



“LOCKER”

PAID FACEBOOK AD – SINGLE IMAGE

(PRIMARY COPY):

Smoking weed can get you kicked off the team, make you lose your parents’ trust and have long-term effects on your brain.

(HEADLINE):

Weed’s not worth it.

(SITE DESCRIPTION):

You could lose a lot if you smoke weed.

(CALL-TO-ACTION BUTTON UNDER IMAGE):

Learn more

UPLOAD ACCOMPANYING VIDEO



“DESK”

PAID FACEBOOK AD – SINGLE VIDEO

(PRIMARY COPY):

Smoking weed can disappoint your friends, get you kicked off the team and have long-term effects on your brain.

(HEADLINE):

Weed’s not worth it.

(SITE DESCRIPTION):

You could lose a lot if you smoke weed.

(CALL-TO-ACTION BUTTON UNDER VIDEO):

Learn more

UPLOAD ACCOMPANYING VIDEO