

THE STORY



Leading cannabis vaporizer brand PAX was looking for a partner to help navigate the everchanging regulations, cannabis ad landscape, and new inventory opportunities.

To meet these needs, PAX teamed up with Centro as a **Basis Media Execution** client. As a result, they get the best of both worlds—a full team of Centro’s world class media experts *and* access to Basis, Centro’s powerful media buying platform.

CHALLENGES

The expected cannabis **targeting segments are getting crowded**, so it is important for PAX to find and target new audiences.

Additionally, as a new entrant to digital advertising, PAX needed to **test and learn** ways to communicate (channels, formats, message, and more).

GOALS

While maintaining brand image and equity:

- Focus on **business-moving metrics**
- Go beyond the expected and **engage new audiences**
- Lean into the flexibility of digital and **test** various creative messaging and formats

CAMPAIGN DETAILS

ESTIMATED VOLUME:
340MM impressions

TARGET AUDIENCE:
Open-minded consumer, A21+ with several other niche audiences targeted

INVENTORY:
13 partners covering both programmatic and site-direct

GEOGRAPHY:
Various US states

FORMATS:
Display, video, and native across:

- Desktop
- Mobile
- Tablet

TIMING:
Multi-phase annual campaign, with built in strategy re-evaluation

APPROACH >



PROGRAMMATIC



SITE-DIRECT



MOBILE



TABLET



DATA



CREATIVE

RESULTS

2,200+

Sales attributed to advertising

\$64

Cost-per-Store Locator
(Goal: \$75)

80%

Video completion rate
(Goal: 70%)

\$170

Cost-per-Acquisition
(Goal: \$175)

