towards a new campaign to prevent drug-impaired driving

creative development research by the magneticcollective for Ad Council

February 7, 2019
## what we’ll cover

<table>
<thead>
<tr>
<th>01</th>
<th>02</th>
<th>03</th>
<th>04</th>
<th>05</th>
<th>06</th>
</tr>
</thead>
<tbody>
<tr>
<td>why we’re here</td>
<td>additional target learning</td>
<td>the strategic idea</td>
<td>the two creative ideas</td>
<td>the executional ideas</td>
<td>the way forward</td>
</tr>
<tr>
<td>+ objectives</td>
<td>+ their take on the topic</td>
<td>+ does it resonate with your target?</td>
<td>+ how are the different routes delivering on the strategy?</td>
<td>+ feedback on how individual executions are working</td>
<td>+ considerations for a magnetic campaign</td>
</tr>
<tr>
<td>+ who we spoke with &amp; where</td>
<td>+ other key findings</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1 why we’re here
objectives, who we spoke with & where
a mission to put a stop to drug-impaired driving

In partnership with the Advertising Council and Reprise, the National Highway Traffic Safety Administration (NHTSA) is developing a new social norming campaign to deter drug-impaired driving amongst 18-34-year-old males.

In 2018, the magnetic collective led exploratory research to gain a deeper understanding of current attitudes, behaviors, and terminology surrounding marijuana use and driving.

Since then, Reprise has developed two creative ideas rooted in insights uncovered during the first stage of research.

Qualitative research was commissioned to explore the new concepts and their accompanying executional elements.
research objectives

Ultimately, to gather rich insights to inform an impactful social norming campaign to raise awareness of the inherent dangers and to help reduce drug-impaired driving nationwide.

To qualitatively explore the overall campaign and individual components to ensure and maximize:

• Clarity: is the message and ‘call to action’ understood?
• Appeal: how well do the ideas resonate with the target?
• Relevance: does the target feel the messaging is ‘for them’? How well does it resonate?
• Motivation: does the campaign (and supporting executions) have potential to impact the target’s decision making and behaviour?
• Across all facets, pinpointing opportunities to refine and maximize, as well as potential ‘watch-outs’ or ‘red-flags’
who we spoke with & where

6x 90-minute workshops with men ages 18–34 across three cities
• Columbus, OH
• Arlington, VA
• Portland, OR

in each city, speaking with 6 participants per session
• 1x group ages 18–25
• 1x group ages 26–34

recruitment specs:
• men, ages 18–34
• mix of race/ethnicities, household income, occupations, urban/suburban
• must hold a drivers license, own an automobile, and drive regularly
• must drive to/from social occasions at least occasionally
• smoked marijuana recreationally at least once in past 3 months
  • a range of frequency, from regular users (several x per week, to more occasional users)
• range of attitudes about driving with a marijuana high
• articulate and engaged
the ideas explored

strategic Idea

Make the target stop and think about not driving while impaired by marijuana.

Concept 1/O: “Slow Reaction Time”

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.

Concept 2/T: “Nope, I’m High”

Celebrate our audience’s ability to assess and pass on unnecessary risks in a variety of everyday situations and then to connect and apply this behavior to the idea of taking a pass on driving high.

executions

TV/Video

Social Media Content

OOH
As with all qualitative research, results from this study are of an exploratory nature and are meant to provide directional guidance from a small, non-random sample of participants.

As such, our questions were intended to solicit subjective responses where thematic analysis is applied to find important or frequent themes from the conversations.

That’s why we strongly discourage the use of tallies and similar means for ranking participants’ preferences to validate and quantify sentiment or potential outcomes.
2 additional target learning
their take on this topic and other key findings
prior learnings from last year’s exploratory research reaffirmed

**Tribal mentality makes them defensive and sensitive to slights**
- They shut down quickly if they feel pandered to or persecuted; strongly believe marijuana is misunderstood

**Defensive posture makes them poke holes in messaging**
- When usage effects deemed overly dramatic, they dismiss ideas as ‘aggressive’ or ‘propaganda’ made by older, non-users

**This had a pronounced effect in how the work was received**
- Concepts in lead spot take brunt of criticism and skepticism
- In all but one group, the second concept is overwhelmingly preferred, likely a result of ‘order exposure’ and venting
new target learnings reveal implications for messaging

Few have previously seen ‘Don’t drive high’ communications
• Those who have, live in cities where usage is legal

No issues with showing a limited range of marijuana formats
• Exhaling smoke works as intuitive stand-in for usage

All assume both concepts are aimed at men their age and wonder why none of the scenarios show women

Most prefer interesting examples or stories over statistics
• Statistics should come from neutral, third-party, non-profit research or similar organizations without an agenda...
• Or a celebrity who’s known to be a marijuana user or advocate like Snoop Dogg, Willie Nelson, or Joe Rogan
3 the strategic idea
is it magnetic?
strategic idea: make them stop and think twice about not driving while impaired by marijuana
the intended strategy is clear in both routes, but better received when it’s framed as a positive

challenges facing the strategy

Few ever stop to think before driving high since they honestly don’t view it as dangerous

- Majority are used to driving high or believe they drive better when high, so it’s not a concern
- That said, younger males under 25 seem more receptive to the strategic thought of thinking twice

You can tell them why it’s risky, but they’ll deflect and deny until they arrive at their own conclusion

- Fear-based or strong-arm appeals don’t motivate, regardless of stats or science cited, since they distrust authority with respect to this issue

opportunities discovered

Target is more motivated by positive reinforcement and by seeing (believably) good behavior modeled

- Showing them someone thinking through the risks—then making a good choice with someone validating that is more persuasive than any “just don’t” message

Similarly, the right kind of humor disarms and keeps them engaged...

...but keep the pitch focused on not driving high and avoid gray area conversations on ethics or whether marijuana usage is safe or should be legal
the end-line “If you feel different, you drive different” needs context and can sometimes miss the mark

When there are obvious marijuana cues to frame the context of the line, it’s often understood. However, without those reference points, the line can not stand on its own. Other noted issues:

Often thought to apply to novices, not them, since they know their tolerance level and limits

Some believe they are ‘better’ drivers when they feel different—paying more attention, taking fewer risks

Several point out they might feel ‘different’ after a beer or two, and still be well within the legal limits

Others, however, thought the line worked well in conveying that any difference could potentially affect driving

Regardless of creative concept, some mistake message of the end-line as “Don’t drive if you’ve had too much” instead of “Don’t drive at all, if you’re high”

“I feel like I’m more focused when I’m driving high. I’m not in a hurry” – older male, Columbus

“The issue is that there is a standards set on alcohol, you can drink 2 beers and drive legally” – older male, Columbus

“It’s solid advice. That’s the most you can do for people who want to smoke and drive around. Keep it binary—if you smoke, don’t drive.” – older male; Portland
the creative ideas
how are the different routes delivering the strategy?
‘Reaction time’ concept is less compelling since many dispute having slower physical responses after using

Concept 1/O: “Reaction Time”

Creative idea: scenarios focus on how marijuana can slow down reaction time.

Does it deliver the strategy?
Not consistently. The target rejects this premise. Younger or novice users may experience slowed reactions, but most said it doesn’t apply to them—especially when they are laser-focused on something.

Concept 2/T: “Nope. I’m High”

Creative idea: scenarios show users analyzing the risks of situations and then making good choices.

Does it deliver the strategy?
Yes! The humorous approach and creative device of focusing on eyes with dramatic music is solid, but some of the executional elements need fine-tuning.
CREATIVE DIRECTION 1/O
Slow Reaction Time: overview

This territory uses 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 audience’s confidence in their ability to perform in any arena while under the influence of cannabis, especially driving.
Slow Reaction Time: what’s working well
showing social interactions and consequences
with more gravity are most appealing aspects

Positively, they like seeing the protagonists interacting with other friends and being out
and about, since that more closely reflects the reality of their marijuana usage
  • “I liked how it had friends in it, these were more social.” – younger male; Columbus

Compared to “Nope,” the video shows more negative consequences of driving high
  • Both endings are directly tied to cause and effect of driving under the influence vs. broader risks of use
Slow Reaction Time: what’s working less well nearly all contest notion that marijuana slows response time

They point to lack of science and what they know as true
• Runs counter to their own experiences, so assume it’s propaganda

Examples of slowed reactions, as well as how those scenarios are being executed quickly lose credibility among this audience
• Assets lack sufficiently negative consequences...
  • Dropping a football or getting dunked on while playing basketball aren’t comparable to driving mishaps
• Marijuana use increases focus and athletic abilities for some
• Many also challenge the exaggerated manner of slowed reactions
  • Instead of delayed responses, these characters look motionless and completely ‘out of it’

“Maybe this would work for someone new to it, who doesn’t know what to do. I can smoke a whole bag and drive with no problem.” — older male; Columbus

“A lot of sports that I’ve played high, I’m better, I’m more relaxed. Your muscle memory kicks in. When you’re playing sports, your blood is pumping, your reaction time is better.” — younger male; Arlington

“Sometimes it makes me focus on one thing, and when I’m driving, I need to focus on multiple things.” — older male; Portland

“Just the examples, everyone was a mile behind what was expected of them, each was portrayed to be heavily stoned.” — younger male; Arlington
CREATIVE DIRECTION 2
Nope, I’m high: overview

Experienced pot smokers know how their bodies react to cannabis. Using 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.
Nope. I’m High: what’s working well concept has potential to breakthrough, disarm, and persuade

An entirely unexpected and original approach for a P.S.A.

Humor done right can defuse a loaded conversation without making light of the issue
- This campaign’s tone is more approachable than preachy

Though not always apparent in the executions, they do love the idea of celebrating good decisions vs. demonizing users

Most positive response to the social assets emphasizing driving and decision-making like “Key Swat” moment in Instagram post

“It showed autonomy and positive choices, not the condescending view that you can’t do anything else” — older male; Portland

“This seems like the nicest and kindest way to put it across.” — older male; Portland

“The fun teachers were the ones that taught you the best. Those are the classes you remember the most.” — younger male; Arlington

“When it is negative, you laugh it off and think: that’s B.S.” — younger male; Arlington
Nope. I’m High: what’s working less well
some scenarios perceived as making a judgement
about marijuana usage instead of focusing on driving

Many of these scenarios don’t feature driving—so
the connection is a real stretch for some

Scenarios removed from
driving strike them as
negative commentary
about users being lazy

Needs weightier ‘stakes’
(e.g. not wanting to
answer call from boss)
or consequences more
clearly tied to driving

Decision-making process
and a focus on making
positive choices aren’t
consistently understood

“Last 10 seconds of it, the 3rd one drives home the point it was making, the first part was a bit off” – Older Male; Arlington

“The words (in end-line) aren’t judgemental, but the scenes are. Halfway through, I thought: Why are they attacking me?” – Younger Male; Columbus

“The gravity is off, it is making such a big thing out of relatively small stuff, driving when stoned are much higher stakes” – Older Male; Portland

“I am more likely to be influenced by something that allows me the agency of decision making.” – Older Male; Portland
5 the executional ideas
feedback on how individual executions are working
Slow Reaction Time
slow reaction time TV/Video: reaction-time video comes across as heavy-handed condemnation of marijuana usage

Though they disagree with the message, intent to show slowed reactions is obvious

Both endings are tied to driving so the lasting impression is ‘don’t drive high’

Most have personally experienced the consequences depicted in the driving scenarios

And they like seeing people in more social situations (esp. compared to “Nope”)

Three of the four scenarios aren’t related to driving so message takeout is stern directive of “Don’t do it!”

• Getting from ‘slowed reaction while playing ping-pong’ to impaired driving is a stretch

Tonally, video is compared to alarmist propaganda

• Link ‘scare tactics’ with a dated, close-minded perspective like D.A.R.E. or “Above the line” ads

A lack of diversity is another impediment to likability

• Three ‘white guys’ are indistinguishable
• And some found the football scene was sexist

Dad playing with son while high is ‘bad parenting,’ which again portrays users in a negative light
response to slow reaction time in their own words...

“This will make moms feel better, doesn’t make me feel anything about it.” – younger male; Portland

“I found it moderately sexist in the middle with the scene of throwing the ball and he’s stoned, cannot catch the ball as well as the woman can – was thinking: oh wow this is awkward.” – younger male; Portland

“Sexist elements to it – girl catching the ball because he’s too high to catch it” – older male; Arlington

“Doesn’t look like responsible parent. You wait for your kids to sleep before smoking.” – younger male; Columbus
slow reaction time alt endings:
mixed opinion on which alt ending makes stronger point

ENDING WITH ‘MERGE’

Both endings are relatable, but the merge scene features more dire consequences.

On the other hand, many say they use GPS and if they did miss an exit they’d go to the next one rather than swerving to make it.

“The merge seemed like they were going to swerve over and possibly cause an accident, the other one won’t have that kind of a consequence.” — older male; Columbus

“The highway automatically indicates higher consequences because terrible situations can come with a high speed wreck.” — older male; Arlington

ENDING WITH ‘GREEN LIGHT’

The more common traffic mishap while stoned—but this can just as easily occur when distracted by texting or losing focus.

Having others honking at them for waiting speaks to fears of their actions affecting others; which reflects poorly on their tribe.

“Stoners have empathy, they will feel bad about holding people up.” — older male; Portland

“Missing an exit is lighter. You can always take the next one. Here you are affecting others.” — younger male; Columbus
slow reaction time
ping-pong scenario is too over the top to be believable

• Most play ping-pong and like to play it high
• Green color palette known to connote marijuana

  “I actually play ping pong well when I’m high”
  – Younger Male; Columbus

• They’d likely scroll past this in Instagram
• The player doesn’t just whiff, he doesn’t even swing
• Most contend they play ping-pong better when high
• Technically, ball is ‘out’ giving ‘high’ player a point
• Bottom line, it’s too much of a stretch to get from playing ping-pong high to impaired driving

  “For me as a smoker, It is important for these examples to portray the smoker as putting in an effort. I’m not a block who just stands there while high” – Younger Male; Arlington
slow reaction time
big disconnect between playing b-ball and driving

• An activity some enjoy and sometimes play high
• Works against ‘lazy’ stoner stereotype
  “A lot more people enjoy playing and watching basketball so it might work” – younger male; Portland

• Instead of negatively affecting their game, marijuana helps some to ‘stay out of my head’ and just play
• Basketball appeal is less universal than ping-pong
  “Wait; why are they talking about basketball when this is about driving?” – younger male; Portland
  “This has no connection to driving” – younger male; Arlington
Slow reaction time would definitely catch their attention in Instagram

The best-liked example of slowed reactions
- All can relate to being startled by object hurtling toward them
- Fits with driving (e.g. stop sign coming out of nowhere)
- It’s not judgmental – could catch anyone off-guard

“The difference is that it’s more realistic, if this were to happen, if I’m not expecting someone to throw a can at me, I’ll react like this. If I’m playing ping pong, I’ll be ready to react.” – younger male; Arlington

- Some said they wouldn’t be able to catch it regardless

“Not very effective to show RT, I won’t be good at this even when sober.” – younger male; Portland
‘This is a sign’ billboard
the most appealing asset we explored

“This is a sign” billboard

“This is a sign that you shouldn’t drive high.” – Older male; Portland

“Millennial humour done correctly.” – Older male; Portland

“More open-minded and less marijuana madness. If you are noticing and talking about this, it’s done the job.” – Younger male; Arlington

- Clever copy comes across as in-joke among their kind
- Focus on driving via friendly reminder vs. preachy
- Connection to driving is quick, easy, and compelling
- Arresting visual would catch their attention
  - Doesn’t need car to signal driving
- Many picked up on—and liked typographical treatment where “You shouldn’t drive high” is bold
- Most did NOT think that it is advocating usage

• Very few concerns overall; they loved it!
• In states where marijuana is legal, some think the visual may seem like dispensary ad
• A few think it may take too long for them to get the joke
‘If you feel different’ billboard arresting visual makes it clear what the line means

“The decision of feeling different still depends on the person – very variable, I could be smoking 5gms a day and not feel any different because I’m used to it.” – Older male; Columbus

- Some appreciate the binary nature of the line
- Don’t need to see a vehicle or car keys since they’d be in a vehicle when they see it

- More “aggressive,” and in-your-face = off-putting
- Some quibbled that feeling different is too broad a descriptor... e.g. could apply to other things like being tired, alcohol use or even being in a bad mood
- And others point out the line might not apply to regular smokers with higher tolerance levels
Nope. I’m High
Nope. I’m High TV/Video
video memorably taps into familiar moment of reckoning

Humor is unexpected; could become a meme
“This could be a Superbowl commercial! This is hilarious and different from other ads” – Older male; Columbus

Close-up of eyes with O Fortuna is a humorous and universally relatable moment of being put on the spot
• Most quickly understand the main message

“The music part is fantastic, the examples could be clarified. At first, it seems like it’s how people are not motivated.” – Younger male; Arlington

Close-up on eyes with O Fortuna is a powerful device—but the scenarios around it falling short

Avoiding applying for a job or building a treehouse is often seen as being lazy, stereotypical stoners

“If the purpose of the tree house one is to tell you it will be dangerous to make when high, that didn’t come through. It just made him lazy.” – Younger male; Columbus

Consider ‘upping’ the stakes and tweaking scenarios to focus more on deciding not to drive

“The gravity is off, it’s making such a big thing out of this relatively small stuff. Driving for tacos is a completely avoidable scenario.” – Older male; Portland
potential areas to optimize for the “Nope. I’m High” video

Several aren’t sure where the video is going with it’s point until the very end, which creates confusion.

Some point out the character already drove to gym.

They want to see more social interactions for realism.

“Everyone here is smoking alone – this is odd, we often do it as a group as a community.” – Younger male; Columbus

Make the decision the hero.

“The validation. The girlfriend could have said ‘impressed’, ending with a good choice and affirmation.” – Older male; Arlington

“Started with 2 stereotypical stoner dudes, wrapped it with a feel-good smart decision at the end” – Older male; Arlington
Nope, I’m high social assets: clever and compelling with focus squarely on not driving

- Will catch attention in an Instagram environment
- They like humor and originality of the social post featuring color commentary from sportscasters calling the action, with alt angles and slow motion replays...
- ...but more than that, since it focuses entirely on the decision not to drive, it’s a clearer and direct example of the points the video was trying to make

“If that was done well, you wouldn’t even need the first commercial – it encompasses everything that the first one was talking about.” – Younger male; Columbus

“The main thing you’re trying to highlight is the decision-making process of when you’re high.” – Younger male’ Portland

- Need audio to piece it together for intended humor
Nope, I’m high social assets: accessing inner monologue is a new and interesting take

- “Hearing” a high person make a smart choice is relatable and aspirational
- Makes it easy to understand he’s making a good choice
- Avoiding a call from your boss is good example of how impairment could have a serious consequence

“\textit{A lot of people show stoners as dumb people, this still shows users as people who make good decisions.}” – Older male; Columbus

- Need to take care avoidance is tied to a legit risk, otherwise he seems ‘lazy’
Nope, I’m high social assets: without a truly considered decision, ‘Legion of Nope’ comes off as “Just Say No” pt. 2

- Like seeing a diverse group of men and women

- Rapid-fire sequence of ‘nopes’ comes across as negative...
- Not in same ‘open-minded’ spirit or tone as other assets
- Knee-jerk, always say ‘no’ seems more like a D.A.R.E. ad
  “Feels more anti-smoking in general. Makes you feel shitty...drugs are bad, it’s kind of condescending.” – Younger male’ Arlington
- Consider showing a few younger males around age 18
“That moment when…” taps into a legitimately pivotal decision point they recognize as true

- Text and images would likely get noticed
- Re-visits the key ‘eyes’ visual from the video
- Relatable approach; they can identify with ‘that moment’

“That (moment when…) is most critical time not to drive when you’re making the transition from not being stoners to being stoned.” – Younger male; Portland

- Assumes moment of realization is a bad thing
  “I’m not scared when I’m high, I’m happy and relaxed.” – Older male; Portland
- Need eyes to look glassy or red to make it believable
  “That guy is not high at all. He has clear white eyes!” – Younger male; Columbus
Nope, I’m high billboards: didn’t capture their interest and a bit difficult to process, especially if you don’t have a marijuana visual reference

- Many like this billboard, but more guys said there’s too much going on to quickly understand
- Couch icon not a direct link to marijuana
- Taxi icon a bit dated in world of Lyft and Uber
- Couch can also read as lazy

More straightforward; Icon of marijuana telegraphs topic, and fewer icons make it an easier ‘get’ overall

Reading copy line and images left to right is intuitive
Nope, I’m high profile photo frames: frames might become a meme, but not how you intend

Some might use it ironically or in Snapchat (ephemeral) environment
- They prefer the car icon design since it’s tied directly to not driving high
- Even among those who like the scripted “Nope” treatment better, very few recognized the key fob so a weaker link to driving

“RE: SCRIPTED TYPE: It’s basic, what does that mean, just saying nope to everything?!” – Younger male, Arlington

Most wouldn’t feel comfortable uploading a “Nope, I’m High” profile frame out of concerns for being judged by others, especially people at work
- Guys in Columbus say it might be different in a state where it’s legal
  “In Colorado, you can use it because no one can use it against you.” – Younger male, Columbus
  “Even if it was legal and my family and friends knew, I wouldn’t do it because my workplace might have issue with it.” – Older male, Columbus
Nope, I’m high additional creative assets: laptop stickers should instantly convey driving cues

Some would use the stickers for laughs, more than adhering to the message

Most prefer bottom middle treatment since auto icon clearly relates to nope-and driving

“The lower middle best – has a car and the idea of it is to prevent people from driving, only relatable one.” – Older male; Columbus

“Both left ones don’t look like there’s anything to do with driving, just want people to go away.” – Older male; Portland
6
the way forward
maximizing magnetism
thoughts on representation in the PSAs

Considerations to maximize the campaign’s impact

Based on feedback that re-affirms what we heard in the strategic exploratory, recommend including young females

- When the guys talked about a need for showing ‘more diversity’ they meant gender as much as ethnicity
- Including women in a scenario would ring true to life

This latest research makes it clear how difficult it will be to convince the older of young adults that driving impaired is risky

Males ages 18-25 with less entrenched beliefs seem more open to the premise that marijuana could impair driving

“(The campaign) serves its purpose for casual smokers. It delivers a message of: ‘you shouldn’t drive high.’ But a regular smoker will just ignore it.” – Older male; Portland
consider connecting scenarios to driving more quickly to improve message clarity and to avoid perceived judgement about marijuana use in general
Recommend moving forward with “Nope. I’m High” concept

Humor will set it apart and drive campaign engagement

• Featuring a moment of realization they’re high or being put on the spot with a question they’d rather not answer is a highly relevant and relatable creative device

Consider a scenario with ‘over-thinking’ since a few named it as one of the ‘tells’ they’re high and others agree it’s relatable

Regardless of which campaign concept you use, consider using “This is a sign” billboard since it’s is so clever and persuasive

WHAT ARE SOME REALISTIC SIGNS OR OTHER ‘TELLS’ OF WHEN YOU KNOW YOU’RE HIGH?

“I’ll catch myself thinking about big questions, big hippie questions. Like I’ve planned the next 10 years of my life.” – Older male; Portland

“I’ll find myself responding in the same way to avoid answering a question so I’d say ‘that’s crazy’ like 5 times.” – Older male; Portland
optimization recommendations for “Nope” concept

- Make it clear you’re celebrating good decision-making versus depicting users opting out of things because they’re lazy
- Up the stakes; Not to show a more negative outcome, but instead, to elevate what a good choice they made
- Include scenarios showing them outside the home and/or potentially consuming marijuana together in a social setting
- Avoid featuring father-son interactions while high; Signals ‘bad parenting’—which paints users in a negative light
Ad Council & Reprise recommendation

Move forward with “Nope, I’m High” creative concept with optimizations.

**Planned optimizations:** revisit scenarios to ensure users aren’t depicted as lazy and the stakes are weightier; include gender representation

Produce out of home executions with “This is a Sign” messaging, from Concept 1.

Incorporate “If you feel different, you drive different” tagline in creative elements where there is additional context (ex: video, radio, and potentially social/digital)
thank you!

Keith Navratil
keith@themagneticcollective.com

Kanan Deep Kaur
kanan@themagneticcollective.com

Sarah Peterson
sarah@themagneticcollective.com
appendix:
additional slides and stimulus shown
“reaction time’ concept will need significant re-working

Two chief concerns: Most don’t believe the reaction-time premise, and the consequences lack gravity
  • Especially tough to convince older males

Potential optimization areas, if you move forward with it:
  • Showcase more relatable effects of getting high such as overthinking, focusing too much on one specific aspect of a situation, or losing track of original thought or task
  • Examples where they say these effects are at play include: cooking, multitasking, losing track of time, parallel parking, or getting lost in a deep thought
thoughts on social assets

“With me, my age group, I’ve never seen a sponsored ad and wanted to send it, unless I’m making fun of it.” – Younger male; Columbus

Recommend against using the profile-photo-frames; most are either scared to use or would re-purpose them sarcastically

Most are on Instagram, but the majority will avoid publicly sharing anything related to this issue—even if they like a post—out of concerns of being judged or raising any red flags at work
Slow Reaction Time
Storyboard
Slow Reactions

You're not on your game when you're high.
The game slows down when you're high, you say? So does your reaction time. Don't drive high.
Smoking weed slows down your reaction time. Don't drive high. If you feel different you drive different.
THIS IS A SIGN THAT YOU SHOULDN'T DRIVE HIGH.
IF YOU FEEL DIFFERENT,
YOU DRIVE DIFFERENT.
Nope, I’m High
Storyboard
Say no to driving high and add a blocked shot to your highlight reel.
Listen to your gut—driving high is never worth it.
Doesn't matter how you say it, “Nope, I'm high,” is always the right answer if someone asks you to drive after you've smoked weed.
That Moment When…

Realize the risk of getting behind the wheel while high.
Update your profile pic with our “Nope, I’m High” frame if you’re not into driving high.
#IfYouFeelDifferentYouDriveDifferent
IF YOU FEEL DIFFERENT,
YOU DRIVE DIFFERENT.