

TITLE: INCONVENIENCE STORE
MEDIUM/LENGTH: VIDEO/:30
PAGE: 1 OF 1

VISUAL: INT. CONVENIENCE STORE – DAY

VISUAL: A male CLERK (20s) stands behind the counter when a male CUSTOMER (50s) points to cigarettes.

CUSTOMER: ...those, thank you.

CLERK: Sorry, but for all tobacco and vaping products, I'll need to see your stupid I-D.

CUSTOMER: Seriously?

VISUAL: The Clerk nods.

VISUAL: The Customer reaches into his wallet and pulls out –

CUSTOMER: Here is my stupid I-D.

VISUAL: The Customer pulls out and throws down an I.D. that reads: "Stupid I.D.," which has the Customer making a silly/stupid-looking face.

MALE

ANNCR: (V.O.) If you're going to purchase cigarettes and other tobacco products, you're going to need a 'Stupid' I-D. Offense intended. Don't be stupid. Be too smart to start. Learn more at StupidId.org Hashtag: StupidID

TITLE: INCONVENIENCE STORE
MEDIUM: ONLINE

“Sorry – but for all tobacco and vaping products –
I’ll need to see your Stupid I.D.”

[Photo: Six I.D.s labeled: “Stupid” I.D.s with photos of young and older people (three male and three females of all races) making silly/stupid faces on their I.D.s.]

If you’re going to purchase cigarettes and other tobacco
products, you’re going to need a Stupid I.D. Offense intended.

Don’t be stupid. Be too smart to start.

Learn more at StupidId.org

#StupidID