

“HERE’S YOUR DICE”

VIDEO: A young man emerges from a night-spot and pulls a key-fob from his pocket... as he unlocks his car, a woman appears carrying two huge dice the size of moving boxes.

WOMAN: Tom, here are your dice.

TOM: Excuse me?

WOMAN: You’ve been drinking, you’re about to drive... you’re about to... *roll the dice*.

VIDEO: She shows him the dice which have moving pictures on them

WOMAN: Here you are getting stopped by Officer Grenholm who books you for DUI, which costs you thousands and maybe your job.

VIDEO: Officer Grenholm actually shows up out of nowhere, looking serious. Tom is amazed...

GRENHOLM: Hey Tom...

WOMAN: Oh... and here’s you making contact with an elm tree.

WOMAN: Here’s you getting home without incident. *Could* happen...

GRENHOLM: ...or I could happen...

VO: Drink and drive and odds are that eventually you’ll encounter law enforcement.

VO: Don’t roll the dice.

TITLE: DON’T ROLL THE DICE

TOM: Think I’ll get a ride.

LOGO: Drive Sober or Get Pulled Over
“NO BIG DEAL”

OPEN ON A CAR OF FRUSTRATED PEOPLE WAITING IN TRAFFIC.

VO: You knew the risks when you decided to drive drunk.

THE CAMERA SLOWLY PANS TO THE RIGHT TO REVEAL MORE OF THE SCENE. WE SEE A POLICEMAN DIRECTING TRAFFIC.

VO: There could be a crash.

THE CAMERA PAN REVEALS A FIRETRUCK AND FIREFIGHTERS RUNNING WITH A HOSE.

VO: People could get hurt... or killed.

THE CAMERA PANS ALONG WITH THE FIREMEN TO REVEAL THEM COMING UP TO A FLAMING CAR AND SPRAYING IT. THE WHOLE SCENE IS IN SLOW MOTION AND IT LOOKS VERY DRAMATIC.

VO: You could get arrested.

THE CAMERA MOVE CONTINUES TO CATCH UP TO TWO EMTS WHO ARE FRANTICALLY PUSHING SOMEONE ON A STRETCHER TO AN AMBULANCE.

VO: But one thing's for sure...

THE PAN CONTINUES TO REVEAL A GUY SITTING IN THE BACK OF A POLICE CAR LOOKING PATHETIC AS THE MADNESS SWIRLS AROUND HIM.

VO: You were wrong when you said it was no big deal.

LOGO: Drive Sober or Get Pulled Over

“THE FALL”

A drunk guy is being cuffed and stuffed into cop car.

When the door slams shut his seat drops down like a trap door and he disappears.

Rather than using special effects, the whole spot is done practically on a set with a stunt man.

He drops from the ceiling of an office and into his chair — still cuffed.

Boss quickly walks by and drops a folder into his lap, frowning.

BOSS: I need this in a hour or you're outta here!

The drunk guy looks down at it blankly as he jerks on the cuffs.

His office chair drops through trap door again.

Drops from ceiling of an apartment into a living room chair.

An angry girl drops an empty cardboard box in his lap.

GIRLFRIEND: Get your things. Now!

The drunk guy looks down at it blankly as he jerks on the cuffs more vigorously.

Quick cuts of him landing at dinner with parents, landing at a party, etc.

VO: Drive drunk and you'll land in a lot of trouble.

Finally falls into jail and cop pulls him up from chair, un-cuffs him and locks him away.

LOGO: Drive Sober or Get Pulled Over

“TONIGHT COULD BE THE NIGHT”

The spot opens with “Tonight Could Be The Night” by The Velvet playing. We see a good-looking, 20- or early 30-something man, opening the doors to his closet. Smiling as he picks out a shirt, spraying cologne, fixing his hair. We cut to see him entering a bar. He bro-hugs the bouncer, people know him, they’re happy to see him. He walks by the bar as a bartender is doing some amazing tricks. He grabs a drink, toasts a guy at the bar, and turns to see the most beautiful girl in the bar motioning for him to come towards her. We cut through them dancing, smiling, having an amazing time. Then she whispers in his ear, grabs his hand, and pulls him towards the door. As they’re headed out, a valet tosses the guy his keys, and he opens the door of his sports car for the girl. But before she gets in, she holds up her phone to take a selfie of the two of them. We see the view from the phone, and his face is in the middle of the screen.

[FLASH]!

The music stops as the shot immediately cuts to his face in the middle of the screen. Except now, he’s having his mugshot taken.

A super comes up:

“Tonight could be the night”

And below it:

“You get a DUI.”

LOGO: Drive Sober or Get Pulled Over

ALT ENDING 1:

The man ultimately finds himself in handcuffs on a rural road, next to a car crash he caused, crying as he’s put in the back of the cop car.

ALT ENDING 2:

The man watches helplessly from the back of a cruiser as his car is pulled onto the back of a tow truck.

ALT ENDING 3:

The man watches helplessly from the back of a cruiser as his girl is now talking (getting up-close and personal) with a new guy on the sidewalk.