



# DISTRACTED DRIVING

BROADCAST TV  
HISPANIC - CAMPAIGN  
CORNERSTONES

ST.1

***GET***

HISPANIC (Spanish-reliant)  
Drivers ages 18 - 34

***TO***

Leave their cell phones alone while they're driving

***BY***

Highlighting the personal costs of distracted driving  
(tickets/points, crash/property damage, injury to self or others, death).

CONCEPTS

# ***CONCEPT 1***



## ***INSIGHT***

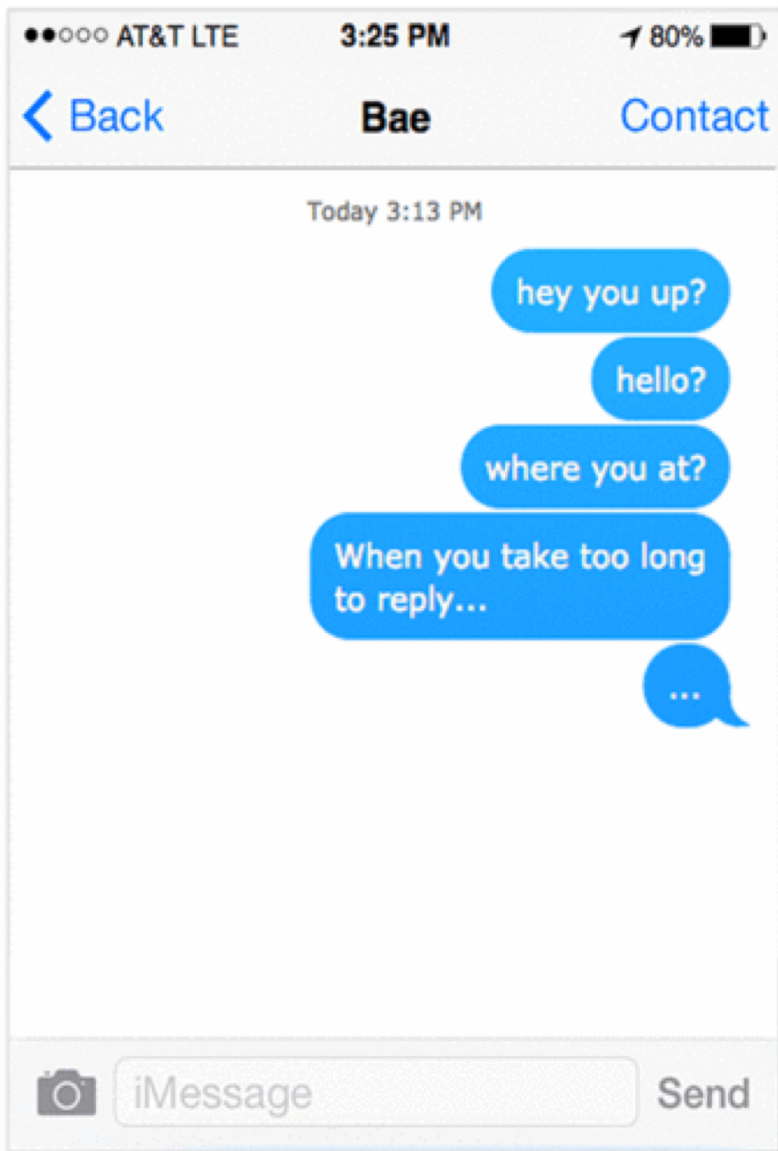
It's tough for drivers to get used to not answering the phone, but it may be even tougher for the people trying to get in touch with them.

## ***STRATEGY***

We will use a very popular Hispanic format to help us deliver our message as dramatically clear as possible.

# ***TRUTH***

No, it's not THAT important to answer right away.



## TEXT NOVELAS

A steady shot of an empty film set shows a famous telenovela actress walking into the frame.

**SUPER: *Textos de la vida real***

SUPER: Real-life texts

**SFX: *High heel steps and subtle echo.***

Suddenly, text message bubbles begin to appear on screen. The actress takes a deep breath and starts reading each message but in telenovela style. First with a very pleasant tone that turns overly dramatic as the performance progresses.

**SFX: *Slow, deep breath.***

**HER: *Gordi, voy al súper, ¿necesitas algo?***

HER: Honey bear, I'm going to the supermarket, do you need anything?

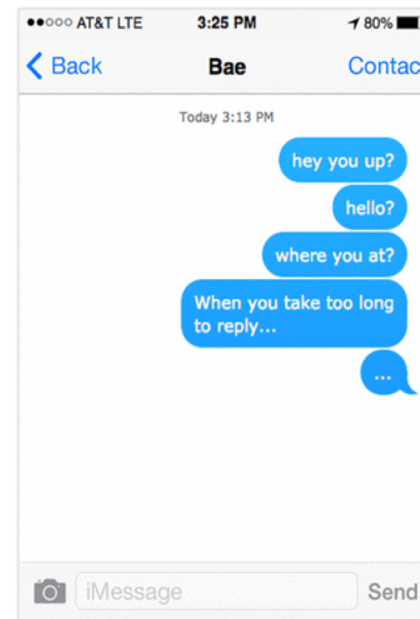
**HER: *Ok, bueno, ya salí.***

HER: OK, well, I already left.

**HER: *Federico ¿dónde estás?***

HER: Federico, where are you?

She's clearly losing her patience.



## TEXT NOVELAS (CONT.)

**HER:** ¿HOOOLAAA?

HER: HELLOOO?

She starts venting with sarcasm and raises her voice.

**HER:** *Llamé a tu extensión y me contestó Karina. ¡Qué bueno que ya se tengan tanta confianza!*

HER: I called your extension and Karina answered. It's so nice that you are so friendly with each other!

She's livid and getting scarier by the second. We even have to blur her speech.

**HER:** *¿Federico Andrés, en serio? ¿Karina?*

HER: Federico Andres, really? Karina?

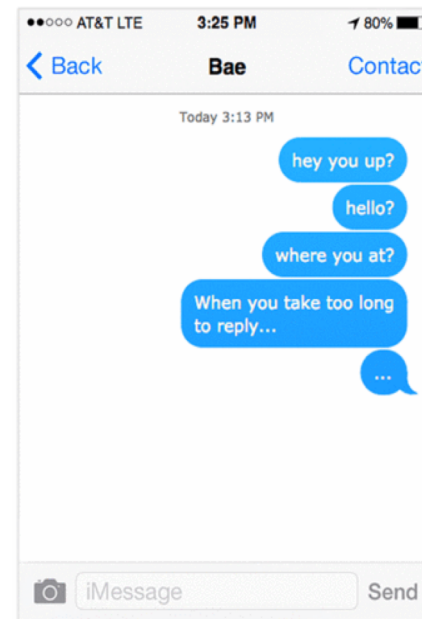
**HER:** *¿Ya viste cómo se maquilla?*

HER: Have you seen her make up?

All hell breaks loose.

**HER:** *Bueno, al final creo que eso es lo que te gusta, ¿no?*

HER: Well, in the end, I think that's what you like, right?



## TEXT NOVELAS (CONT.)

**HER:** *¡Y yo esperándote aquí como una mensa!*

HER: And I'm here waiting for you like a fool!

She grabs the flower pot next to her and smashes it against the floor. She shouts the last sentence from the top of her lungs.

**SFX:** *Glass breaking and water spills.*

Suddenly a text bubble appears right in front of her.

**HIM:** *Hey, ¿qué te pasa, amor? Estaba manejando! ¿Quieres que choque o que me multen?*

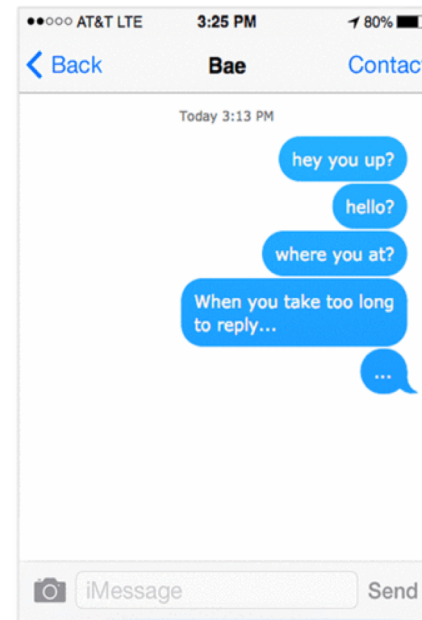
HIM: Hey, what's wrong babe? I was driving! Do you want me to crash or get a ticket?

She reads the text and leaves the set abruptly. A police officer appears in frame and says:

**Cop:** *No contestes a ese texto. Lo peor que te puede pasar es que contestes después. Y así... no te multo.*

Don't answer that text. The worst thing that can happen is you'll answer later on. And that way...I don't give you a ticket.

**SUPER:** *Manejar y textear, la vas a pagar.*  
U DRIVE. U TEXT. U PAY.



# ***CONCEPT 2***

## ***INSIGHT***

Latinos love gossip, and each one feels they have the right to give the story their own twist, making it always a highly exaggerated version of the real facts.

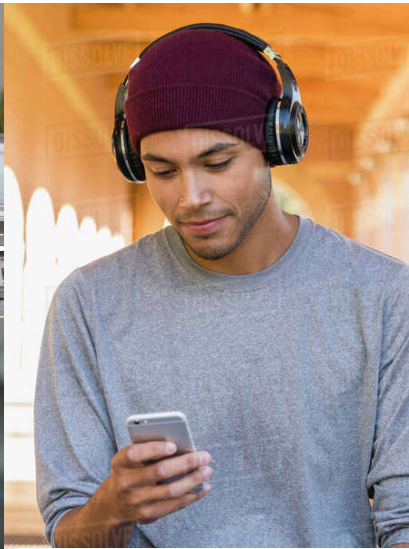
## ***STRATEGY***


Demonstrate to Latinos who text and drive that they could be dealing with a lot more than just the cost of a ticket.



# ***TRUTH***

Texting and driving never ends well, especially if you're Latino.



3,315  Members  
+0 in the last 30 days

Like · Comment · Share 140

192 people like this.

Write a comment...

**Lori Todd** I really, really hope that you guys will give page admins an option to see comments chronologically. It's nearly impossible to moderate conversations with the weighting system.  
Like · Reply ·  75 · March 27 at 7:28am

**Galeri Ariani** replied · 22 Replies

**Trollbeads Studio** Please, PLEASE take away the "popular posts float to the top." Or allow this to be optional. I cannot keep track of conversations, and I don't deal in thousands of posts yet. I can't see things in real time. How do I opt out?  
Like · Reply ·  35 · March 26 at 1:08pm

**DustyJoy.org** replied · 2 Replies

**Nelson Doty** This is horrible for admins.. All the comments are out of order. How do you get rid of this crap? I understand being able to reply to comments but why rearrange the comment order? Does anyone know how to opt out.  
Like · Reply ·  23 · March 27 at 8:40pm

**Jewish Internet Defense Force** replied · 3 Replies

**Karen Palmer** the reply feature works just fine but please please please put the comments back into chronological order. Comments make absolutely no sense as they are no longer in context of previous comments. Its impossible to know what you have read and not read.  
Like · Reply ·  22 · March 30 at 12:07pm

**Julie Neskey Cristal** AWFUL. It is impossible to follow a conversation. Really the worst change you have ever made, bar none. There is a natural flow to a conversation that is now gone.  
Like · Reply ·  20 · March 30 at 11:02am

2 Replies

**Madelyn Hubert** The "reply" feature is fine, but please keep posts within the same thread in chronological order. Moving posts from friends to the top of a conversation queue makes it nearly impossible to follow what's being said.  
Like · Reply ·  18 · March 30 at 12:45pm

# Liberemos a María



CHICAGO, IL

**\$2,141** of \$2,500

Raised by 136 people in 2 days

[Donate Now](#)

[SHARE ON FACEBOOK](#)



4.8K TOTAL SHARES

 [SHARE](#) 4.7K

 [TWEET](#) 86

Created September 2, 2014

 Ben Kleeman

# GOSSIP

We open with a young Latina that's been pulled over for texting and driving. She gives her license and registration to a police officer. As soon as the cop goes to his car to write the ticket, the young woman texts a friend:

**TEXT:** ***iMe paró la policía por textear y manejar!***  
A cop just pulled me over for texting and driving!

At the other end, her friend starts spreading the news to his WhatsApp group chat.

**TEXT:** ***¡A María la agarró la policía!***  
María got caught by the cops!!!

Everything starts to snowball into a gossip frenzy, where everyone from relatives to distant friends add their own twist of drama to the story, escalating into María becoming an international criminal. Her grandmother learns about it on Facebook and bursts into tears.

**GRANDMA:** ***Ay no, ¿pero qué hizo?***  
Oh no, what did she do?

Joaquín, María's boyfriend is in shock, walking around the living room when his mother says:

**MOTHER:** ***Te dije que era una buena para nada.***  
I told you she was a good for nothing.



# GOSSIP

Maria's father, disappointed looks at pictures of young Maria on her room, a tear goes down his cheek.

Meanwhile, people are breaking the Internet, creating Facebook and GoFundMe groups, hoping to raise funds to FREE MARIA. The comments start pouring in, along with a few thousands of dollars for her assumed bail.

**VO:** *Hay cosas que puedes evitar. Manejar y textear es una de ellas.*  
There are things you can avoid. Driving and texting is one of them.

We see the officer handing Maria the ticket. Now, free to go she takes a look at her phone, with hundreds of notifications on her apps. She rolls her eyes and throws the phone on the seat. Then she looks at the ticket and bumps her head on the steering wheel angry at herself.

Cut to 'end card', featuring NHTSA logo and URL

**SUPER:** *Manejar y textear, la vas a pagar.*  
U DRIVE. U TEXT. U PAY.



# ***CONCEPT 3***

## ***INSIGHT***

For a lot of people “nothing” really happens in just a few seconds, but reality is different.

## ***STRATEGY***

Demonstrate to Latinos who text and drive that they could be dealing with a lot more than just the cost of a ticket.

# ***TRUTH***

Texting and driving is never a good idea, not even if it takes a second.







## ***IT TAKES A SECOND***

We see a young woman driving, suddenly a text message rings on her cellphone. She hesitates to grab the phone and text back. A VO starts:

**VO:** *Gloria está a punto de textear y manejar, ¿por qué no? ¿qué tanto puede pasar si lo usa “un segundo”?*

Gloria is about to text and drive, so why not?  
What can possibly happen if she uses it for just a “second”?

We cut and see a series of things happening around the scene in just a few seconds; very dynamic, one after the other. We see a cop is in his car looking at her from across the street. The light changes from green to red. The car in front of her suddenly breaks because the car in front breaks too. A dozen pedestrians cross the crosswalk.

When Gloria looks up after texting back, it's way too late.

**SUPER:** *Un segundo en tu celular no solo pasa en tu celular.*

A second on your cellphone doesn't just happen on your cellphone.

Cut to a cop giving Gloria a ticket.

**SUPER:** *Manejar y textear, la vas a pagar.*  
U DRIVE. U TEXT. U PAY.



# ***CONCEPT 4***

## ***INSIGHT***

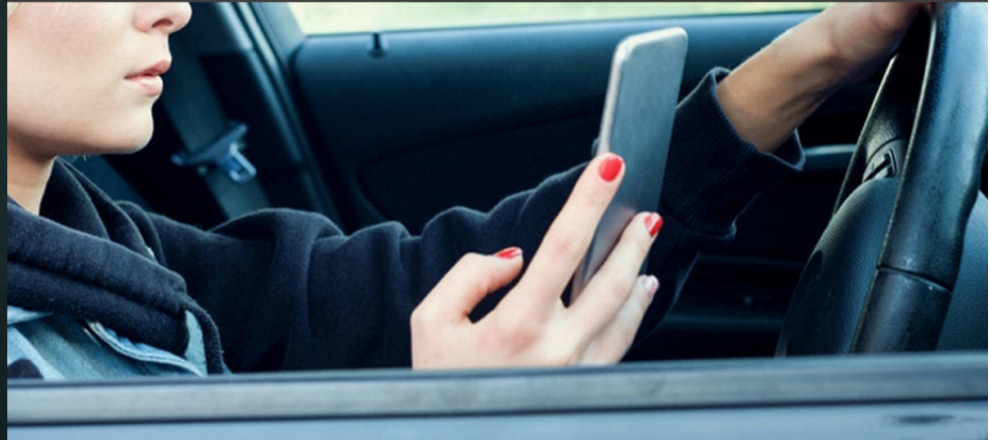
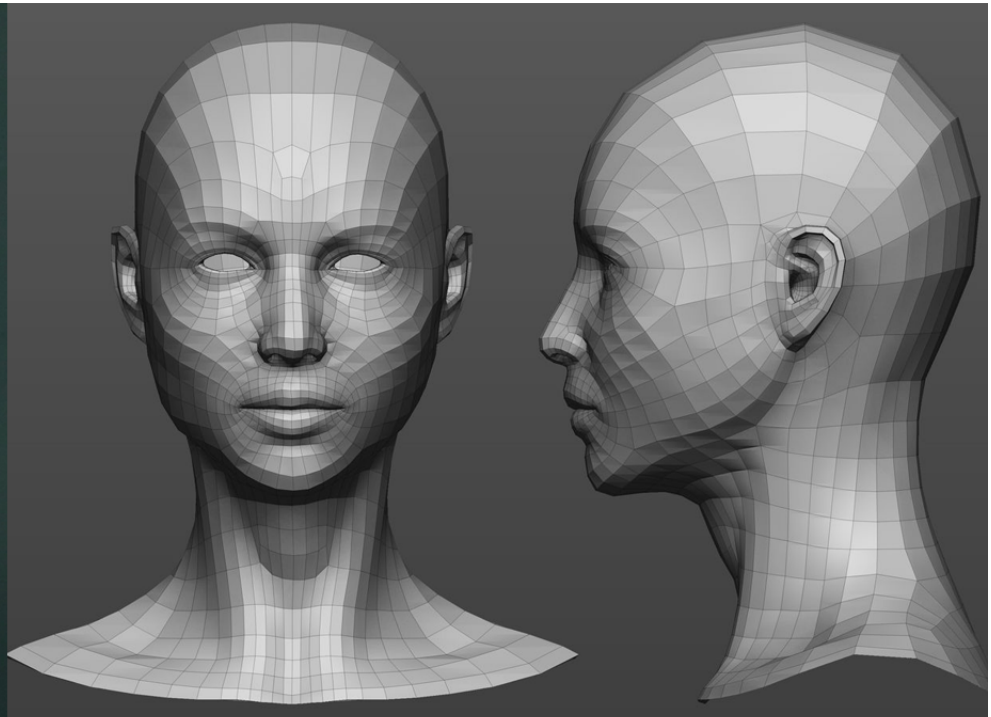
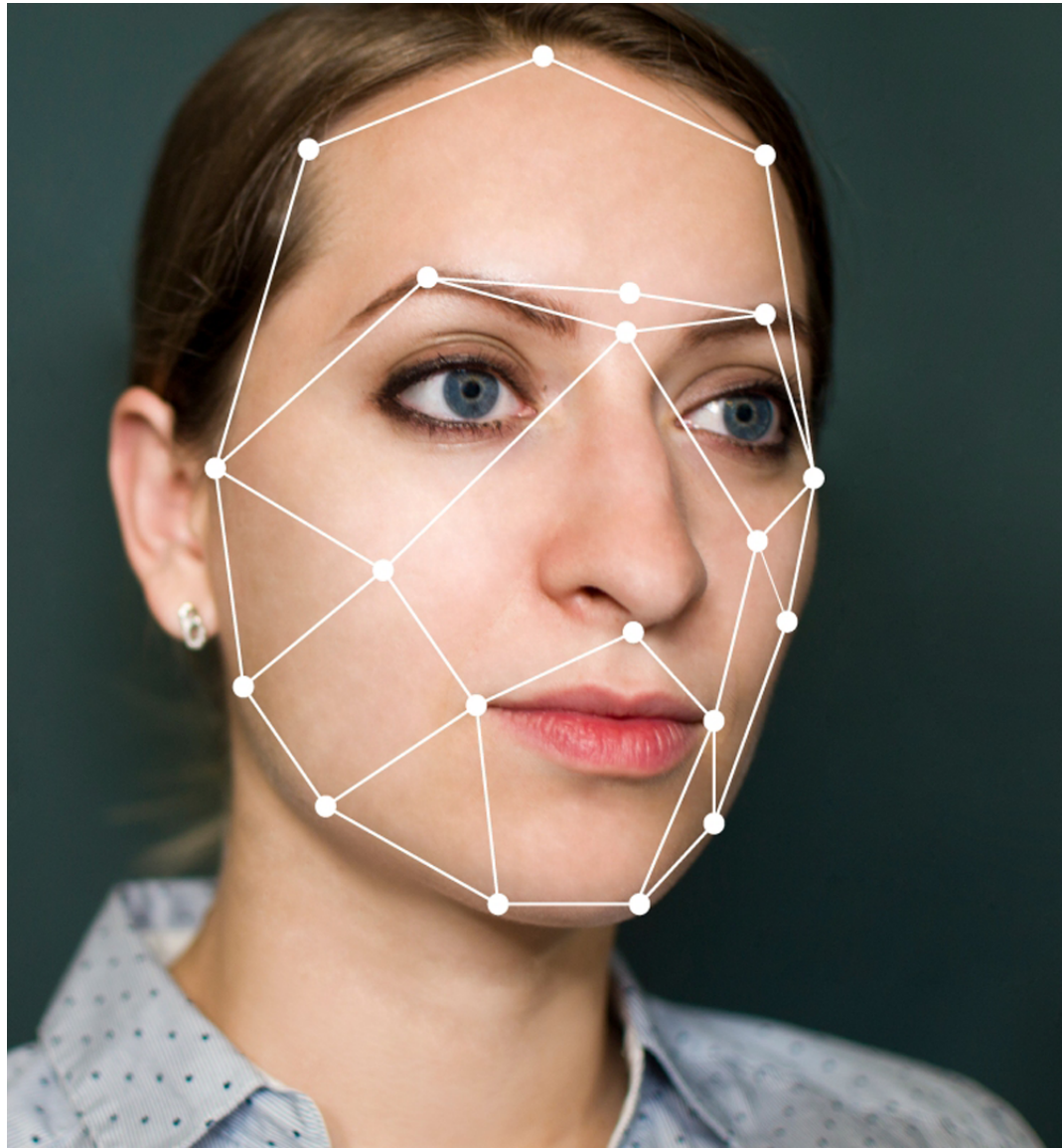
No one is more qualified to talk about the dangers of distracted driving than the people who actually died from it.

## ***STRATEGY***

Sometimes the only way our target will listen to us is when they realize how their bad behavior can affect the people they love the most.

# ***TRUTH***

We listen more when it's someone who's actually  
been there who's telling us.

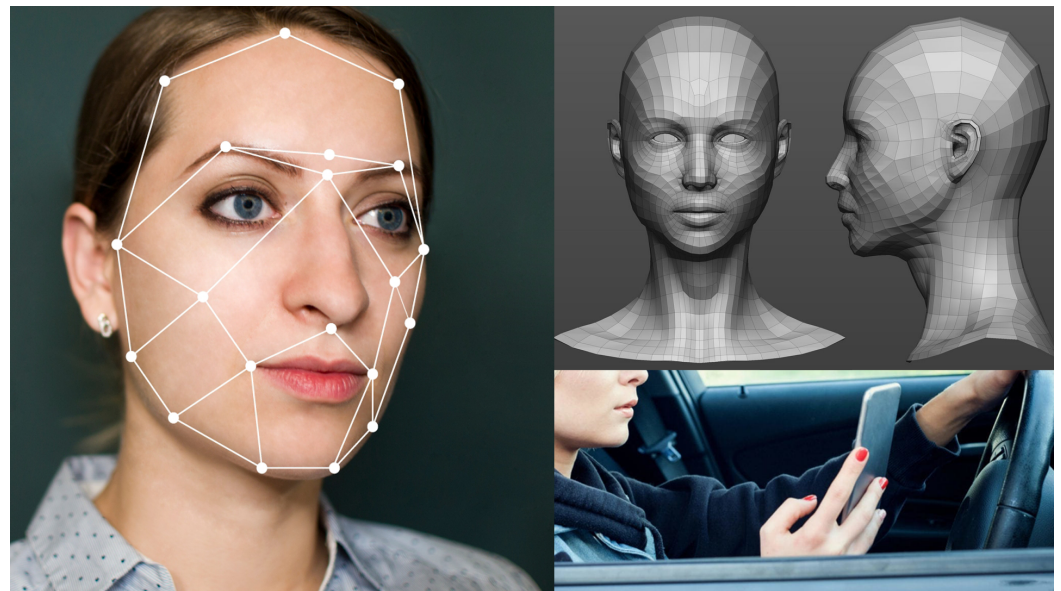


## FINAL MESSAGE

Open on a very realistic 3D woman sitting in the living room of a house. She introduces herself.

**WOMAN:** *Hola, soy Andrea Gomez. Morí en 2017 en un choque que causé yo misma. Estaba texteando y manejando. Si, texteando... y manejando. Tenía 28 años. Dejé a mi esposo Danny y a nuestras dos hijas solas... a mi familia y amigos. ¿Vale la pena dejar a tus seres queridos por contestar un mensaje? ¿Tú qué crees?*

Hi, I'm Andrea Gomez. I died on 2017 in a crash I caused. I was texting and driving. Yes, texting... and driving. I was 28. I left behind my husband Danny and our two daughters... my family and friends. Is replying to a text worth leaving your loved ones? What do you think?





## FINAL MESSAGE

The camera pans to a picture of the real woman with her family that's on a table next to her, then we see a police officer.

**COP:** *No textees y manejes. ¿Quién más quieres que te lo diga para que no lo hagas? Cuando manejes, sólo maneja.*  
Don't text & drive. Who else needs to tell you so you won't do it anymore? When you drive, just drive.

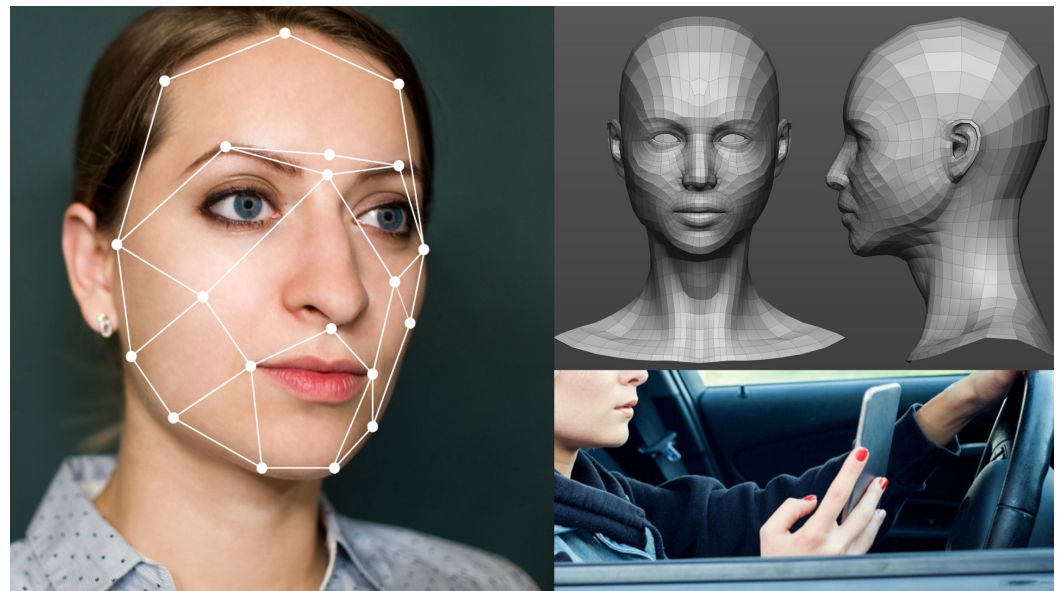
**SUPER:** *Manejar y textear, la vas a pagar.*  
U DRIVE. U TEXT. U PAY.

Hologram References:  
(warning: explicit language)

<https://www.youtube.com/watch?v=TGbrFmPBVOY>

(watch from :18)

<https://www.youtube.com/watch?v=dvoutHP1tAQ>



# OVERVIEW





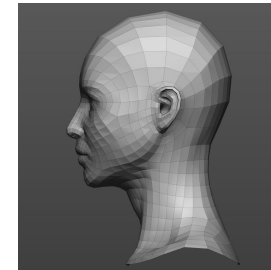
***Text  
Novelas***



***Gossip***



***It Takes  
a Second***



***Final  
Message***



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HISPANIC - CAMPAIGN  
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