



CORPORATE
COMMUNICATIONS
GROUP, INC.

Memorandum

To: Pete Bodyk; Chris Bortz; Phyllis Elder
cc: David Westbrook; Pam Crawford; Morgan Johnson; Connie Coffey
From: Neal Thurman
Date: April 6, 2007
Subject: **“Click it. Or ticket.” and “Over the limit. Under arrest.” new creative scripts**

Click it. Or ticket. :30 TV (two :15 spots stacked) – “LAST BUCKLE”

LAST BUCKLE No. 1:

OPEN on a tight CU of a seatbelt buckle end in a hand. It's being moved as though the belt is about to be fastened.

AVO: If you can't be bothered by buckling up when you drive...

THE BUCKLE IS fastened and we pan out to show it's not a seat belt: it's the belt on an electric wheelchair being fastened for a paraplegic by his/her PT. (NOTE: client would like to try and find a real paraplegic instead of an actor).

AVO: ...somebody will certainly buckle you up later.

CUT TO A STATE TROOPER

TROOPER: No one should have to be buckled like this. Kansas' law enforcement officers understand the importance of using seatbelts. That's why, if you're pulled over, day or night, and you're not wearing your seatbelt, you WILL be ticketed. Remember, Click it (insert amplified SFX of seatbelt click) or ticket. It's Kansas law.

LAST BUCKLE No. 2:

OPEN on a tight CU of a seatbelt buckle end in a hand. It's being moved as though the belt is about to be fastened.

AVO: If you can't be bothered by buckling up when you drive...

THE BUCKLE is fastened and we pan out to show that it's not a seat belt: it's the belt of an EMT gurney as a body bag is being fastened in for ambulance loading.

AVO: ...somebody will certainly buckle you up later.

CUT TO A STATE TROOPER

TROOPER: No one should have to be buckled like this. Kansas' law enforcement officers understand the importance of using seatbelts. That's why, if you're pulled over, day or night, and you're not wearing your seatbelt, you WILL be ticketed. Remember, Click it (insert amplified SFX of seatbelt click) or ticket. It's Kansas law.

SUPER the legal copy and logo.

Over the limit. Under arrest. :30 TV – “NOTHING FUNNY”

OPEN ON SHOT OF OUR TALENT. We're close on him and don't see much in the background.

GUY: You've seen that beer commercial? Doesn't matter which one...I mean they're all funny, right?

Well. This commercial is about drinking and driving. But there's nothing funny about being arrested for drunk driving. And there just aren't a lot of laughs in jail.

TALENT BEGINS TO WALK frame right, and the camera follows.

GUY: Still...we need to compete with all those funny beer commercials. So....

CAMERA PANS out to reveal talent is at roadside, and there's a guy being cuffed and stuffed into a police cruiser.

GUY: ...here's some clown who thought he could drink and drive.

CUT TO STATE PATROL OFFICER:

AVO: If you're over the limit, you're under arrest. Fines, lost license, jail time – - there's nothing funny about that. If you've been drinking, stay out of trouble, stay out of your car. It's no joke.

SUPER logo and legal copy. (NOTE: Our client wants to have SFX of a jail door slamming as the "Over the limit. Under arrest." logo comes up. More specifically, he wants the SFX between over the limit (door slamming), and under arrest.
