

Campaign under \$50k:

Warzone

The year is 2021, and we're still stuck at home. You and your friends have been cooped up inside, unable to get together and hang out like you used to. So, you've turned to the world of video games – and you've gotten pretty good! You're invested now – and you and your friends have gotten sooo close to beating that final level to secure the cure and save the world!

It's all going great until your getaway driver blows it. Cannabis affects your concentration and reaction time. It turns out that smoking it before driving – no matter where you are – isn't a good idea. But hey – at least it's just a game!

Using fun characters, an exciting storyline, timely past-time, and poppy colours, this campaign aimed to hook younger audiences before switching gears and becoming a cannabis-impaired driving PSA.

VIDEO



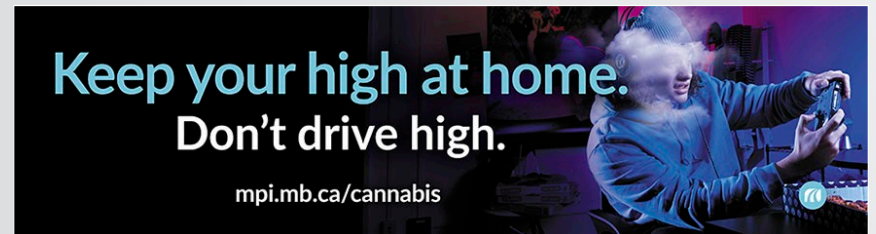
Distracted Driving

<https://www.youtube.com/watch?v=6KulS3Ld0OM>

PRINTED AND DIGITAL
OUTDOOR BILLBOARDS

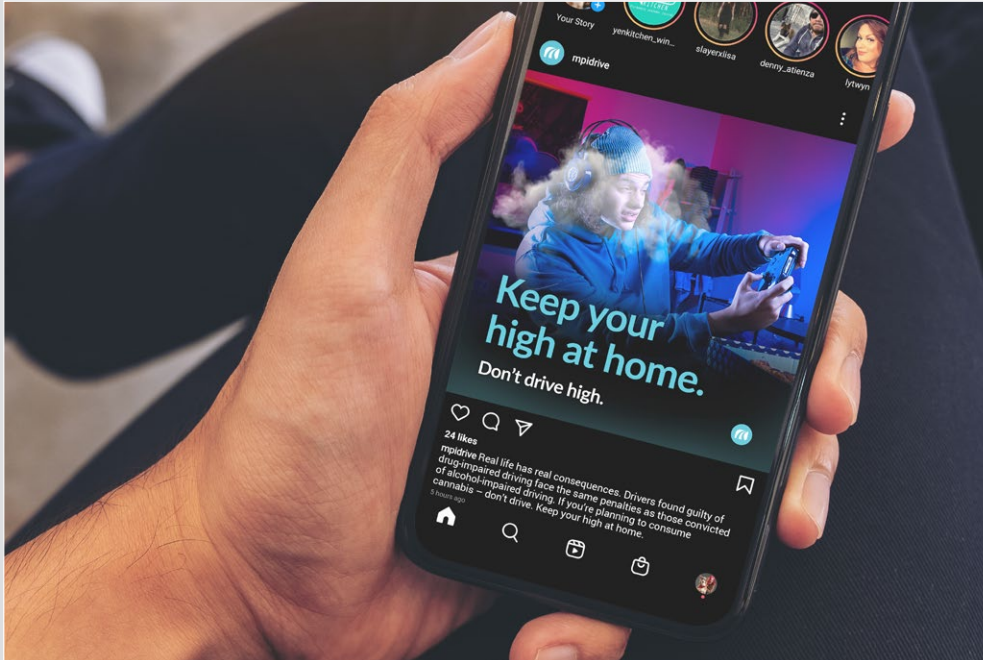


20ft x 10ft billboard



14ft x 48ft digital billboard

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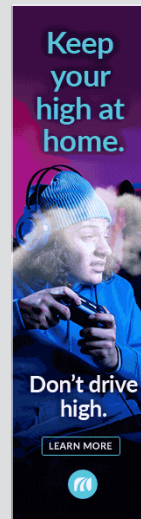
Static Instagram ad



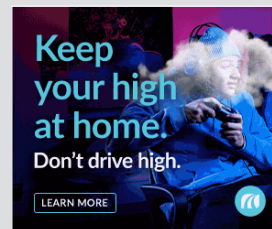
Static Facebook ad.

Text: Cannabis compromises your concentration and reaction time.
Learn more about the consequences of drug-impaired driving.

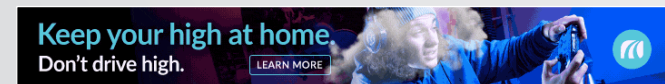
A full set of animated gifs was created in six sizes, with animated smoke enveloping the gamer's head.



Animated online display ad - "skyscraper" (160 x 600 px)



Animated online display ad - "bigbox" (300 x 250px px)



Animated online display ad - "leaderboard" (728 x 90 px)