

Last year, despite the catastrophe of Covid, there has been some great news about advances in research on psychedelic medicine to treat mental health issues.

Johns Hopkins announced it had launched the Center for Psychedelic and Consciousness Research with a full panel of planned studies. Johns Hopkins' researchers plan to focus on how psychedelics impact brain function and mood in both healthy individuals and those affected by mental health issues.

This is just part of the psychedelic revolution that is beginning to take place.

There is, however, a continued historical bias against these drugs.

While the efficacy of psychedelics is important to communicate, it is just as important to shift attitudes towards them by Governments, investors and the public.

CHANGING MINDS

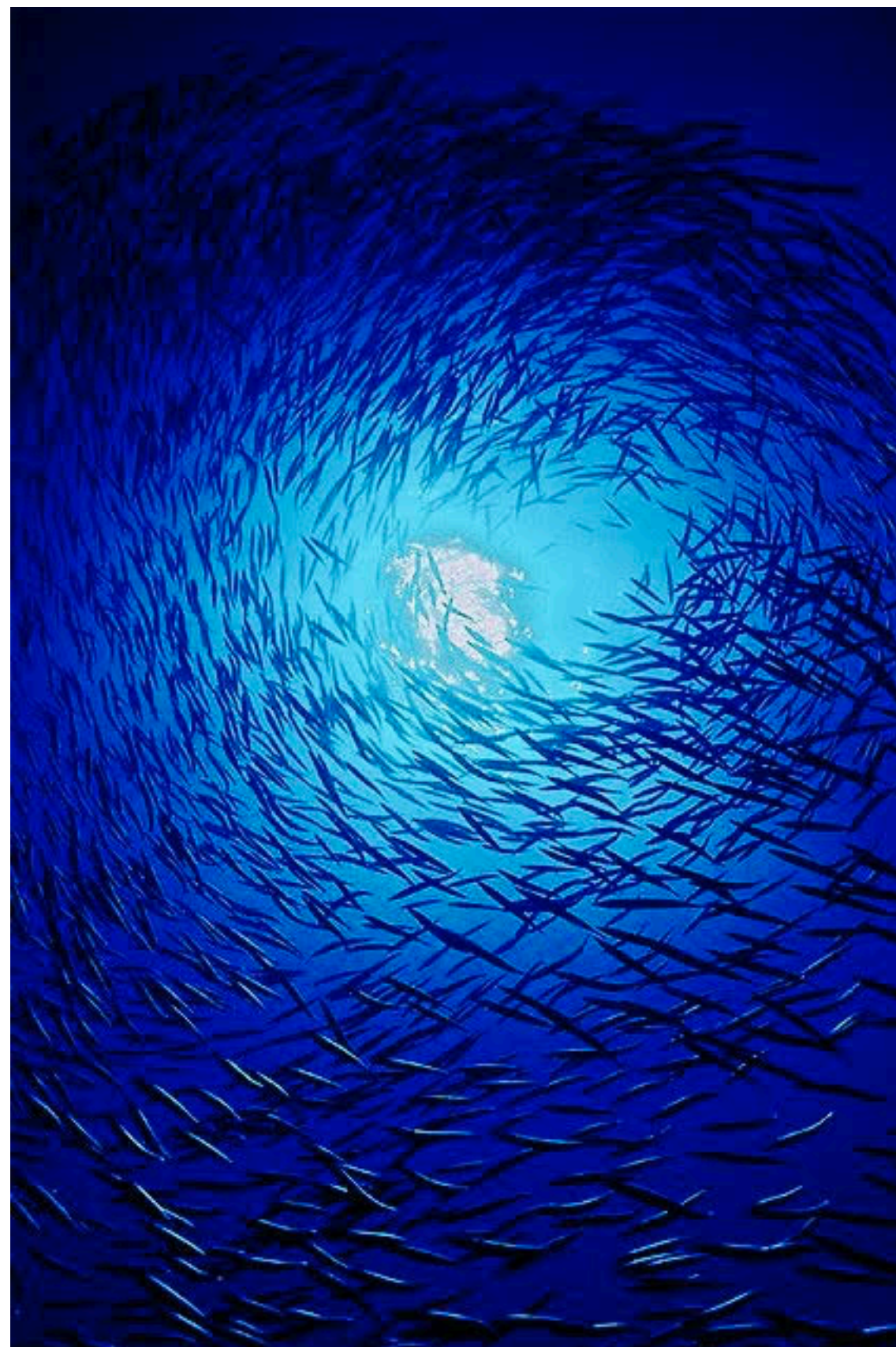
This idea and theme talks to both. Cybin is helping change the minds of all relevant parties towards the use of psychedelics and by their use is Changing The Minds of patients for the better.

“Progress is impossible without change; and those who cannot change their minds cannot change anything.”

George Bernard Shaw



While retaining the logo, there is an opportunity to enhance its visibility and impact. Also, to modernise it. By placing the script font inside a molecular shape and adding the impact of a strong, modern colour, it now has greater visibility and resonance.



THE FILM.

We are on the horizon of a vast ocean.

The camera slides into the sea and in the depths we see what appears to be a massive school of fish in the distance spiralling and moving like a tornado.

Rays of light stream through the ocean, maybe we glide through some amazing jellyfish or something passes the camera.

As the camera gets closer We see they are actually people, not fish. They are swirling up towards the surface and as they get closer to the light that dapples through the water we see smiles on their faces.

We have wide shots and close ups as there are thousands of them.

We see them break the surface and into the light.

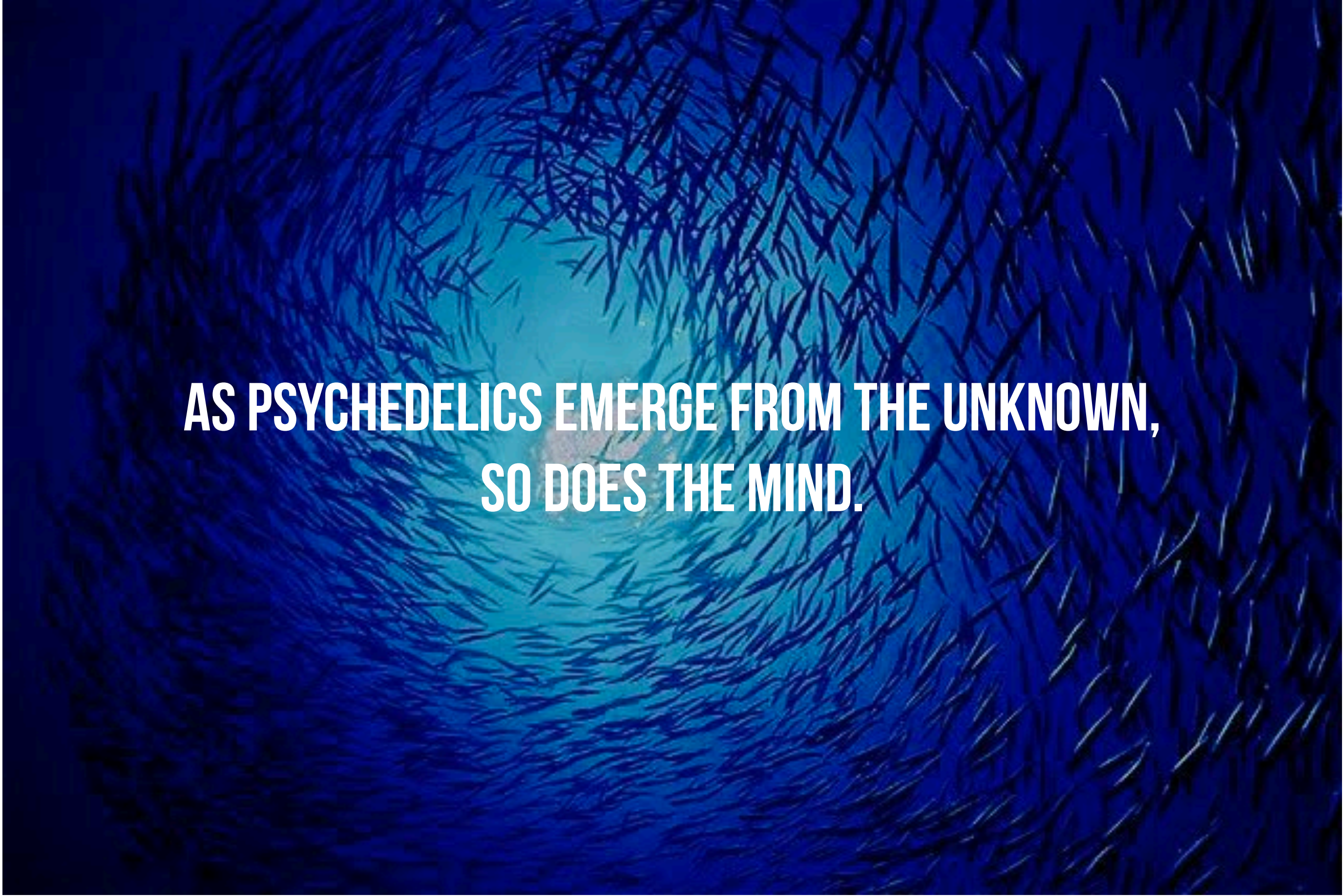
CYBIN PSYCHEDELICS
CHANGING MINDS.

MUSIC THROUGHOUT:

VOICE OVER:

AS PSYCHEDELICS EMERGE FROM THE UNKNOWN,
SO DO MINDS.

AT CYBIN PSYCHEDELICS, WE'RE
CHANGING MINDS FOR THE BETTER.



**AS PSYCHEDELICS EMERGE FROM THE UNKNOWN,
SO DOES THE MIND.**

THE HOMEPAGE

The homepage would include a shorter version of the film and type instead of a voice over. On the website, we would focus more on the joyous faces as they emerge from the water.

WHEN PSYCHEDELICS EMERGE, SO DO MINDS.



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CHANGING MINDS

PORTRAITS

Posters and website pages can also show the joy when minds are changed and psychedelics are shown to help.