

## **Dobson Case Study**

Canada is legalizing cannabis. An onslaught of discussion about the various regulations and restrictions around how to market Cannabis ensued. LP's (Licensed Producers) are getting very creative about how they communicate with consumers to build brand awareness. We are looking to you to develop a communication plan to target a new recreational Cannabis brand to a specific consumer segment.

### TASK:

Create a Cannabis brand for this new category in Ontario. It will be leaf/bud only (i.e., no oils, tinctures, edibles, etc.). A quarter of your sales will be through the Ontario Cannabis Stores, another quarter will be via Canada Post (on-line ordering), and half through independent retail stores.

Your group is to choose one of the three consumer segments from research conducted around Canadian's Cannabis usage and attitudes [see Attachment 1 - Research]. You will develop a communications plan to target a new recreational Cannabis brand to early adopters, followers or trailers.

Your primary goal is to make us understand your strategic approach to reach your chosen consumers. Who are you speaking to? Why are you speaking to them? What are you saying and how are you saying it? Where will your messages circulate? Tell us about your thinking and the tactics you chose to use. Your plan launches on Jan 1, 2019 and will run for a year. For the sake of this case, all product is equal, which means you cannot make any claims about the quality of the product (e.g. organic, strain specific, new and improved, B.C. vs. Ontario grown etc.).

### DETAILS:

Regulations for the stores are very rigid. Use the attached regulations briefing to familiarize yourself with all restrictions associated with cannabis sales [Attachment 2]. You will choose a segment, develop a recreational cannabis brand for your target, develop a strategy to create awareness and conversion to your brand, create a name for the product with a back story behind the name, develop a persona for the segment users to help us understand how and why you know them so well and map out a one year plan to build awareness using the tactics and ideas you believe will help your brand succeed.

You are not expected to develop specific budgets; rather we trust you to produce ideas and tactics that are 'reasonable' from a budget perspective (for example, and purely hypothetically, developing a frequent user program is probably do-able and could be part of a budget; but renting ad space on the side of the Space Shuttle or hiring Kylie Jenner as a spokesperson would not be feasible). Yet, we want you to organize your budget by listing 1) each particular medium you will use in your campaign, 2) its portion of the total media spending [e.g., digital is 15%, SiriusXM is 22%, PR is 18%, etc.], 3) the role you are assigning to each medium. Familiarize yourself with the regulatory restricts [Attachment 2 – Regulation] pertaining to the

type of media you can use [e.g. television advertising is restricted]. Your group will need to be creative about your proposed solutions.

#### DELIVERABLES:

- positioning statement
- target demographic and why you chose it
- target psychographic information (explain where and how this information was obtained)
- persona for your target
- product name
- tactics - develop a minimum of 3 major activities for 2019. How will results be measured?

#### THINGS TO THINK ABOUT:

- are there opportunities to work with partners to build awareness? If so, what's in it for them?
- what's the business reason you chose the target you did?
- what's the product reason you chose the target you did?
- have you looked at the California or Colorado markets for intelligence? You should

#### ATTACHMENTS:

Attachment 1 – Research:

[Attachment 1 - Research.pdf](#)

Attachment 2 – Regulation:

*Cannabis Act*

<http://laws-lois.justice.gc.ca/eng/acts/C-24.5/>

- 16 - [SUBDIVISION A - Promotion](#)
- 25 - [SUBDIVISION B - Packaging and Labelling](#)
- 29 - [SUBDIVISION C - Display](#)
- 31 - [SUBDIVISION D - Selling and Distributing](#)