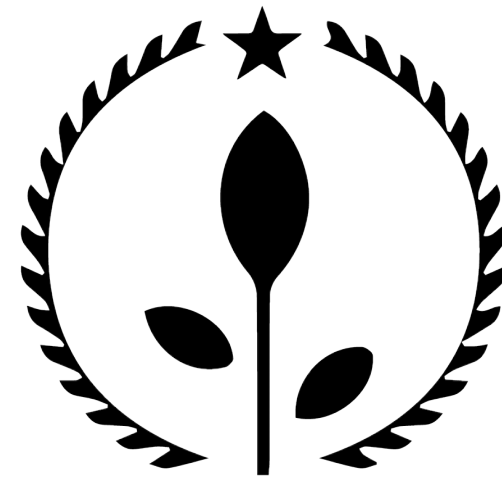


CREATING A 21st CENTURY CANNABIS BRAND



Daniel Stein, Founder & CEO | Evolution Bureau (EVB)



EVOLUTION
BUREAU



Our cannabis journey started six years ago...



Our cannabis journey started six years ago...



FLOWER

THE CANNABIS COMPANY



...which lead to...



...which lead to...

VICTORY
CANNABIS FOR ALL
JAN. 2018



OUTFRONT



HARBORSIDE

OUTFRONT 2123





interesting
Six challenging years later...
exciting



HARVEST

purity
Preferred™

CHEMISTRY.



eaze

Keef



R E B E L
C O A S T

DARK
HEART
NURSERY



High Pops



WHAT WE'VE LEARNED

Cannabis is hard

Cannabis clients have special needs

Move at a different pace

Different budget expectations

Regulatory and compliance issues

WHERE WE GO FROM HERE

Coming out of the shadows

Applying the lessons we've learned



essential good

Daniel Stein | Founder and CEO

BUILDING CANNABIS BRANDS



**WHAT IS
A BRAND?**

A rectangular sign with a dark blue border and a bright orange center is mounted on a silver pole. The sign is positioned in a sunlit forest with tall pine trees in the background and a stone wall in the foreground. The text on the sign is in a bold, sans-serif font, with 'WHAT IS' in solid dark green and 'A BRAND?' in dark green with a white outline.

A BRAND IS NOT





**“A BRAND IS THE INTANGIBLE SUM
OF A PRODUCT’S ATTRIBUTES.”**

The expectation someone has about your product.

Coca-Cola



✓ WHERE TO START?

brand
speed

TOMORROW. FASTER.

brand speed

TOMORROW. FASTER.

1



Ground Work

Your business
Defining the problem
Your ambition

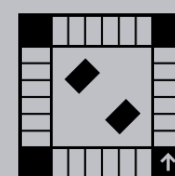
2



Springboard

The extent of your ambition
Shocking the world
The next steps

3



The Marketplace

Your unique product
Your typical consumer
Your major competitors

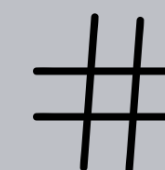
4



Narrative

Finding the stage
Writing the story
Presenting it in the best way

5



Messaging

Finding the words that define you
Creating the message you want conveyed
Identifying your style

Download framework at <https://essentialgood.com/cma>

FINDING YOUR NORTH STAR

WHO YOU ARE

and who you want to be?

FOR AND AGAINST?

WHO YOU ARE TALKING TO

And what are their needs and wants?

OWN ABLE AUDIENCE




essential good



HOW ARE YOU DIFFERENT
to the consumer in the marketplace?

POSITIONING

BUILDING YOUR BRAND

AUTHENTICITY

Logo
Visual Identity
Product Form Factor
Packaging
Website
Advertising
PR
Social
Events
Trade Shows

Product Quality
Influencers
Endorsements
Sponsorships
Retail Experience
Social Media
Swag
Sales Collateral

DESTROYING YOUR BRAND

INAUTHENTICITY

Waste
Excess
Arrogance
Disorganization
Dishonesty
Not paying your bills

Shortcuts
Inconsistency
Unfair labor practices
Lax quality control
Sexism

The right time to think about your building your brand is
EARLY AND ALWAYS.

BRANDING IS AN INVESTMENT.

CANNABIS IS HARD.

BRANDING CHALLENGES

Built by activists

Driven by word of mouth

Audience is active

Tastemakers -> Gatekeepers

BRANDING LIMITERS

No paid social

Limited advertising

Limited distribution

No sampling

Budgetary gateway

No touch/smell



Sonoma Cake
Batch: CHMP-SCA-6142
Metric UID: 1A4060300006F65000000232
Total Wt: 3.5g | 1/8th oz

| THC | THC-A | Total THC |
|-----------|-------|--------------------|
| 0.13% | 1.04% | 28.48% |
| Total CBN | | Total Cannabinoids |
| 0.05% | | 34.04% |

19367 02262 0
Cult: 9/20/2019 | Mfg: 10/25/2019
www.FloracalFarms.com

Have a Heart
SONOMA CAKE
FLORACAL

3.5 G
\$44.58
+ TOTAL TAXES: 19.25%

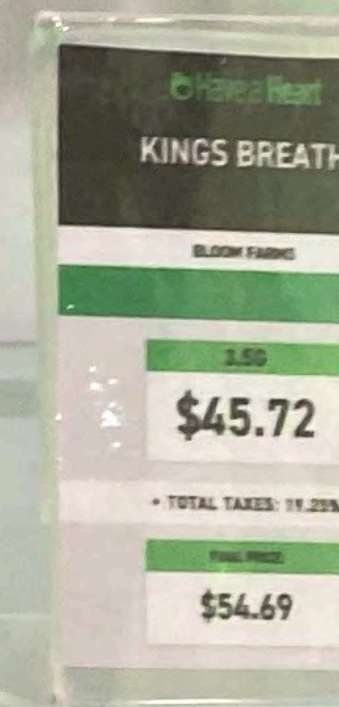
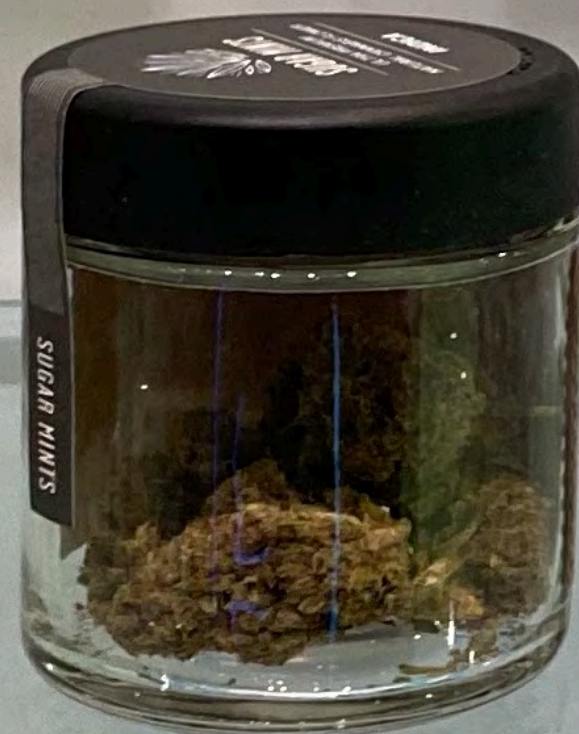
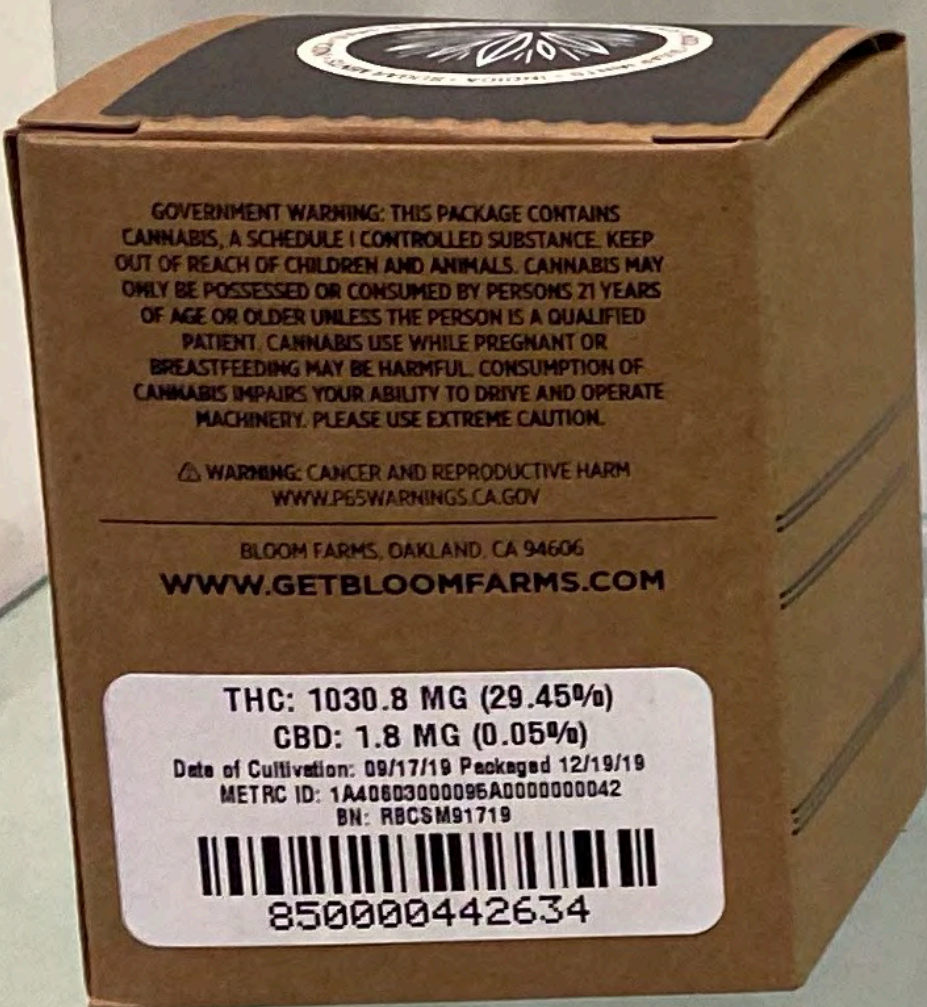
FINAL PRICE:
\$53.33



Have a Heart
JET FUEL GELATO #4
FLORACAL

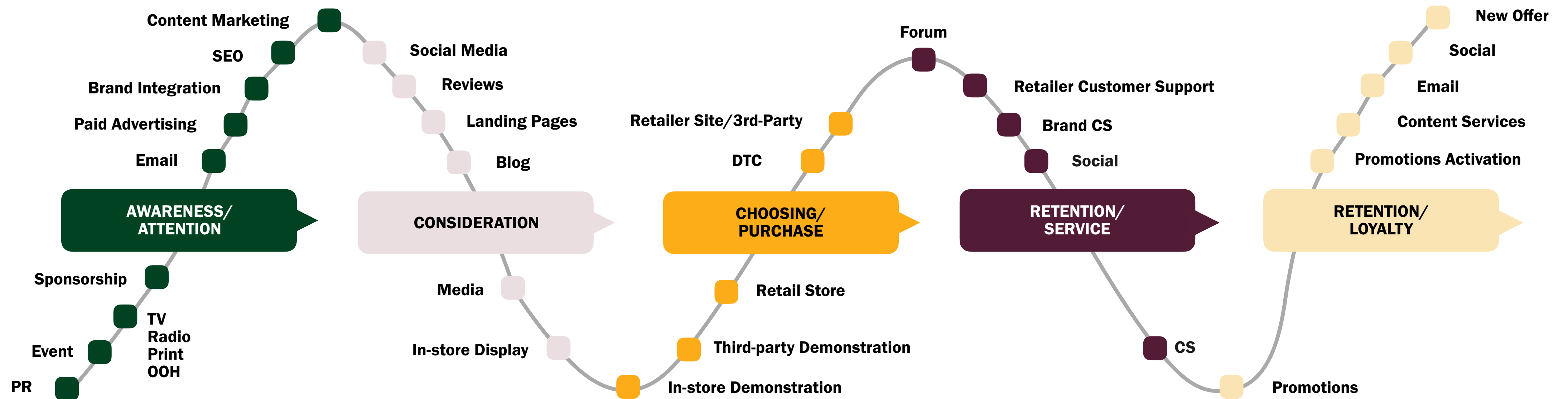
3.5 G
\$44.58
+ TOTAL TAXES: 19.25%

FINAL PRICE:
\$53.33



JOURNEY MAP

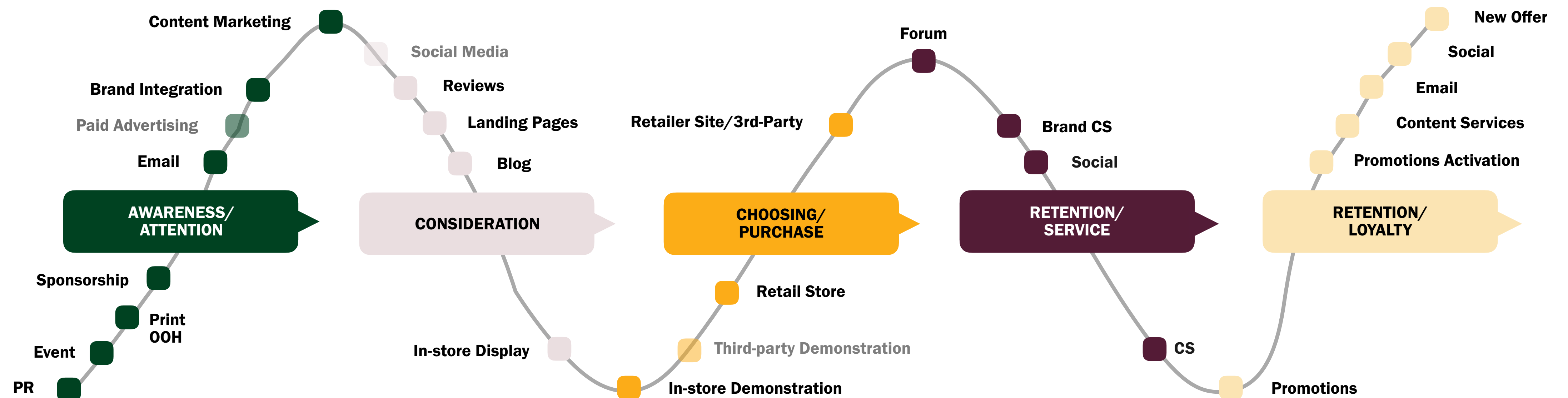
DIGITAL TOUCHPOINTS



PHYSICAL TOUCHPOINTS

CANNA-JOURNEY MAP

DIGITAL TOUCHPOINTS



PHYSICAL TOUCHPOINTS

5 TOUCHPOINTS BEFORE YOU BUY

Packaging

Form factor

Budtender

Collateral

Price

5 TOUCHPOINTS AFTER YOU BUY

Unpacking experience

Social

Education

Loyalty

Quality of Product/Experience



We are early in the life cycle
of cannabis companies and
no one is really there yet.



amazon



Google

There are some cannabis companies that are
OFF TO A GOOD START.



**FORM FACTOR:
“UN-CANNA”**



PACKAGING

eaze

CONVENIENCE



GIVING BACK



RAW GARDEN

BUDTENDER FAVORITE



ACCESSIBILITY



Keef[®]



Keef®

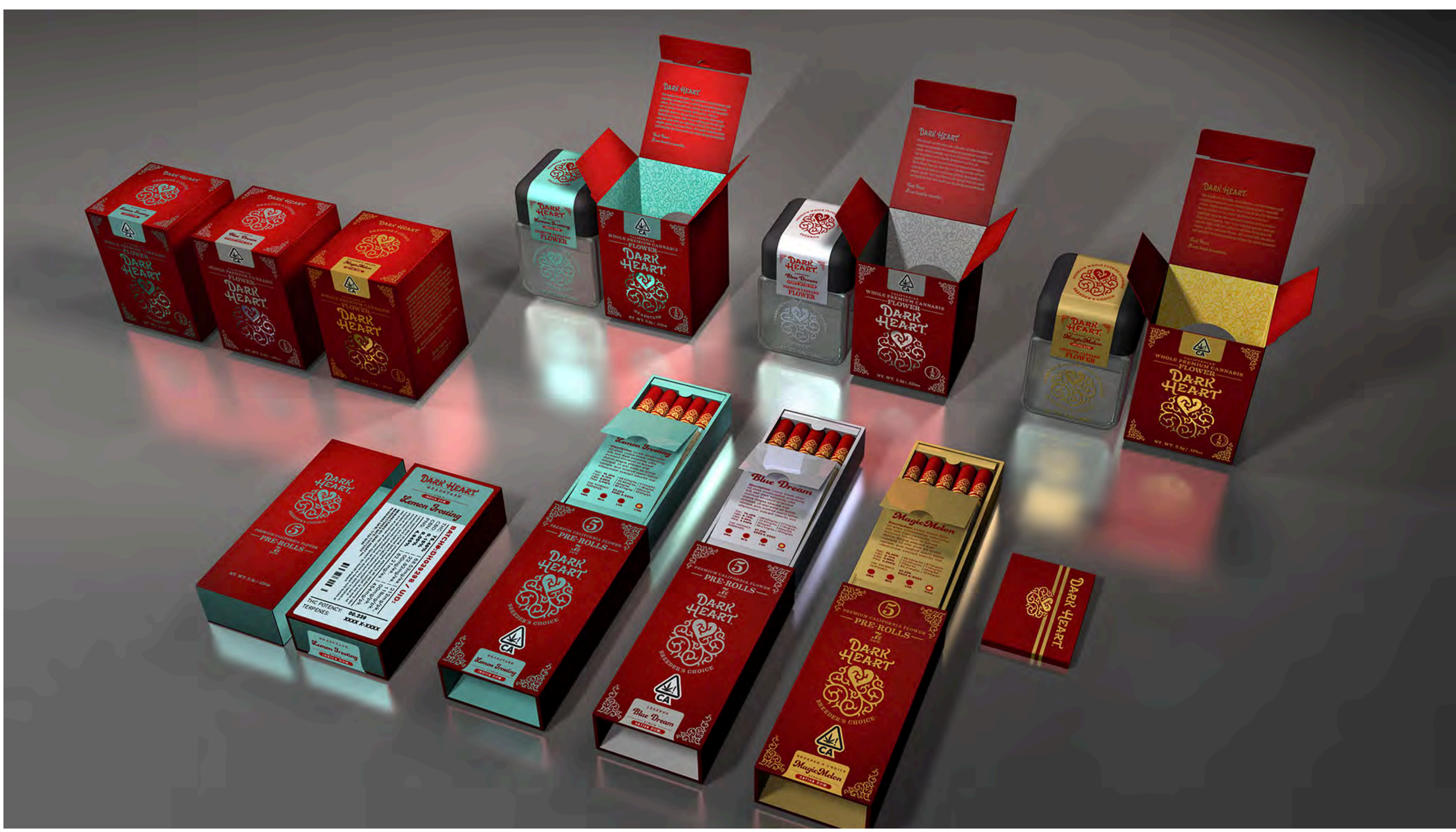




REBEL COAST







5 KEY TAKEAWAYS

Brand is a continual investment

Every touchpoint matters

Know yourself

Find your difference

Find your north star.

THANKS

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essentialgood.com



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