

## Verano Holdings

### Background

Verano Holdings is a leader in licensed cannabis cultivation, manufacturing and retail operations that is dedicated to improving human health, wellness and happiness.

### Objective

In January 2020, the state of Illinois legalized the recreational use of marijuana. Due to its legalization, many cannabis cultivators and dispensaries have opened and saturated the Chicago market. In order to promote its products and stand out from its competitors, Verano Holdings implemented a brand awareness through an out of home campaign.

### Strategy

To create buzz around the new dispensary locations, high-impact static bulletins were selected throughout Chicago and its suburbs to promote its nearby pot shops to audiences 21 years of age and older.

### Plan Details

Market: Chicago, IL

Flight Dates: Four weeks

OOH Format: Bulletins within a five mile radius of their dispensaries' locations.

Target Audience: Adults 21+

Budget: \$10,000 and over

Impressions: 10 million+

### Results

The new dispensaries saw increased foot traffic with customers citing the billboard as their primary means of learning about their business. Due to the success of the out of home campaign, Verano Holdings increased their advertising budget to reach markets in other states where marijuana is legal such as Pennsylvania and Nevada.

