

AR Cannabis

Problem

How does a local medical marijuana dispensary reach a variety of target consumers to grow their business?

Solution

With an OOH campaign that covered the marketplace with nearly universal reach.

Background

Located in Little Rock, Arkansas, AR Cannabis receives, reviews, and approves applicants seeking a Cannabis Card for medical marijuana purposes. The target customer base crosses many demographic segments with multiple health needs including Alzheimer's, cancer, Crohn's, glaucoma, AIDS and more.



Objective

AR Cannabis had three campaign objectives: increase awareness, increase call volume and website presence, and increase applicants seeking a Cannabis Card.

Strategy

To increase awareness of AR Cannabis and its services, the client wanted to target a broad audience to reach those suffering from various health needs that would benefit from medicinal marijuana. To achieve exposure with the broadest possible audience, the campaign was focused on preemptible panels across the market that would reach a wide variety of neighborhoods, cultures, and consumers. The OOH campaign was planned for posting on heavily trafficked areas of key interstates.

Plan Details

Market: Little Rock, AR

Flight Dates: October 2019 annual preemptible campaign

OOH Formats: 20 static billboards (rotary)

Impressions: 3.7 million weekly impressions, 587 weekly TRPs, and a total reach of 99.9%

Budget: \$10,000 and over

Results

According to the client, Dr. Nguyen, the OOH campaign increased appointments by over 25% in the first three months. The OOH campaign was so successful, AR Cannabis replicated it as they expanded into Northwest Arkansas, Northeast Arkansas, and West Memphis. They currently have nine clinics with more planned in 2020. Additionally, the billboards generated earned media in the local press through Arkansas Business, which featured the AR Cannabis billboard ad and a story about their rapid growth.