WHAT LEAVES THE INN KEEPS MOVING.

THE SMOKE'D INN CONTENT + MEDIA GUIDE

SMOKE'D INN ISN'T BUILT AROUND CREATING ONE POST AND MOVING ON.

WE'RE BUILDING AN ARCHIVE OF CANNABIS CULTURE THROUGH THE PEOPLE LIVING IT.

One conversation can contain dozens of moments worth returning to.

WHAT WE MAY CAPTURE

Depending on the session:

THE STORY DETERMINES THE CONTENT.

LONG-FORM CONVERSATION.
SHORT-FORM VIDEO.
PHOTOGRAPHY.
PORTRAITS.
BEHIND-THE-SCENES MOMENTS.
ACTIVITIES.
FUNNY MOMENTS.
STORIES.
QUOTES.
RECOMMENDATIONS.
CREATIVE WORK.
PRODUCT CONVERSATIONS.
COMMUNITY OBSERVATIONS.
LOCATION DETAILS.
FOOD.
MUSIC.
LIFESTYLE.

And the unexpected moments that happen when everybody gets comfortable.
Not every session will produce every format.

LONG-FORM

Long-form gives the conversation room.

We don't need every thought reduced to fifteen seconds.

THIS IS WHERE PEOPLE CAN:

EXPLAIN.
TELL STORIES.
GO OFF TOPIC.
LAUGH.
REFLECT.
SHOW PERSONALITY.

LONG-FORM BECOMES PART OF THE DEEPER SMOKE'D INN ARCHIVE.

SHORT-FORM

One long conversation can contain many smaller moments.

THESE MOMENTS CAN BECOME SHORT-FORM CONTENT ACROSS POTHEAD GANG PLATFORMS.

A HILARIOUS STORY.
A RECOMMENDATION.
A LESSON.
A HOT TAKE.
A MEMORY.
A PRODUCT EXPERIENCE.
A PIECE OF ADVICE.
SOMETHING ABOUT THE PERSON'S CITY.
A CREATIVE MOMENT.

THE ROTATION

A clip doesn't automatically expire because it was posted once.

If something becomes relevant again, it can return.

GOOD STORIES STAY IN THE ROTATION.

SOMEONE TALKS ABOUT THEIR TUESDAY ROUTINE?
TUESDAY GIVES US CONTEXT TO REVISIT IT.

AN ARTIST RELEASES THE PROJECT THEY DISCUSSED DURING SMOKE'D INN?
BRING THE STORY BACK.

A PARTICIPANT REACHES A MILESTONE?
RETURN TO WHERE WE MET THEM.

PARTNERS + PRODUCTS

PRODUCT CONTRIBUTION DOES NOT PURCHASE POSITIVE OPINIONS.
FINANCIAL SUPPORT DOES NOT PURCHASE SCRIPTED PRAISE.

Products and partners can appear naturally inside Smoke'd Inn where appropriate.

That does not mean every participant becomes a spokesperson.

If somebody genuinely loves something, let them say it.

If they don't have anything to say about it, don't manufacture it.

TRUST IS WORTH MORE THAN A FORCED MENTION.

COLLABORATION

Where appropriate, POTHEAD GANG may invite participants or partners to collaborate on posts, tag relevant accounts or share published material.

Specific content rights, usage and deliverables should be established through the applicable agreement rather than assumed.

THE ARCHIVE

Over time, Smoke'd Inn becomes more than a show.

It becomes documentation.

PEOPLE.
CITIES.
BUSINESSES.
PRODUCTS.
CREATIVE SCENES.
NEIGHBORHOODS.
STORIES.
OPINIONS.
MOMENTS.

All seen through people living cannabis culture.

WE'RE NOT JUST MAKING CONTENT ABOUT THE CULTURE.

WE'RE DOCUMENTING THE PEOPLE INSIDE IT.

POTHEAD GANG