

Buzzed Driving Year III: Creative Refresh

Texts From Your Sober Self

Each vignette will start with an establishing shot of someone representing the target audience in an environment with alcohol. The focus will be to set the scene, while then panning to the person's phone screen as they receive texts from "Your Sober Self." One-by-one they will receive a series of comedic texts. Shots of text messages will be intercut with reaction shots of the person, always closing with a reminder to make sure to get a ride or call a car, leading straight to an end card that reads "Listen to your Sober Self" then animating into "Buzzed Driving is Drunk Driving."

1. Warning Sign: Overspending

Intro Scene: Tom, a young guy in casual clothes, settles at a table for happy hour with coworkers in a dive bar.

Tom says, "Alright, drinks are on me!" His colleagues respond enthusiastically as he receives a text and looks down at his phone:

"Really...?!? I thought we weren't going to do this again man."

Cut to a tight shot of the drinks being clinked together in cheers. We hear the sound of a text notification and cut back to his phone:

"Remember how we realized when we're buzzed we literally become the oonly one buying for the group?"

Close-up on Tom's face as he has his moment of realization that he's buzzed. We apply a "buzzed epiphany" treatment to the video (a zoom / freeze frame and "ding" sound effect) on Tom accompanied by text that reads "Buzzed Warning Sign #6: Overspending." The same treatment could be enlisted across the entire series to signal the epiphany people get when they realize they're buzzed. [Example](#)

"Yup, there it is."

1. Warning Sign: Overspending

Tom signs the check and slides his credit card into his wallet. He mumbles to himself, “And away you go” (in reference to his credit card).

“Atta boy, way to be strong  Let’s keep those smart decisions coming and call a ride later too.”

In the background we hear a friend chant, “Next Bar!! Playing off of the energy of the room, Tom adds, “So, who’s trying to split a ride to the next bar?” His coworkers hands shoot up in solidarity, he says “Alright then, better order a couple.”

End Frame (VO): Listen to your Sober Self. Buzzed Driving is Drunk Driving.

ALT VO (to test):

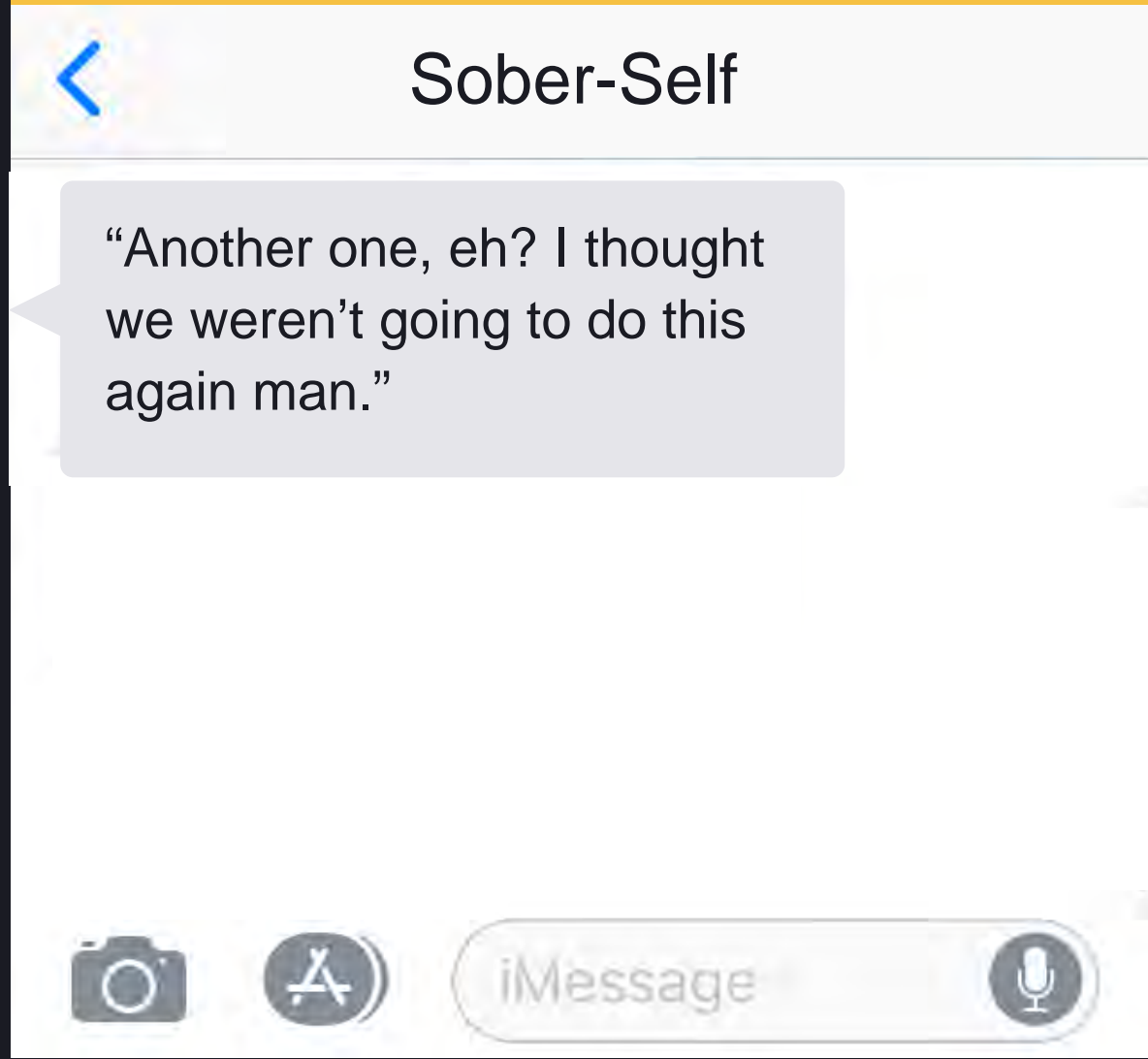
If you see a buzzed warning sign, call for a ride. Buzzed driving is drunk driving.

Know your warning signs. Buzzed Driving is Drunk Driving

One



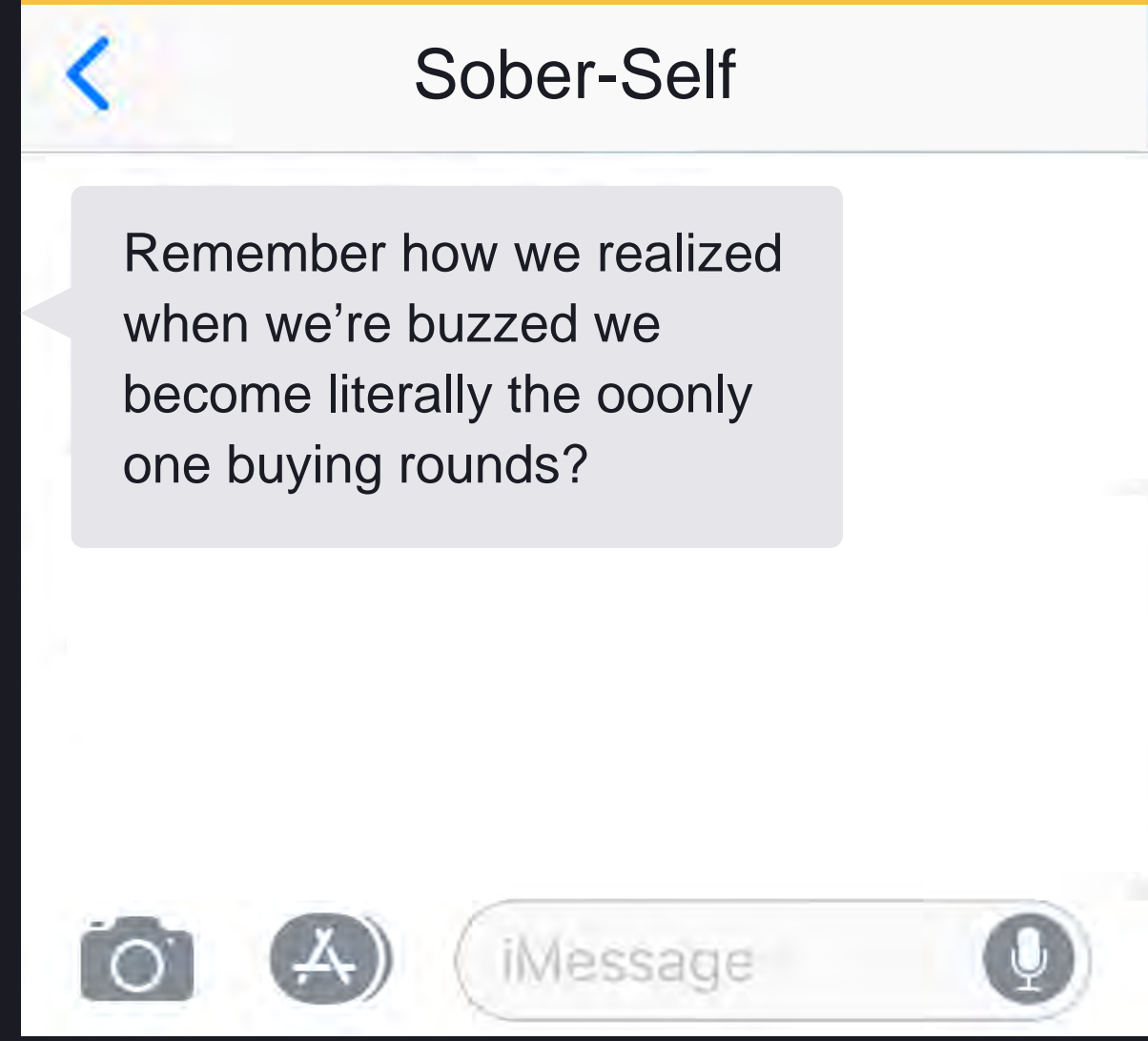
Two



Three



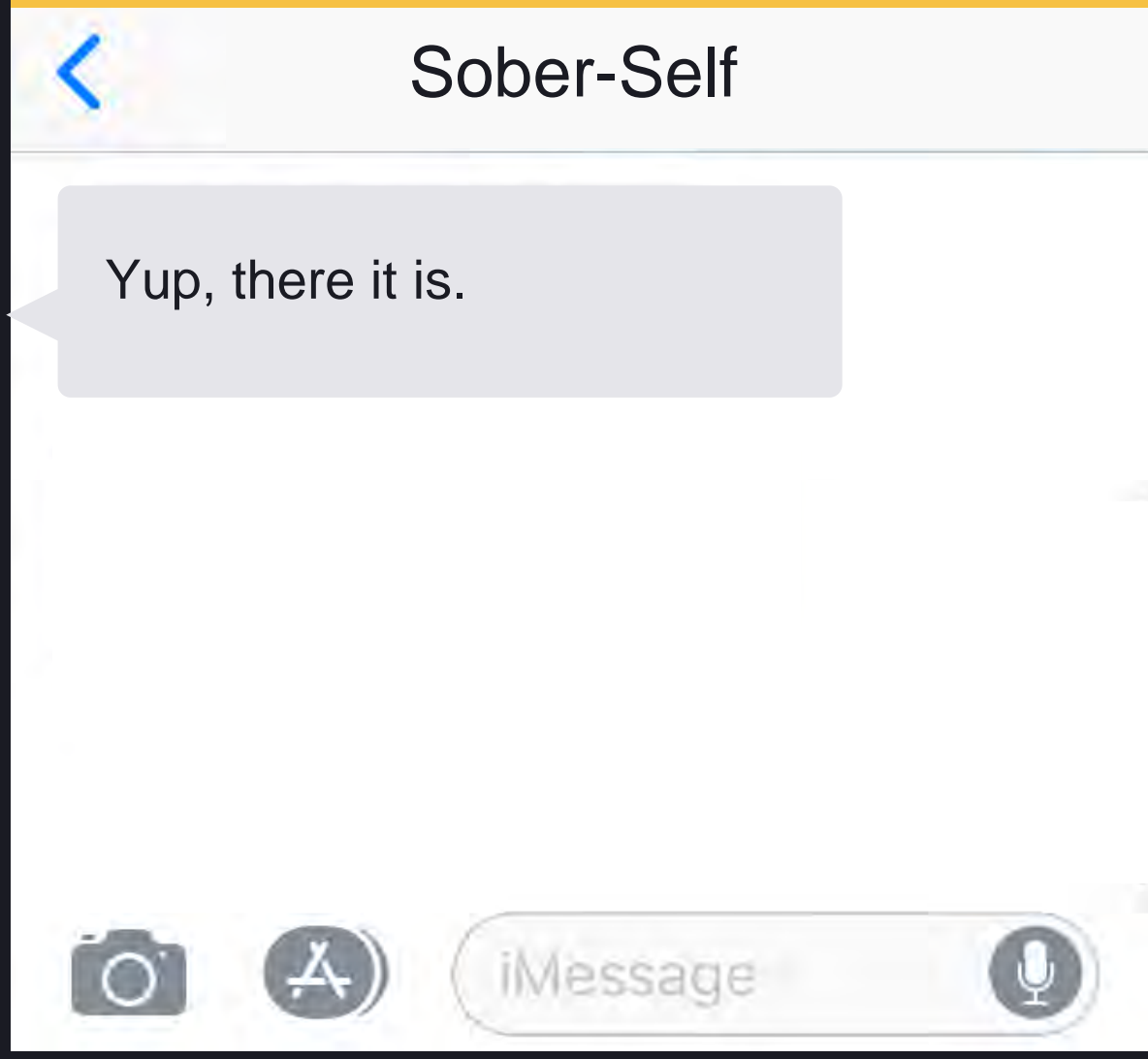
Four



Five



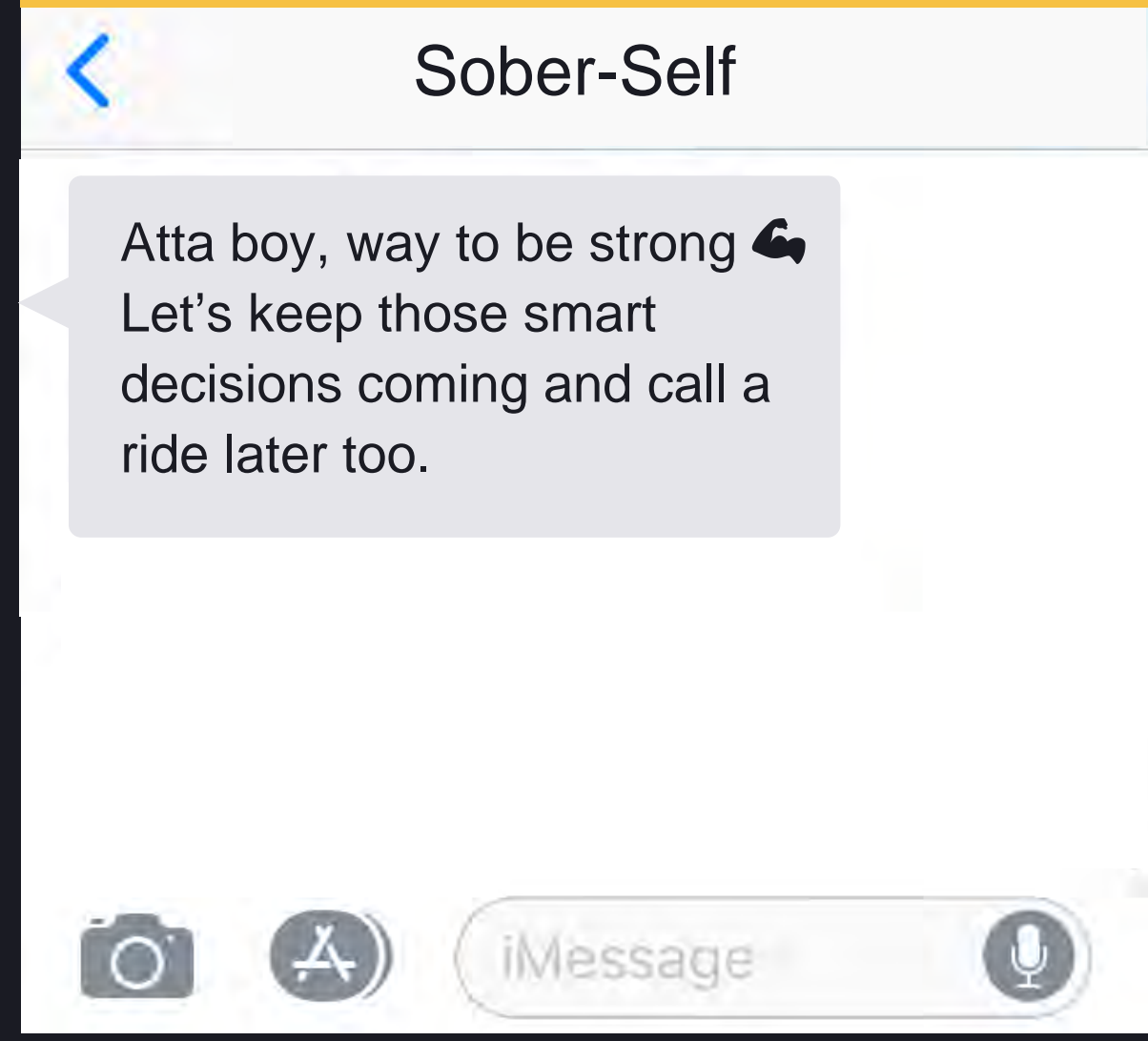
Six



Seven



Eight



2. Warning Sign: Trying to Sober up

Intro Scene: Blake is at a bar with a few friends. The table has several empty glasses on it. He picks up his jacket, getting ready to go, and throws back an aggressively large handful of nuts from the bar. We hear his phone ping as he gets a text.

“Ehem, we both know what you’re doing.”

Blake shakes it off and downs a glass of water.

“You had a little more than you thought you would, and now you’re trying to quickly sober up to drive.”

As we pan up from the phone, Blake is now in the bathroom and proceeds to splash water on his face. We hear his phone go off again.

“Been here. Done this. It isn’t gonna work, man.”

Blake stops and looks at his phone. We apply the “buzzed epiphany” treatment as he responsibly realizes that he shouldn’t be driving

“So shall I call the ride, or you?”

2. Warning Sign: Trying to Sober up

Blake smirks as he goes to open the ride app from his phone.

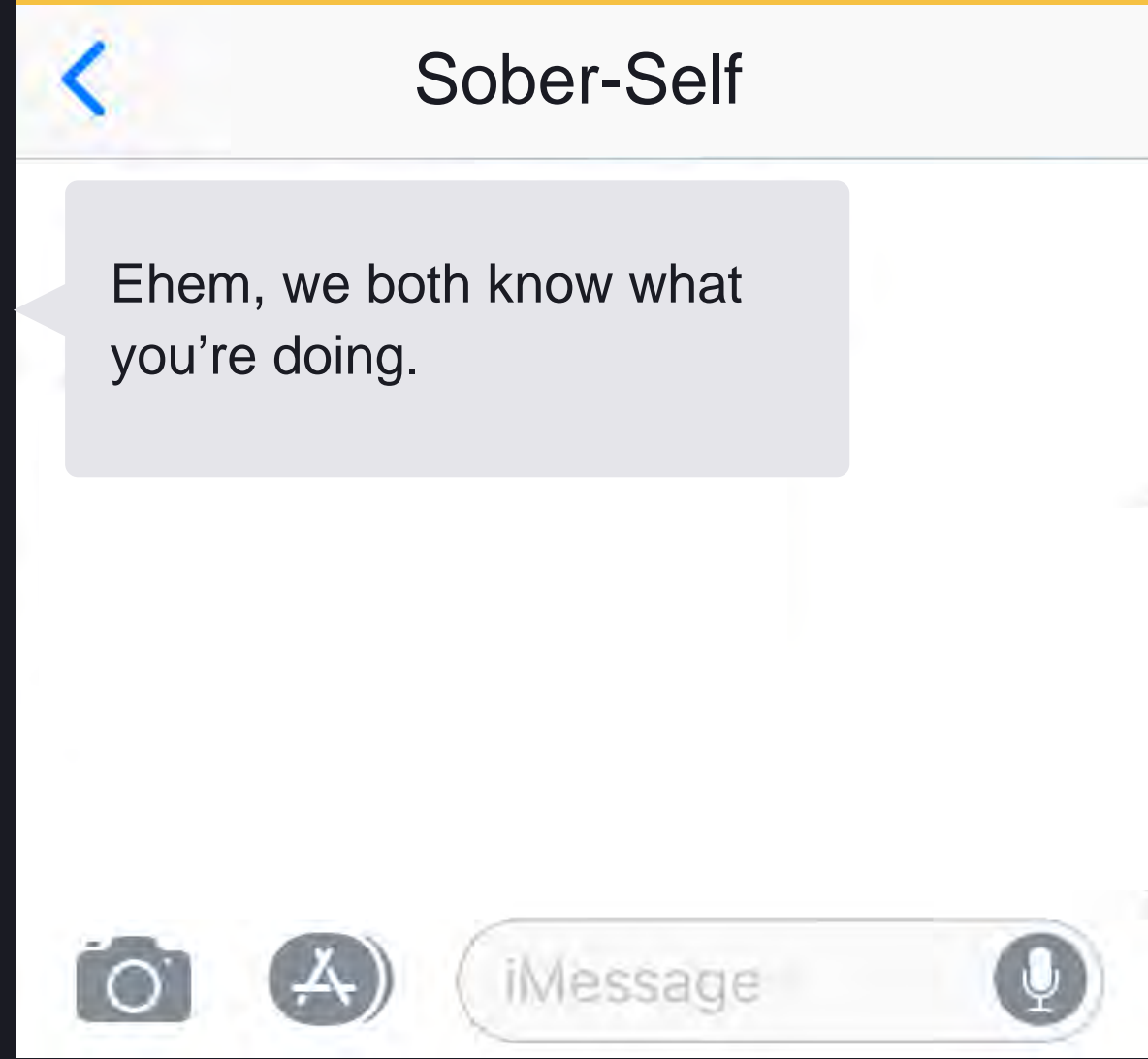
End Frame: Listen to your Sober Self. Buzzed Driving is Drunk Driving.

ALT VO: If you need to do something to be okay to drive, you're not okay to drive. Buzzed Driving is Drunk Driving.

One



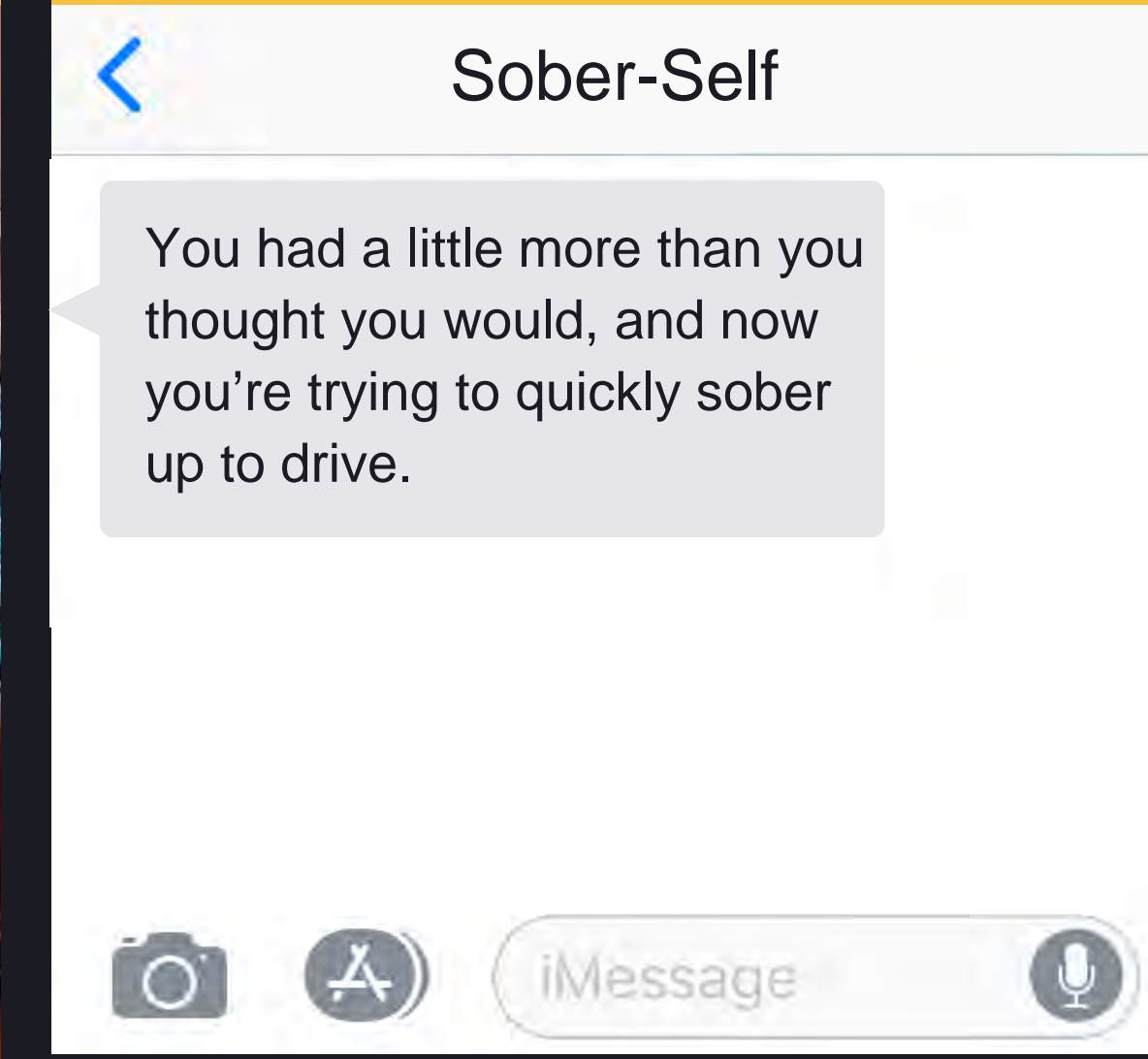
Two



Three



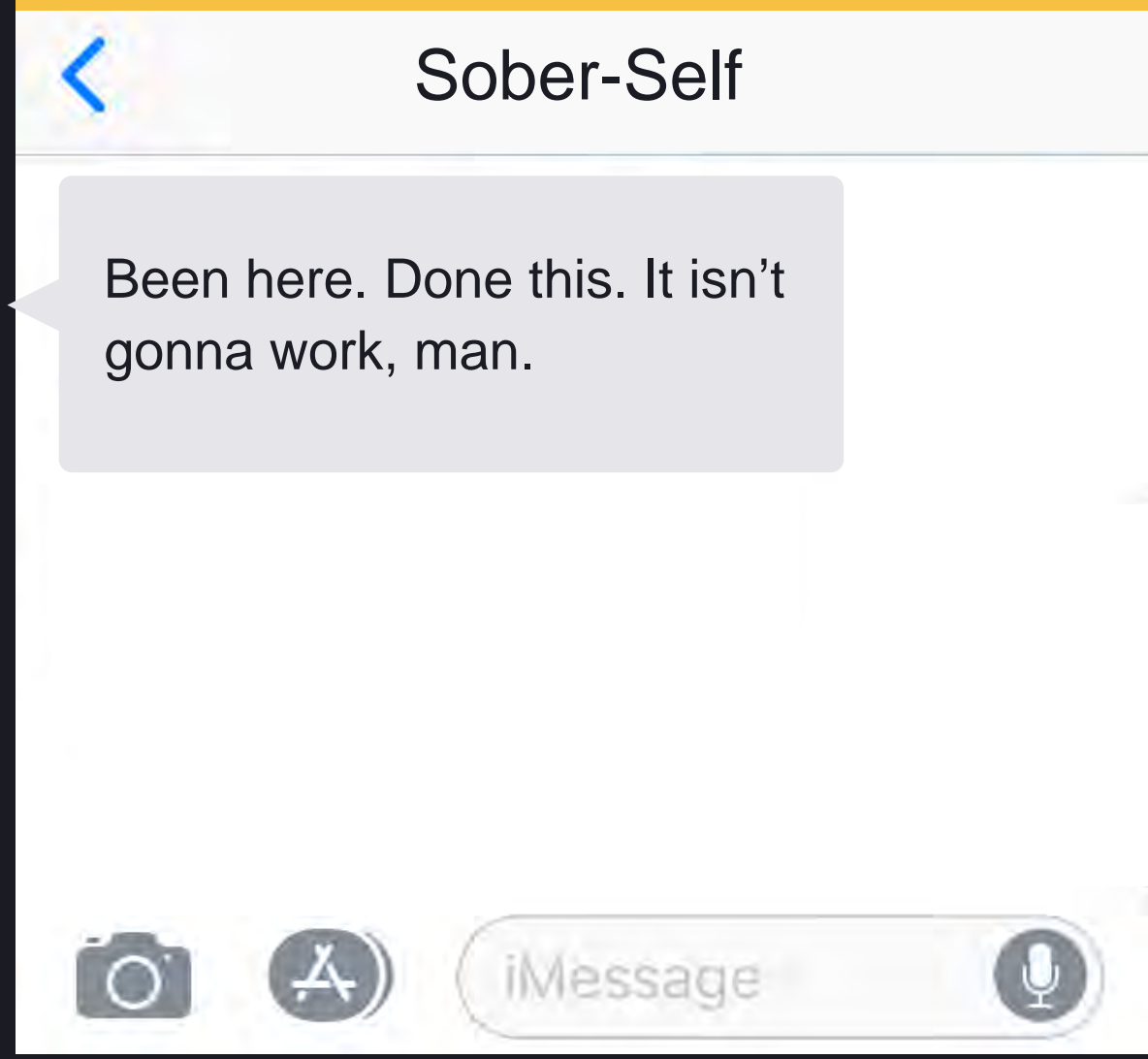
Four



Five



Six



Seven



Eight



3. Warning Sign: Food Cravings

Intro Scene: Jack is at his buddy's house, gaming with three friends. They all have controllers and are facing a TV screen while talking and playing, surrounded by beer and snacks. Suddenly everyone cheers, high fiving Jack as he rewards himself with a bag of chips. We hear a ping as Jack gets a text message.

“Killing the game 🖐️ Keep it up. ”

He goes to empty the full bag of chips in his mouth when his phone pings again.

“You're also killing those chips. Remember how we realized we get chip crazy when we're buzzed?”

Jack looks down at the empty chip bag in front of him. We apply our “buzzed epiphany” video treatment accompanied by Buzzed Warning Sign #7: Food Cravings as he realizes that he's buzzed.

“That's right. Ya buzzed, son.”

Jack turns to his mates and says, “Hey Sean, do you mind if I leave my car here? I'm gonna call a car later.”

3. Warning Sign: Food Cravings

“Making good choices, proud of you”

Jack shakes his empty chip bag and says, “Also we need more chips!”

“Well, mostly”

End Frame: Listen to your Sober Self. Buzzed Driving is Drunk Driving.

ALT VO (to test): Buzzed driving is drunk driving. If you see a buzzed warning sign, call a ride when the night’s over.

Sobering Up: Fails, Follies and Fables

We enlist a storybook style and approach to revisit classic remedies people have passed down and adopted in an attempt to sober up.

Framed as historical “buzzed stories”, excerpts will include a catalogued story number and include both a written description and treated illustration** of each buzzed warning sign.

For this execution, each outlined method of attempted sobriety is a clear and definitive buzzed warning sign in itself.

VO / End Card will further reiterate messaging.

****note:** Character illustrations will veer away from the oft used Victorian / Monty Python character style (ex: [Hendrick's Gin](#)) in favor of a more contemporary aesthetic.



Buzzed Story #218: Waterboy

We open on the cover of a classic, worn storybook entitled “Sobering up: Fails, Follies and Fables.”

Our book magically opens, pages flutter and we land in the middle of the open book on “Buzzed Story #8: Waterboy” with accompanying illustration of a contemporary young man at an empty table laboring over a pitcher of water - we see multiple glasses, some spilled, of varying aquatic volumes.



Text to left dissolves onto page in time with VO as 2d animation of our character comes to life.

VO: “After a gathering of his work fellows at a local tavern, Young Lewis became aware that he might be unfit to drive home. Acknowledging he was indeed “Buzzed,” he tried to remedy the situation with several pitchers of cold water. Hydrated, bloated and still buzzed, Young Lewis recognized this failed attempted remedy as a warning sign, finally opting to forgo this water torture in favor of arranging for transport home when he pleased.

End Frame: If you need to do something to be okay to drive, you’re not okay to drive. Buzzed Driving is Drunk Driving.