

UNDERAGE DRINKING SPOT STORYBOARD TEMPLATE

Production notes: The framework for this spot is set, the story is not. There are some aspects that have been defined for the sake of a consist of look and feel-important when creating a media campaign of several spots. Items in blue are set, not subject to change. All other aspects are up to each team.

The structure of scenes 1-16 will be identical in all spots. The concept of two diverging choices will guide the stories from all groups. The color path (even numbered scenes) shows a good choice and its ending; the b&w path (odd numbered scenes) represents the poor choice and its ending. Each spot will cut back and forth between the good choice and the poor choice, each showing the end result of good and poor decisions.

The story is yours, you have 26 seconds to tell it. Plan carefully, use your time wisely.

Scene one: moving text opener:
“true stories”
 -sound effect stinger-
 -music underneath all-
 -timing 2 seconds-

scene 1	“true stories” text floats in and out	ET 2 sec
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color, good choice path

B&W, bad choice path



Scene Pair:
 Scene 2 good choice path (color)
 Scene 3 poor choice path, (b&w)
 scenes are exactly the same
 at this point
 -timing 2 seconds-

scene 2	two girls(one blonde and one brunette) at locker in school getting ready to go home, laughing and obviously having a good time	color
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scene 3	two girls(one blonde and one brunette) at locker in school getting ready to go home, laughing and obviously having a good time	Black and white	ET 6 sec
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NARRATOR:
 we all have choices to make in life-
 some are easy , some not so easy

Scene Pair:
 Scene 4 good choice path (color)
 Scene 5 poor choice path, (b&w)
 scenes are exactly the same
 at this point
 -timing 2 seconds-

scene 4	two girls walk down hall and exit school	color
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scene 5	two girls walk down hall and exit school	Black and white	ET 10 sec
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NARRATOR:
 most of those choices either lead to a good ending, or one that isn't so good

Scene Pair:
 Scene 6 good choice path (color)
 Scene 7 poor choice path, (b&w)
 scenes begin to split here
 -timing 2 seconds-

scene 6	two girls pass boy in parking lot who waves a can of beer and opens door, girls walk on by with a laugh, he is angry	color
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scene 7	two girls pass bad boy in parking lot who waves a can of beer, blonde girl gets in car, the brunette walks off, sad	Black and white	ET 14 sec
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NARRATOR:
 one thing is for certain, though...only you are in charge of your future

Scene Pair:

Scene 8 good choice path (color)
Scene 9 poor choice path, (b&w)
scenes are totally different here
-timing 2 seconds-

NARRATOR:

and your choices now determine the
kind of future you will have

scene 8

two girls arrive at mall and
enter still laughing, have a
nice time

color

scene 9

blonde and bad boy
drive off and we see
them drinking beers and
laughing

Black and white

ET
16 sec

Scene Pair:

Scene 10 good choice path (color)
Scene 11 poor choice path, (b&w)
scenes are totally different here
-timing 2 seconds-

NARRATOR:

so, there it is, the choice is up to
you, isn't it?

scene 10

two girls have lunch at
mall, laughing and have
the best time possible

color

scene 11

blonde and bad boy park
car, and we see the seat
recline and they
disappear from view

Black and white

ET
20 sec

Scene Pair:

Scene 12 good choice path (color)
Scene 13 poor choice path, (b&w)
scenes are totally different here
-timing 2 seconds-

NARRATOR:

what decisions will you make? and
what will come of them?

scene 12

two girls are shopping
and still laughing havning
a great time

color

scene 13

slow zoom on car, we
see nothing except the
car getting larger in our
visual field

Black and white

ET
24 sec

Scene Pair:

Scene 14 good choice path (color)
Scene 15 poor choice path, (b&w)
scenes are totally different here,
shows conclusion of each choice
-timing 2 seconds-

NARRATOR:

Choose your own ending.

scene 14

two girls leave mall with
lots of packages, arm in
arm, smiling and talking
away

color

scene 15

in doctor's office, OTS
shot on blonde girl who
is in a hospital gown,
sitting on table
depressed, getting bad
news, doctor holds file
and talks while she cries

Black and white

ET
28 sec

Scene 16: moving text closing:
"choose your own ending"
-sound effect stinger-
-music concludes-
-timing 2 seconds-

scene 8

"choose your own ending"

text floats in and out

ET
30 sec