

MJBiz™
Marketing
Forum

Amp Your **Brand**

More Than a Product: Driving Consumer Engagement and Loyalty Through Brand



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Pearlfisher.



Design for life



**The shifts the cannabis industry has gone through
are a testament to the barriers it has overcome**

**From illegal
to legal**

**From bad for you
to good for you**

**From stigmatized and illicit
to a more mature understanding**



**Its widespread presence in
our lives reflects how
broader culture is changing**

**“The 2020 election revealed that marijuana
is maybe one of the few truly bipartisan issues
in the US right now, with 91% of Americans
saying it should be legal for medical use.”**

CNBC

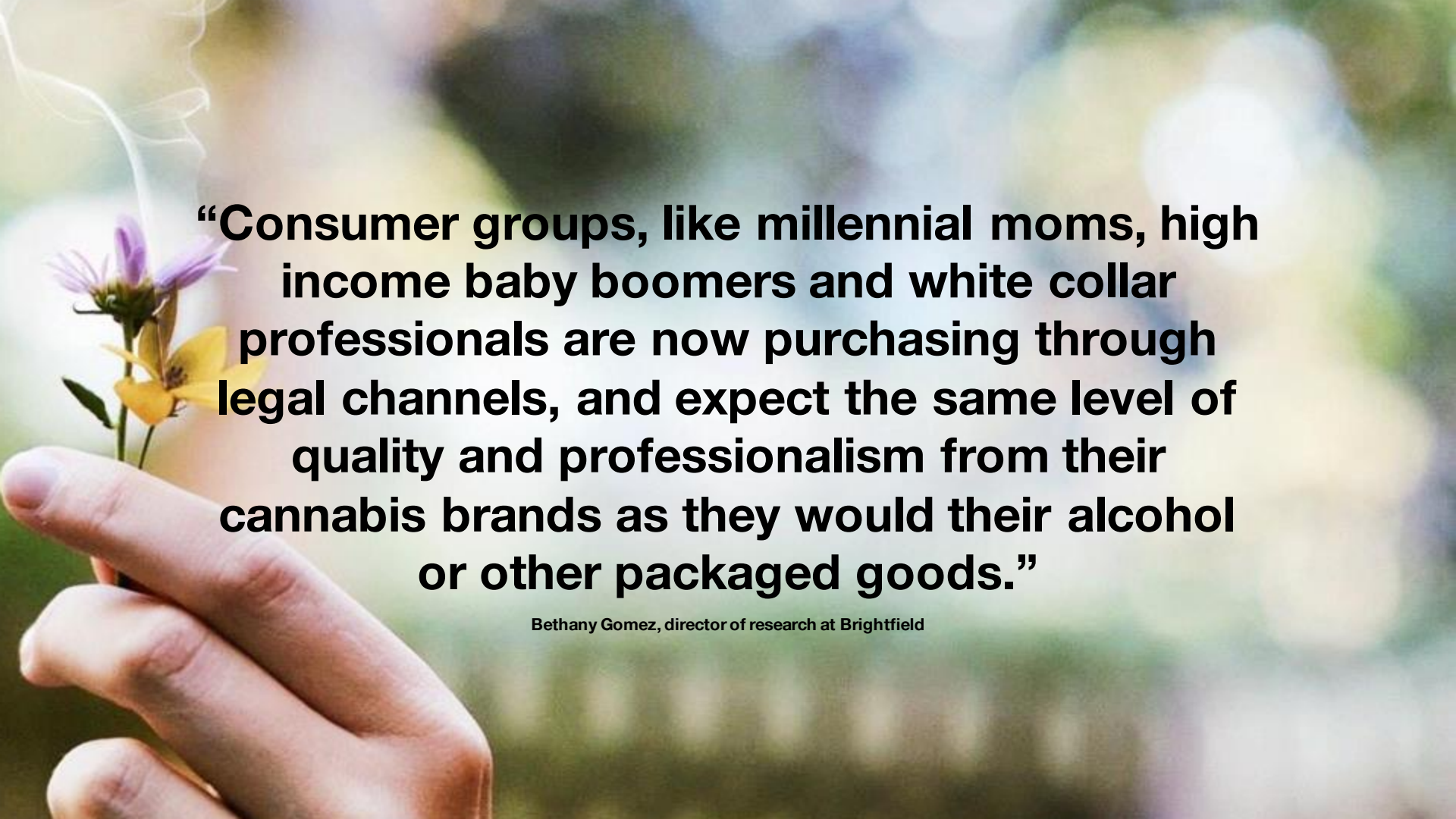


Cannabis is the new Cabernet

**“There’s this trend of replacing the glass of wine
with a joint at the end of the day.”**

Lisa Buffo, founder and chief executive officer of the Cannabis Marketing
Association





“Consumer groups, like millennial moms, high income baby boomers and white collar professionals are now purchasing through legal channels, and expect the same level of quality and professionalism from their cannabis brands as they would their alcohol or other packaged goods.”

Bethany Gomez, director of research at Brightfield



The opportunity for cannabis

Very few companies actually have differentiated products, so making an emotional connection with consumers and culture through brand will be increasingly critical for success

5 key principles in establishing consumer engagement & loyalty:



5 key principles in establishing consumer engagement & loyalty:

1. Build a brand, not a product



5 key principles in establishing consumer engagement & loyalty:

- 1. Build a brand, not a product**
- 2. Define your audience**



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- 2. Define your audience**
- 3. Find your cultural niche**



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- 2. Define your audience**
- 3. Find your cultural niche**
- 4. Build your brand world**



5 key principles in establishing consumer engagement & loyalty:

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- 3. Find your cultural niche**
- 4. Build your brand world**
- 5. Be ready for what's next**



1. Build a brand, not a product



A vibrant, high-angle view of a busy city street, likely Times Square in New York City. The scene is filled with tall buildings and a dense array of colorful billboards and advertisements. In the foreground, a crowd of people is visible, some wearing red baseball caps. The street is filled with cars and taxis, creating a sense of constant motion. The sky is a clear, bright blue. The overall atmosphere is one of a bustling, modern urban environment.

What is a brand?

**It's not a pack.
It's not product attributes...
or features.**

It's a promise.





Think different.



Endless play.



**Everybody is
an athlete.**



Strong brands have solid strategic foundations, a big idea at the heart and impactful creative execution

Brand Strategy

Defines who you are, what you stand for and what makes you distinctive and differentiated

Creative Strategy

A creatively rich and inspiring big idea that we define to unlock the creative potential in a brand

Brand Assets

Creating ownable assets that embody the creative idea; some fixed, some flexible, always recognizable

Execution

All elements come together to form a total brand language that tells your story in culture and for people you serve



2. Define your audience



Archetypes help us understand a broad consumer segment



Consumer:
Who are they?



Occasion:
How are they using
your product?



Category:
What's out there?
To come?



However cannabis is a highly complex product and so are the archetypes we need to understand when building brands



The task:

Develop a THC + CBD infused gummy brand for the modern cannabis consumer that is approachable, flavorful and fun



Defining cannabis consumer profiles



The Conventional Stoner

The typical weed enthusiasts who consume it in all forms. They're users who appreciate the use of **weed as a lifestyle** choice to **unwind and relax**



The Medicinal User

The everyday user for pain and other health problems, they turn to gummies for **lasting effects** and **ease of use**. Recreation is of no interest as they are driven by physical need



The Party Animal

The recreational user who tends to be younger in age. Turns to gummies to **enhance an event or social experience**, like festivals, parties, or a normal night out



The Curious Creative

The explorative artist who is always interested in new ways to **open up creative avenues** and enlighten their everyday



The Outdoor Enthusiast

The adventurous spirit, who uses gummies as a way to **feel more connected to nature**



The Discreet Dabblers

The nervous explorer, subtly feeling their way into cannabis via gummies which seem the **most permissible** because of their absence of smoke



Identifies specific consumer priorities to focus on



The Conventional Stoner

Looking for:

A brand that plays into the lifestyle ritual that's so important to them



The Medicinal User

Looking for:

A brand that feels legit, rather than a gimmick



The Party Animal

Looking for:

A brand that will accentuate the fun



The Curious Creative

Looking for:

A brand that can change the way they think



The Outdoor Enthusiast

Looking for:

A brand that can be the perfect partner to their outdoor excursions



The Discreet Dabblers

Looking for:

A brand that feels discreet and reassuring



Creating distinct creative territories



The Party Animal

Looking for:

A brand that will accentuate the fun

“Cannabis Candy”

- Lead with strain
- Talk about potency
- Bold brand elements



The Discreet Dabber

Looking for:

A brand that feels discreet and reassuring

“Herbal Wellness”

- Hippie graphics
- 3+ flavors with each strain
- Emphasize balance

Occasion & category define the white space opportunity

Planned vs. spontaneous

There's very little ritual around gummy consumption

Special vs. everyday

Saved for particular times or used regularly

Social vs. personal

To be shared or a solo experience

To-go vs. to-stay

Used on the move and for travel, or stationary

Wind down vs. wind up

For relaxing and de-stressing or to amp up the party

Category context



"Cannabis Candy" competitors to avoid



"Herbal Wellness" competitors to avoid



3. Find your cultural niche



Cultural shifts mean today's cannabis consumers have

- Increasing lived in a world where cannabis was legally available somewhere
- A more acute understanding of personal, wellness and self care
- Heightened stress, anxiety and a heightened pressure to perform
- A strong need for authenticity and purpose in their brands



Tapping into cultural tensions

Tension 1:

Cultural idea,
perception,
phenomenon, etc.



Tension 2:

Cultural idea,
perception,
phenomenon, etc.



Tapping into cultural tensions

Pressure to have a perfectly curated social presence, share only the “highlights reel”



Increased desire for real/true connections post-pandemic

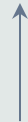


Tapping into cultural tensions

Pressure to have a perfectly curated social presence, share only the “highlights reel”



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Opportunity



Tapping into cultural tensions

Pressure to have a perfectly curated social presence, share only the “highlights reel”



Increased desire for real/true connections post-pandemic

BeReal.



Key tension

Though edibles are helping change the social stigma surrounding cannabis usage... there's still a long way to go for brands to shake off the 'stoner' stereotypes



Brand opportunity 1

Challenge the stigma and stereotypes, and reframe the clichés around cannabis

Brand strategy 1

Position this brand as a trigger to the best the nights out, bigger and better stories, and new experiences



**The Party
Animal**

Looking for:

**A brand that
will accentuate
the fun**



Brand strategy solution

**RERUN is the instigator
of raw and untamed fun**

A challenger to the classic
alcohol fueled night out

Represents cannabis in a new
light, not as a strictly stoner
thing. With RERUN, you can
have a fun, energizing night out.

RERUN





CONSUME RESPONSIBLY

Eat your greens
Call your mom
Use condoms
Respect the code

BEHAVE RIDICULOUSLY

...smoke them too.
...party til dawn.
...have threesomes.
...leave your tag.

Brand opportunity 2

Lean into the “stoner truth” and instead of rejecting it, embrace the joy in staying in and ditch the guilt around missing a night out

Brand strategy 2

Position this brand as a form of self care and break the connection between drugs and getting belligerent



**The Discreet
Dabbler**

Looking for:

**A brand that
feels discreet
and reassuring**



Brand strategy solution

JOMO leans into the “stoner truth” and instead of breaking it, embraces the “Joy Of Missing Out” in a world of FOMO.

JOMO challenges the notion that you have to go out to have fun

JOMO

identity who we are

who are we for?

the JOMOsapiens

Our #CouchQueens and #CouchKings are challenging the belief that you need to go out to have fun, by fostering JOMO in a world of FOMO.

There's no shame here; these people have turned their couch into a mecca. They're down for canceling and down for making up excuses (even to their best friends); their only plan is to have no plans.





It's clean

It's cozy

It's your 30s

It's Quip

It's Reformation

It's Emily's

It's The Sill

It's macaroons

It's Van Leeuwen

not chaotic

but curated

not your 20s

not Colgate

not Zara

not Dominoes

not Home Depot

not Haribo

not Ben & Jerry's

4. Build your brand world



When advertising is mostly out of reach, and retail spaces are restricted, how do cannabis brands show up and stand out in people's lives?



65%

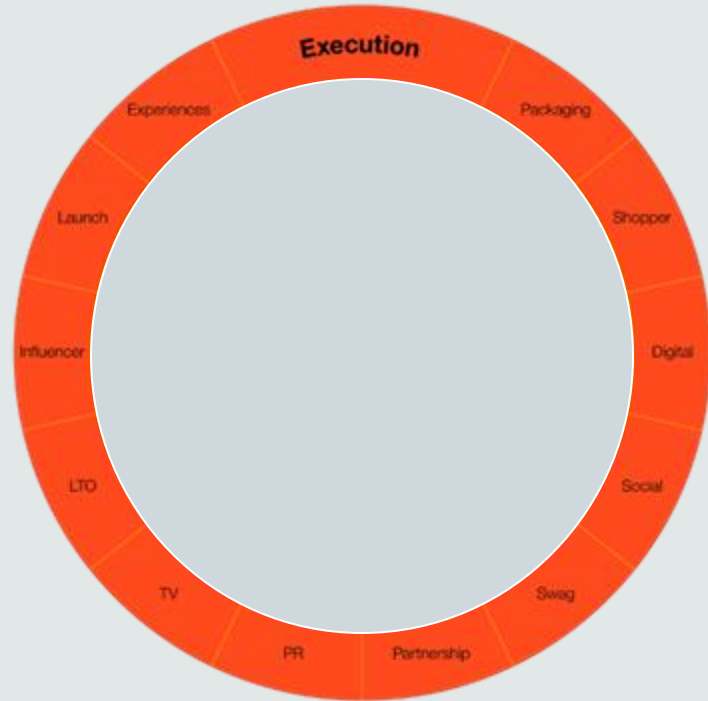
**of consumers find a positive
experience with a brand to be
more influential than great
advertising**

— PwC



Defining your touchpoint strategy

1. **What we say
(content)**
2. **Where we say it
(contact)**
3. **Dynamics of the
environment in which
we say it (context)**



Constructing a typical brand loyalty journey

Typical CPG Consumer Journey



Inspiration and education are flipped for cannabis

Current Cannabis Consumer Journey



It's not just the "consumer" that needs to be considered



Budtender engagement objectives & touchpoint planning



Disrupt & Educate

Key Touchpoints:

- Budtender engagement kit (brand one-pager or poster + manifesto, merch and swag)
- Budtender launch event (brand-driven experiential & assets)
- Brand film
- Website design (brand story & product detail, links to social)

Inspire & Immerse

Key Touchpoints:

- Brand book (mini/pocketable)
- Product flavor menu
- Social (posts & content pieces)
- POS/merchandising materials (i.e. secondary packaging)
- In-store popup or display (concept/kit)

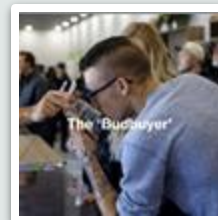
Reward & Rejuvenate

Key Touchpoints:

- Re-engagement event(s)
- Merch/swag giveaways
- New flavor launches (packaging)



Budbuyer engagement objectives & touchpoint planning



Intrigue & Inspire

Key Touchpoints:

- Immersive launch event(s)
- Unexpected OOH postings (product/packaging forward)
- Website (brand story & product detail, links to social)
- Social ads/content (brand film)

Excite & Convince

Key Touchpoints:

- Email & promotional material
- Flavor menu, dosage guidance
- Branded merch/street culture
- Influencer & brand collabs

Reassure & Reward

Key Touchpoints:

- Rewards program (email/in-store)
- Wild postings (brand/equity forward)
- Merch and swag
- Re-launch event
- Emailers (updates)

Bringing your brand to life and growing over time

SEED

Announce what is coming to a wide, relevant audience willing to listen & who may introduce to others:

- Brand film
- Website landing page
- Instagram/TikTok
- Key Visuals

LAUNCH

The first impression of the brand and total experience - a moment to drive trial and conversion:

- Budtender engagement kit
- Website
- In-store displays/menus
- Launch party

MOMENTUM

Multiple reveals that create surprise and delight at meaningful moments, creating momentum:

- Merch drop
- Social content/TikTok

AMPLIFICATION

Creating social buzz, engaging influencers and creating dialogue with consumers:

- Press engagement
- Influencer promotion



SEED

Announce what is coming to a wide, relevant audience



LAUNCH

The first impression of the brand and total experience



MOMENTUM

Multiple reveals that create surprise and delight



REARUN
REARUN
REARUN
REARUN
REARUN
REARUN
REARUN
REARUN
DEGLIN

WIDOWS FOR PARENTS



REARUN
REARUN
REARUN
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REARUN
REARUN
REARUN
REARUN
DEGLIN

WIDOWS FOR PARENTS



WIDOWS FOR PARENTS
BEHAVE
WIDOWS FOR PARENTS

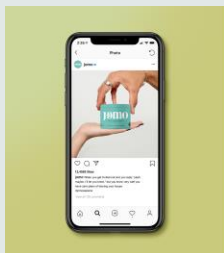
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Announce what is coming to a wide, relevant audience



LAUNCH

The first impression of the brand and total experience



MOMENTUM

Multiple reveals that create surprise and delight



AMPLIFICATION

Creating social buzz, engaging influencers and creating dialogue with consumers





see you
in bed
JAMO

QUIET



the new
wind down
JAMO

QUIET



to: you
from: you
JAMO

5. Be ready for what's next



Legislation is constantly changing and the market is rapidly evolving, so brands need to develop flexible solutions.



NYTIMES
BREAKING NEWS
New York State officials said they reached a deal to legalize recreational marijuana, paving the way for a potential \$4.2 billion industry.



Rolling Stone
MARIJUANA
Marijuana Is About to Be Legal for Half of the U.S.
Maryland and Missouri voted Yes on Marijuana on Tuesday night, while South Dakota voted no
BY MARY JANE GIBSON
NOVEMBER 10, 2022



6:29 VOXDOTCOM Posts Follow
vox voxdotcom
Four-fifths of US states have legalized marijuana to some degree
Legalized Medical and Decriminalized Medical Decriminalized Illegal

Note: Washington, DC, legalized marijuana for both medical and personal use, but buying is prohibited. Source: Marijuana Policy Project, as of November 9, 2022
11,413 likes
voxdotcom Weed the people: These are the states where marijuana is legal to some degree after the 2022 #midtermelections.
On Tuesday night, legal marijuana won in Maryland and Missouri, bringing the total number of states where recreational use is allowed to 21, plus the District of Columbia. In Arkansas, North Dakota, and South Dakota, though, voters rejected measures that would

Home / Legal

Illinois licenses first social equity adult-use marijuana retailers



By MJBizDaily Staff

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Even more opportunity for brands will exist



Category
Consolidation



Category
Convergence



Dispensary
Innovation



Psychedelics



In summary,

- 1. Build a brand, not a product**
- 2. Define your audience**
- 3. Find your cultural niche**
- 4. Build your brand world**
- 5. Be ready for what's next**





Most importantly,

**You need to take your
brand seriously but
seriously...**

have FUN!

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