

## **Dutch Consumer Safety Institute**

*Proposal for items in Reaction to make young people aware of risky behaviour...*

Using short items, we will use a 'trptych' to make young people aware of risky behaviour and the difference between recklessness and taking acceptable risks. Our advice is to 'Split the Difference', take a 'Split Second' to examine the potential dangers of an activity.

This calculated risk will be visualised in this action by the 'Split Second' in which time seems to stand still and you can evaluate the dangers and consequences of your action before continuing. This 'Split Second' makes the difference between an unacceptable risk and a calculated stunt.

It is vital to strongly visualise the 'Split Second' in the items in Reaction.

### **Content of the items:**

In the items, three types of risk-takers are always examined:

- The top athlete (extreme sports)
- A challenging profession
- The ordinary young person at home

The total item must last 3 minutes. The three parts follow each other and have the same general structure, but each subsequent item has a lower image quality than the preceding one. The first is almost cinematic, Matrix-style; the second is somewhat 'normal', and the third has a mobile telephone/YouTube quality

The item with the extreme athlete must be very 'flashy', with a 'stop motion' effect at the moment the athlete has his 'Split Second' and we see him evaluate his risks in a matrix/terminator type scene. He then continues to do his thing.

We see the same, but somewhat less flashy, in a few interesting professions: bouncer, bartender in a megadisco, pizza courier. Here, humour is a necessary additive. The attractive female bartender winks at the right moment to allow her to walk between two wildly-dancing people, helped by a handsome guest, etc.

Then we see a 'household accident' caused by the lack of that same 'Split Second' moment. Someone jumps over a hedge, but had not seen that it covered a wrought-iron fence. Result: two broken ribs.

The conclusion is a shot of the last person in bed/on a couch with a cast, etc. The person now has a 'Split Second' in which he sees the top athlete on TV having his 'Split Second'.

Conclusion: if I had done that then, I wouldn't be lying here now.

### **Figures:**

In principle, we would like to make 8 items that can premier in Reaction and then move on to circulation.

Limited artwork is necessary, and a short promo must be produced to introduce these mini programmes.

**Budget:**

t.b.d.

**Creative Producer:**

Desired: Martijn Smits