

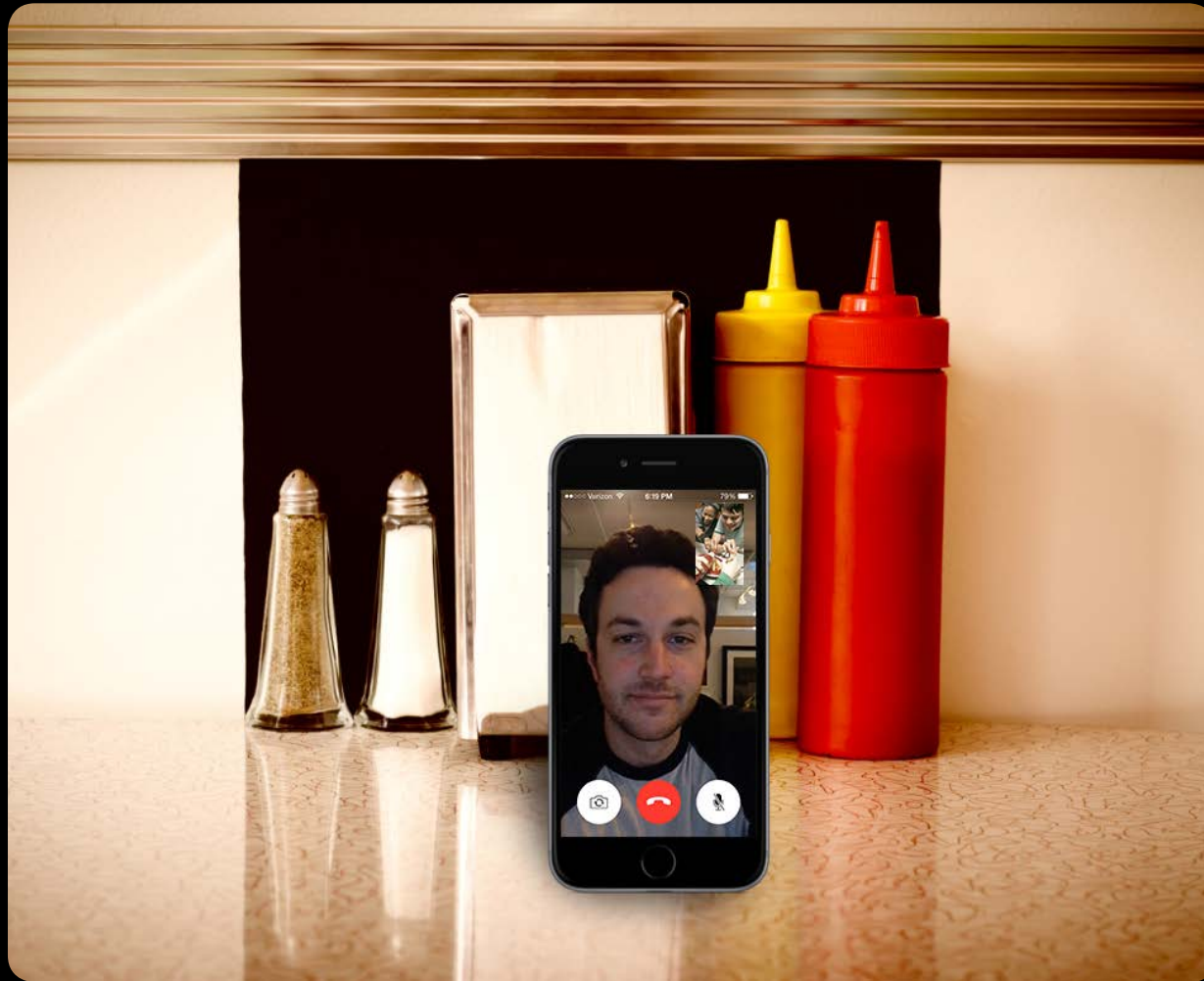
CREATIVE

PHOMO

When you get busted for underage drinking and driving, you wind up spending a lot of time at home (for a variety of reasons). In turn, your smartphone or laptop will become your last resort for being seen outside of school.

PHOMO

When you drink illegally, you drive illegally.

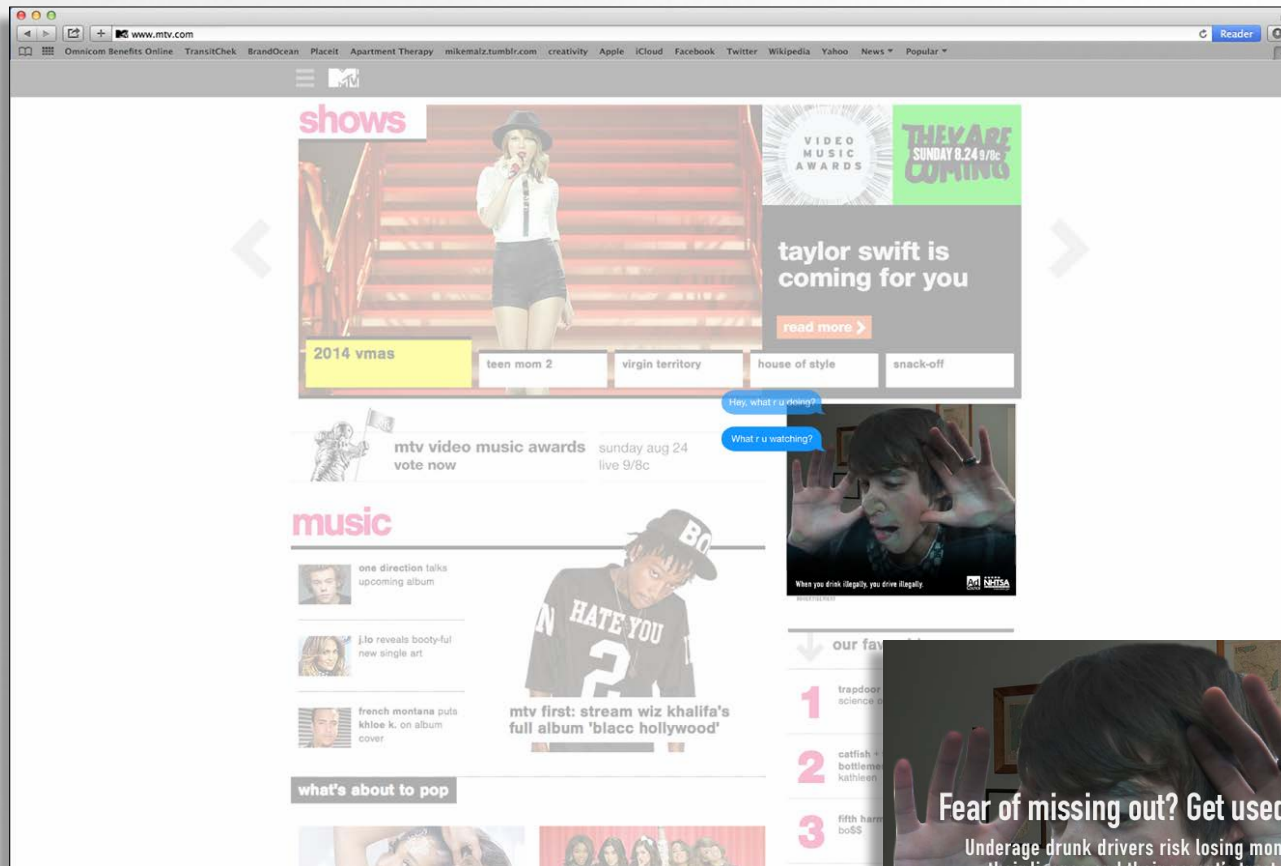


When you drink illegally,
you drive illegally.



**When you drink illegally,
you drive illegally.**

PHOMO
Banner



BANNER:

The subject of our "Phomo" commercials appears in our banner ads as well, on websites catered to teenage interests (such as MTV.com).

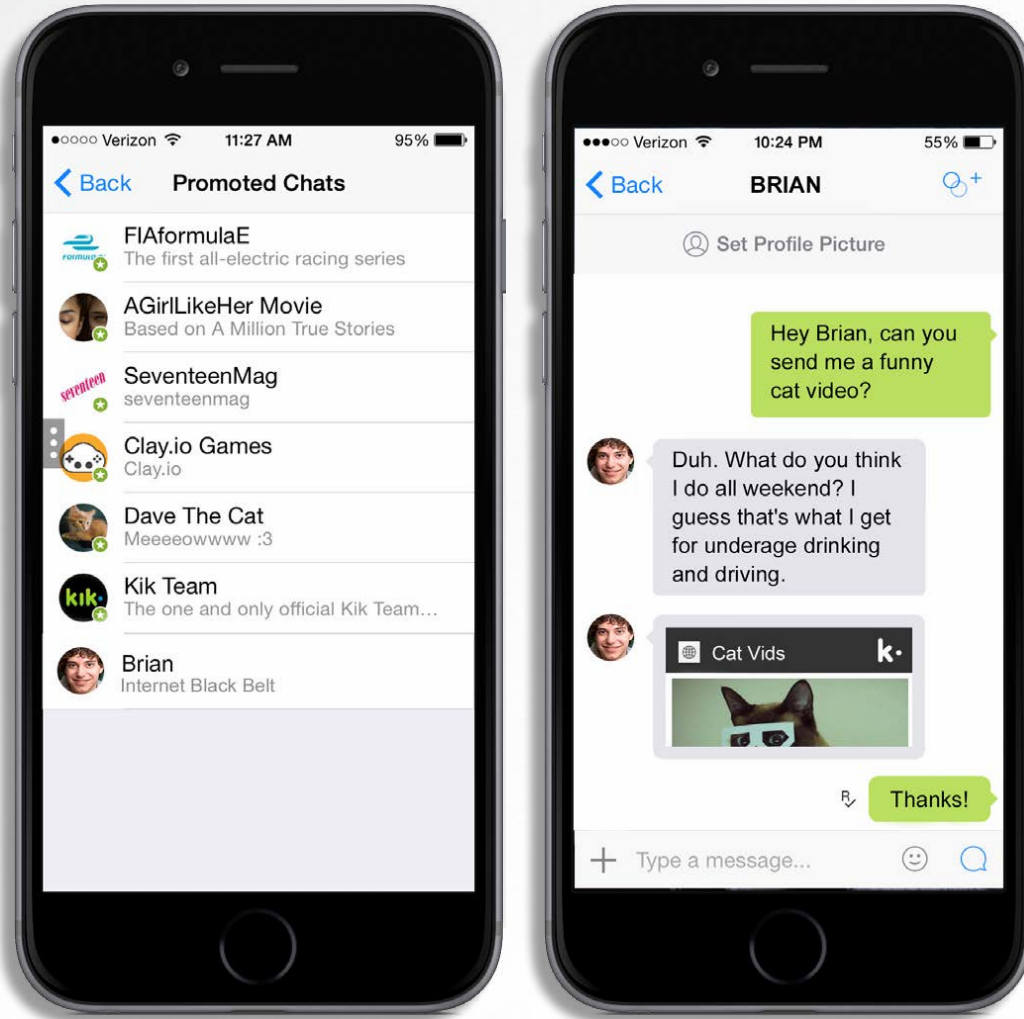
As you move your cursor around the screen, our character watches and tries to find out what you're doing by texting onto the screen.

"Hey, what r u doing?"

"What r u watching?"

"Can I see?"

"Fear of missing out? Get used to it. Underage drunk drivers risk losing money, their license and their parents' trust. BBL, social life."



Kik:

Because our character got busted for underage drinking and driving, he spends all of his free time at home in front of his computer. Naturally, he's become a master of all things viral on the Internet.

Consumers can connect with him and request videos, pictures, websites, etc., and will receive the content in real time.

We can also push this content out on weekends.

"Hey Brian, can you send me a funny cat video?"

"Duh. What do you think I do all weekend? I guess that's what I get for underage drinking and driving."

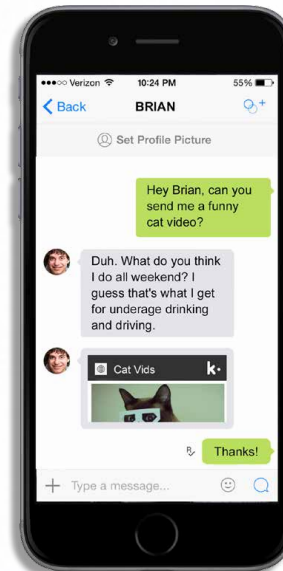
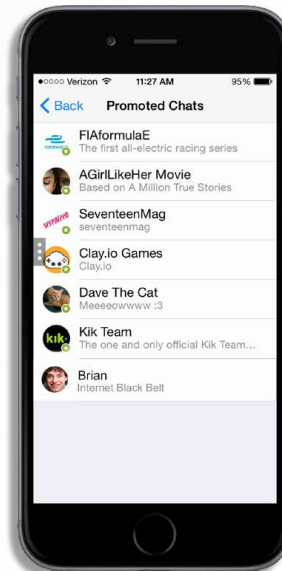
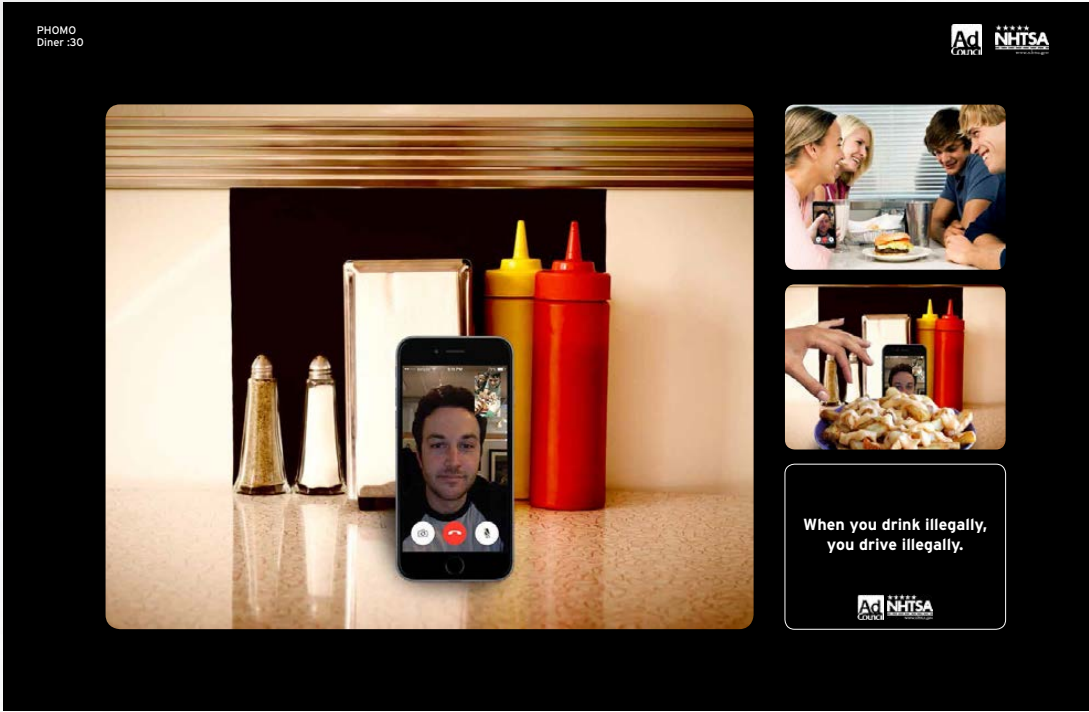


Reflective display:

This out-of-home poster features a hand holding an iPhone, which has a reflective mirror in place of its screen. People who walk up to it will see themselves in the phone, as though the group in the top right corner were video chatting with them.

“Get caught drinking and driving underage, and you could lose more than just your license. BBL, social life.”

PHOMO



PARTY FOUL

If we want to persuade teens not to drink and drive, we need to talk to them in their own language. Terms like DUI and DWI are serious, misunderstood, and avoided.

Let's teach teens about the consequences of drinking and driving in words they'll understand: Party Foul. Urban Dictionary defines a party foul as "something that goes wrong at a party... or when someone does something embarrassing or dumb." Teens already know to avoid party fouls. So let's position underage drinking and driving as the one with real consequences – The Ultimate Party Foul.

PARTY FOUL

Underage drinking and driving: The Ultimate Party Foul



PARTY FOUL
The Ultimate Party Foul :30





MOST PARTY FOULS ARE HARMLESS.

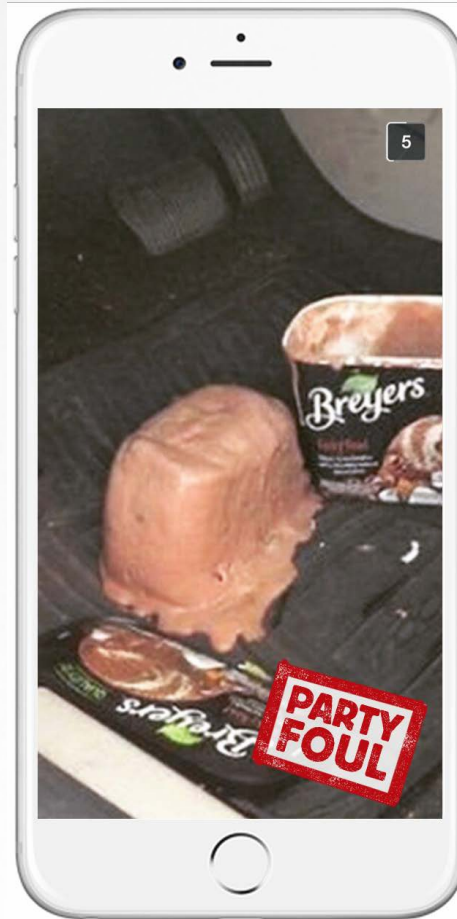
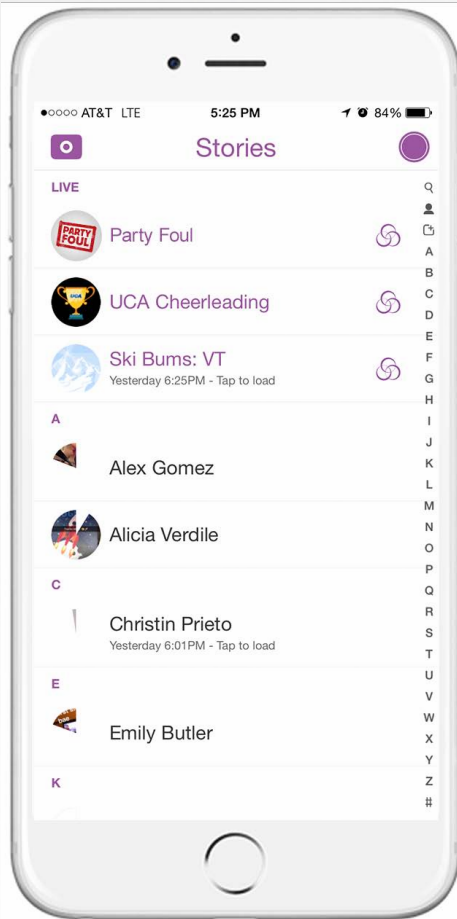
But underage drinking and driving can lead to fines,
losing your license and losing your freedom.

**UNDERAGE
DRINKING AND DRIVING:**

**THE ULTIMATE
PARTY
FOUL**

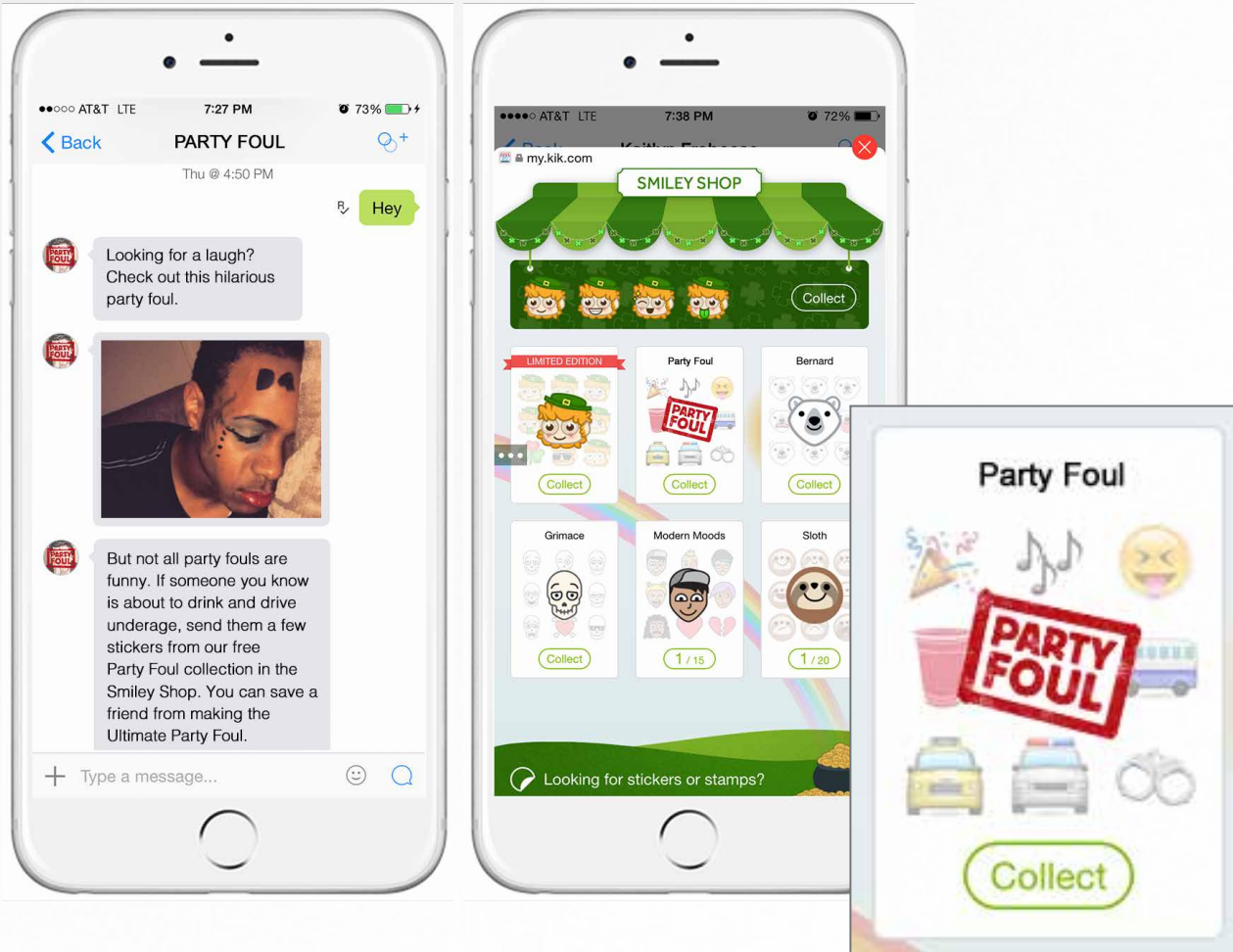


PARTY FOUL
DIGITAL

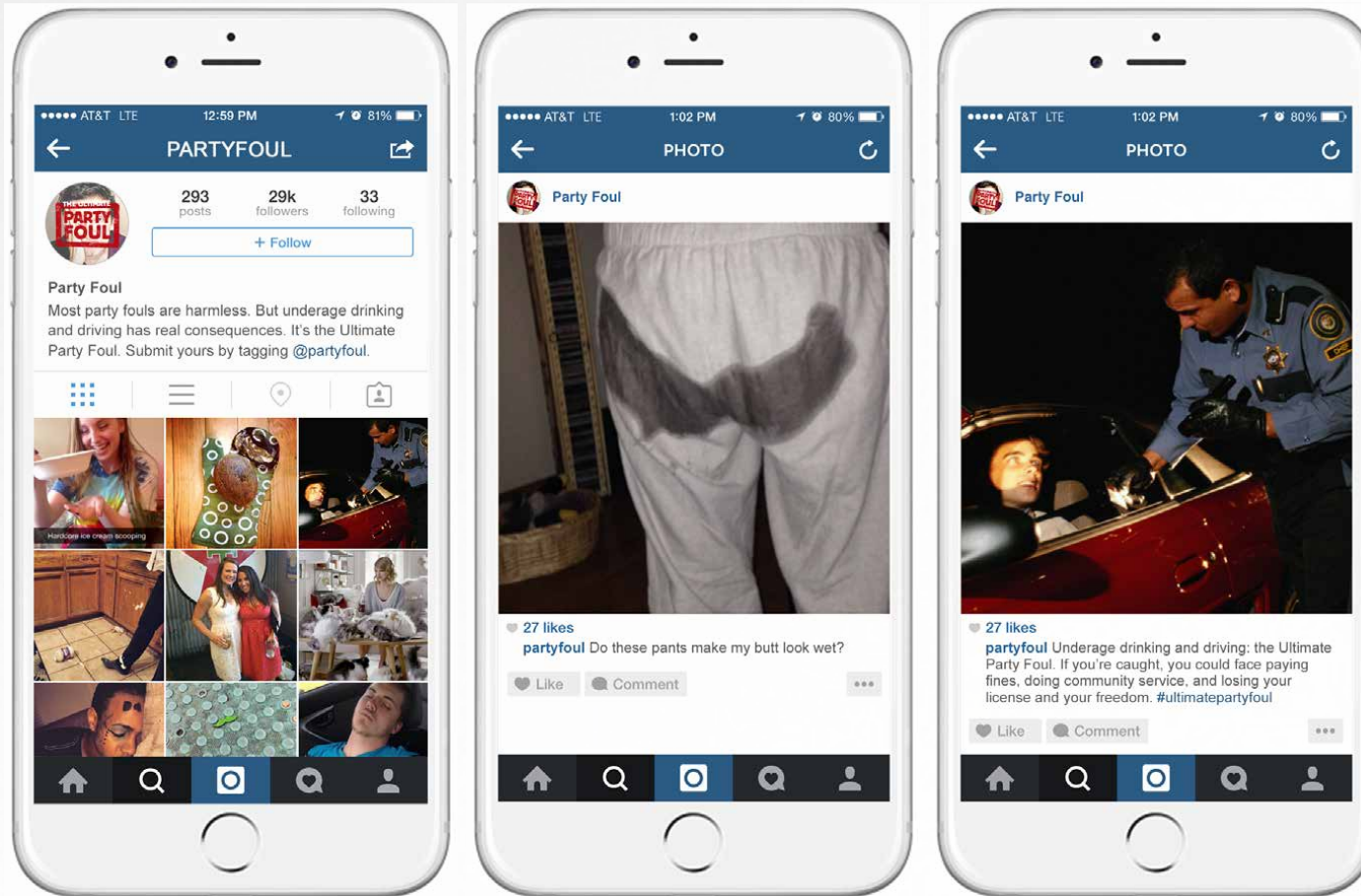


SNAPCHAT: Let's create a Party Foul Live Snapchat Story. Teens can use our Party Foul sticker, and even submit their own snaps, for a collaborative series of party fouls. We'll vet out the ones that actually show teens drinking. When teens view the story, they'll see a montage of these various hilarious clips, ending with the Ultimate Party Foul. The final snap will show an officer pulling over a teen and a message: "It only takes a few seconds to lose years of freedom and independence. **Underage drinking and driving: The Ultimate Party Foul.**"

PARTY FOUL
DIGITAL



PARTY-MOJI: We're not going to stop at simply talking to teens in their own language - we're going to facilitate conversations among them. We'll give teens a free collection of digital stickers on Kik, a popular messaging app. The stickers will portray party fouls as well as the consequences of underage drinking and driving. By asking teens to send them to their friends, we can help them help their peers. It's the ultimate non-lecture that teens will feel comfortable using if they fear that someone is about to make the Ultimate Party Foul. Kik also allows us to have one-on-one conversations with users, so we can send them content in an engaging and timely manner.



PARTY FOULS OF INSTAGRAM: There's nothing funnier than capturing a great party foul on camera. Let's create an Instagram account of party fouls that's too funny not to follow. We'll show a mix of hilarious party fouls and the consequences of underage drinking and driving, so teens know exactly which party foul to avoid.

BuzzFeed LOL win omg cute trashy fail wtf

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11 Teens Tell Us Their Worst Party Foul

Most party fouls are harmless. Right?

Ad Council **NHTSA** National Highway Traffic Safety Administration

f t e p g+

1. The "It's not what it looks like" Foul

instagram.com

BUZZFEED IN-DEPTH
How Rainbow Rowell Turned A Bomb Into A Best-Selling Novel

Connect with BuzzFeed UK
f t

If "Friends" Had Been Set In Britain

WOULD YOU PASS THE BRITISH CITIZENSHIP TEST
Would You Pass The British Citizenship Test If You Had To Take It Today?

11 Things You Can Eat If You're Ridiculously Rich

Now Buzzing

25 Things That Inevitably Happen When You're Single

BUZZFEED: When they're not communicating via snaps and emojis, teens are probably reading the latest BuzzFeed listicle. Let's create one of our own showcasing classic party fouls, leading up to "Underage drinking and driving: The Ultimate Party Foul."

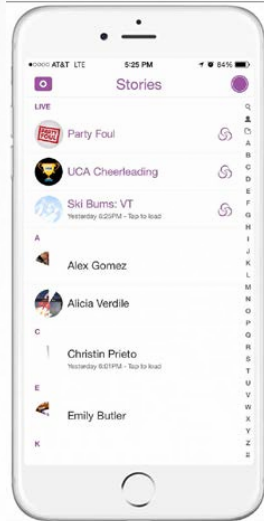
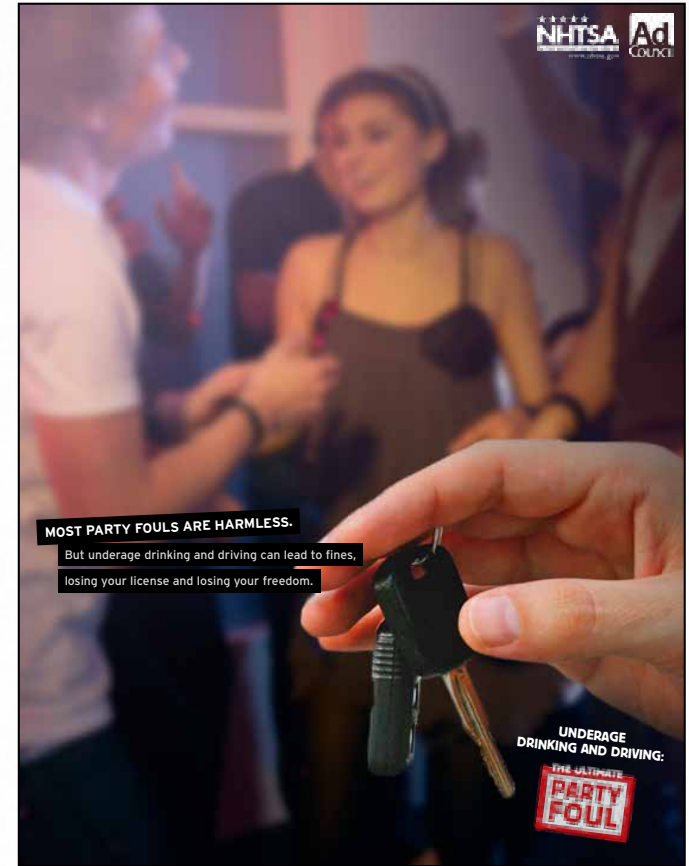
11. Underage drinking and driving: The Ultimate Party Foul



It's a party foul with real consequences. Get busted, and you could face paying fines, losing your license and your freedom.

For more information visit www.UltimatePartyFoul.com.

PARTY FOUL



OUT OF CONTROL

When you get busted for underage drinking and driving, you put control of your life in other people's hands. Your parents, your friends, your coach, the police – suddenly, everyone has a way of influencing who you are and what you do.

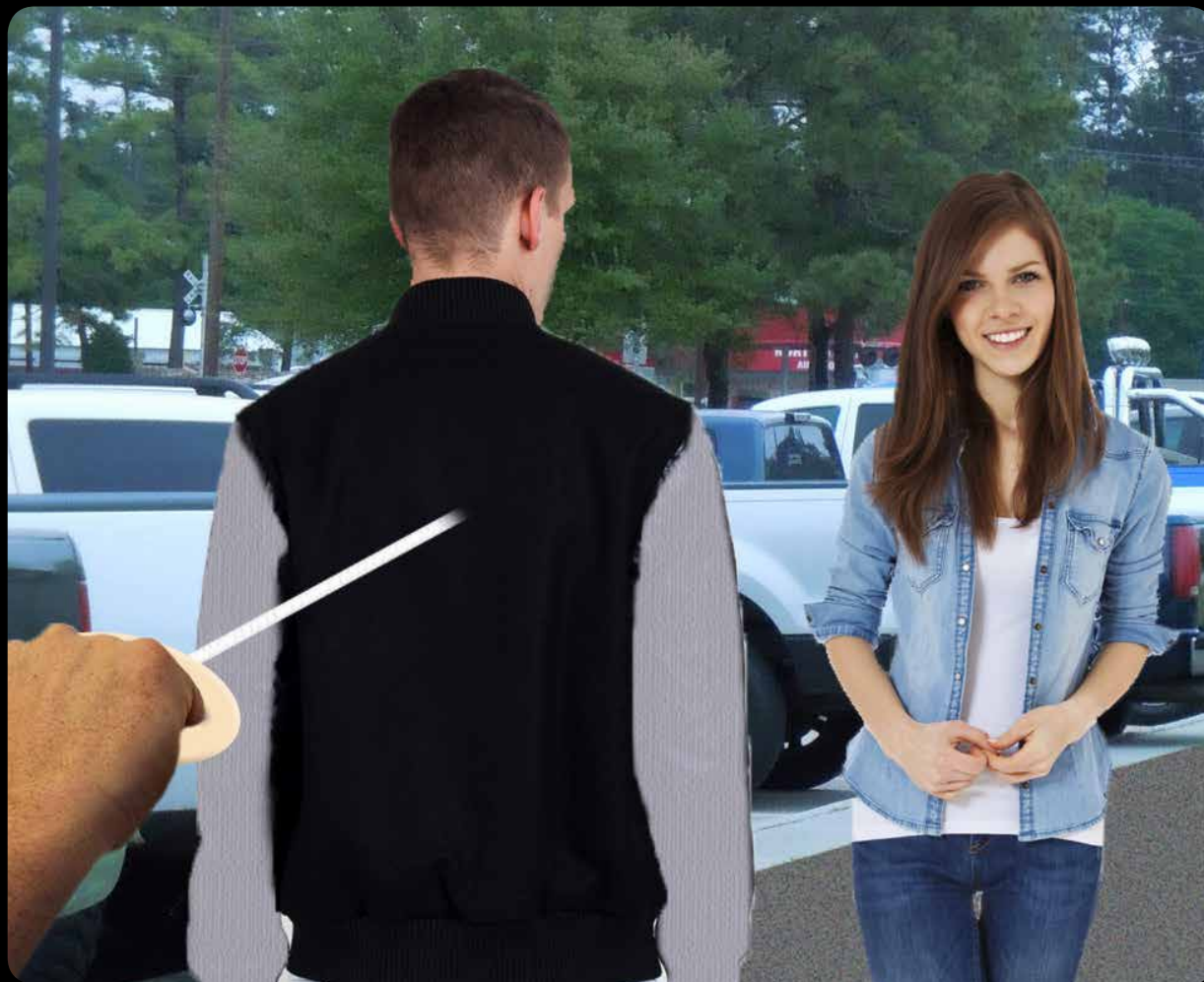
OUT OF CONTROL

When you drink illegally, you drive illegally.



OUT OF CONTROL
Robot :30

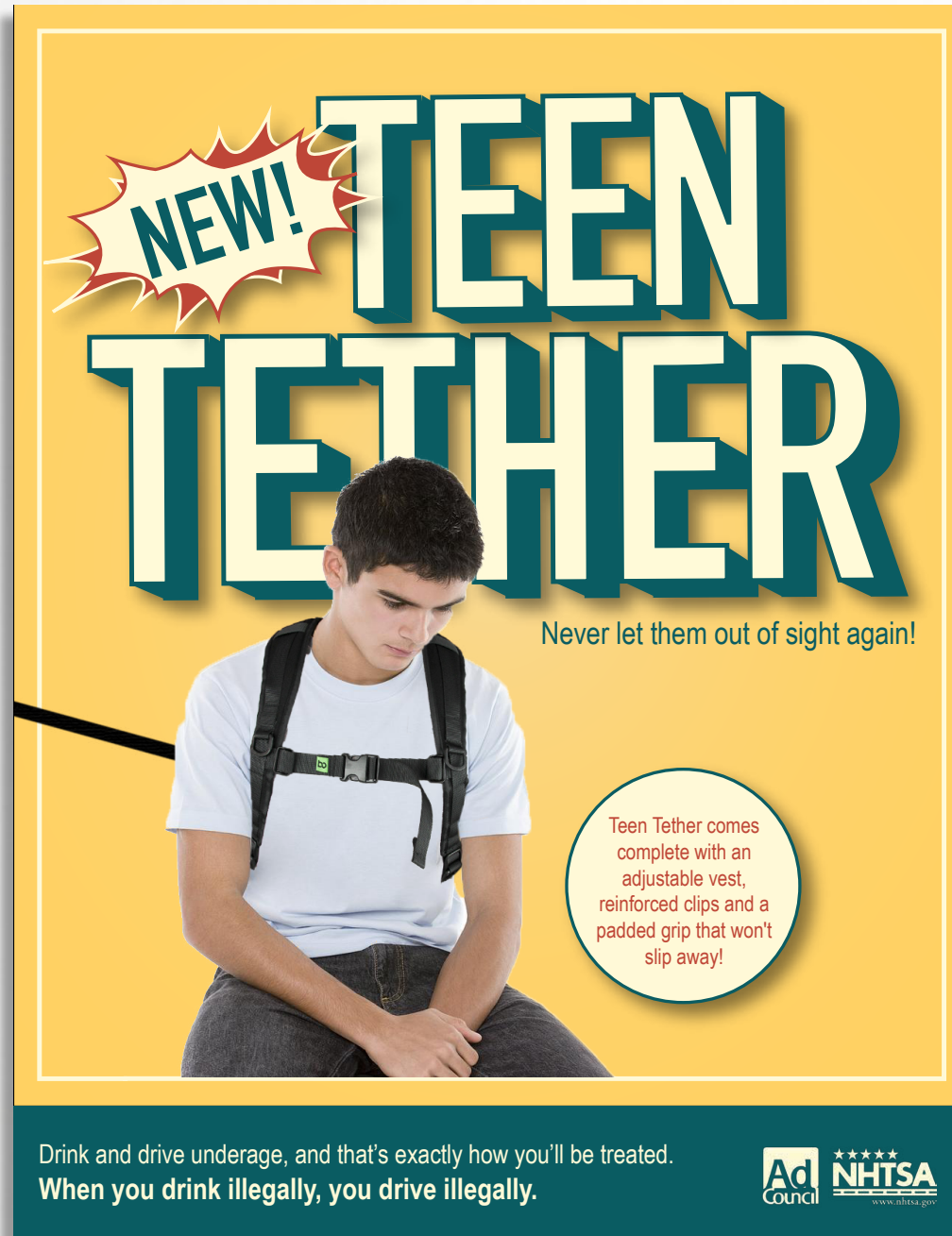






OUT OF CONTROL
Date-Crasher :30





NEW! TEEN TETHER

Never let them out of sight again!

Teen Tether comes complete with an adjustable vest, reinforced clips and a padded grip that won't slip away!

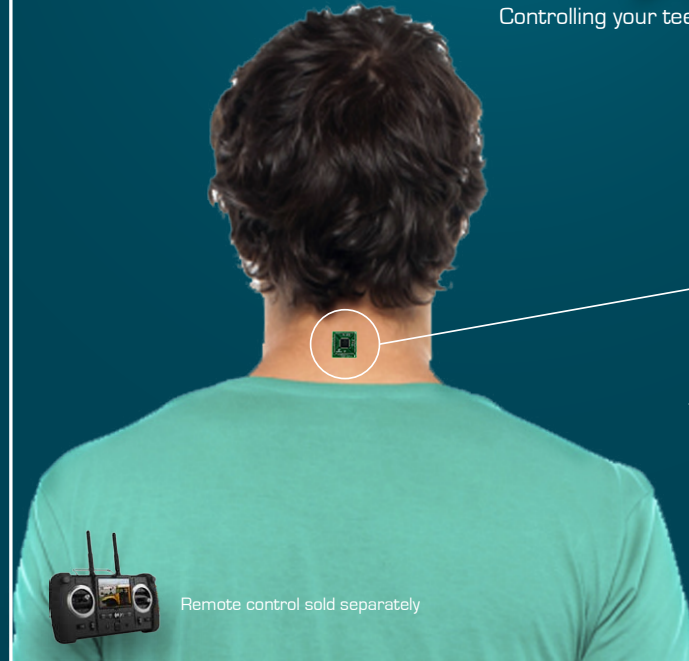
Drink and drive underage, and that's exactly how you'll be treated.
When you drink illegally, you drive illegally.

Ad Council **NHTSA**
www.nhtsa.gov

Introducing the **T-CHIP**

3000

Controlling your teen has never been easier!



T-Chip allows for full control over limbs, thoughts, and speech from miles away!



Remote control sold separately

Give in to underage drinking and driving, and give up control over your life.
When you drink illegally, you drive illegally.



amazon.com Today's Deals Gift Cards Sell Help Find the right credit card for you Sponsored by Experian

twilight

Related Searches: twilight books, twilight dvd, twilight saga.

The Twilight Saga: New Moon 2009 PG-13 CC
Shop Instant Video
~~\$2.99~~ - ~~\$14.99~~
Rent or Buy movie
Watch **instantly** on your PS3, Xbox, Kindle Fire, iPad, PC and other devices.
★★★★☆ (1,541)
Starring: Kristen Stewart, Taylor Lautner, et al.
Directed by: Chris Weitz
Runtime: 2 hrs 11 mins
Amazon Instant Video: See all items

The Twilight Saga: Breaking Dawn - Part 1 2011 PG-13 CC
Shop Instant Video
~~\$2.99~~ - ~~\$14.99~~
Rent or Buy movie
Watch **instantly** on your PS3, Xbox, Kindle Fire, iPad, PC and other devices.
★★★★☆ (2,149)
Starring: Robert Pattinson, Kristen Stewart, et al.
Directed by: Bill Condon
Runtime: 2 hrs 11 mins
Amazon Instant Video: See all items

Twilight 2008 PG-13 CC
Shop Instant Video
~~\$2.99~~ - ~~\$14.99~~
Rent or Buy movie
Watch **instantly** on your PS3, Xbox, Kindle Fire, iPad, PC and other devices.
★★★★☆ (2,577)
Starring: Kristen Stewart, Robert Pattinson, et al.
Directed by: Catherine Hardwicke
Runtime: 1 hr 58 mins
Amazon Instant Video: See all items

Twilight Saga: Eclipse 2010 PG-13 CC
Shop Instant Video
~~\$2.99~~ - ~~\$14.99~~
Rent or Buy movie
Watch **instantly** on your PS3, Xbox, Kindle Fire, iPad, PC and other devices.
★★★★☆ (1,525)
Starring: Kristen Stewart, Robert Pattinson, et al.
Directed by: David Slade
Runtime: 2 hrs 4 mins
Amazon Instant Video: See all items

The Twilight Saga: Breaking Dawn Part 2 2013 PG-13 CC
Shop Instant Video
~~\$2.99~~ - ~~\$14.99~~
Rent or Buy movie
Watch **instantly** on your PS3, Xbox, Kindle Fire, iPad, PC and other devices.
★★★★☆ (3,754)
Starring: Kristen Stewart, Robert Pattinson, et al.
Directed by: Bill Condon
Runtime: 1 hr 56 mins
Amazon Instant Video: See all items

Twilight Forever: The Complete Saga Box Set (DVD + UltraViolet Digital Copy) 2013 PG-13

Amazon recommends:

On Amazon.com, we'll target popular items searched by teens to promote our fake "teen control" products. Clicking on one product in the suggested purchase section will bring users to a fake product page, where all of our other products can be found at the bottom.

amazon.com Your Amazon.com Today's Deals Gift Cards Sell Help Easter Shop

Shop by Department Search All Teen leash Go Hello, Sign in Your Account Try Prime Wish List Cart

Books Advanced Search New Releases Best Sellers The New York Times® Best Sellers Children's Books Textbooks Textbook Rentals Sell Us Your Books

New! Teen Tether
Screen, August 15, 2011
★★★★☆ (6,846 customer reviews)

Orange \$8.99 Black \$15.65 Blue/Red \$10.29

New! Teen Tether 672 Used from \$0.01 3438 Used from \$0.01
96 New from \$3.68 504 New from \$0.25
53 Collectible from \$9.96 26 Collectible from \$2.75

Has your teenager violated your trust by drinking and driving underage? Introducing Teen Tether! The newest innovation in parenting that's easy to use and makes old techniques like "wailing up until SAM" obsolete. Simply attach the reinforced metal clip to your teenager's belt loop, backpack, or pierced ear and hold on tight. That kid's going nowhere! Bring your teen with you to work, to the mall, to the grocery store — wherever! Just enjoy the piece of mind, of knowing that they'll never be able to screw up again!

Read more

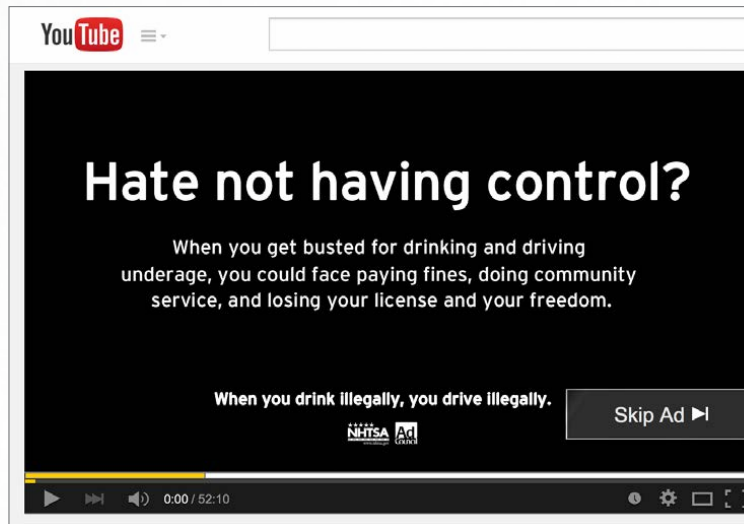
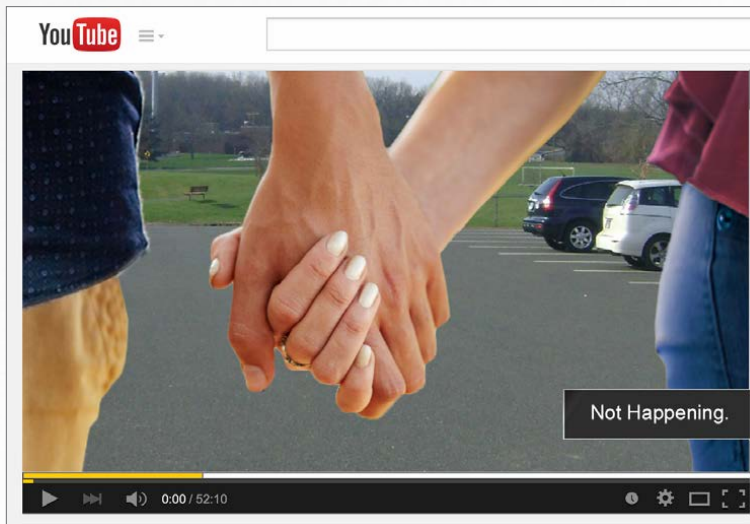
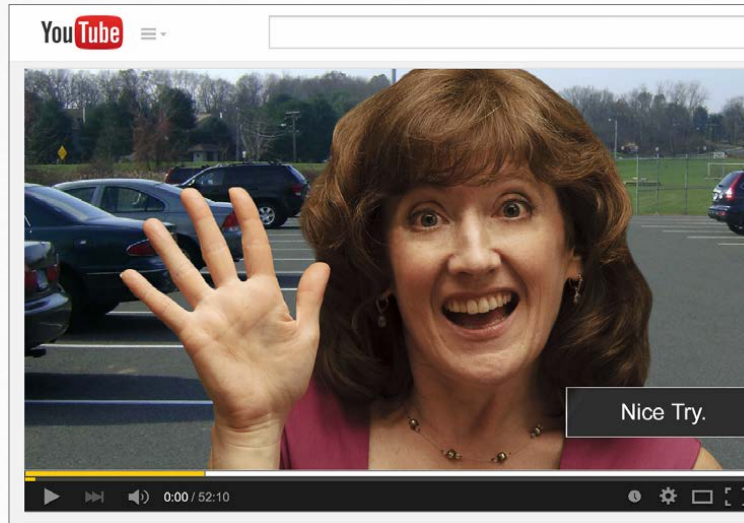
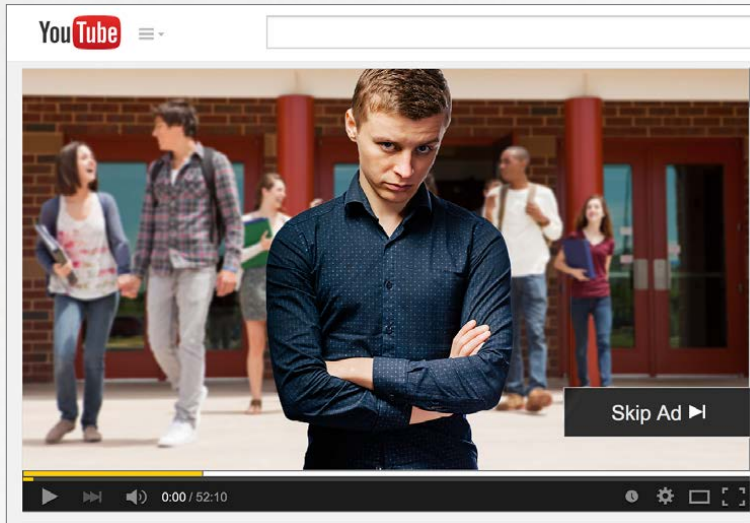
Drink and drive underage, and that's exactly how you'll be treated.
When you drink illegally, you drive illegally.

Ad Council NHTSA

Buy New \$10.29
Qty: 1 List Price: \$46.00 Save: \$4.71 (31%)
FREE Shipping on orders over \$35.
In Stock.
Ships from and sold by Amazon.com. Gift-wrap available.
 Yes, I want FREE Two-Day Shipping with Amazon Prime
Add to Cart
Sign in to turn on 1-click ordering
Want it tomorrow, March 14? Order within 11 hrs 42 mins and choose Same-Day Delivery at checkout. Details
Shipping Address
NY 10001

Customers Who Bought This Item Also Bought

NEW! Minor Monitor \$10.07 Prime 3,168
NEW! T-CHIP 3000 \$11.39 Prime 2,845
NEW! Teenager Electro-coop \$11.68 Prime 6,786



PRE-ROLL PROBLEMS: A pre-roll ad will play our spots and contain the familiar "Skip Ad" button. Except it only looks like the typical button. When users try to click on it, the text will change to "Nice Try," then go back to its usual "Skip Ad." Each click of the button will change the text to something new. An alternate ending to the spot will explain to users that when you drink and drive underage, you give up control over your life. Whether they watch the ad or try to skip through it, the message will be clear: **When you drink illegally, you drive illegally.**

OUT OF CONTROL

OUT OF CONTROL
Puppet :30

Ad Council NHTSA

When you drink illegally, you drive illegally.

Ad Council NHTSA

Introducing the
T-CHIP 3000

Controlling your teen has never been easier!

Remote control sold separately

T-Chip allows for full control over limbs, thoughts, and speech from miles away!

Give in to underage drinking and driving, and give up control over your life.
When you drink illegally, you drive illegally.

Ad Council NHTSA

amazon.com

Search: Teen Tether

New! Teen Tether
Screen, August 15, 2011

4.5 stars (6,848 customer reviews)

Orange \$10.07, Black \$11.39, Blue/Red \$11.88

Has your teenager violated your trust by drinking and driving underage? Introducing Teen Tether! The newest innovation in parenting that's easy to use and makes old techniques like "talking up and S.M.A.R.T. discipline" simply a thing of the past. The reinforced metal clip to your teenager's belt loop, backpack, or around ear and hold on tight. That kid's going nowhere! Bring your teen with you to work, to the mall, to the grocery store... wherever. Just enjoy the peace of mind knowing that they'll never be able to screen up again!

Drink and drive underage, and that's exactly how you'll be treated. When you drink illegally, you drive illegally.

Ad Council NHTSA

Customers Who Bought This Item Also Bought

- NEW! Minor Monitor \$10.07
- NEW! T-CHIP 3000 \$11.39
- NEW! Teenager Electric-Orange \$11.88

YouTube

Nice Try.