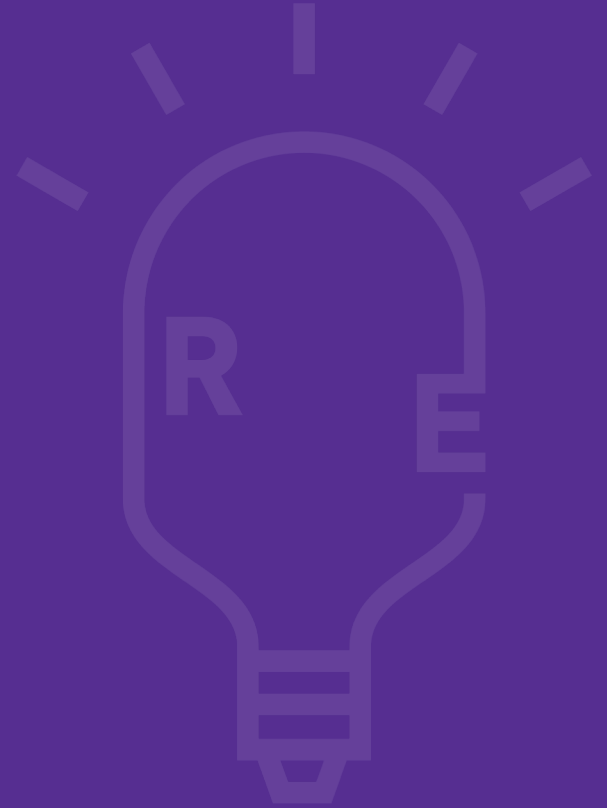


Nope, I'm High

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.





The Approach

Focus group testing revealed our audience identifies with the use of the inner monologue as both a storytelling tool and as an indicator for their own level of intoxication from smoking marijuana.

This direction leverages the inner monologue device as well as additional learnings including the use of humor as a hook. Each spot opens with a glimpse of a catastrophic possible event our protagonist avoids after identifying and assessing risk while high and repeating that behavior when they refuse to drive high.

Nope, I'm High

Hero Video :30 - Vanessa



Open on a close up of RONNEY sitting on his couch at home. He gets a text message from VANESSA, his date from the prior night.

MESSAGE: I had fun last night! :)

RONNEY smiles. We hear his inner monologue as he tries to craft the perfect reply.

RONNEY: Don't sound desperate. Just be normal. Nonchalant. Is it weird to mention my ex?

Quickly cut to RONNEY and his roommate ED in the living room, revealing the previous scene was a glimpse of the future. ED then RONNEY exhales marijuana smoke. RONNEY is holding his cell phone as if he just received a text.

ED: OOOOH, Vanessssaaaa. You gonna text her back?

We lock on RONNEY's eyes as they widen. We hear the first strains of dramatic music.

RONNEY: Nooope, I'm high. I uh... I'm going to workout in the garage.

ALT 2 Nooope, I'm high. I uh... I'm gonna hit the treadmill in the basement.

ALT 3 Nooope, I'm high. I uh... I think I'm going to workout.

VO: You've already made good decisions when you're high.

Cut to RONNEY and ED on a different day. ED walks into the living room, they both look visibly high.

ED: We need to meet the guys. I'm a little toasty. Can you drive?

He throws him the key fob to his car. RONNEY's gaze locks on the keys as they float towards him in slow motion. We lock on his eyes as they widen. The dramatic music surges. The music cuts when RONNEY catches the keys and sets them down on the coffee table.

RONNEY: Nope. I'm high. How 'bout they come over?

VO: Don't make an exception for driving.

VO/SUPER: If you feel different, you drive different.

Nope, I'm High

Hero Video :30 - Pineapple

REPRISE

Open on a close up shot of JOHN in the kitchen. He's staring down a pineapple that's sitting on the kitchen counter. In his hand he's holding a cleaver. He hefts the knife as if he is getting a feel for its weight.

JOHN: Man this is sharp.
Like really sharp.
Sharp enough to pierce this pineapple-ly armor?

Wielding the knife like a ninja swinging a sword, he chops off the top of the pineapple. The top goes flying, hits the window and slowly slides down.

SFX: *large shattering sound*

We cut wide to reveal that JOHN sliced through a pendant lighting fixture hanging above the counter top in his follow through.

The camera quickly cuts to JOHN and his girlfriend LINDSAY in the living room—revealing that the previous scene was a glimpse into the future.

LINDSAY: Can you chop the pineapple?

JOHN exhales a cloud of marijuana smoke. We lock on his eyes as they widen. We hear the first strains of dramatic music.

JOHN: Noooope, I'm high. How about I wash off the grapes?

VO: You've already made good decisions when you're high.

Cut to JOHN on a different day. He's at home, standing in the kitchen with LINDSAY. They both look visibly high.

LINDSAY: I want tacos. Can you drive? I'm a little toasty.

She throws him the key fob to his car. JOHN's gaze locks on the keys as they float towards him. We lock on his eyes as they widen. The dramatic music surges. The music cuts when JOHN catches the keys and sets them down. He pulls out his phone.

JOHN: Nope. I'm high. Let's order in.

VO: Don't make an exception for driving.

VO/SUPER: If you feel different, you drive different.

Nope, I'm High

Hero Video :30 – Work Party

REPRISE

Open on GREG and SANDRA at an outdoor cocktail party hosted by SANDRA's boss, ELLA. ELLA approaches them. We cut between close ups of SANDRA and ELLA as they animatedly chat. We hear GREG's inner monologue.

GREG: **Stay casual.
She can't tell. She can tell.
She knows I'm high.**

ELLA: **Nice to meet you, Greg.**

GREG: **That's crazy.**

SANDRA looks away, embarrassed. ELLA maintains a puzzled smile.

Cut to GREG at home sitting in a patio chair. SANDRA sticks her head out of a sliding glass door, she is getting ready to go to a party.

SANDRA: **I just found out my work thing is a plus one. It's only an hour. Want to go?**

GREG exhales a puff of marijuana smoke. We lock on his eyes as they widen. We hear the first strains of dramatic music.

GREG: **Nooope, I'm high. But I will clean up the kitchen while you're gone.**

VO: **You already avoid risks when you're high.
You've already made good decisions when you're high.**

Cut to a different day in the backyard. GREG is in a reclining lawn chair. SANDRA approaches. They are both high. Greg exhales a cloud of marijuana smoke.

SANDRA: **Pool party at Jessie's! Can you drive? I'm toasted.**

SANDRA throws him the key fob to his car. GREG's gaze locks on the keys as they float towards him. We lock on his eyes as they widen. The dramatic music surges. The music cuts when GREG catches the keys and plants them on a side table.

GREG: **Nope. I'm high. But I'll order a ride.**

VO: **Don't make an exception for driving.**

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

