

INGRID HELPS SOLFUL PREPARE FOR LAUNCH AMIDST TRAGEDY

Ingrid worked with the Solful team to plan their grand opening, and then quickly adjust those plans when devastating wildfires struck close to home.

GOAL



Prepare Solful team to launch new dispensary in their tight knit community in the midst of the Northern California Wildfires of 2017

STRATEGY



Prepare spokes-people to speak to media



Rethink nature and timing of launch



Focus on in-depth local press coverage, pitch connection to wildfires to national media

APPROACH

- Work with Solful to develop messaging for launch and beyond
- Conduct media training with Solful founders to ensure they are comfortable speaking with journalists and staying on message.
- Work with local media to give them an exclusive on the launch. Ingrid used its strong relationships with local press to line up interviews and source information ahead of the launch.
- Be opportunistic. The California Wildfires affected the area's cannabis farmers, so Ingrid contacted USA Today and Washington Post to offer a dispensary in the heart of the fire area to provide local perspective.
- Keep in line with the company's mission. Solful is a dispensary that puts its community first, so we recommended that they postpone the launch until the crisis had subsided, and incorporate a charitable effort to benefit communities affected by the fires.

RESULTS

- National Coverage in USA Today and Washington Post



USA TODAY
A GANNETT COMPANY



- In-depth local coverage
- A successful "soft launch", followed later by a festive grand opening event

"Ingrid Marketing provided Solful leadership with valuable media management input for our pre and post launch. When wildfires hit our area just before we opened, Ingrid helped us formulate our response, and was instrumental in getting us coverage in USA Today."

—Eli Melrod,
CEO, Solful



SOLFUL