

Campaign Overview: Don't Mess with Hemp

Hometown Hero's "Don't Mess with Hemp" campaign was a bold, culturally resonant response to Texas Lieutenant Governor Dan Patrick's proposed ban legislation targeting the hemp industry. Rather than taking a traditional policy-driven advocacy approach, the campaign leaned into irreverent Texas humor, sharp political satire, and consumer-facing creative to spark conversation, mobilize supporters and reinforce Hometown Hero's brand identity as a fearless, Texas-proud challenger brand.

The campaign emerged during a heated regulatory moment, when Patrick publicly criticized hemp-derived products and signaled aggressive legislative action to ban hemp-derived cannabinoids. Hometown Hero transformed this political flashpoint into a brand moment, reframing the debate through witty product concepts, limited-edition packaging and viral social content that directly referenced Patrick in a playful but pointed way. Key creative elements included the "Dan Patrick's Pick" campaign, the "Ban Dan" promotion and "Dan's Delight" product boxes, each designed to parody political rhetoric while highlighting the absurdity and economic stakes of the proposed restrictions.

Visually, the campaign drew on bold Texas iconography, punchy copy and meme-driven social storytelling. The creative tone balanced satire with advocacy, making complex regulatory issues accessible and shareable for consumers. The content quickly gained traction across social platforms, driving engagement, conversation and earned media coverage locally and nationally, reinforcing Hometown Hero's positioning as a brand that stands up for consumers, small businesses and the legal hemp industry.

What made the campaign particularly impactful was its willingness to name the political tension directly, while maintaining a light, humorous and brand-consistent voice. The approach blurred the line between product marketing and cultural commentary, turning a policy dispute into a moment of brand storytelling and community mobilization.

"Don't Mess with Hemp" exemplifies modern brand activism in the cannabis-adjacent space, showing how a challenger brand can use creative marketing not just to drive sales, but to shape public discourse, mobilize supporters and defend an emerging industry under threat. The resulting advocacy momentum heightened scrutiny of the proposed legislation and ultimately contributed to a gubernatorial veto, a significant win for the hemp industry.

Campaign Elements:

<https://www.youtube.com/shorts/ZP-RJis0N4I> (Mock Press Conference)

 The Lt. Gov of Texas, Danny P, is here to tell you DO NOT go to Hometown Hero's website and search "snacks"!  It's one of the biggest discounts Hometown Hero has ever done and it is OUTRAGEOUS!  #txlege #texas

<https://www.youtube.com/shorts/HcJEuvs6sFA> (Dan Patrick's "Bag Catch")

For everyone who would've caught that bag of Cereal Bites thrown by the Lt. Gov Dan Patrick during his press conference on SB3, we've got a special deal just for you!

<https://www.youtube.com/shorts/AyKnQUIGLxk> (Box Hand Off)

We've secured the exact box from Lt. Dan Patrick's office, hand curated with his favorite goodies, and in honor of the press conference he held for SB3, we'll be selling this whole box for \$99 with code DANSDELIGHT on our website! 🙌🙌🙌🙌

<https://www.youtube.com/shorts/FvKmx-I1Ros> ("Dansfolly" Coupon Code)

If you want to capitalize on Lt. Dan's folly, use code DANSFOLLY on the website to try one of our 2G disposables for \$19.99! This offer will only be available for 1 week, so make sure to get yours before the 18th, and limit one per customer!

https://www.youtube.com/shorts/_MA1UW_Ge_U (Best Dan Patrick Meme)

We're happy to announce, possibly our favorite project, the Dan Patrick meme contest! \$2000 for 1st place, \$1000 for 2nd place, and the top 10 will get a free bag of Cereal Bites! The deadline is next Friday 6/6, and it can be a photo, a video, a gif, as long as it's funny, just make sure to tag us so our team can review them and award the winner! So excited to see what ya'll come up with! 🙌🙌🙌

<https://www.youtube.com/shorts/htB6dO3hod4> (We win!)

Texas Lt. Gov Dan Patrick conceded his fight for a THC ban last night in a post on X. This is a major victory for the hemp industry in Texas, and although it is still possible for a 3rd special session or an executive order from the governor, we believe both are unlikely to come to pass. Let's celebrate this major victory as a community, but be aware that more can still be done so the fight isn't 100% over just yet!! 🙌🙌🙌 #texas #txlege #news #update

<https://www.youtube.com/shorts/TvFK1VEHBXw> (I'm still here)

Texas Lt. Gov Danny P has a special message for you about his favorite sweet infused treat! <https://www.youtube.com/shorts/2GKF59PQnqs> (Tiny Microphone) We need your help letting Dan Patrick know just how much he has "helped" Texans this legislative session! If you're on X, leave a comment on his post letting him know your thoughts on SB3 as well as urging Abbot to #vetoSB3

<https://www.youtube.com/shorts/HP5CqIrSceg> (What's in the Bag)

The Lt. Gov Of Texas held a press conference today, aiming to garner more support for the bill as it heads to the governor's desk. In that press conference Dan Patrick held up a bag of our Cereal Bites and proceeded to blatantly lie about the dosage, the ingredients, as well as the THC used in the bites themselves. So here is our response to the Lt. Gov!

<https://www.youtube.com/shorts/GXPsx5fILXc> (Selling Swag)

In honor of yesterday's disaster of a press conference for SB3, we made a shirt commemorating the event so we will never forget the day the Lt. Gov of Texas threw a bag of Cereal Bites at a crowd of reporters. 😂 Shirt available now on our website, hometownhero.com/c/apparel

