CHILL

Problem
How can OrderCHILL.com create a presence in the cannabis industry against brick and mortar competitors?

Solution
By posting location-based messaging to reach affluent, wellness-minded consumers.

Background
OrderChill.com is a cannabis delivery service in San Francisco, CA. Their main competition in the cannabis space is physical dispensaries in the San Francisco market. CHILL wanted to be seen near these brick and mortar establishments and introduce their brand.

Objective
The objective was to promote cannabis delivery with high end clients possibly found among Whole Foods shoppers. The campaign looked to target the “Whole Foods” demographic: quality and wellness-driven consumers who do not mind spending more for products they have deemed safe, credible and high quality. The primary focus of the campaign was to reach the female demographic, 35 to 55 years of age.

Strategy
Use venue-specific out of home with a non-traditional spin. The agency focused on key San Francisco neighborhoods, such as Haight-Ashbury and Laurel Heights, with creative messages such as ‘Like a Personal Shopper’ seen in retail stores and boutiques, ‘Like a Waiter’ seen in restaurants, or ‘Like a Tour Guide’ seen in tourist hot spots.

Plan Details
Markets: San Francisco
Flight Dates: April 2019 - August 2019
OOH Formats Used: Window Poster Displays
Target Audience: Primary Audience: Females A35 - 55 Secondary Audience: Females and Males A25-34
Total Impressions: 9.5 million

Results
Originally scheduled to be a four week campaign, CHILL added four more periods to the campaign, with anticipated continuation through the end of 2019.