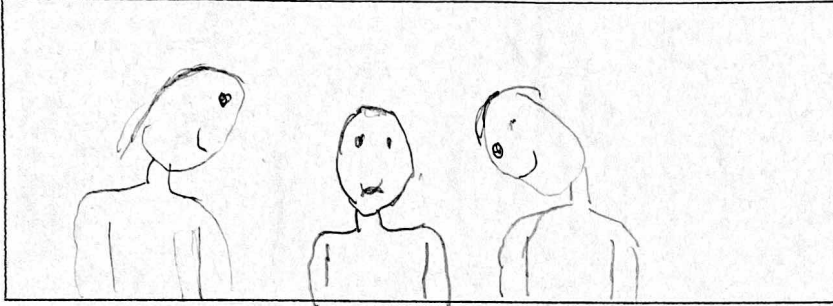


Ella Galatopoulos, age 10  
School: Cayman Prep

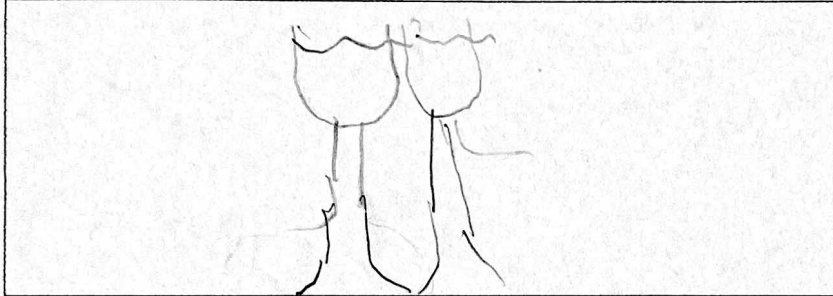
PROJECT \_\_\_\_\_ SCENE \_\_\_\_\_ PAGE 1 of 1

SHOT #:  ECU  CU  MCU  MS  WS  EWS



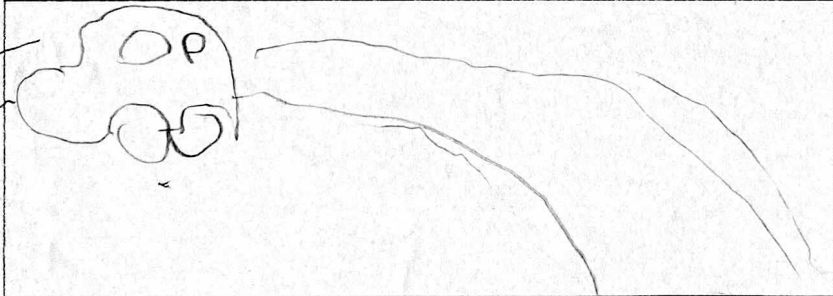
Mother and father  
reassure child  
they will be safe  
medium close up

SHOT #:  ECU  CU  MCU  MS  WS  EWS



Switches to scene  
at the party.  
Close up of glasses  
clinking people  
laughing and chatting

SHOT #:  ECU  CU  MCU  MS  WS  EWS



Switches to long  
shot of car wash  
after party.

SHOT #:  ECU  CU  MCU  MS  WS  EWS



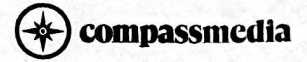
close up of  
child after losing  
parents.

Arise Arise  
don't drink and  
drive

# #ARRIVEALIVE345

PURPLE RIBBON PLEDGE DESIGNATED DRIVER PURPLE RIBBON BUS

## THE CREATIVE BRIEF



### Step 1 - The Creative Brief

Objectives - is this a new product launch? Are you looking to drive immediate response?

**National Drug Council (NDC) in partnership with Compass, and the Royal Cayman Islands Police Service (RCIPS), has launched the annual Arrive Alive 345 campaign, designed to promote safety and reduce road incidents associated with the overindulgence or abuse of alcoholic beverages during the holiday season.**

Message - what is the one clear message you want to get across in the ad?

**Arrive Alive, don't drink and drive, take the online pledge, designate a driver and on New Year's Eve, ride FREE. The Purple Ribbon Bus is the ultimate designated driver service. Free bus service is provided for residents and visitors beginning at 9pm on New Year's Eve with routes servicing all 5 districts and Cayman Brac. The programme continues to receive support from corporate sponsors, the Cayman community and visitors.**

Target audience - who are you trying to reach with your campaign?

Brand guidelines - is there a look or feel which needs to be incorporated?

**Family Friendly**

Format - where will this commercial be seen? How long must it be?

**Cinema Advertising, social media, local television.**

### Step 2 - Creative concepting

How a child might feel losing their parents because of drinking and driving

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