

The Cannabis Conversation

Bubble graphics/text conversations.

:30 General Messaging

VO	Video/ Graphic
New York State has legalized cannabis, and to help understand what that means, we are starting the Cannabis Conversation.	Video: Shot of grow house, scientist working. Graphics- Green swirls appear white background fades in with Cannabis convo logo.
Who can use, where to use, and how to safely use!	Full screen graphic- Text bubbles appears and float up.. “Who can use?” “Where can you use” “How do you safely use?” side.
You must be at least 21 to legally use, possess, or buy within state lines – If you choose to smoke cannabis, do it away from other people.	White background stays, chat bubbles float away with swirls. Icon- 21 + draws on – 1/3 video Icon- State draws on- Welcome to NY video 1/3 Icon- House draws on- person alone video 1/3
Cannabis should always be stored out of reach of children, and you should never drive under the influence.	Video: Locking of safe Green swirls start back up in corners and fades into end slate. Icon- of lock draws on- safe closing 1/3 of screen. Icon of car with x- hailing cab 1/3 of screen
Join the Cannabis Conversation at cannabis.ny.gov .	Graphic text: Join the Cannabis Conversation cannabis.ny.gov

Voice over driven