

## 60 second YouTube Shorts script for a cannabis brand

### THE FIVE LEVELS OF STONERDOM

*"In the words of a prominent hip hop philosopher, there's levels to this shit."*

[Fake documentary intro. Old stoner hippy sitting backwards in a chair like a life coach.]

*"This is true in many areas and especially when it comes to being high."*

[Animated pyramid chart labeled "LEVELS OF STONERDOM."]

*"So put down the bong and pay attention!"*

[Young stoner sitting with friends holding a bong looks confused.]

*"Here are the five levels of stonerdom so you always know where you stand with your buzz..."*

[Stoner confidently stands up, still holding a bong.]

*"...even if your ass has no chance of STANDING in your current state."*

[Stoner immediately falls over, still holding the bong.]

---

*"Level one: You giggle like a little school girl until you hyperventilate and throw up."*

[Two stoners laughing at absolutely nothing. Stoner one throws up on stoner two.]

*"Also known as, the greatest day of your life."*

[Stoner two throws up on stoner one.]

*"Welcome to the party!"*

[They resume laughing, covered in puke.]

---

*"Level two: You eat enough Cheetos to stain your fingers orange for three days."*

[Two stoners aggressively eating Cheetos. Cheese dust everywhere.]

*"If you know, you know."*

[Serious nod between them with their orange fingers clearly visible.]

*"If you don't, figure it out!"*

[Loser sitting alone with a bag of kale chips and wearing a huge peace sign pendant.]

---

*"Level three: You discover that driving is a bad idea."*

[Our guy gripping the steering while looking seriously high. Pan quickly to the speedometer that shows 8 MPH.]

*“And for some strange reason the Taco Bell sign never gets any closer.”*

[Taco Bell sign not getting closer in the distance. Cut to an old lady on a mechanical scooter slowly passing the car from the driver’s window view.]

*“Seriously?”*

---

*“Level four: Paranoia!”*

[Close up of our hero’s face, sweating bullets.]

*“Which isn’t a bad thing if you’re doing drug deals in Morocco with a stranger under a glass table in a crowded cafe.”*

[Pan out to show our hero and a local passing money and drugs under a table that everyone can see through in a crowded cafe.]

*“Not that we’ve ever done that...”*

[Our hero freezes and stares at the camera while the drug dealer bolts for the door.]

---

*“Level five: You can’t move or make a sound.”*

[Close up of our guy sitting on a dining chair, drooling, slits for eyes, mouth hanging open.]

*“You might as well be a fucking statue.”*

[Parrot lands on his head.]

*“You’re five minutes away from blacking out and tipping over.”*

[Someone hangs a hoodie on his shoulder.]

*“And you just know your roommate’s dog is gonna hump your leg while you’re passed out.”*

[Pan out to reveal dog sitting directly in front of our guy, staring up at him, and wagging his tail.]

[Cut to black before payoff.]