

# SPLIT SECOND

FILM  
COMPETITION

2021

## BRIEF 02

### *Drink Driving*



#### Background

Driving while under the influence of alcohol affects perception, vision, concentration, reaction time and causes drowsiness – all of which increase the chances of having an accident.

Alcohol can affect us in different ways from one day to the next – this means there's never a 'safe' amount to drink when you're planning to drive.

If people avoid driving after drinking, the number of road fatalities could be reduced by up to 20% each year. That's around 50 lives every year that could be saved.

Key Message:

**Drinking and driving are better apart**

Here are some facts and thought starters for your idea:

1. Around 1 in 5 drivers and riders are killed have a BAC over the legal limit of 0.05
2. We are more likely to poor decisions when we drink - some are forgivable, but never on the road
3. If you are caught driving over the legal limit you face heavy fines, loss of license, need to complete a Behaviour Change Program, for have an interlock installed, have to drive with a BAC of 0 for 3 years and need to face the shame amongst friends, family and colleagues.
4. Having a designated driver, using public transport or taxi/uber are the best ways to avoid drink driving

#### The Challenge

Submit an idea for a 45-second film designed to get people thinking about their attitudes and behaviours around drink driving. Your submission must include a synopsis no longer than 300 words.

To help get your idea across, you can also include:

- ⊕ Script    ⊕ Storyboard    ⊕ Visual references

Get creative! But remember, this is about educating the audience as well as entertaining them.

You must be 18-25 years of age to enter.

#### Tips

- ⊕ **NO CLICHÉS**  
Think of something that's unexpected for a road safety ad.
- ⊕ **NO BLOOD OR GORE**  
We know shock tactics don't work, so don't use them.
- ⊕ **KEEP IT IN BUDGET**  
Avoid Hollywood explosions, CGI and car chases.
- ⊕ **KEEP IT IN TIME**  
Storyboarding will help ensure your idea fits in 45 seconds.
- ⊕ **THINK ABOUT YOUR AUDIENCE**  
How would you convince your mate?

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