The Rise of CBD through the lens of social and search data



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# **TRENDS SIGNALS**

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### CANNABIDIOL (CBD)

In this presentation, we're going to focus on our recent trend work around CBD + medical cannabis

> Social Reviews Blogs Forums News Search

Social data is not the definitive measure of a trend – but it is a highly useful signal to interpret:

interest, attitudes, and in some cases, behavior

# Social data is a more powerful indicator when paired with:

-Search volume -Sales data -Market prices +more

When `spotting' & measuring trends, think: patterns > scale Audience composition is just as important to the trajectory of a trend as overall popularity, media coverage, spend, etc.

# Our CBD listening focused on 3 audiences:





**SPORT** (subset of the general audience)

### Who?

People who talk about CBD in the context of their athletic routine or recovery process

### Sample Keywords

#fitness #sport
#enhanceperformance #athlete



PAIN & MEDICAL (subset of the general audience)

### Who?

People who talk about CBD in the context of pain management, relief, or medical use

#### Sample Keywords

#painrelief #mmj #chronicpain
#medicalmarijuana





Evaluating the shape and scale of CBD social conversation in the context of other wellness trends

# Digital & social interest in CBD mirror the upward trajectory in sales

Search & volume around CBD are highly correlated in growth, though social buzz sees more fluctuation throughout the year



# Digital & social interest in CBD also maps to investment in the space

Along with search & social interest, the stock price of Aurora Cannabis tracks a similar upward trend

CBD SEARCH & SOCIAL CONVERSATION VOLUME VS. AURORA CANNABIS INC. (\$ACBFF) STOCK PRICE (NORMALIZED) / 2014 - 2018





# CBD conversation volume is climbing faster than the broader Cannabis conversation



### **CBD** interest is growing faster than Cannabis interest

Search & volume around CBD are highly correlated in growth, though social buzz sees more fluctuation throughout the year





# CBD is outpacing many other wellness trends, as measured by multiple virality metrics; recently, "CBD" buzz has reached levels as high as "meditation" buzz



# Beyond simple volumes, we measure trends and virality using a set of six key metrics:





### Wellness Trends | volume index

In the last year, CBD has closed the gap with 'Meditation' – climbing toward the top of the wellness trend category



WELLNESS TRENDS CONVERSATION VOLUME (TWITTER DATA – 30 DAY MOVING AVG. – NORMALIZED)

# Wellness Trends | virality metrics

					Category high	Categor runner-u	
	<b>Annual Volume</b> 2017-18 Buzz Volume	<b>YoY Volume</b> 2016-17 vs. 2017-18 change	<b>Velocity</b> peak Tweets per hour	<b>Volatility</b> buzz variance from day to day	Sustain consecut >500 p	ive days	<b>Growth Rate</b> 30 day moving avg. over the last 12 Mos.
Cannabis	2,790,395	29.25%	991.6	21.80%	6	365	13.78%
Meditation	1,462,130	14.97%	285.3	15.41%	6	365	-1.30%
CBD	970,291	134.08%	307.0	15.84%	6	365	69.36%
Essential Oils	553,587	-2.74%	573.0	48.59%	6	365	-24.53
Plant-based	414,060	78.34%	157.3	21.95%	6	361	61.06%
ASMR	285,156	127.76%	477.2	68.41%	6	150	151.08%
Turmeric	164,792	-0.43%	104.4	30.56%	6	12	-14.25%
Kombucha	118,495	27.55%	90.5	45.74%	6	3	2.75%
Ketogenic	101,091	107.76%	25.6	22.02%	6	3	124.25%
Impossible Burger	40,195	151.14%	40.4	74.97%	6	2	108.06%
Nootropics	38,630	11.09%	16.1	33.45%	6	0	-19.70%
Biohacking	18,277	57.89%	9.8	79.09%	6	0	88.79%

CBD sees the second-higher YoY growth in buzz, across all wellness trends

ASMR growth is fueled by its ascendance as a top YouTube genre – ASMR content is now pushing into role playing, food, etc.

Strong growth in diet trends – and as 'smart' protein replacement brands start to hit shelves & restaurants, popularity is climbing

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High growth in social conversation year-on-year and in recent months, as well as low volatility, suggest that CBD is a "Steady Grower" trend

CBD conversation volume is climbing faster than the broader Cannabis conversation

## Wellness Trends | mapping the Wellness category to Pulsar's Trends model

The strong year-on year and recent increase in CBD buzz, plus its low volatility, make it a 'Steady Grower'





CBD + Sport conversation volume lags other use cases: Pain/Medical and Wellness/Lifestyle; CBD for Pets also proves to be just as popular as CBD for Sport

A majority talk about CBD use for Physical purposes, though Mental health is still a key motivator – especially among the general audience

# There are 4 main use cases discussed within CBD social conversation

When breaking down the top CBD use cases discussed in social conversation, its medicinal properties come out on top (mentions of topics such as 'medicine' or 'disease')

Interestingly, pet us cases are discussing as frequently as sports - using CBD as a way to calm down anxious or illbehaved animals





### What are the top questions about CBD?

How does CBD work?

Are CBD products legal?

What CBD Oil to buy?

Can CBD Oil help you sleep?

Which CBD Oil best for anxiety?

Which CBD Oil best for pain?

Where can I buy CBD products?





# Across audiences, Oil is the most recognized format

Sports discussion sees a relatively high share of mentions around Drinks & Topicals

PRODUCT FORMAT SHARE OF CONVERSATION VOLUME BY SEGMENT / DEC 2017 - MAY 2018





# A majority talk about CBD use for Physical purposes, though Mental health is still a key motivator – especially among the general audience

SHARE OF CONVERSATION VOLUME RELATED TO CBD USE FOR PHYSICAL VS. MENTAL HEALTH / DEC 2017 - MAY 2018











# Football, Yoga, and Contact Sports are the top sports mentioned within CBD discussion

SHARE OF CONVERSATION VOLUME FOR THE TOP 15 SPORTS MENTIONED ALONGSIDE CBD / DEC 2017 - MAY 2018



# 72%

of all volume around specific sports is generated by the top 5 sports: American Football, Yoga, Boxing/MMA, Swimming, Golf



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### 4 out of 5

of the top sports mentioned in CBD conversation are individual sports (not team sports)







# **CBD** Audience Mapping

Segmenting & profiling the social audience discussing CBD + Sports and Pain

# **CBD Social Audience Overview**

### The Sport audience skews slightly older and more male than both the General & Pain audiences

GENERAL PAIN & SPORT MEDICAL





#### TOP BIO KEYWORDS

$\bigcirc$		
Cannabis	Love	Hemp
Health	Cannabis	Health
Music	Health	Business
Business	Mom	Sports
Medical	Music	Fitness
World	Pain	Natural
Food	Wife	UFC

#### **TOP CITIES**

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Los Angeles London Chicago San Francisco Denver	Los Angeles Denver Chicago Seattle London

Los Angeles London Denver Seattle NYC

#### POLITICAL AFFINITY (General only)



#### SOCIAL PLATFORMS (General indexed vs. gen. pop.)



### Among the General audience, we find 7 top sub-communities



Audience Mapping: the graph shows the user groups within the audience that have common affinities & characteristics

- Size of the segments = proportional to the # of members in the segment
- Lines represent interconnections between different members
- Size of each circle (nodes) = the # of interconnections the user has





- Cannabis Culturists, 18% Young adults who participate in the wider cannabis community as a hobby
- Wellness Seekers, 13% Searching for motivation, health tips, products to improve the everyday
- **Political Liberals, 4%** Twenty-somethings incorporating CBD use into their left-wing beliefs
- **Nutritionistas, 4%** Majority women, seeking the benefits of CBD for nutrition & fitness goals
- Artists, 2%
  - Twenty-somethings engaging in creative industries and self-expression
  - **Green Activists, 2%** Young men involved in the culture of naturalism and `green ethics'
- Political Conservatives, 2%
  - Young men engaging against CBD as part of their right-wing political beliefs



### Cannabis Culturists, 18%

Young adults who participate in the wider cannabis community as a hobby





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### Wellness Seekers, 13%

Searching for motivation and health tips & products for their everyday lives







### Political Liberals, 4%

Twenty-somethings incorporating CBD use into their left-wing beliefs





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### Nutritionistas, 4%

Majority women, seeking the benefits of CBD for nutrition & fitness goals





### Cannabis Culturists and politically-minded communities are common across audiences

Legalization Advocates are unique to the Sports audience, suggesting sport is a driver of advocacy for mainstream acceptance



### Key takeaways

- CBD interest is climbing faster than the broader Cannabis interest
- CBD is outpacing many other wellness trends, as measured by multiple virality metrics; recently, "CBD" buzz has reached levels as high as "meditation" buzz
- High growth in social conversation year-on-year and in recent months, as well as low volatility, suggest that CBD is a "Steady Grower" trend (a very positive classification in Pulsar's virality model)
- Pain/Medical and Wellness/Lifestyle are leading CBD use cases followed by Sports and Pets
- A majority talk about CBD use for Physical purposes, though Mental health is still a key motivator especially among the general audience
- When it comes to CBD + Sport, individual sports account for the lion's share of buzz: Yoga, MMA, Golf, Swimming, Tennis, Skiing, etc.
- The CBD + Sport audience skews slightly older and more male than both the the Pain- and general CBD audiences
- Relative to the Pain audience, the Sport audience sees more niche sub-communities and less overlap with the general CBD audience – suggesting a need for a customized targeting & messaging strategy around CBD + Sport



# Thanks for listening.

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