

A CANADIAN CHIROPRACTOR LAUNCHES UPSCALE CANNABIS TOPICALS

In partnership with Ingrid Marketing, Dr. Kerklaan Therapeutics introduced a new line of high-end cannabis topical products into the California market.

GOAL



Launch Dr. Kerklaan Therapeutics, a Canadian line of cannabis topicals, in Northern California, their first US market.

STRATEGY



Optimize branding and messaging for target audience(s)



Conduct “soft launch” to introduce product line to customers, buyers, and industry influencers ahead of release



Target a mix of both industry and mainstream media



Get people to try the products

APPROACH

- Create beautiful and consistently branded materials including packaging, collateral, product displays, and booth decor
- Choose a mix of event types—business conferences and private industry events—to introduce the brand
- Create messaging documents and conduct media training with founder/CEO to prepare him for financial, industry and mainstream press meetings
- Create Brand Ambassador program to do demos and maximize sampling
- Capitalize on large media presence at upcoming NCIA show—a major cannabis industry conference

RESULTS

- Launched at NCIA Conference with free massages in high-visibility location
- Achieved high awareness of brand in Northern California market
- Hired and trained 3 Brand Ambassadors to demo products at events and to dispensary buyers
- Conducted over 15 interviews as part of soft launch
- Received feature coverage in both industry and mainstream publications including *Emerald Magazine*, *Marijuana.com*, *SF Business Times*, and *Greenstate (SF Chronicle)*
- Created strong demand ahead of product availability

Working with Leslie and Ingrid Marketing was key to our successful launch. Leslie and her team were strategic and focused in both planning and execution of the launch and subsequent activities. By the time the products were ready to ship, there was already tremendous buzz and high demand!

—Sarah Browne
CMO, Dr. Kerklaan Therapeutics

Dr. Kerklaan
THERAPEUTICS