hath taken my car
and reduced me
to riding in the back of
my parents' minivan.
Fair? Just?
No matter.
'Tis law.
I weep.

NHTSA
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Save the theatrics.
Teens who drink and drive risk losing their license for up to a year.
When you drink illegally, you drive illegally.



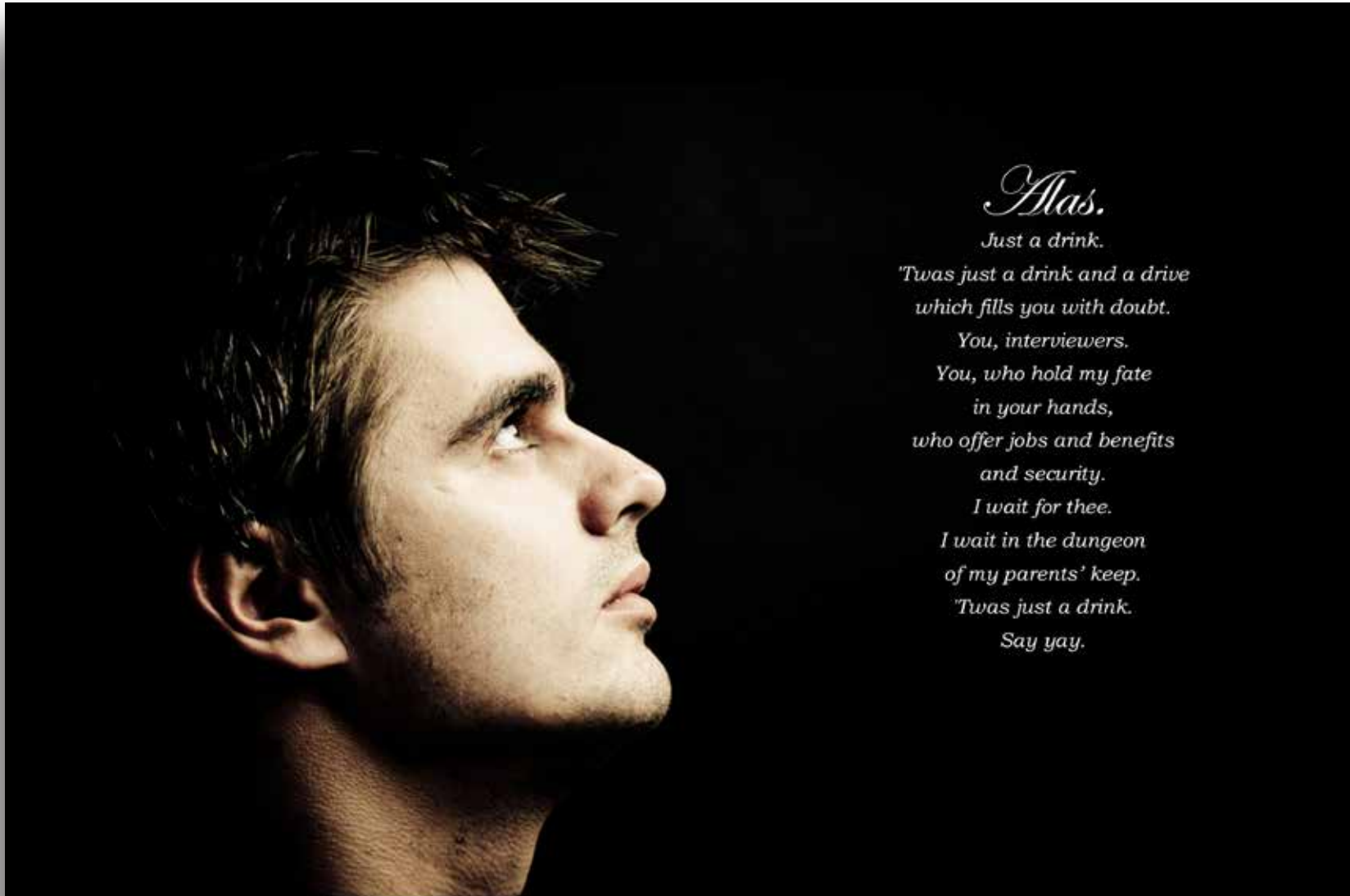
FOOLS.

*It was just one drink.
One drink and one drive
that meant I broke the rules.
Now I can't go to practice.
I'm attending drunk driving classes.
Damn. One drink? Gimme a break.
It was a little mistake,
Ease up on these fines
while I make up more rhymes,
please? Whatever.
Sorry I spoke.
But just know after this,
I'm gonna be broke.*

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There's no way to spin it.
Teens who drink and drive face thousands of dollars in fines and classes.
When you drink illegally, you drive illegally.



Alas.

Just a drink.

*'Twas just a drink and a drive
which fills you with doubt.*

You, interviewers.

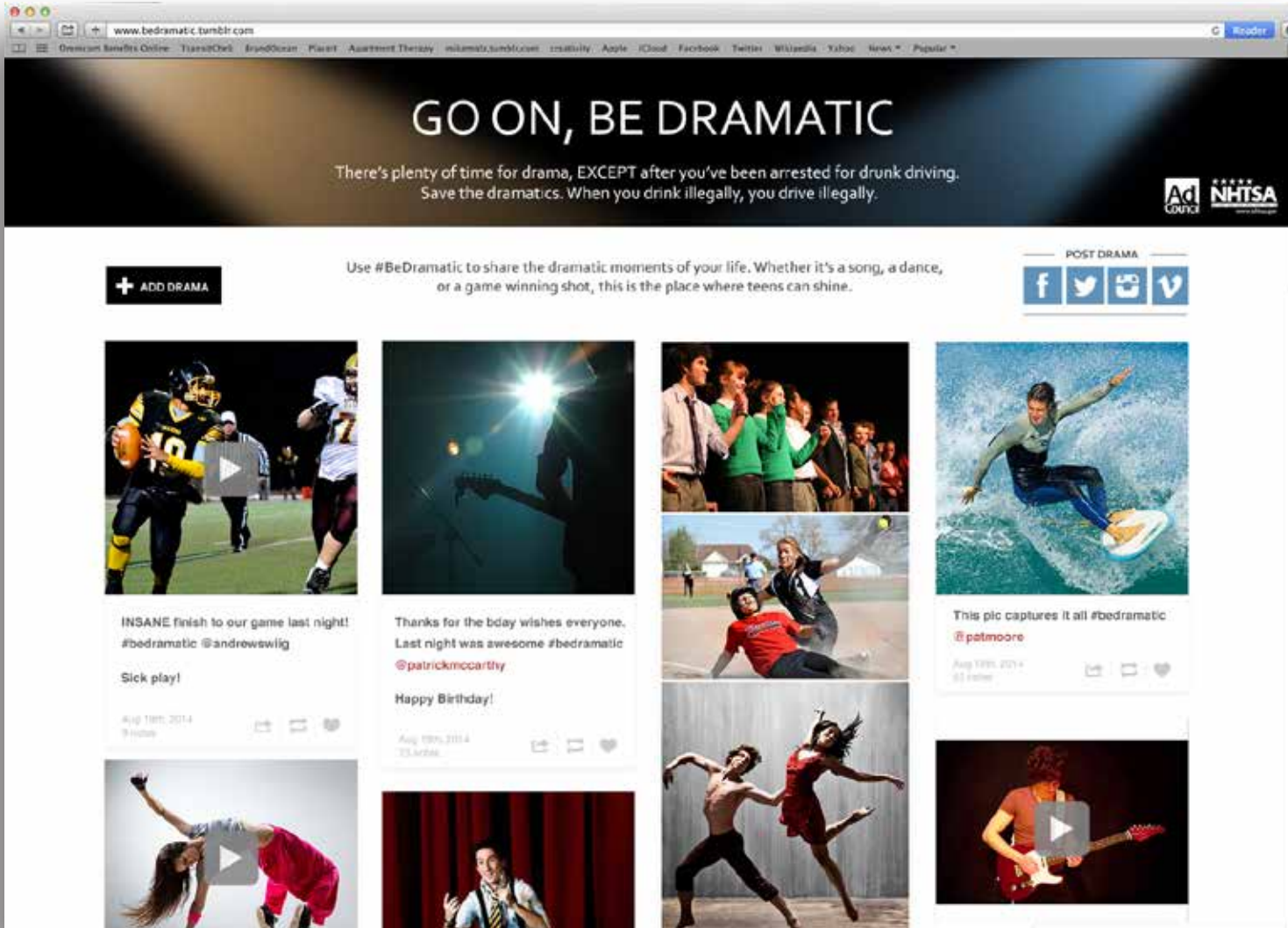
*You, who hold my fate
in your hands,
who offer jobs and benefits
and security.*

I wait for thee.

*I wait in the dungeon
of my parents' keep.*

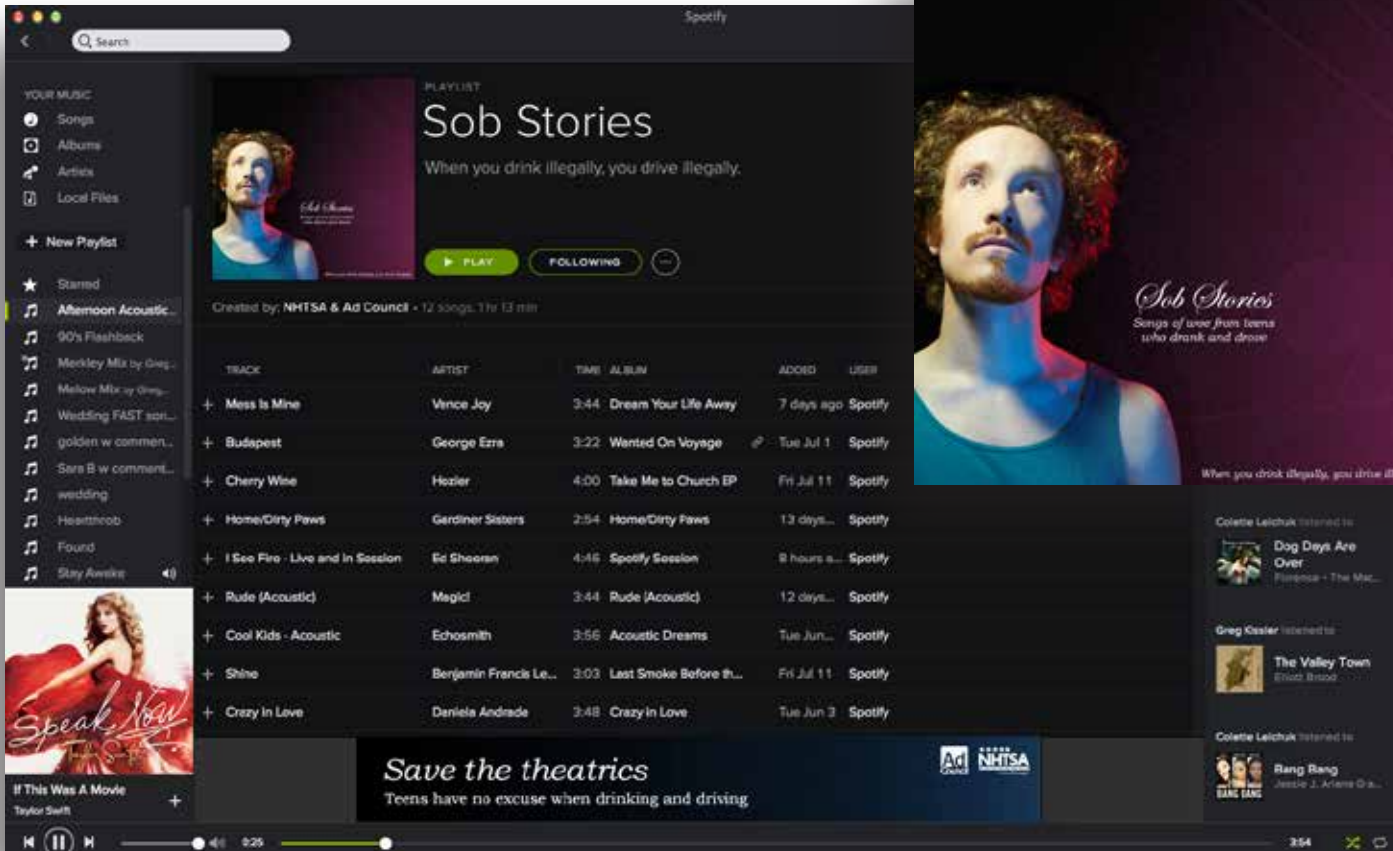
'Twas just a drink.

Say yay.



TUMBLR

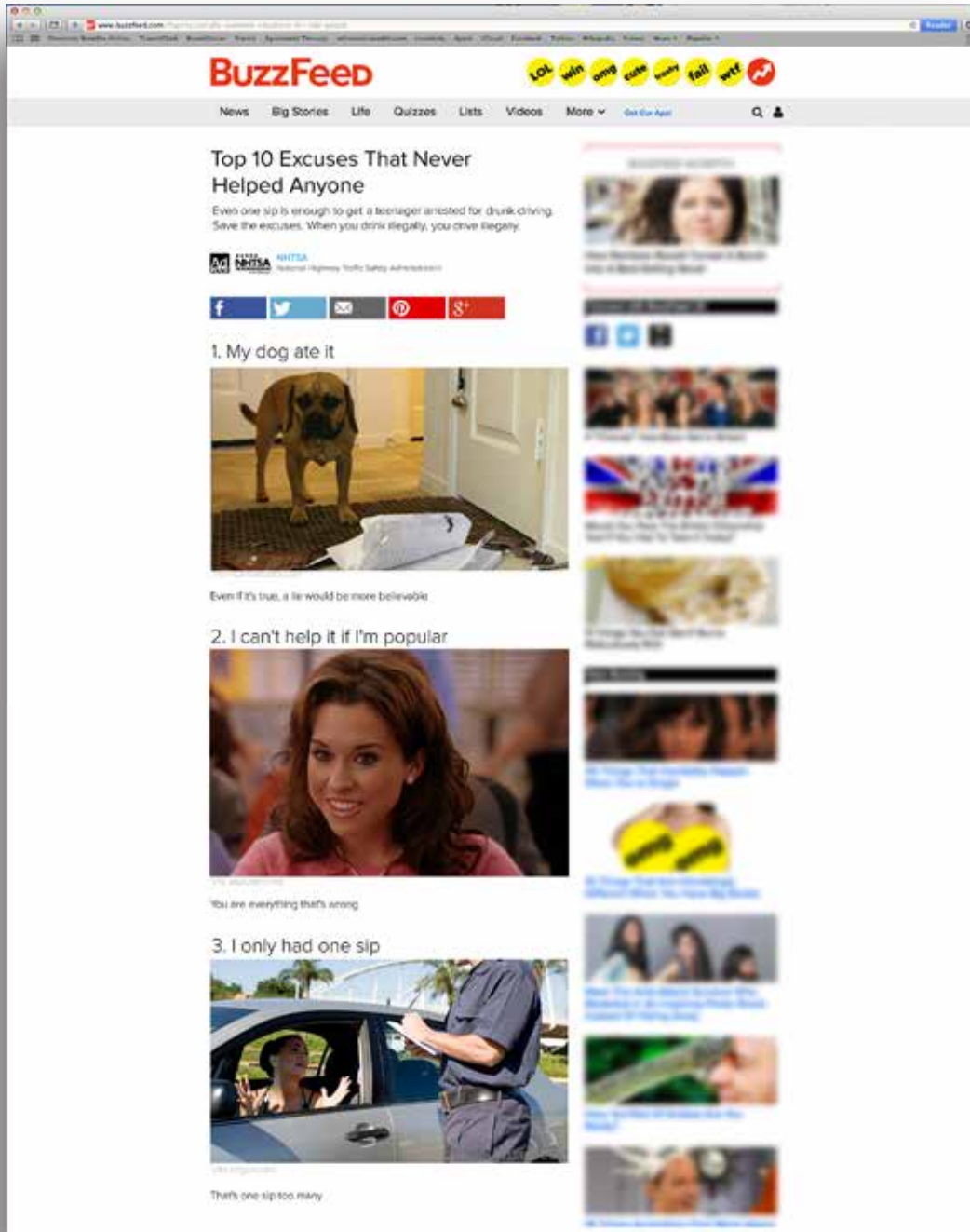
Teens can use our Tumblr page to view/submit pictures and videos of instances where being dramatic is celebrated. All under the context that getting arrested for drinking and driving is NOT one of those times. When you drink illegally, you drive illegally.



ALBUM/DIGITAL BOOKLET

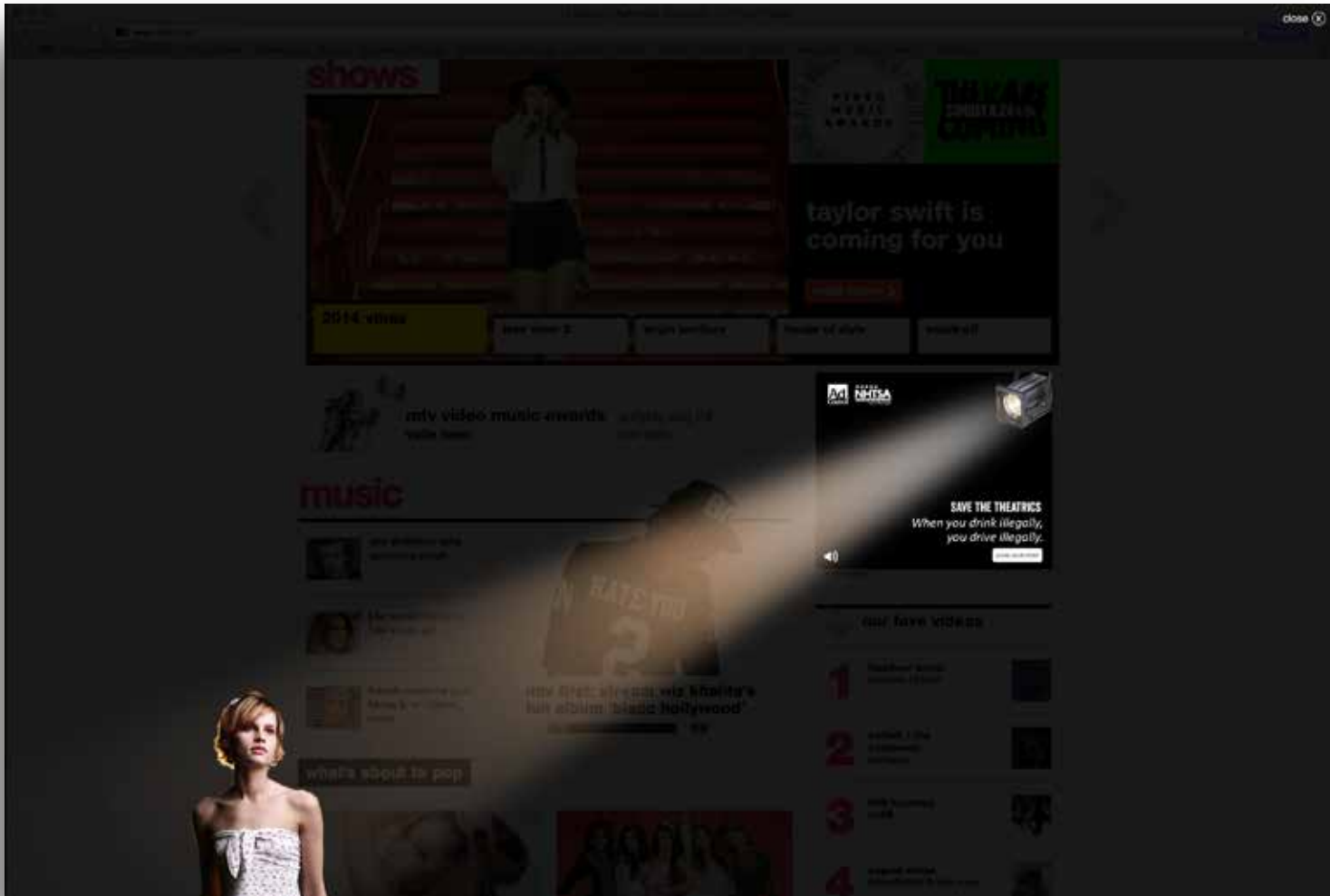
Of course, we'd record an entire album! Original tracks would be released as an album on Spotify. We'd also attempt to lure high-profile artists to lend us their voices. Also, one lucky entry from our Tumblr page would get to be featured on the album.

The digital booklet page would be an interactive "CD booklet" that lives online, where users could see the lyrics, sing along, record their own versions and also find information on underage drunk driving.



BUZZFEED

A BuzzFeed article with the top ten excuses that never helped anyone.



WEBPAGE TAKEOVER

A website home page takeover, in which the screen darkens and a spotlight from our banner reveals a person singing their sob story.