



DON'T TEXT. JUST DRIVE CAMPAIGN | 6.12.2018

**Pereira
O'Dell** SF
NY

Digital/Mobile Video

Waiting :60





Digital/Mobile Video

Waiting on a friend :60

Open on a black screen. We hear a text message tone.

SUPER: Where are you?

Cut to a guy throwing himself dramatically on his bed. Melodramatic music starts playing. The guy flips over and stares at his phone, waiting for it to buzz. He grabs it and types in another text.

SUPER: Why are you ignoring me?

Cut to the guy in his kitchen. He's sitting at the kitchen table staring at his phone. He grabs it and sends another text

SUPER: Fine, be that way. (angry emoticons)

He grabs a tub of ice cream from the fridge and starts eating it out of the carton. He turns on a basketball game, all the while staring at his phone every five seconds.

SUPER: I'm sorry, I didn't mean it!

Cut to the guy passed out on the couch. Headlights from outside wake him up and he goes to the front door.

Cut to his friend getting out of the car with a grocery bag. The friend looks up and sees the guy standing on the front porch with his hands on his hips. He looks down at his phone and sees 20 missed texts. He then holds his keys up, reminding him he was driving.

Cut to end card.

SUPER: Waiting won't kill them. Not waiting might kill you.

The friend walks by the guy inside.

FRIEND: I was gone for like 20 minutes, dude.

SUPER STOP THE TEXT. STOP THE WRECKS.



Waiting won't kill them.
Not waiting might kill you.

Digital/Mobile Video

Good Habit :60





Digital/Mobile Video

Good Habit :60

Open on a young man asleep in bed. The alarm goes off on his phone. He picks it up and begins using it.

Cut to the man at a meeting. He's still on his phone. Everyone is paying attention except him.

Cut to the man watching a baseball game in the park. Everybody is paying attention to the game but him, he's focused on his phone again. Suddenly, one of the teams scores a homerun and we see that the ball is going towards the man's direction. Cut before we see if the ball hits the man or not.

Cut to the man in a movie theater. He's texting in the middle of the movie and ignores the other patrons hissing at him to stop.

Cut to the man at dinner on a date. He doesn't stop texting. She throws down her napkin and leaves as he continues to use his phone.

Cut to the man getting into his car. He finishes texting, then puts the phone in his glove box, buckles up, starts the car and pulls away distraction free.

Cut to end card

SUPER: Text and whatever. Just don't text and drive.

ALT: Texting can be annoying. Texting and driving can be deadly.

ALT: Don't let a bad habit become deadly.

ALT: Text whenever. Just don't text and drive.

STOP THE TEXTS. STOP THE WRECKS



**Text and whatever.
Just don't text and drive.**

Digital/Mobile Video

Not Worth It :60





Digital/Mobile Video

Not Worth It :60

We open with a buzzing noise and a super close-up of a drop of sweat running between a man's eyes. The drop travels down to the person's mouth, where we see him breathing comically fast, like he's in labor.

Cut to a middle shot of a face of a man. We hear the buzzing noise again. He clenches his jaw and makes a comically pained expression, like he's trying to lift a weight that's too heavy for him.

Cut to a woman, who is straining like she just ate something really spicy. After a few seconds, we hear the buzzing tone again. Her face gets even more comically contorted.

Cut to a quick montage of different types of people straining when they hear the buzzing noise:

- A man wearing a baseball cap turning red faced while holding his breath like he's trying to get his ears to pop.
- A woman acting like she just hit her funny bone.
- A pickup truck driver who's breathing deeply like he's trying to will the sound away.

Cut to first man of the spot. We hear the buzzing noise again.

He lets out a funny, high-pitched scream.

Cut wide to reveal the man is just an average normal guy driving .

We hear the same buzzing noise. It's his cell phone. He strains not to look at it.

SUPER: We know it's hard. But it's worth it.

Cut back to the man pulling the car into the driveway. He takes the keys out of the ignition, takes a breath and nods in self-satisfaction. He got home safe and sound. He then grabs his phone and enthusiastically checks his messages.

SUPER: STOP THE TEXTS. STOP THE WRECKS.

We know it's hard. But it's worth it.

Thank
you

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