

THINGS GET REAL

Open on a house party with a diverse group of friends. A guy on the couch says goodbye to a couple of his friends then turns his attention to the TV.

Cut to group of people in an apartment. They're talking and laughing. The camera zeros in on woman looking very mellow who sits and pets the dog beside her.

Cut to a third group of friends standing and talking in a living room. One guy moves to sit down with his girlfriend and the camera follows him.

Cut to a group of friends at a bar all talking and having fun as couple people say goodbye. The camera zeros in on a guy sitting on stool looking drunk.

VO: If you've been smoking marijuana or drinking with your friends, remember...

One by one, we match cut our four people sitting down to them behind the wheel driving impaired. They have friends with them in their cars.

VO: ...things get real if you get behind the wheel.

Cut to the first guy crashing his car into an oncoming car.

FEEL DIFFERENT

Open on a man talking to his girlfriend as he slowly gets into a car. He's obviously drunk and in no condition to drive.

Cut to a couple of kids in the backseat. The camera moves to the mother looking high as she drives.

VO: Marijuana and alcohol make you feel different.

Cut to four friends talking and laughing in a car. The driver looks too drunk to drive. He swerves and startles the two people with him.

Cut to guy driving slowly and looking barely aware. His girlfriend next to him nudges him.

Cut to a driver who looks high as he drifts across the road and slams into a car.

VO: And if you feel different, you drive different.

OPEN ROAD

Open on a car full of 20-somethings piled into a convertible at night in front of a bar. They're smiling, laughing, having fun. It's the quintessential driving scene that exaggerates the good times we have driving in our cars with our friends.

As the driver pulls away, a VO begins talking.

VO: Ahhh, the open road.

We cut to another stereotypical happy driving shot.

VO: The feeling of wind rushing through your hair.

We cut to another stereotypical happy driving shot.

VO: The feeling of happiness all around you.

We cut to another stereotypical happy driving shot and now see weed smoke circling throughout the car.

VO: And the feeling of marijuana and alcohol...

The car veers and crosses the middle line, getting the attention of a police officer, who pulls out and turns on lights and siren.

VO: ...ending it all. Don't drive if you feel different. Because if you feel different, you'll drive different.

GAME OVER

This spot shows a video game being played from the player's POV.

Open on tight shot of a video game screen where we see a 20-something couple sitting in a car on a street where there are a lot of bars and restaurants. It's framed so we can see someone holding the controller, with the TV in the background. The player presses the button and the game starts.

The car starts driving. We see power-ups in the corner (objects that instantly benefit or add extra abilities to the game character).

The player presses a button and the alcohol power-up icon flashes causing a can of beer to appear in each of the couple's hands, implying consumption. This makes the car swerve over the center line a little bit. The player regains control of the car and steers it back into its lane.

The player presses a button on the controller again and the weed power-up icon flashes. This causes a blunt to appear in the couple's hands, implying consumption. This makes the car swerve over the center line again. This time, it's a little more difficult for the player to get the car back over in his lane and gets the attention of a nearby police cruiser.

We match cut on same scene — from video game to reality, and the driver starts to get pulled over.

SUPER: Game Over

VO: Driving impaired isn't a game. Alcohol and weed make you feel different. And if you feel different, you'll drive different.

BAD DIRECTIONS

Open on a 20-something couple in a car pulling away from a bar. We can see marijuana smoke floating inside the car.

Guy: (to GPS) Directions to Old City Brewery.

GPS: Turn left in 1000 feet.

The guy gets into the left lane.

GPS: Make that a right. Sorry, I'm a little buzzed.

The couple looks weirdly at the impaired GPS.

GPS: What? You think you two are the only ones who smoked a blunt and had a few drinks tonight?

The driver slows down and gets ready to turn right.

GPS: Wait, not this right.

The driver speeds back up.

GPS: It's the one after the red light you're about to run.

The young man looks up to the red light then sees a police cruiser in his rearview mirror. Lights and siren engage.

VO: Alcohol and weed make everyone feel different. And if you feel different, you'll drive different.

SLIGHTLY DIFFERENT

Open up on a regular guy, driving his car. He's got a girl in the front, and one of his buddies in the back. They've got the music on in the car, but it's slightly off-beat.

VO: You're not drunk. You're not high.

We see over the driver's shoulder at the road ahead, everything looks pretty normal. But they stop at a stop sign, and it's actually a hexagon, and the letters read SOTP.

VO: You know your limit.

Cut to outside the car, there are two solid lines and one dotted line. Car passes by a blue fire hydrant. Multiple subtle "differences" start to pop up, many of them you don't notice at first.

VO: You only feel a little different.

Cut back to the guy in the car, we see the girl next to him wearing a red shirt. Again, cut over his shoulder and the clock on the dash says: 3:74. Cut to speedometer, there are two needles. On the gas gauge, the E is where the F should be.

VO: You see things a little differently. You react a little differently.

Cut back to the driver, he's laughing along with the passenger girl. Now she's wearing a blue shirt.

VO: But you never know...when that little difference...

They pass under a stoplight where the light is green, but the green light is on the top. They run a red light, barely missing an oncoming car. Suddenly, blue and red lights from a police cruiser are in their rearview mirror. Screen goes black.

VO: ...could be a big mistake.

SUPER: If you feel different, you'll drive different.