

Before You Drive – English transcript – Full 30

VIDEO 0:00-0:02 Overhead view of red car. Young man approaches and clicks open the door.
AUDIO: (MUSIC UP)

VIDEO: 0:02-0:03 Cut to Google-type map. Finger touches screen to set driving destination.
AUDIO: (SINGERS) Set your destination.

VIDEO: 0:03-0:05 Front view of young man reaching towards camera to press “play” music button
AUDIO (SINGERS) Pick a playlist ...

VIDEO: 0:05-0:06 Smiling funky girl against bright yellow background makes “peace” sign with fingers.
AUDIO (SINGERS) ... or your station

VIDEO: 0:06-0:08 Cut to show same girl now in a video on a smartphone.
AUDIO (SINGERS) Finish that video.

VIDEO: 0:08-0:09 Woman using eyelash curler while looking in car mirror.
AUDIO (SINGERS) And freshen up before you go.

VIDEO: 0:09-0:10 Mature man raises his car seat and appears in frame. He turns to camera and smiles.
AUDIO (SINGERS) Adjust your seat.

VIDEO: 0:10-0:13 Close up of finger adjusting car heat control panel.
AUDIO (SINGERS) Control the heat.

VIDEO: 0:13-0:14 Close up of funky girl wearing oversized purple safety glasses.
AUDIO (SINGERS) Go and check your safety features.

VIDEO: 0:14-0:15 Close up of finger touching car lane safety screen.
AUDIO (SINGERS) Buckle up your ...

VIDEO: 0:15-0:17 Pan across cute stuffed animals wearing seat belts in back seat.
AUDIO (SINGERS) ... little creatures. (repeat) Buckle up your little creatures.

VIDEO: 0:17-0:19 Cut to woman putting on seat belt. Close up of seat belt being buckled.
AUDIO (SINGERS) Let's do it all...

VIDEO: 0:19-0:21 Cut to young man biting into a hamburger.
AUDIO (SINGERS) Bite that burger! Before you drive.

VIDEO 0:21 – 0:22 Cut to female hands grabbing onto bright yellow steering wheel
AUDIO (SINGERS) Let's do it all ...

VIDEO 0:22-0:23 Close up of finger with neon green nail polish pushing car "start" button.
AUDIO (SINGERS) ... before you drive.

VIDEO 0:24-0:25 Close up of cow patterned shoe pressing on car gas pedal.
AUDIO (SINGERS) Let's do it all...

VIDEO 0:25-0:26 Cut to side view of red car against bright blue background, driving off frame.
AUDIO (SINGERS) ... before you drive.

VIDEO 0:26-0:27 As car drives off, type is revealed behind: Do it all before you drive.
AUDIO (INSTRUMENTAL)

VIDEO: 0:27-0:30

Cut to grid of 4 characters from spot behind steering wheels: Young guy, woman, mature man, funky girl.

CAA logo appears at centre

AUDIO: (ANNOUNCER) Do whatever you have to, before you drive.