



centro
WEBINAR

HOW TO CAPITALIZE ON CANNABIS ADVERTISING



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CANVASU

COVERED TODAY

- + State of the Cannabis & CBD Market
- + Profile of a Canna-/CBD-Consumer
- + CANNAscape
- + Five Pillars of Canna-Market Advertising Success
- + Creative That Works
- + Next Steps

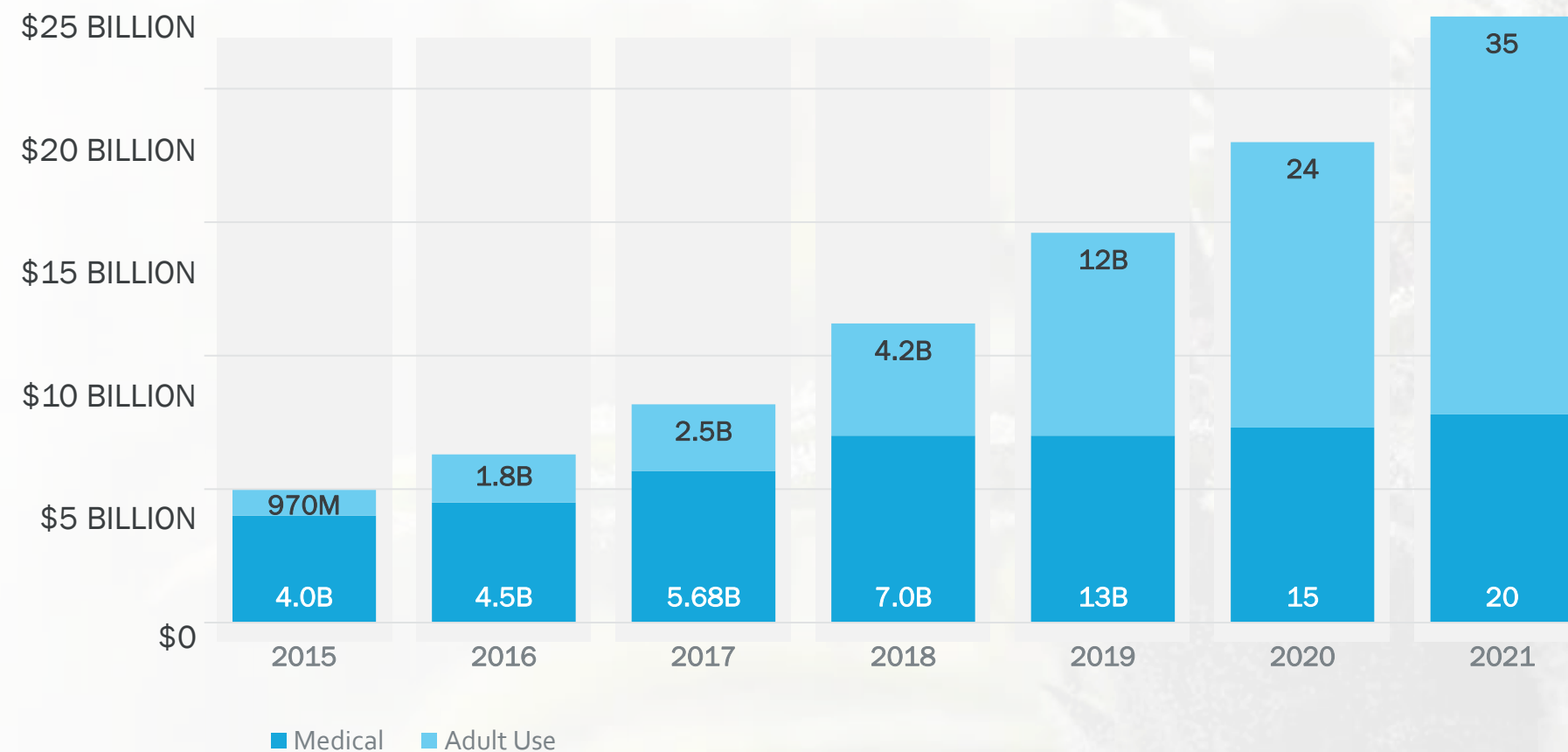


STATE OF THE MARKET

RAPID GROWTH ACROSS CANNABIS LANDSCAPE

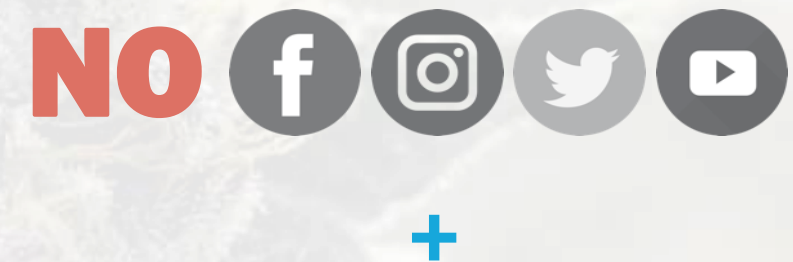
Advertising event market models computer boom of 1980.
Hundreds of companies a day being funded. The one thing
they all need – customers!

North American Legal Cannabis Spending 2015-2021



Source: Seeking Alpha, Cannabis Business Plans

ADVERTISING COMPLIANCE
DIFFICULT, CHANGING & will
stay this way for years to
come...



Traditional Lower Funnel
Mediums Are "Out"

SOLVING THE BIGGEST INHIBITOR TO CANNABIS & CBD ADVERTISING... ACCESS TO MAINSTREAM MEDIA INVENTORY



Assumptions:

Advertising = Estimated by CannaVu as 5% of total cannabis and/or legal CBD sales of \$14.6B (low-end sales estimate). SBA recommends 7% to 8% of sales. CPG category equivalents up to 20% of sales.

\$365 MILLION

of \$730 Million

In Allocated Cannabis/
CBD Advertising

UNSPENT

BUYER PROFILE

UNITED STATES OF CANNABIS



ADULT USE CANNABIS

11+ states – Alaska, California, Colorado, Illinois, Massachusetts, Maine, Michigan, Nevada, Oregon, Vermont, Washington + District of Columbia



MEDICAL CANNABIS

33 States, with an additional 14 with restrictive regulations allowing some level of THC in medical CBD products



HEMP PRODUCTS & CBD

Even with CBD 50-state legal due to the Farm Bill avoid Arizona, Idaho and Nebraska

The background of the slide is a photograph of a cannabis field with tall, green plants and developing buds. The image is slightly faded to allow the text to stand out. Diagonal line patterns in a light grey color are located in the top-left and bottom-right corners of the slide.

CANNASCAPE

HOLDING COMPANIES



GROWERS



PRODUCTION



DISTRIBUTION/SUPPLY CHAIN MGMT



PAYMENT/BANKING



COMPLIANCE



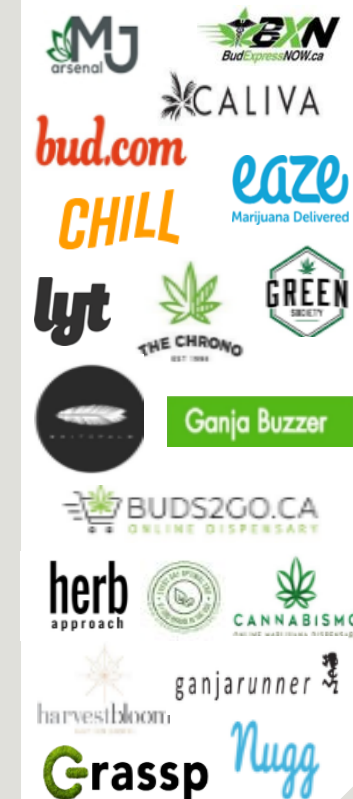
DISPENSARIES



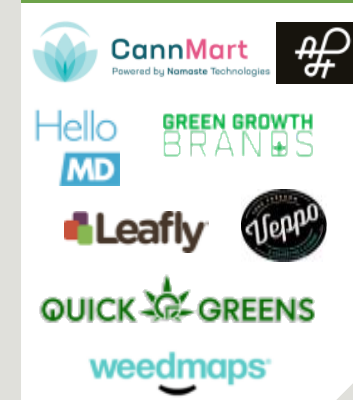
HARDWARE/DELIVERY PRODUCTS



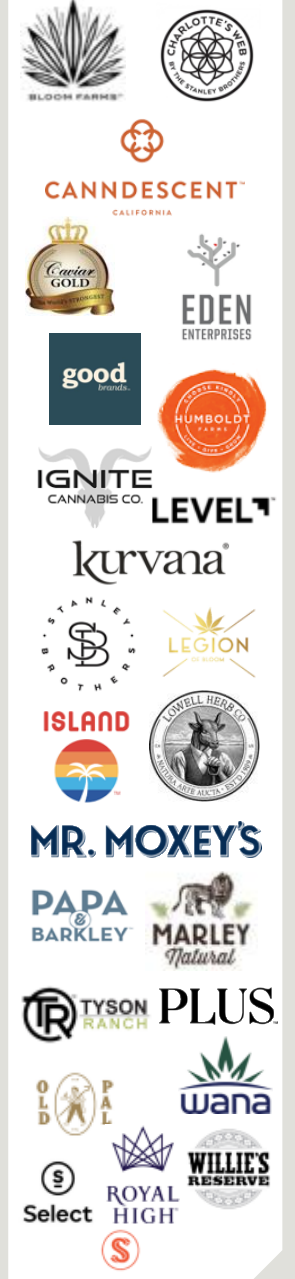
DELIVERY SERVICES



E-COMMERCE



BRANDS



HOLDING COMPANIES



GROWERS



OIL-BASED



PETS



DRINKS



EDIBLES



TOPICALS



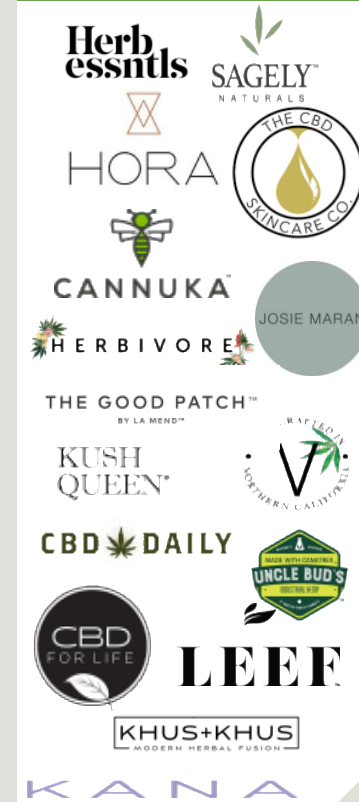
CONCENTRATES



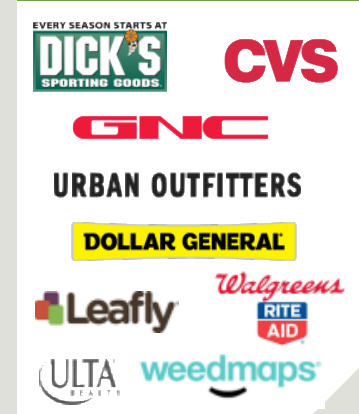
HARDWARE/ DELIVERY PRODUCTS



BEAUTY



RETAIL



BRANDS





5 PILLARS OF SUCCESS

COMPONENTS OF COMPLIANCE

1

CREATIVE

2

COMPLIANCE

3

TECHNOLOGY

4

MEDIA

5

INTEGRATIONS

ADVERTISING COMPLIANCE DIFFICULT, CHANGING...

CREATES BARRIER OF ENTRY/OPPORTUNITY



- + Is cannabis advertising allowed? And where?
- + Is advertising age-gated and/or in age-appropriate environments?
- + Does it meet creative standards, compliance, etc.?
- + Is there enough scale?
- + High-impact sites/apps?
- + Is the segment supported in the DSP?
- + What are the restrictions?



CREATIVES THAT WORK

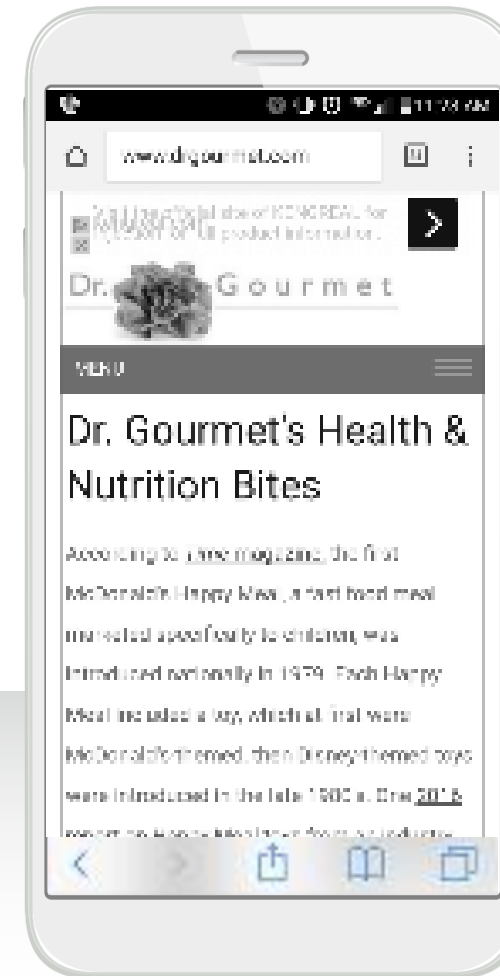
UNIQUE-TO-SEGMENT AD UNITS DRIVE ENHANCED RESPONSE

CREATIVE EXAMPLES:

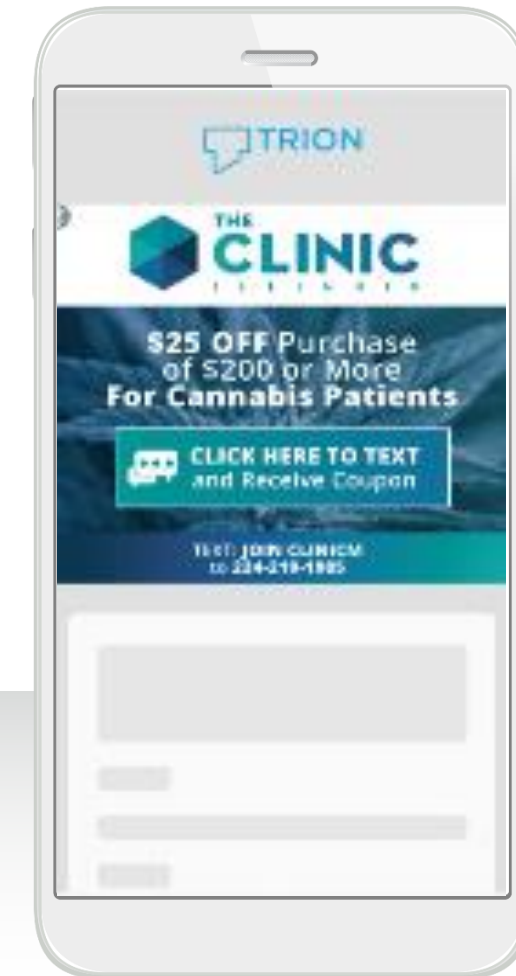
Animated
Breakout
with wrapped
display and
multi-
destination
banner



CERTIFIED PARTNERS:



320x100 Slider
Pull down questionnaire







Standard 300x250

ADVERTISING AND CREATIVE COMPLIANCE

Inventory

Compliance

Performance

-  Avoid People (non-celebrity/athlete)
-  No smoke, no consumption
-  No words including “weed”, “cannabis” and “marijuana” in ad
-  No health claims (i.e. pain relief, hangover cure, etc.)

MAINSTREAM SITES FOR MAINSTREAM BUYERS



175 million US uniques with
100's of media outlets



100's of premium partnerships
that will allow compliant
Cannabis & CBD advertising



Medium partnerships already
in place competition lockout
for 20+ months



Display, Mobile, Video
Inventory 100% compliant



Site Tagged Partnerships/
relationships



Unparalleled audience reach

QUESTIONS?
THANK YOU!