

Drug-Impaired Driving Prevention Campaign

CREATIVE PRESENTATION | 05.28.25

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The goal for this work is to establish real-world consequences to an audience that, in large part, is willfully ignorant about all the bad things that can happen when you drive impaired by cannabis. That's not an easy job. If someone believes something isn't a problem, you can't just say, "Actually it IS a problem." You have to make them experience the problem.

So, rather than just surfacing the consequences of cannabis-impaired driving, we leveraged the target's willful ignorance, to land our message with maximum impact. Do you think it's ok, under any circumstances, to drive high? You do? How about we take a ride...

Work

CAMPAIGN DIRECTION

It's a Problem



For the most part, our target has made up their mind. They know when and how to use cannabis, and they're media savvy enough to perceive government messaging from a mile away. But if we play to that self-assuredness, we can hit them with something they never saw coming. The uncomfortable truth: that driving impaired by cannabis can have disastrous results.

“Kids”

Open on a wide shot of a school bus pulling onto the highway. Cut inside the bus to see it's packed with elementary school kids.

The kids are doing what kids do on a school bus. Chatting, playing, laughing, shouting across seats.

Super: Is marijuana dangerous for kids?

Suddenly we hear the sound of screeching brakes and see the bus driver grip the steering wheel tightly, bracing for impact.

Super: In ways you never saw coming.

We cut to black as we hear the spine-chilling sounds of a serious car crash.

Super: In April 2025, a cannabis-impaired driver crashed into a school bus, leaving four children critically injured.

Super: If you feel different, you drive different.

Super: Don't drive high.

Logo: Ad Council | NHTSA

“Cops”

We open on a police cruiser easing onto the shoulder of a highway.

We cut to a tight shot of an officer exiting the parked vehicle and follow as he moves toward an unfolding scene.

Super: What happens when you drive high?

Suddenly we hear the sound of screeching brakes. The officer snaps his head around, eyes wide with alarm.

Super: All kinds of bad things.

We cut to black as we hear the spine-chilling sounds of a serious car crash.

Super: In February 2022, a cannabis-impaired driver struck and killed a Sheriff's Office Sergeant in the line of duty.

Super: If you feel different, you drive different.

Super: Don't drive high.

Logo: Ad Council | NHTSA



“Heavy machinery”

Open on a few road workers in a highway construction zone.

We see them operating heavy machinery, talking and laughing while on break, and just going about another day on the job.

Super: Are marijuana and heavy machinery a risky mix?

Suddenly we hear the sound of screeching brakes and see the workers stop what they’re doing as looks of terror spread across their faces.

Super: In more ways than one.

We cut to black as we hear the spine-chilling sounds of a serious car crash.

Super: In April 2025, a cannabis-impaired driver struck a construction vehicle which then hit and killed three workers.

Super: If you feel different, you drive different.

Super: Don’t drive high.

Logo: Ad Council | NHTSA

CAMPAIGN DIRECTION

Tell That To Them



There's a whole quiver of pseudo-scientific arguments people pull out to defend driving while impaired by cannabis: "It heightens my senses." "It calms me down." "If anything, I actually drive better." Arbitrary statements like these are easier to accept – and impossible to condemn – in the context of casual conversation. But they're exposed for what they are when dragged into the harsh light of serious consequences.

“Hindsight”

Open on a motorcyclist lying on the asphalt. His knee is twisted, his jacket ripped to shreds, the visor on his helmet is shattered. Shards of plastic and metal litter the road around him. He’s been in a terrible crash.

The driver who hit him approaches and kneels beside the injured rider. Fumbling over his words, he tries to explain himself.

Driver: No, no, no... You don’t understand...

Driver: ...I actually drive better when I’m high.

Driver: It helps me focus.

Driver: You know?

The motorcyclist coughs. It doesn’t sound good.

Cut to the end card.

Super: If you feel different, you drive different.

Super: Don’t drive high.

Logo: Ad Council | NHTSA



“Chill”

Open on the scene of a brutal car crash.

One car is overturned, the other has a crumpled hood and is nearly folded in half. We see first responders moving through the wreckage, stepping carefully over scattered debris as they approach the scene.

We slowly push into the totaled cars and get an unsettling look at the destruction. Ultimately, we land on the face of the guy behind the wheel of the upside-down vehicle. His face is pressed up against the deployed air bag and he's clearly in bad shape. He addresses a nearby EMT:

Guy: “Look, you don't understand, I'm a better driver when I'm high.”

We cut to a black screen.

Super: If you feel different, you drive different.

Super: Don't drive high.

Logo: Ad Council | NHTSA

"I actually drive better when I'm high."

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The billboard features a dark, high-contrast photograph of a severely damaged silver sedan on a city street. A person in a dark jacket stands to the left of the car, looking at the wreckage. The background shows a modern brick building with large windows and a clear blue sky with some clouds. The text is in a clean, white, sans-serif font.



12:39

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Photo



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"It just makes me a
more chill driver."



398 likes If you feel different, you drive different.
Don't drive high.



Thank you

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