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NHTSA
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Everyday Signs

Smoking marijuana can slow down your reaction time. When you're around the house or hanging out with friends, the repercussions can seem comical. But, driving high can lead to dangerous situations.

This territory will use everyday moments in which slower reactions lead to a lower-stakes loss to convey the unnecessary risk inherent to driving high. Our concept will chip away at our audiences' confidence in their ability to perform in any arena while under the influence of cannabis, especially driving.



Everyday Signs Hero Video

We see MAX and ED standing at the end of a ping pong table from the perspective of their opponents.

VO: **When you're high...**

MAX exhales a cloud of smoke as he passes a glass pipe to ED.

ED and MAX assume a ready stance, nod at one another, then smack their paddles together. A ping pong ball rockets between them. Neither of them move.

VO: **...Your reaction time slows down.**

Cut to RONNEY and CAT in their kitchen.

CAT: **Throw me a fizzy?**

RONNEY underhands a bottle of seltzer. CAT fumbles the catch. She picks it up off the floor and opens it. Soda water explodes out of the bottle.

CAT: **GAHHH! Crap.**

Cut to JACK and his four year-old son LUKE leaving a birthday party. LUKE loses control of his party favor, a helium balloon. JACK notices far too late to do anything about it.

JACK: **I got it.**

JACK reaches but the balloon's string has already left the frame.

JACK: **No. Nope...bet they have another one.**

Cut back to MAX and ED in MAX's car. ED, from the passenger seat points to the exit that they are about to pass.

ED: **Wasn't that...?**

MAX tries to swerve to make it to the exit.

VO/SUPER: **If you feel different. You drive different.**



Nope. I'm High.

Experienced pot smokers know how their bodies react to cannabis. We will use this high level of experience and self-knowledge to our advantage. This campaign will celebrate our audience's ability to assess and pass on unnecessary risks in a variety of everyday professional situations and finally connect and apply this behavior to the idea of taking a pass on driving high.



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Nope. I'm High. Hero Video

We open on a split screen of three men, DAN (college student, Hispanic, early 20s), PATRICK (Caucasian, late 20s, contractor), and ROB (Asian, early 30s). They are all in different environments. In unison, they all take some form of cannabis paraphernalia from an off-screen friend and take a hit.

DAN (early 20s) walks past the front desk of his gym. His friend STEVEN points at a sign that reads, "Now hiring trainers" sitting in front of a gym staff member waiting to speak with potential applicants.

STEVEN: Want to apply?

We lock into DAN's eyes as they widen. We hear the first strains of "O Fortuna."

DAN: Nope. I'm kind of high. I'll come back.

VO: You already avoid a lot of risks when you're high.

Cut to PATRICK on a job site talking to his crew member, MIKE, holding an incredibly elaborate set of circuit diagrams.

MIKE: Want to approve it? I can get the city inspector out here today.

We lock onto PATRICK's eyes they widen. Once again we hear "O Fortuna."

PATRICK: Naaaaah. I'm a little toasty. Let's knock it out tomorrow.

Cut to ROB at his apartment. He is putting down a vape pen and blowing smoke. His girlfriend JEN is waiting inside the front door. She throws him the key fob to his car. O Fortuna once again surges.

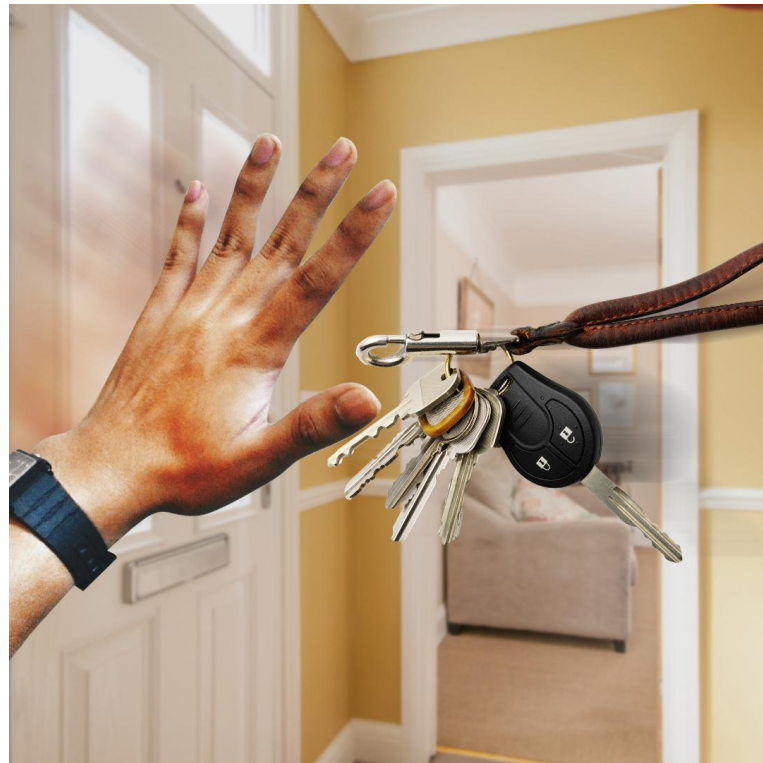
JEN: I want tacos. You drive.

The music cuts when ROB nonchalantly swats the key from the air and pulls out his phone.

ROB: Nope. I'm high. Let's get a ride.

VO: Don't make an exception when it comes to driving.

SUPER: If you feel different, you drive different.



SFX reference: <https://www.youtube.com/watch?v=GXF5K0ogeg4>

REPRISE

