

1

WHAT IT IS

NAME

Narcos Weed Comes to Canada.

IDEA

Get people talking about this scandalous journey so that the audience can experience the rise of the Guadalajara Mexican Cartel and the famous Sin Semilla Weed.

INSIGHTS

"I want to be audacious and experience the thrill, danger, and corruption of the drug cartel without any consequences."

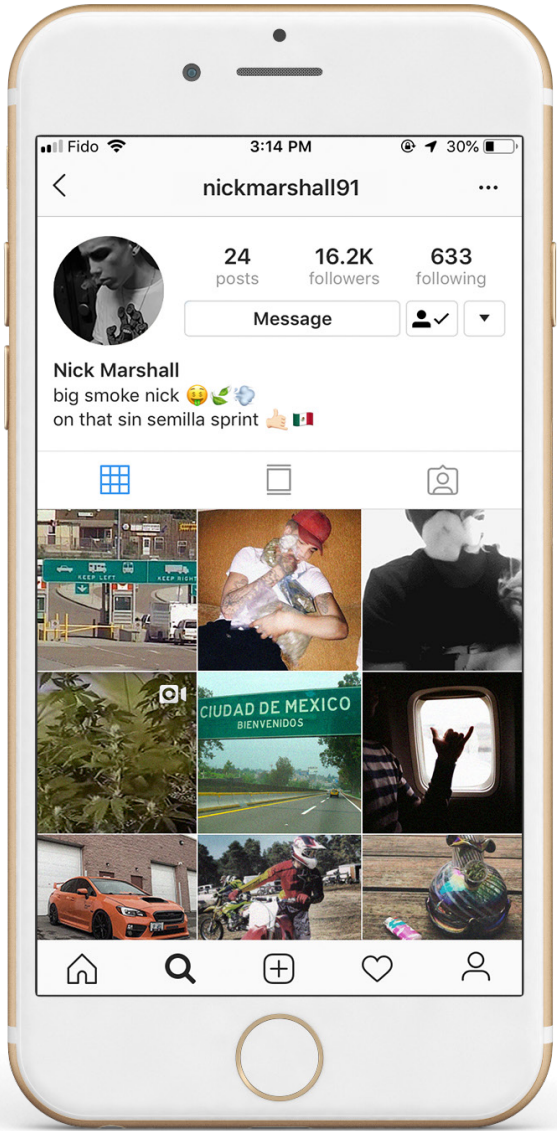
"Hidden desire of the forbidden."

CAMPAIGN HASHTAG

#SmokeNarcos

MEDIA SELECTION

Stunt + Instagram



2

WHAT IT DOES

HOW THE IDEA COMES TO LIFE

We're going to make the target believe that Nick Marshall (explained below) is on a mission to bring the Narcos Mexico Weed (Sin Semilla) to Canada. The idea is to develop a stunt through Instagram where the audience can follow along with Nick's journey in a dangerous, exciting pursuit to find and try the famous Sin Semilla Mexican Weed and smuggle it back onto Canadian soil.

We are developing Nick's Instagram profile and creating content in a timeline manner that documents the journey in order to portray an organic and realistic story. Everything is focused on feeling "legit". In addition, we would be partnering up with Vice Canada to fuel the story, the content will reach the masses and increase the possibility for the story to go viral and get the target engaged.

We want people to be hooked from the start and all the way through the end. Just like every amazing story, we're planning to have an unforgettable ending to wrap up the stunt. After Nick finishes his amazing journey and makes it back to Canada, he will encourage his following to meet him at a certain location at a certain time (very "low-key"). When people arrive, they will find a pop-up Narcos shop in order to be the big reveal of the stunt and the show. The shop will include the actual Sin Semilla product and more show merch that ties everything back to Narcos Mexico and Netflix.

MEET @NICKMARSHALL91

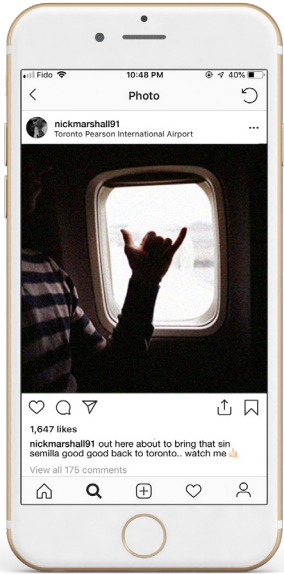
Hi! I'm Nick Marshall (NM = Nick Marshall aka Narcos Mexico) I'm a fictitious Instagram account made to be the centre of the stunt for the Narcos Mexico Campaign.

I am a 27-year-old Canadian obsessed with the Narcos Mexico show. I like to hang out with my friends (drinking or smoking weed) and experience life adventures that I share with my following. I love being the life of the party.

★ STUNT BEGINS HERE

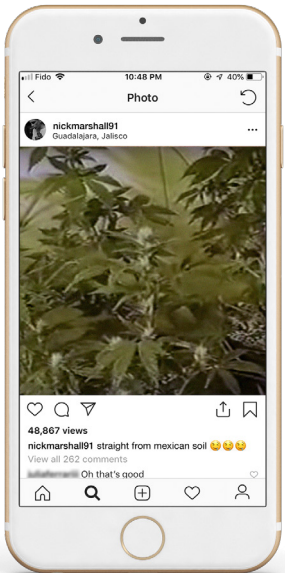
POST #1: JOURNEY BEGINS

- 📍 Toronto Pearson Airport
- 🕒 January 15, 2019
- 👁️ 1,647 likes



POST #2: THE ARRIVAL

- 📍 Mexico, Mexico City
- 🕒 January 16, 2019
- 👁️ 3,385 likes



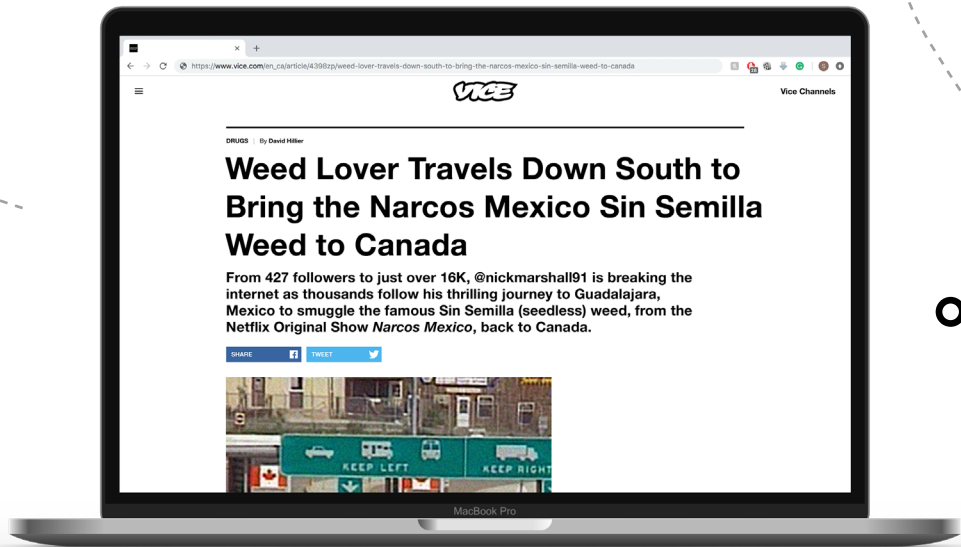
POST #3: THE GROW-OP

- 📍 Guadalajara, Mexico
- 🕒 January 20, 2019
- 👁️ 48,867 views



POST #4: SMOKE SHOW

- Guadalajara, Mexico
- January 22, 2019
- 8,437 likes

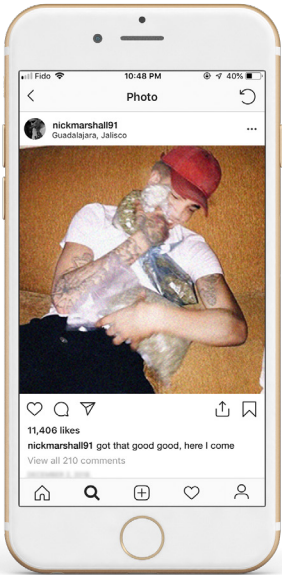
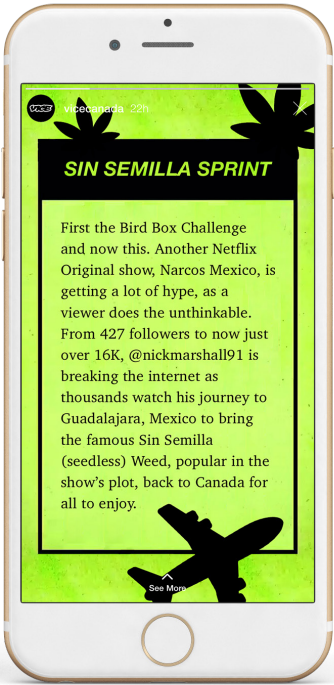
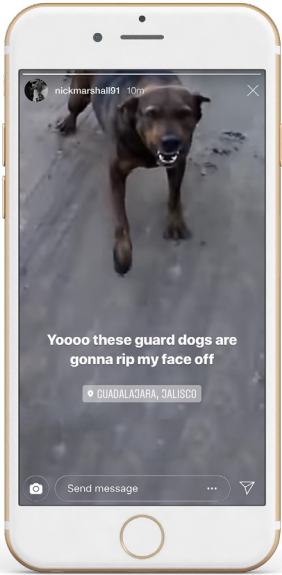


MEDIA BLAST #1: VICE ARTICLE

- Vice Canada Website
- January 20, 2019

STORY #1: WILD DOGS

- Guadalajara, Mexico
- Video of wild mexican guard dogs to make the journey more real.



POST #5: GOT THE GOODS

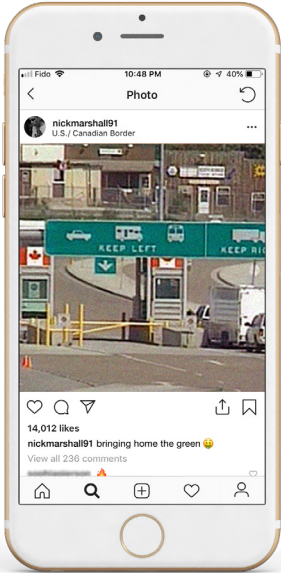
- Guadalajara, Mexico
- January 26, 2019
- 11,406 likes

MEDIA BLAST #2: VICE STORY

- Vice Canada Instagram
- January 27, 2019

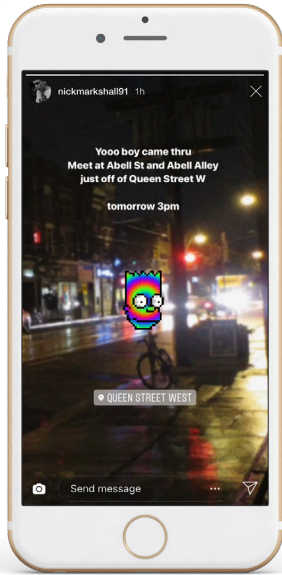
POST #6: THE BORDER

- U.S / Canada Border
- January 28, 2019
- 8,437 likes



STORY #2: THE LOCATION

- Toronto, Ontario
- This story would be posted to inform his following of the secret location of the big reveal.



★ THE REVEAL

- Toronto, Ontario
- Once Nick leads his followers to the secret location, they will be brought to a Narcos Mexico pop-up shop where Sin Semilla Weed will be sold.

