



# Impaired Driving



Creative presentation

September 1, 2016

# “MILK” - TV :30

We open on two guys sitting in a living room watching TV. They’ve had a few drinks. They’re buzzed and are feeling hungry. They have a box of cereal on the table, and they both stare at the milk in the fridge.

Man 1: Do you think it’s still good?

A beat of silence.

Man 2: Probably?

Man 1: (Surprised reaction) Probably? You could get sick if you’re not careful. Here...

Man 1 grabs his car keys from the kitchen table. He’s really looking out for his buddy.

Man 1: Let’s go to the store.

Man 2: Wait, are you cool to drive?

Man 1: I’m, uh, yeah, I’m okay.

As they head out the door we super the words “Probably okay, isn’t okay”.

Endcard / Lockup: Logos and “Buzzed driving is drunk driving.”



# “NUTS” - TV :30

A woman and a few 20-something coworkers (male and female) at a restaurant finishing a “wet” lunch. As they leave, there is a bowl of candy. One of the women speaks to the host.

Woman: I have a nut allergy. Can I eat these?

Host: Probably. They, uh, should be nut free.

She looks at it and then at the others.

Woman: Well, I’m not taking any chances. Besides, I think I exceeded my daily calories with the Chardonnay.

She puts the candy back proudly, as one of her friends opens the restaurant door.

Friend: You might have dodged a bullet there. They looked nutty to me. You okay to drive?

Woman: Sure, probably. I think I’m good.

They exit the restaurant.

VO: Probably okay, isn’t okay. Don’t chance it.

Endcard / Lockup: Logos and “Buzzed driving is drunk driving.”



# “THE PROBABLYS” - TV :30

A college guy and his roommate stand in front of the fridge. He holds a jug of milk and sniffs.

Guy: It’s probably good?

Roommate: No way.

Cut to ladies in workout clothes at the grocery store, one holds up a snack for her friend.

Lady 1: It’s probably organic?

Lady 2: *(disapprovingly)* Probably organic isn’t definitely organic.

Cut to a man at an import car shop talking to a mechanic. The mechanic hollers over to a co-worker.

Mechanic: *(Laughing)* Hey Pete, he says he ‘probably changed the oil every 3000 miles.’

Cut to a few friends, who are closing their tab at the bar and heading home.

Man 1: *(clearly drunk)* Who’s driving? I’m pretty wasted.

Man 2: I only had a few. I’m probably okay.

As he grabs a water and chugs it before heading out we super the words “Probably okay, isn’t okay”.

Endcard / Lockup: Logos and “Buzzed driving is drunk driving.”



**WARNING SIGNS**

# WARNING SIGNS 1 - RADIO

VO: Here are some warning signs you might be a little too buzzed to drive:

You're self-consciously keeping both hands on the wheel. And gripping it a little too tightly.

You choose the longer way home because it keeps you on the back roads.

You're seriously considering calling your ex-girlfriend.

What you're really in the mood for is some fried salty thing sandwiched between two other fried salty things.

You start playing dance music, loud, just to keep your eyes open. You hate loud dance music.

In fact, you really think your ex-girlfriend and you should get back together. Maybe even tonight.

The radio commercial for cat food just made you feel a little weepy. Cats are great. Cats are so great.

Okay now you're opening the window but not because you're crying. It's just to stay alert.

You feel fine, just a little fuzzy around the edges.

Oh god, Gina, why did you leave?

ANNCR: That little voice asking you if you're really okay to drive? Listen to it. Probably okay, isn't okay. Take a break, call a friend or jump in a cab. After all, buzzed driving is drunk driving.



# “STARING CONTEST” - TV :30

OPEN ON A WOMAN (THINK KRISTIN SCHALL) IN A T-SHIRT THAT SAYS “WARNING SIGN”. SHE IS AT A RESTAURANT.

WS: Hi! I’m a Warning Sign. I let people know when... oh, gotta go...

SHE RUNS OVER TO A COUPLE WHO HAS PAID THEIR BILL AND ARE LEAVING THEIR TABLE. SHE SPEAKS TO THE GUY.

WS: You think you’re probably sober.

HE NODS.

WS: But you were thinking about taking the back roads home, just in case.

HE DOESN’T RESPOND. SHE JUST STARES AT HIM, UNBLINKING. RELUCTANTLY, HE NODS.

WS: If you’re probably sober, why would you do that?

HE HAS NO ANSWER.

WS: I’m just saying...

THE GUY PULLS OUT HIS PHONE TO GET A CAR SERVICE.

VO: Probably okay isn’t okay. If you’re seeing warning signs, stop, take a cab or call a friend.

Endcard / Lockup: Logos and “Buzzed driving is drunk driving.”



# “MIDDLE OF THE ROAD” - TV :30

We open on a car as it drives down a road at night. The person rolls down the window a bit and turns down the radio.

We cut to the drivers POV. In front of the car, through the windshield, we see a person in the middle of the road. The car comes to a stop in front of her. As the woman walks towards the driver, we see she is wearing a t-shirt that says “Warning sign.” She talks in a very casual way.

WS: Hi. Rolling down the window for some fresh air? Turning down the radio to stay focused? (Points to shirt) Duh!

The person acknowledges it’s true, and looks uncomfortable.

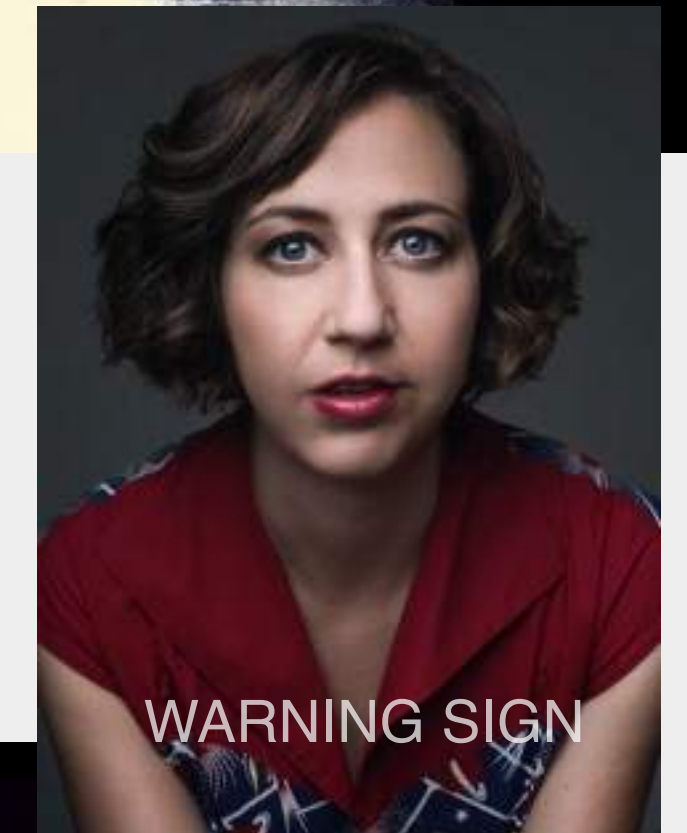
VO: If you’ve just had a couple drinks, the warning signs that you shouldn’t drive may not jump out in front of you.

She continues...

WS: The only person you’re fooling is yourself. A little breeze and keeping Fetty Wap at a low volume isn’t solving anything.

VO: Probably okay, isn’t okay.

SUPER: NHTSA logo  
Buzzed driving is drunk driving





# “PREP” - TV :30

OPEN ON A GUY LEAVING A WORK PARTY. WE DON'T SEE SIGNS OF HIM LOOKING DRUNK OR EVEN BUZZED. HE GETS IN HIS CAR. BEFORE HE STARTS IT, HE TAKES A SWIG OF WATER, AND ROLLS DOWN THE WINDOW.

WS: Hi!

STARTLED, HE LOOKS OVER AND SEE A WOMAN (THINK KRISTIN SCHALL) IN A T-SHIRT THAT SAYS “WARNING SIGN” SITTING IN THE PASSENGER SEAT.

WS: Hoping for a crisp breeze through the window to keep you alert?

HE STARTS TO SHAKE HIS HEAD, BUT IS INTERRUPTED BY ANOTHER WOMAN. IT'S ALSO OUR WARNING SIGN WOMAN, IN THE BACK SEAT.

WS 2: Oh, oh, he took a swig of water too!

HE NOW LOOKS CONCERNED, REALIZING IT'S TRUE. PAN TO A THIRD GIRL IN THE BACKSEAT.

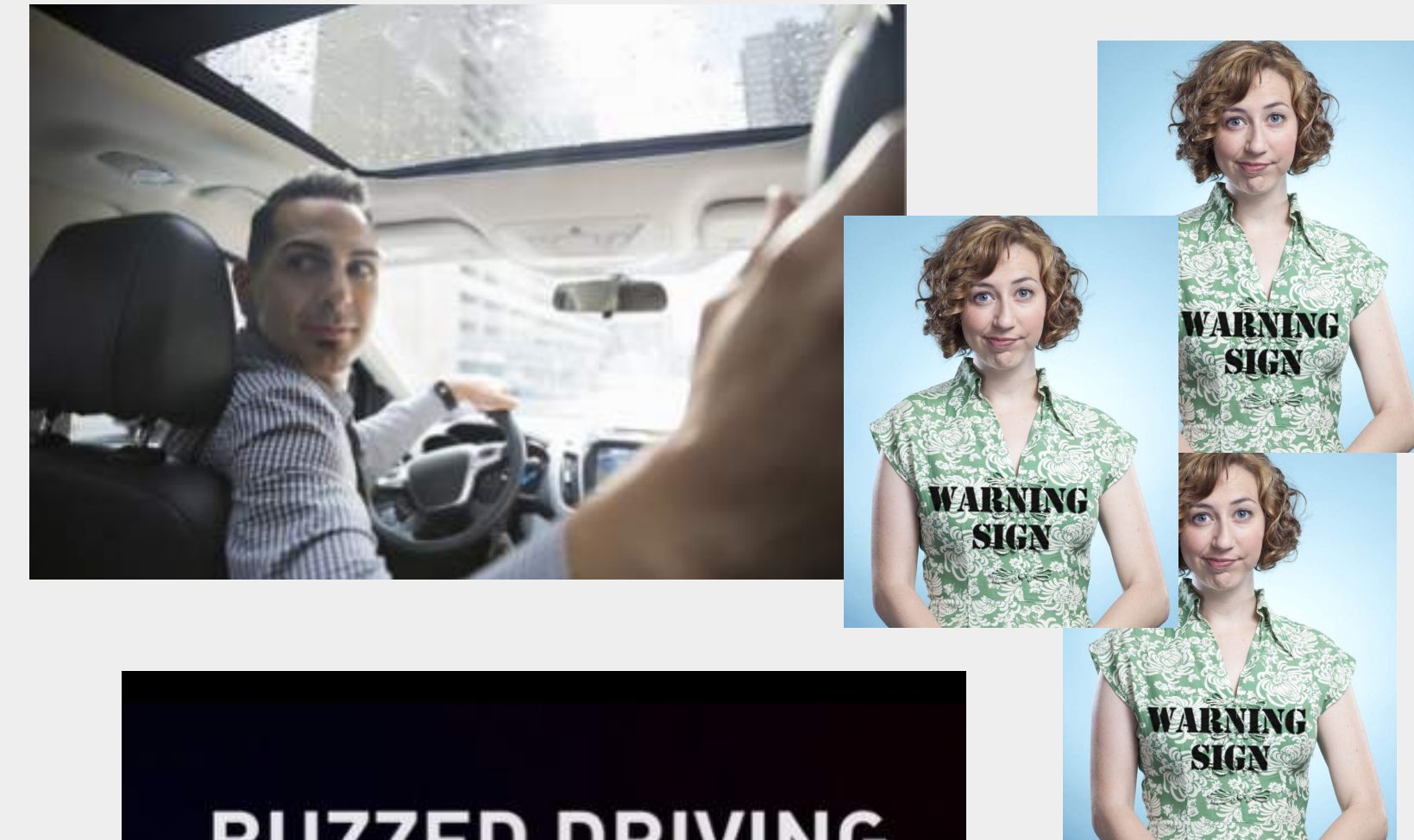
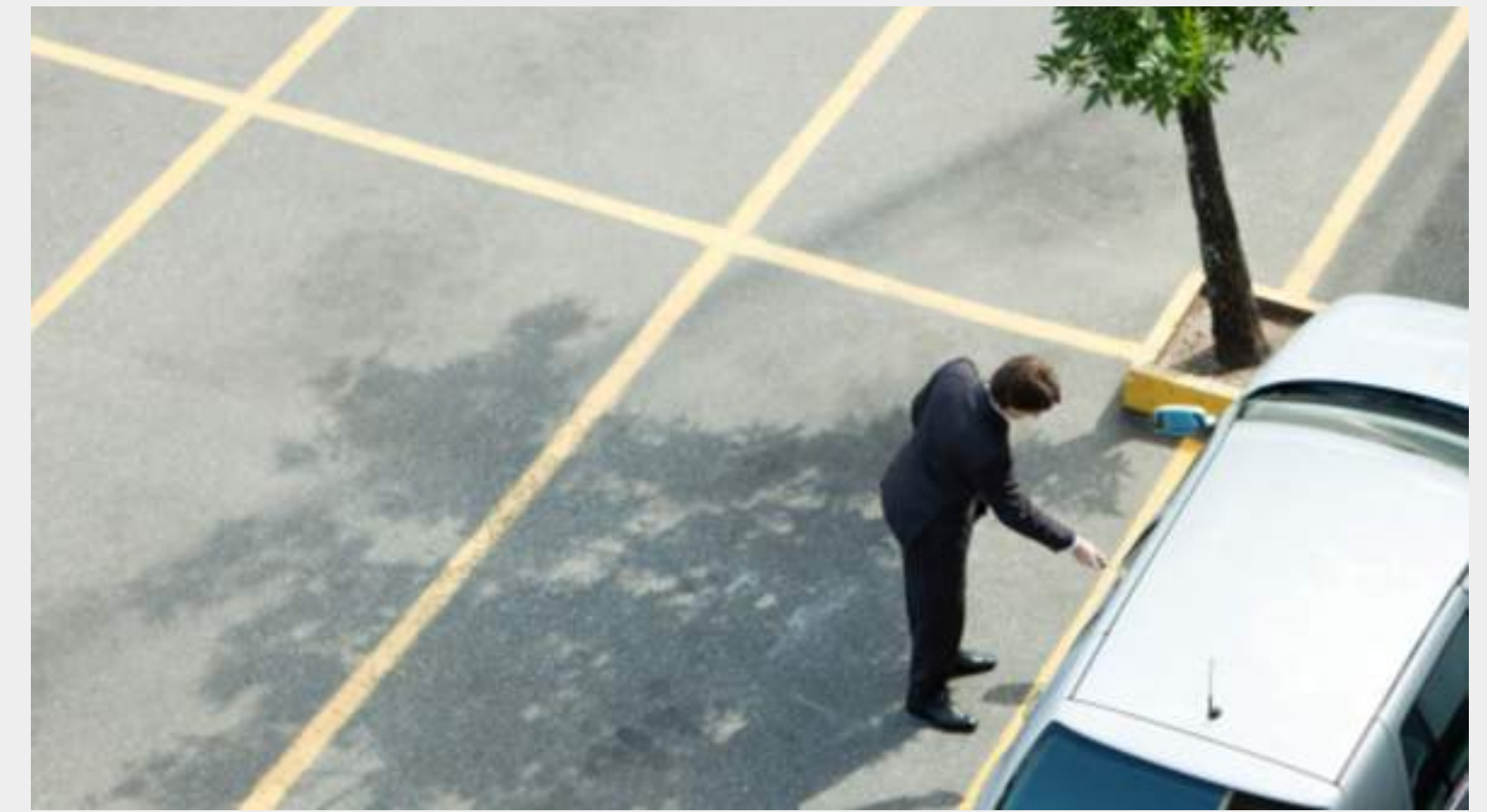
WS 3: You were going to turn up the music really loud too, right? Right?

HE NODS AND GETS OUT OF THE CAR. WE SEE HIM MAKING A CALL.

WS 3: (From inside car.) I knew it! I knew it!

VO: Probably okay isn't okay. If you're seeing warning signs, stop, take a cab or call a friend.

Endcard / Lockup: Logos and “Buzzed driving is drunk driving.”



# “DANCING” - TV :30

OPEN ON A GUY AT THE BAR, NEXT TO THE DANCE FLOOR. HE LOOKS RELAXED AND SHOWS NO SIGNS OF BEING DRUNK. SUDDENLY A WOMAN (THINK KRISTIN SCHALL) IN A T-SHIRT THAT SAYS “WARNING SIGN” SITS DOWN RIGHT NEXT TO HIM.

WS: Hi!

HE LOOKS AT HER, A LITTLE SURPRISED.

WS: You were thinking about dancing.

HE GIVES A SLIGHT NOD.

WS: You hate dancing.

HE NOD AGAIN, SLIGHTLY.

WS: You think you're sober, you have to get home soon, yet you're considering dancing.

THE GUY PUTS HIS HALF FULL DRINK ON THE BAR AND PUSHES IT TO THE BARTENDER.

WS: You weren't thinking about texting your ex too, were you? Tell me you weren't thinking about that!

VO: Probably okay isn't okay. If you're seeing warning signs, stop, take a cab or call a friend if you need to.

Endcard / Lockup: Logos and “Buzzed driving is drunk driving.”



PRINT EXECUTIONS

**PROBABLY  
OKAY,  
ISN'T  
OKAY**

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**NHTSA**  
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

**BUZZED DRIVING IS DRUNK DRIVING.**

**PRETTY  
SOBER,  
ISN'T  
SOBER.**

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**"Probably okay"  
ISN'T OKAY**

**NHTSA**  
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

**BUZZED DRIVING IS DRUNK DRIVING.**



**PROBABLY OKAY  
WON'T STAND  
UP IN COURT.**

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**"Probably okay"  
ISN'T OKAY**

 **NHTSA**  
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

**BUZZED DRIVING IS DRUNK DRIVING.**



**PROBABLY OKAY  
IS POSSIBLY  
DISASTROUS.**

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**"Probably okay"  
ISN'T OKAY**

 **NHTSA**  
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

**BUZZED DRIVING IS DRUNK DRIVING.**

# THINKING ABOUT TEXTING YOUR EX? YOU'RE PROBABLY NOT OKAY TO DRIVE.

**"Probably okay"  
ISN'T OKAY**  **NHTSA**  
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

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**BUZZED DRIVING IS DRUNK DRIVING.**

DIGITAL AND SOCIAL  
THOUGHTS

# BUZZFEED LISTS

## 5 signs you probably shouldn't drive...

- You roll down the window to “stay alert”.
- You text your ex girlfriend.
- You take a back road home.
- You text your ex again.
- You are playing Harry Connick Jr. at full volume.

## 5 dumb lies we tell ourselves before driving buzzed...

- I drank a lot of water, I'm fine.
- I'm a better driver when I'm buzzed.
- The back roads are cop free.
- Loud music helps me stay alert.
- I am really good looking.



# #IAMOKAY

One thing to consider is the value of celebrating people who do make the right decision and find another way home when they've been drinking. We could start the behavior of using #IAMOKAY when you opt to have somebody else drive you.

And by being smart, and doing the right thing, you're entered to win free things. For instance, Travis Kalanick will personally pay your Uber bill for a year.

**DRINKING WATER DILUTES  
YOUR BUZZ.**

And other lies at [probablyokay.org](http://probablyokay.org)

**BREATH MINTS CAN FOOL A  
BREATHALYZER.**

And other myths at [probablyokay.org](http://probablyokay.org)