

MEDMEN UNVEILS WORLD'S FIRST CONSUMER CANNABIS AD

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28 : 02 : 2019 Wellness : Cannabis : Culture



The New Normal ad for MedMen

Watch this video at <https://www.lsnglobal.com/news/article/23694/medmen-unveils-world-s-first-consumer-cannabis-ad>

Los Angeles – The ad, directed by Spike Jonze, charts the journey of cannabis from counter-culture to suburban homesteads.

In its continuing efforts to destigmatise cannabis consumption, specialist retailer **MedMen** has enlisted film-maker Spike Jonze to direct its first consumer-focused campaign, The New Normal. The two-minute film rewinds to pre-prohibition era America, beginning with George Washington's hemp farm, winding through history to military veterans who use cannabis to treat PTSD.

While the ad takes viewers on a journey, shedding light on the injustices associated with the plant, it hints at a hopeful future in which legalised marijuana has lost its link with counter-culture and is enjoyed by all. 'Cannabis is part of our country's history. We've moved away from the propaganda of the past and into a world where cannabis is the new normal,' says Adam Bierman, co-founder of MedMen.

Global attitudes to marijuana have come a long way since we identified the **Cannabusiness** trend in 2015, in which start-ups were first beginning to challenge perceptions about the drug.