

BYU ADLAB FOR THE AD COUNCIL & NHTSA

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# UNDERAGE DRINKING & DRIVING PREVENTION



# 1

## INSIGHT

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Fear of missing out is universal. It's amplified with the ever-connected Gen Z.

# 1

## BIG IDEA

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Personify FOMO: when you drink and drive underage, the only friend you'll have left is FOMO.







# Pilot (00:15)



Shot opens on Teenboy scrolling through his feed at pictures of friends together at a party. He looks disappointed and upset as he moves past a picture of a girl. He clicks on her name and goes to her profile.

Just then, FOMO plops down on the couch, uncomfortably close, looking over at Teenboy's phone.

FOMO then whispers: What a bummer that you got busted for drinking and driving. We could've gone to the party. Do you think Rachel's at that party? I bet she is. I bet she's talking to Todd. Todd's a funny guy.

Teenboy looks back at the feed, dejected.



VO (over FOMO, who is still talking): When you drink and drive underage, you might lose your social life. FOMO could be your only friend left.

FOMO snatches the phone from Teenboy's hand and sprawls out on the couch, scrolling through the phone and chewing tortilla chips.

Teenboy lets out a long, sad sigh and stares at the ceiling.

SUPER: YourFriendFomo.org



# PROM (00:10)



Shot opens on Teengirl sitting at her vanity, looking upset. We see FOMO enter the shot; he's dressed in Teengirl's would-be prom dress.



FOMO: Total bummer you got caught drinking and driving. This would have been a lot more flattering on you. Really is a shame we can't even go take pictures. And forget dancing!

Show Teengirl look at the corner of her vanity, where the focus is on several photos of her and a boy and her and her friends. She picks one up, then sets it down. She picks up her phone with a blank look on her face.



VO: When you drink and drive underage, you might lose your social life. FOMO could be your only friend left.

SUPER: YourFriendFomo.org





## STUCK WITH FOMO



CAMPING

If a tree falls in the woods, do its friends even care?



KARAOKE

A duet you wish was a solo.



PROM

Your date will find someone else.



SPORTS

Now L stands for lonely.



BOWLING

Somebody else will pick up the spare.



HALLOWEEN

Tricks on you.



T-Mobile 10:16 PM 26%

< Tweet +

 **FOMO**  
@yourfriendfomo

Replying to @samgilroy77

I just saw pics of your friends at the BRONCHO concert. Lots of yelling, hands swaying, etc. They are **THRIVING** 🎉

2/11/18, 12:55 PM

17 Retweets 231 Likes


  17  231 

Tweet your reply


T-Mobile 9:43 PM 31%

< Thread +

 **FOMO**  
@yourfriendfomo





Chloe Bruderer and jenn woodward liked

You ever get that eerie feeling that your friends are all somewhere without you, singing along to that song you like? ...Same.







2/10/18, 11:13 PM

39 Retweets 560 Likes

  39  560 

Tweet your reply

T-Mobile 9:43 PM 31%

< Thread +

 **FOMO**  
@yourfriendfomo

Yeah, having a social life is cool, but have you ever laid on your bed all night thinking about all the fun your friends are having without you?

2/11/18, 12:55 PM

20 Retweets 311 Likes

  20  311 

Tweet your reply





# MEET FOMO

Your only friend if you  
drink and drive underage.

[YourFriendFomo.org](http://YourFriendFomo.org)





# 2

## INSIGHT

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Missing out on their social life scares teens.



# 2

## BIG IDEA

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EXILE: A movie based on social nightmares.



NO PHONE

EXILE

UNDERAGE DRINKING AND DRIVING CAN TURN YOUR SOCIAL LIFE INTO A HORROR STORY.

CAN YOU FACE IT?

[www.ExileMovie.com](http://www.ExileMovie.com)





NO CAR



# E X I L E

UNDERAGE DRINKING AND DRIVING CAN TURN YOUR SOCIAL LIFE INTO A HORROR STORY.

CAN YOU FACE IT?

[www.ExileMovie.com](http://www.ExileMovie.com)





NO FRIENDS

EXILE

UNDERAGE DRINKING AND DRIVING CAN TURN YOUR SOCIAL LIFE INTO A HORROR STORY.

CAN YOU FACE IT?

[www.ExileMovie.com](http://www.ExileMovie.com)





\*Note on tone. While the visuals and music are in the vein of a horror movie, the tone we strike will feel like a parody rather than a serious horror.

Establishing shot of a ticking clock on a wall as it reaches midnight. Johnny is breathing shallowly as he creeps about the house, wincing at every creak of the floor. He's looking for something on a countertop.

A figure suddenly appears behind him with the jump scare violin chord. A slender hand holding car keys is raised.

Older sister (in creepy voice): "Looking for these?" Cut back to Johnny:

"Come on Jess!"

Older sister: "You can't go out. But I'll say hi to your friends at the party for you."

Jess walks out.

Cut to black with dramatic noise. Onscreen: NO CAR





Cut to friends walking around in daylight.

Friend 1: "Johnny's been ghosting me ever since he got pulled over. He wasn't even at the party on Friday."

Friend 2: "Weird. I'll text him. See if he can make it this Saturday."

Automated response: The number you are trying to reach has been disconnected.

Friend 2: "He's... he's been disconnected."

They look up at Johnny's house. He's standing in the window looking at them with a vacant stare. The scary violin chord plays again. They initially get startled and then shrug it off and walk away.

Cut to black with dramatic noise. Onscreen: NO PHONE

Cut to Johnny making his way down the sidewalk at night. Ahead he sees a house party. He breaks into a jog. Before crossing the street a car pulls up in front of him with his parents in it.

Parents in creepy unison: "Where do you think you're going, Johnny?"

Creepy horror tone and music ends.

Johnny: "Mooom! Daaaaad!"

Creepy parents: "Get in the car, Johnny."

Johnny makes an exasperated noise.

Friend 1 seeing car drive off: "Well... guess we won't be seeing Johnny around." Resumes spending time with Johnny's other friends and older sister. Cut to black with dramatic noise. Onscreen: NO FRIENDS

SUPER: Underage drinking and driving can turn your social life into a horror story. Exile. Can you face it?





# 3

## INSIGHT

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For a Gen Z, losing your online social life is terrifying.



# 3

## BIG IDEA

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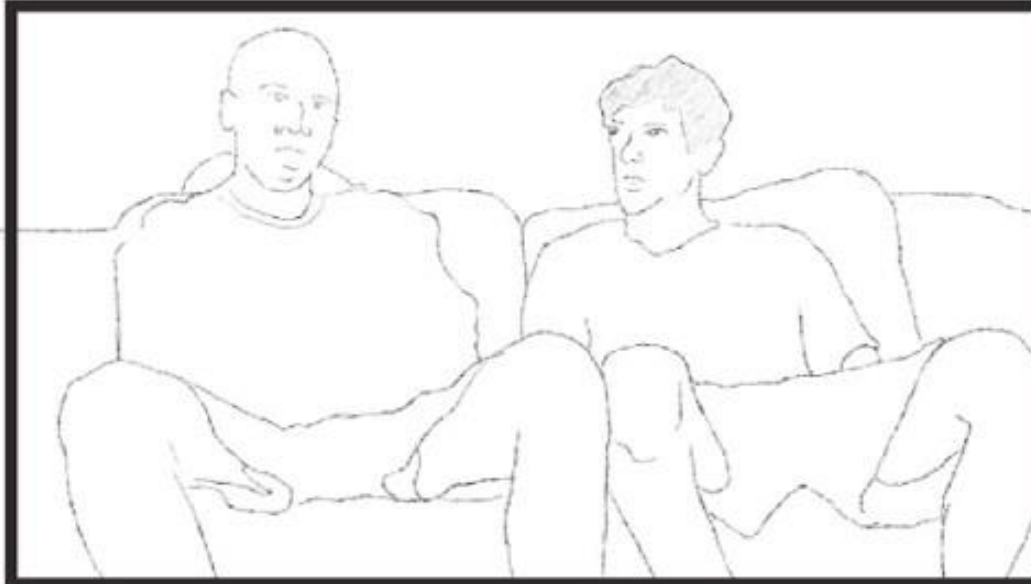
Deciding to drink and drive underage can cause your social life to go dark.





**DON'T  
GO DARK**

# DON'T GO DARK- THE LAST SELFIE (30)



The mood is set with soft, slightly sad piano.  
We see two friends, dressed casually, mid-interview.

Friend 1 - I remember the last selfie Cam posted before he... (looks at the floor) you know.

Friend 2 (melodramatic) - It was... I mean it was art.



Cut to image - Cam taking a selfie with a red solo cup in hand.

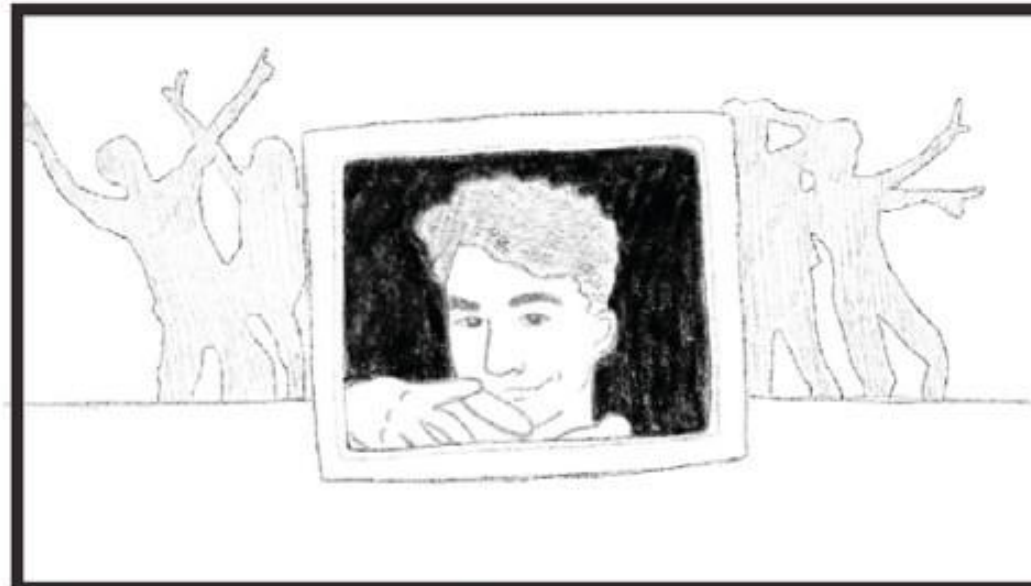
Friend 2: Cam got pulled over after the party. Now he's gone totally dark. Really too bad to see our boy lose his social life. His instagram feed used to be so lit, dude. But like I can't even remember the last time I saw him, or talked to him really. When's the last time you saw him?



Friend 1 (dismissively): I don't know either dude, but check this out.

Friend 1 puts his phone up to the screen. It's Cam's insta feed. All the squares are black.

Friend 1 (holding back tears): See, it's totally dark. No more selfies, throwback Thursdays-



INT. TEEN HOUSE PARTY - NIGHT

We now see that same selfie in a frame. We PULL and see that it's a framed picture of Cam's last selfie in the middle of a busy party... one that he's obviously not attending.

Friend 1 (O.S.) - Miss you, Cam. Miss your posts.

Friend 2 (O.S.) (emotional) - He had the best posts!

Friend 1 (O.S.) - the best posts, man.

The PULL stops, we're now wide on a teen house party w/Cam's selfie center frame. Then someone puts it face-down and the sound in the background fades as the shot fades to black.



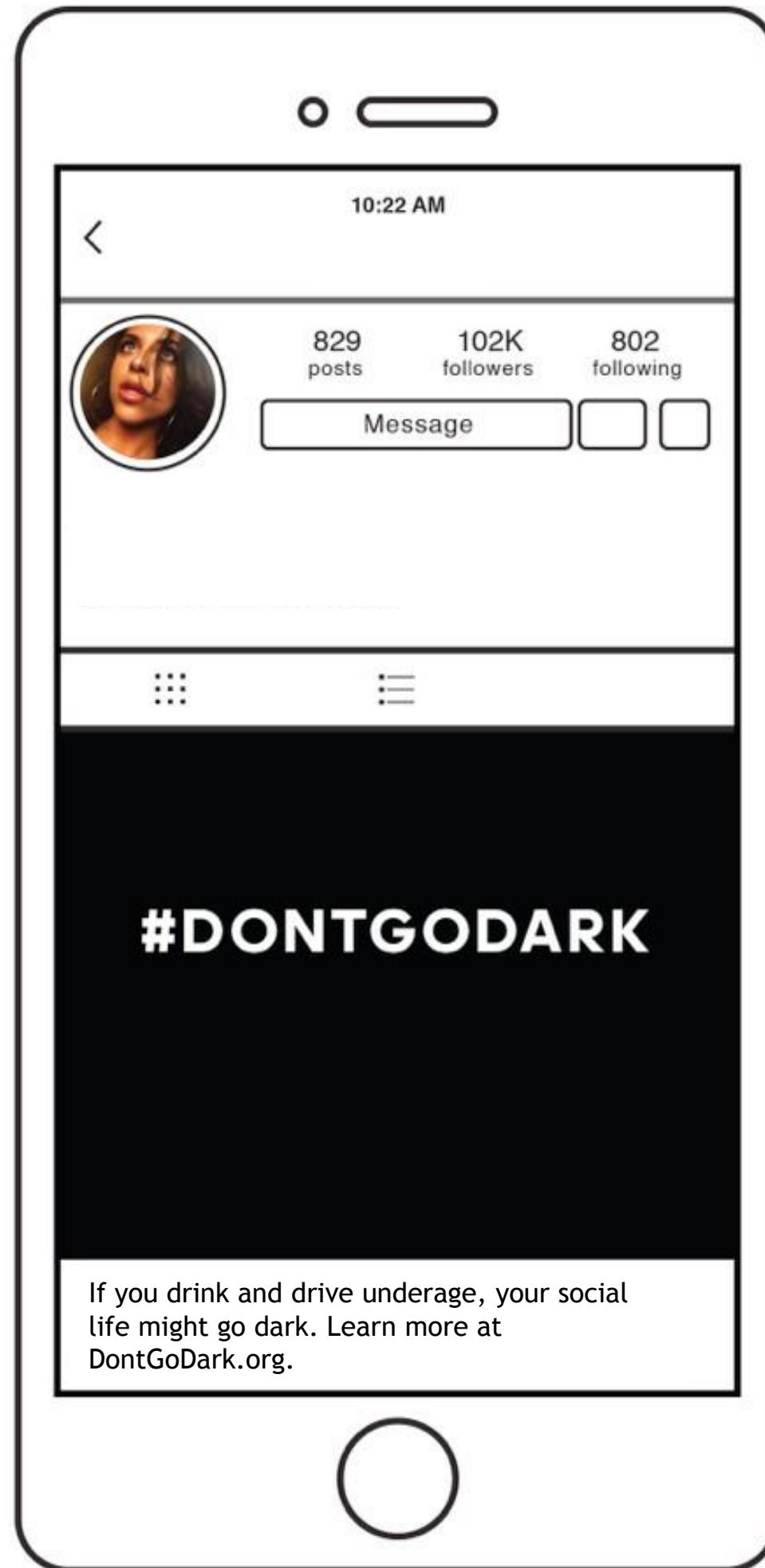
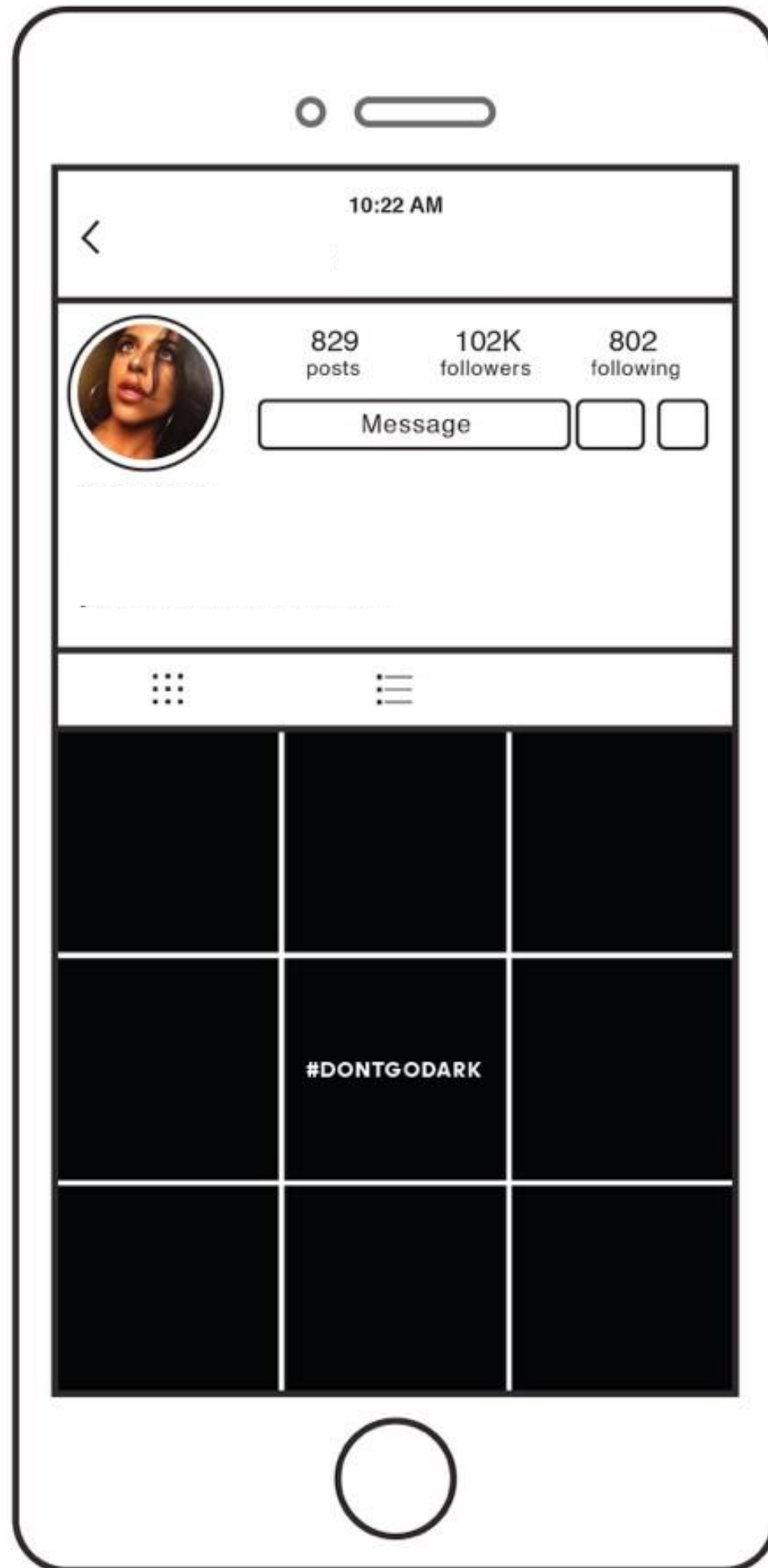
VO: If you drink and drive underage, your social life might go dark.

SUPER: DontGoDark.org

Friend 2 (interrupting) - Hamster vids, bro.

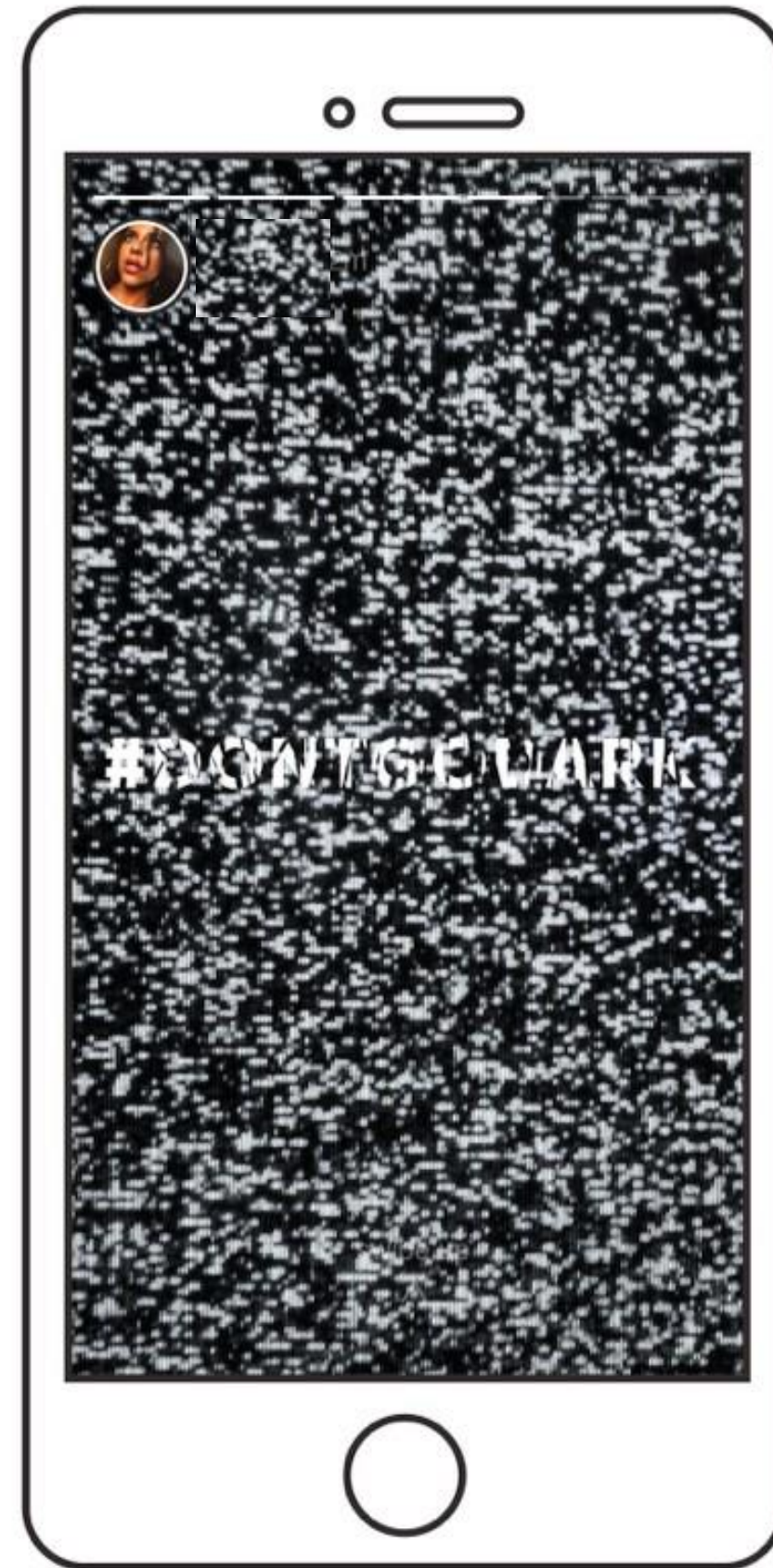
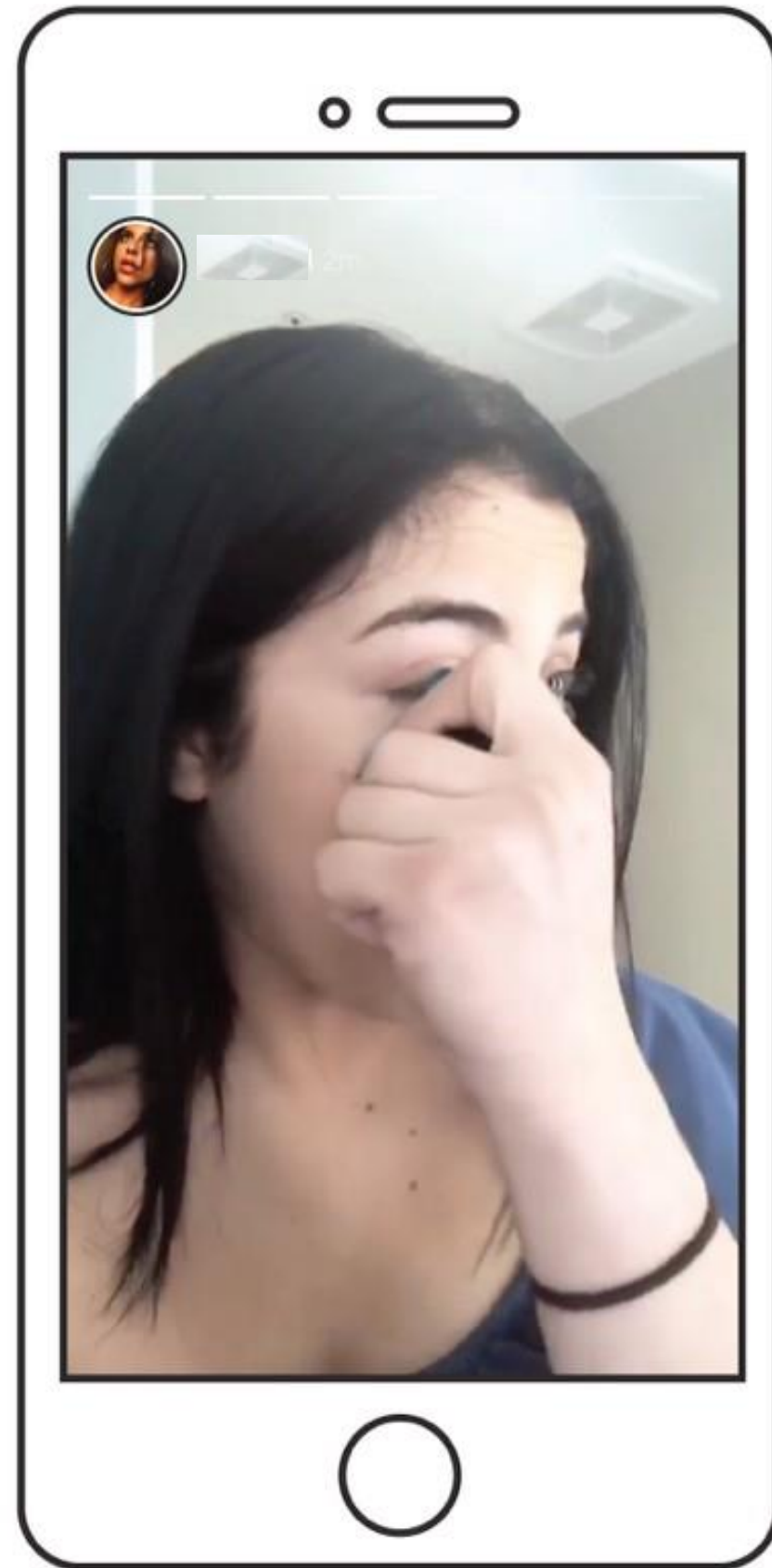
Friend 1 (cont.) -no more hamster vids, nothing.



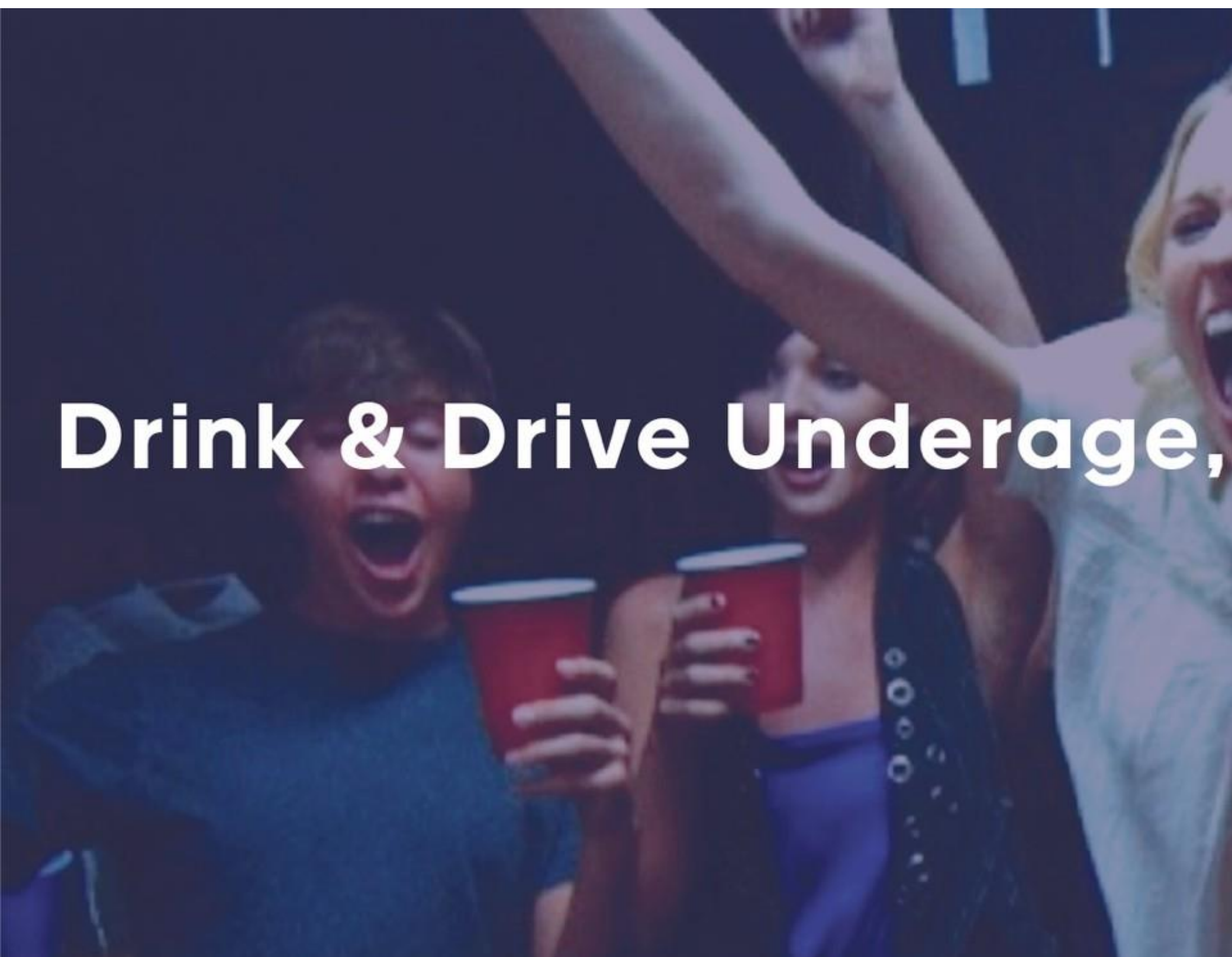


# INFLUENCER INSTAGRAM FEED

# INFLUENCER INSTAGRAM STORIES







**Drink & Drive Underage,**

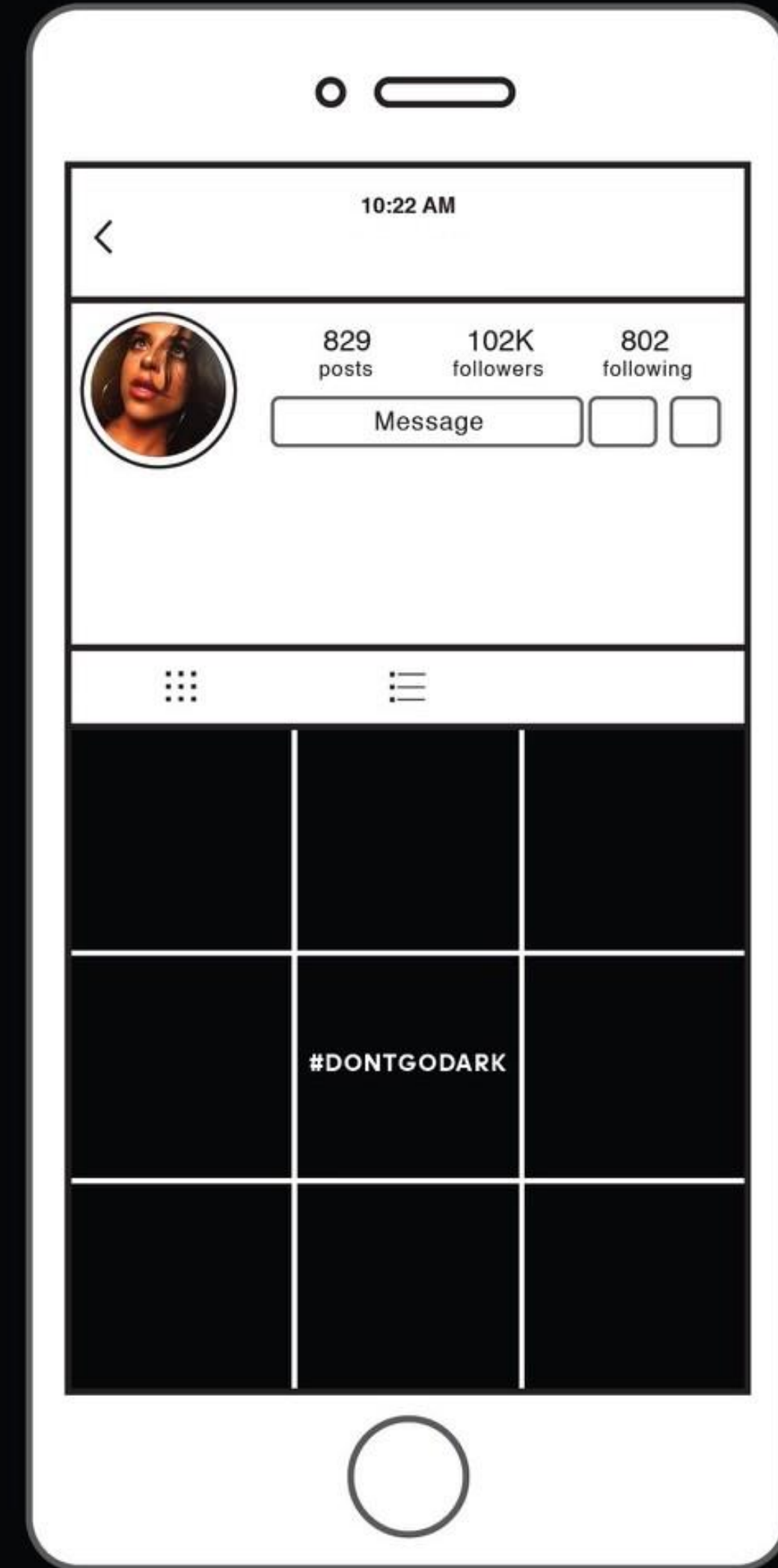
**& your social life will go dark.**



**DontGoDark.org**  

# #DONTGODARK

Make a statement with your Instagram and download the assets.





IDEA 1 Personify FOMO

IDEA 2 EXILE: A movie based on social nightmares

IDEA 3 Don't Go Dark