

**IF YOU FEEL DIFFERENT
YOU DRIVE DIFFERENT
DRIVE HIGH GET A DUI**



Tombras

CULTURE **ONE** WORLD

Drug Impaired Hispanic |  **NHTSA**



No Matter



We will see a series of guys on a plain black background. They will be visibly high and surrounded by smoke. Holding a joint, side table with a bong, and a plate of edibles will be in the scene as well. Each uses a different term for “marijuana” in Spanish proudly proclaiming it as the word they use in their country-of-origin or culture. This insight came from the last round focus groups where the final discussion about terminology really united the group in a discussion about the topic.

We end with a strong message that “sobers” the environment.

MAN 1: **MOTA**

MAN 2: **MARIA JUANA**

MAN 3: **PASTO**

MAN 4: **CHURRO**

MAN 5: **HIERBA**

MAN 6: **PORRO**

MAN 7: **MARIHUANA**

VO: **NO MATTER WHAT YOU CALL IT.
THE EFFECT IS THE SAME AND SO ARE THE CONSEQUENCES.**

We cut outside and see one of our guys at the wheel in his car with friends after being pulled over. We see a cop walking up as he visibly looks nervous.

SUPER/VO: **IF YOU FEEL DIFFERENT, YOU DRIVE DIFFERENT. DRIVE HIGH GET A DUI.**

ALT ENDING

We cut outside and see one of our guys at the wheel in his car with friends driving. We see the car come to a screeching halt as he almost runs over a group of friends crossing the street.

SUPER/VO: **IF YOU FEEL DIFFERENT, YOU DRIVE DIFFERENT.**





It's still a DUI



In this spot, we open on a house party. We move slowly following our man as he walks through the main room, we see people drinking and toasting.

VO: WHEN YOU DRINK, YOU KNOW IT AFFECTS YOUR ABILITY TO DRIVE.

The camera pans down to a plate that's holding a bunch of keys, and our man walks right by it with his keys dangling from his side pocket.

VO: YOU KNOW IT LEADS TO SERIOUS CONSEQUENCES.

We see various partygoers toast our friend and offer him a drink, which he visibly refuses and keeps walking confidently knowing where he's headed.

VO: SO WHAT MAKES YOU THINK DRIVING IS OKAY AFTER SMOKING MARIJUANA?

Our man is now in another room where the smoke is thick and we see a bong and edibles on the table. Camera shows our man then reaching over and grabbing something we cannot see (a joint) and the frame fills with more smoke. Fade to black. Music stops. Compete silence. Hold a beat.

VO: IT'S NOT.

We open back up on our man visibly stoned and slowly moving back out the front door. The party has dissipated showing some time has lapsed. And he reaches for his dangling keys.

Cut to him driving across an intersection and suddenly braking to avoid hitting a group of friends crossing.

Enforcement version ends with lights flashing at end.

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Portrait of a Choice



In this spot, we'll use a double exposure technique to powerfully communicate a simple story. As our man/narrator communicates his story, we'll use the technique to visually punctuate what occurred.

We open on a tight portrait of a man. He begins to speak directly to camera.

MAN: I ONCE BELIEVED DRIVING WHILE HIGH WAS NO BIG DEAL.

As he says this, his portrait begins to fill with a plume of smoke, utilizing a double exposure technique. We can see the smoke, but can clearly see the man still talking to us.

MAN: HONESTLY I THOUGHT IT ACTUALLY MADE ME A BETTER DRIVER, MORE ALERT.

We see various driving scenes shown in the double exposure — a car on a highway, then a backroad, hands on a steering wheel.

VO: BUT THEN IT HAPPENED.

We see flashing lights inside the portrait of the man, double exposed, then feet on a road approaching the man's now parked car.

VO: AND THAT WAS JUST THE BEGINNING. I LOST MY LICENSE, MY JOB...MY PRIDE.

Inside the portrait, we see a license being pulled for a hand, then our man sullenly leaving the front door of a job, then standing in his backyard, seemingly staring at nothing, sullen and lost.

The double exposure changes back to just our man talking, as he continues speaking directly to camera.

VO: I ONCE BELIEVED DRIVING HIGH WAS NO BIG DEAL. AND I LEARNED MY LESSON!

SUPER/VO: REMEMBER, IF YOU FEEL DIFFERENT, YOU DRIVE DIFFERENT. DRIVE HIGH GET A DUI.



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VO: BUT THEN IT HAPPENED.

We see his car swerving to avoid hitting a young child chasing after their ball into the street.

VO: IT NEARLY COST SOMEONE ELSE'S LIFE.

The double exposure changes back to just our man talking, as he continues speaking directly to camera.

VO: I ONCE BELIEVED DRIVING HIGH WAS NO BIG DEAL. AND I LEARNED MY LESSON!

SUPER/VO: REMEMBER, IF YOU FEEL DIFFERENT, YOU DRIVE DIFFERENT.





Feel Different



Drug Impaired Hispanic



OPEN ON A HOUSE PARTY OF DIVERSE MILLENNIALS. THERE IS MUSIC PLAYING AND EVERYONE IS HAVING A GOOD TIME.



WE SEE PARTYING AND SMOKING.

THE MAIN ACTOR STARTS TO LEAVE AND IS ACCOMPANIED BY A COUPLE OF FRIENDS.



CUT TO THE GROUP IN A CAR DRIVING DOWN A STREET. THEY ARE CONTINUING THE PARTY AND LISTENING TO MUSIC

THEY ARE TALKING AND HAVING A GOOD TIME. OUR DRIVER IS KEEPING HIS EYES ON THE ROAD BUT LOOKS HIGH.



SUDDENLY, A GIRL IS WALKING ACROSS A CROSSWALK IN FRONT OF HIM BUT HIS REACTION IS TOO SLOW. HE SLAMS ON THE BRAKES AND THE GIRL LEAPS OUT OF THE WAY BARELY ESCAPING INJURY. EVERYONE IN THE CAR IS SHOOK UP BY THIS SOBERING MOMENT.

A POLICE LIGHT COMES ON BEHIND THE CAR.

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