

TITLE: BAD S!
MEDIUM/LENGTH: VIDEO/:30
PAGE 1 OF 2

2-D ANIMATED CARTOON with colorful, exaggerated and expressive features and reactions.

VISUAL: EXT. FREEWAY – DAY

VISUAL: On a 4-lane freeway, every driver is driving at about the same speed except –

VISUAL: JACK (40s) who drives his white convertible as if he’s racing in the Indianapolis 500, zigzagging haphazardly between lanes without using turn signals.

VISUAL: Jack’s antenna ball wears a smiley face.

VISUAL: Jack is essentially boxed in, “stuck” going the speed limit behind a LADY (70s) driving a sedan.

VISUAL: In frustration, Jack HONKS.

VISUAL: Jack’s antenna ball wears a frustrated face.

VISUAL: Jack grits his teeth. Face turns red as he pulls his car within inches of her bumper. Shouting out his window:

JACK: Move it, you old hag!

VISUAL: Jack grows a donkey’s mouth.

VISUAL: He looks in the rear-view mirror and HEE-HAWS.

ANNCR (VO): Aggressive driving can quickly accelerate into road rage.

VISUAL: Jack shakes his blurred out middle finger at the Lady. His hand becomes a hoof. Again, he HEE-HAWS.

ANNCR (VO): Depart at least ten minutes earlier than you originally planned.

VISUAL: Jack cuts off another driver, waves off that DRIVER’S HONK.

ANNCR (VO): Check traffic apps for alternate routes.

TITLE: BAD S!
MEDIUM/LENGTH: VIDEO/:30
PAGE 2 OF 2

VISUAL: Jack grows donkey ears. Once more, he HEE-HAWS.

ANNCR (VO): Take a breath before you take your last.

VISUAL: The Lady drops back and maneuvers her car so that she is to the left of Jack's. She grins. Jack has a red face, daggers in his eyes. Steam coming out of his donkey – jackass ears.

VISUAL: The Lady shows her police badge. She places her mobile police lights and siren on top of her car and turns them on.

ANNCR (VO): Slow down before you have a showdown.

VISUAL: After they pull over on the shoulder, the Lady writes him a ticket.

LADY: You're busted, Bad S!

VISUAL: She pulls on her face, peeling off her disguise and muumuu revealing she's a gorgeous 30-year-old female police officer. He's dumbfounded.

LADY: Why the big rush? Did you need to go potty?

VISUAL: Jack turns red and morphs completely into a jackass – while remaining in his clothes.

LADY: (into shoulder mic): Dispatch, we've got another Bad S! – contact animal control.

VISUAL: Jack's antenna ball wears a frown face.

SUPER: #NHTSA nhtsa.gov volvocars.com #Volvo #DriveSafeRideSafe #BadS

VISUAL: This ad is sponsored by Volvo and National Highway Traffic and Safety Administration (NHTSA).

VISUAL: Volvo is a registered trademark of Volvo Car Corporation.
Bad S!™ is a registered trademark of Bailey Park Entertainment™.

TITLE: BAD S!

MEDIUM: ONLINE AD + PROMOTIONAL EMAIL

Slow Down B4 U Have a Showdown!

[Illustration: MAN (40s) has a red face, daggers in his eyes and steam coming out of his jackass ears as a MALE OFFICER writes him a ticket.]

Slowing down saves fuel and reduces the number of stops at the pump. More importantly, slowing down saves lives and reduces the number of injuries – and the extent of those injuries.

Depart at least 10 minutes earlier than you originally planned. Check traffic apps for alternate routes.

Be a defensive driver, not an offensive one.

According to neurologists, you can rewire your brain by resisting anger, thus becoming calmer. Your pulse rate will slow down and your blood pressure will go down. Take a breath before you take your last.

No laughing matter, according to the National Highway Traffic and Safety Administration (NHTSA):

- Almost 2/3rds of traffic fatalities are caused by aggressive driving.
- Well over 1/3rd of aggressive driving incidents involve a firearm.
- During a 7-year period, over 12,600 injuries were attributed to road rage.

Obey the Golden Rule – treat others the way you want to be treated – well.

Enter today for a chance to win a 2020 Volvo® XC60 SUV. Offer expires September 30, 2019. Enter promotion code: Bad S! now at volvocars.com to win. 10 winners in all.*

Signup today for a chance to win a Bad S![™] action figure and other related merch (supplies are limited), plus more tips on how to drive safe. Drive safe. Ride safe[™].

Connect with Bad S![™]

[Facebook icon]

Like

[Twitter icon]

Follow

[Instagram icon]

Follow

[YouTube icon]

Subscribe

[Within Signup Form: [Sign up for Text or Email Updates](#)]

#NHTSA nhtsa.gov volvocars.com #Volvo #DriveSafeRideSafe #BadS

*One winner per household. Must enter by September 30, 2019. See volvocars.com for details.

Volvo is a registered trademark of Volvo Car Corporation.

Bad S![™] is a registered trademark of Bailey Park Entertainment[™].

Note: I was not hired by Volvo® or NHTSA to write this. However, it does give you an example of the great work I can do for you when we work together.

3 | *B a d S!* Copyright © 2019 Andrew Fumento. All rights reserved.