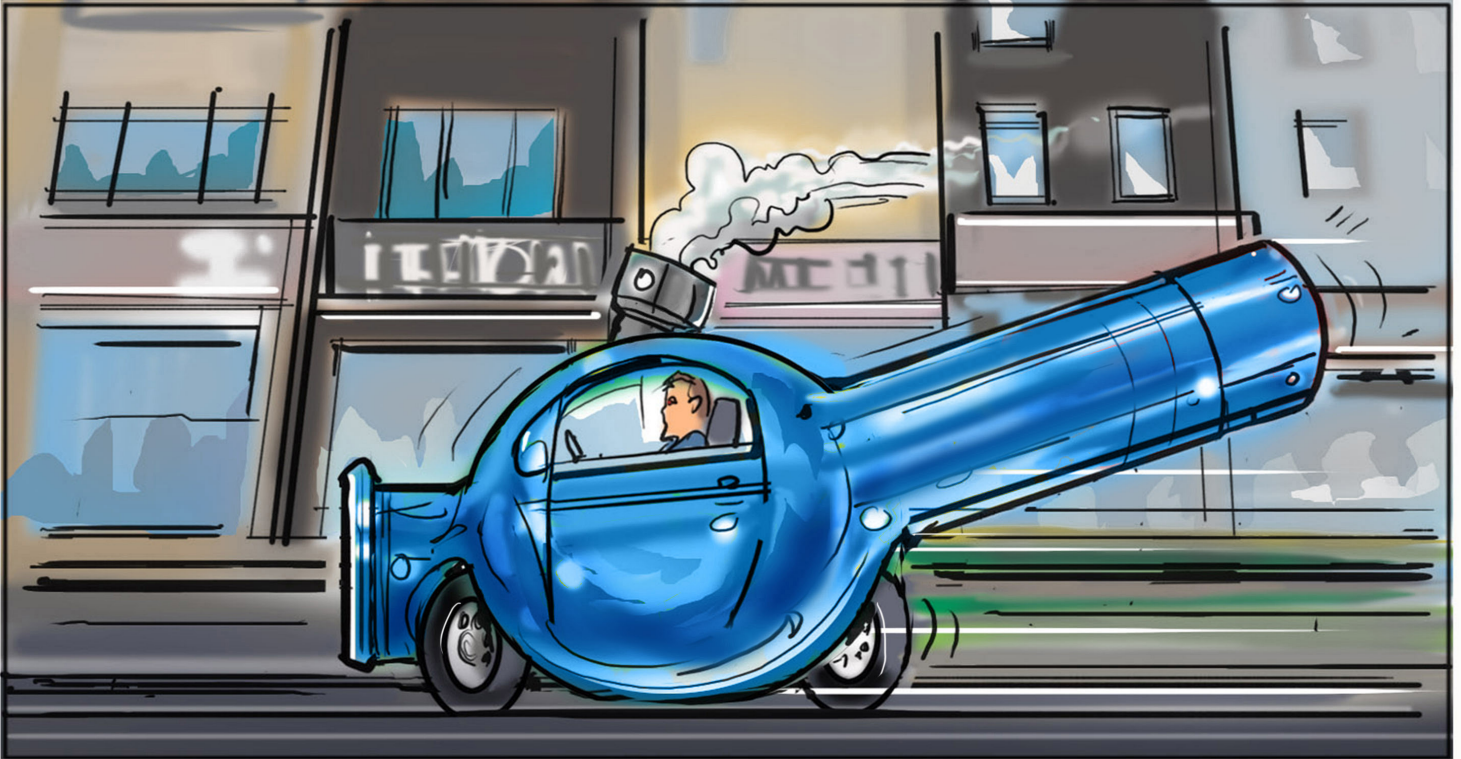


NHTSA DRUGGED DRIVING CAMPAIGN 2016/2017

TITLE: "Bongmobile"
LENGTH: :30
CLIENT: NHTSA



This is a journey of a guy trying to get home driving high.

Open on a car that looks like a bong on wheels driving down the street. We cut inside the bong car and see a high driver. His eyes are red. He looks nervous. He pulls up alongside a cyclist at an intersection.

Cut inside the bong car looking out at the cyclist staring at the high driver as if he did something wrong. This makes the driver more nervous.

Cut to high driver in bong car stopped at a traffic light as a mother and little girl are walking across the crosswalk in front of him.

Cut inside the bong car looking out at the mother and little girl staring strangely at the high driver as they walk across. The high driver gets more nervous.

Cut to high driver in bong car pulling up to highway tollbooth.

NHTSA DRUGGED DRIVING CAMPAIGN 2016/2017

TITLE: "Bongmobile"

LENGTH: :30

CLIENT: NHTSA



Cut inside the bong car looking out to the booth cashier. The cashier takes money from the high driver with a look of disgust on his face. The high driver's nervousness increases even more.

Cut to high driver in bong car at a stoplight next to a sedan driven by an old lady.

Cut inside the bong car looking out at the old lady. She can't help but stare at him as if he is doing something wrong, which pushes the high driver's level of nervousness even higher.

Cut to high driver's POV as his bong car parks in his townhouse driveway. He starts to get out.

Cut to high driver outside his car. As he looks back at his car, we see that he isn't actually driving a bong car, but a normal car. He face now looks relieved to be home without getting busted.

VO: Just because you didn't get caught today, doesn't mean you won't get caught tomorrow.

Card/VO: Driving high never ends well.

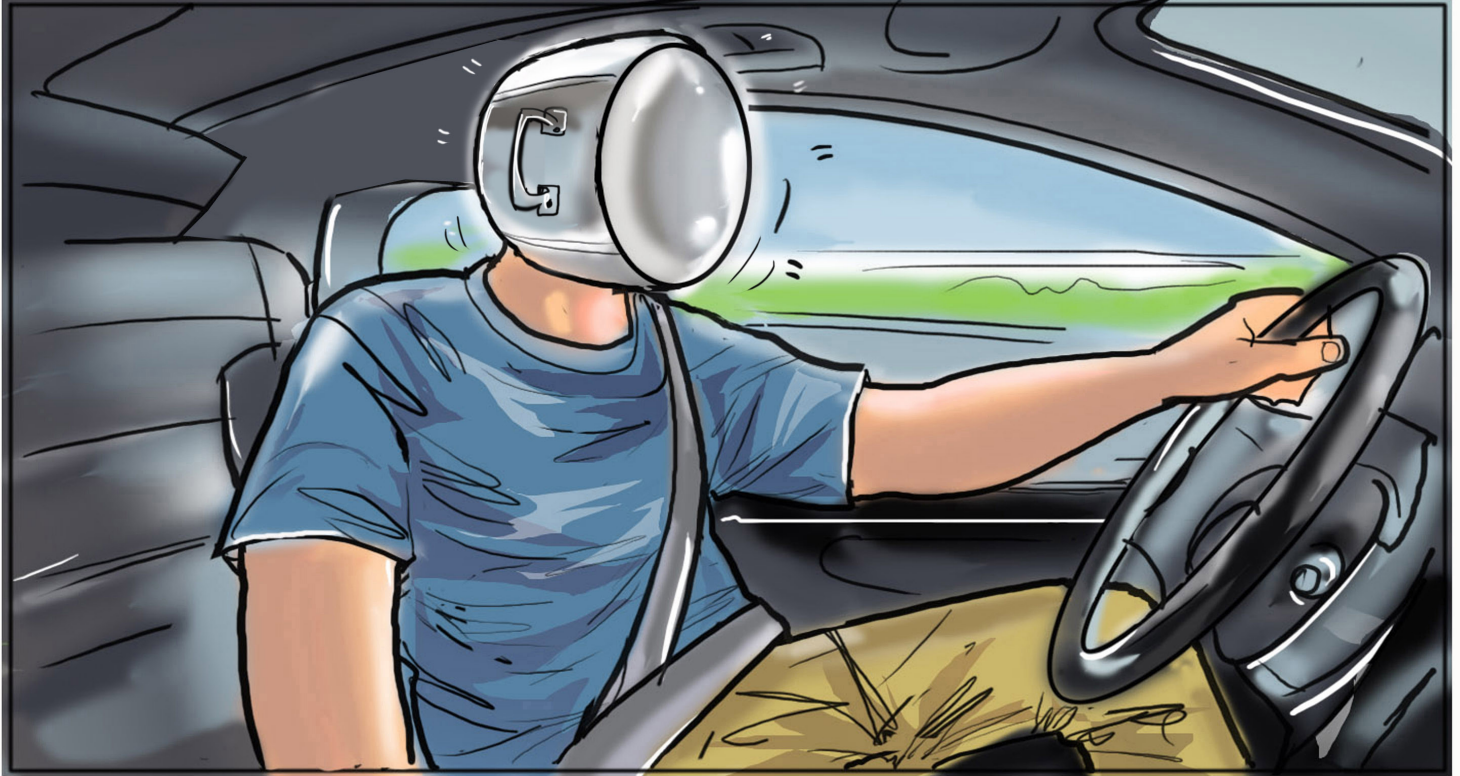
End on theme line logo: Drive safe. Not high.

NHTSA logo

TITLE: "Pothead"

LENGTH: :30

CLIENT: NHTSA



Open inside of a car where we see a young guy (whose head is an actual stainless steel cooking pot) driving along as he happily sways to music blaring from his radio.

From inside the car, we see a driver pass him on his right. She gives him a "Are you serious?" look as she passes him by.

The pothead continues to drive along, swaying to the music.

Next, from inside the car, we see another driver pass him on his right. He gives him a knowing, menacing look and is waving his hands angrily as he passes by.

The pothead continues to drive along, swaying to the music.

We cut wide and see that the pothead is driving really slow, majorly holding up traffic in a single lane road that opens up to a passing lane road at certain points. There is no one in front of him for a long distance, but there are cars backed up behind him for as far as the eye can see.

NHTSA DRUGGED DRIVING CAMPAIGN 2016/2017

TITLE: "Pothead"

LENGTH: :30

CLIENT: NHTSA



VO: Think you're a better driver when you're high? Think again. It's a fact that pot slows reaction time and impairs your ability to drive.

End on theme line logo: Drive safe. Not high.

NHTSA logo

TITLE: "Do Better Drug"

LENGTH: :30

CLIENT: NHTSA



Open on a guy's POV looking up as he's about to get a tattoo. The tattoo artist, who is obviously high, is descending on him with a needle.

Tattoo Artist: (to customer) Nothing to worry about. I just smoked a joint.

Cut to same guy's POV looking at an obviously stoned zip line worker as he is clipping him into a zip line.

Zip Line Worker: Relax. I work stoned all the time.

Cut to same guy's POV looking at an obviously high daycare worker holding his newborn baby just before he walks out the door.

Babysitter: Go on. Your baby will be fine. I smoked some weed before I got here.

Card: If you can do things better when you're high . . . like drive.

NHTSA DRUGGED DRIVING CAMPAIGN 2016/2017

TITLE: "Do Better Drug"

LENGTH: :30

CLIENT: NHTSA



Card: Then everyone can do things better when they're high. Right?

Cut to same person's POV driving off in his car.

VO: Don't fool yourself. Driving high is just bad driving.

End on theme line logo: Drive safe. Not high.

NHTSA logo