

Goodby, Silverstein & Partners
Partnership For A Drug-Free America
"If You Can" campaign
"Baby Seeds"
TV :30 TV

A DAD TALKS TO HIS 5-YEAR-OLD DAUGHTER

DAD: It comes from a seed, that grows in mommy's tummy.

DAUGHTER: A seed? Like, for a tree?

DAD: Kind of yes..

DAUGHTER: What does it look like?

DAD: Different from a plant seed.

DAUGHTER: How does it get into mommy?

DAD: Well, that's more complicated.

DAUGHTER: So explain it.

DAD: It's almost time for dinner.

DAUGHTER: No, it's not, we have an hour.

DAD: Ok, well. When two people love each other...

TITLE: If you can talk to them about this

TITLE: you can talk to them about drugs.

TITLE: Partnership for a Drug Free America