

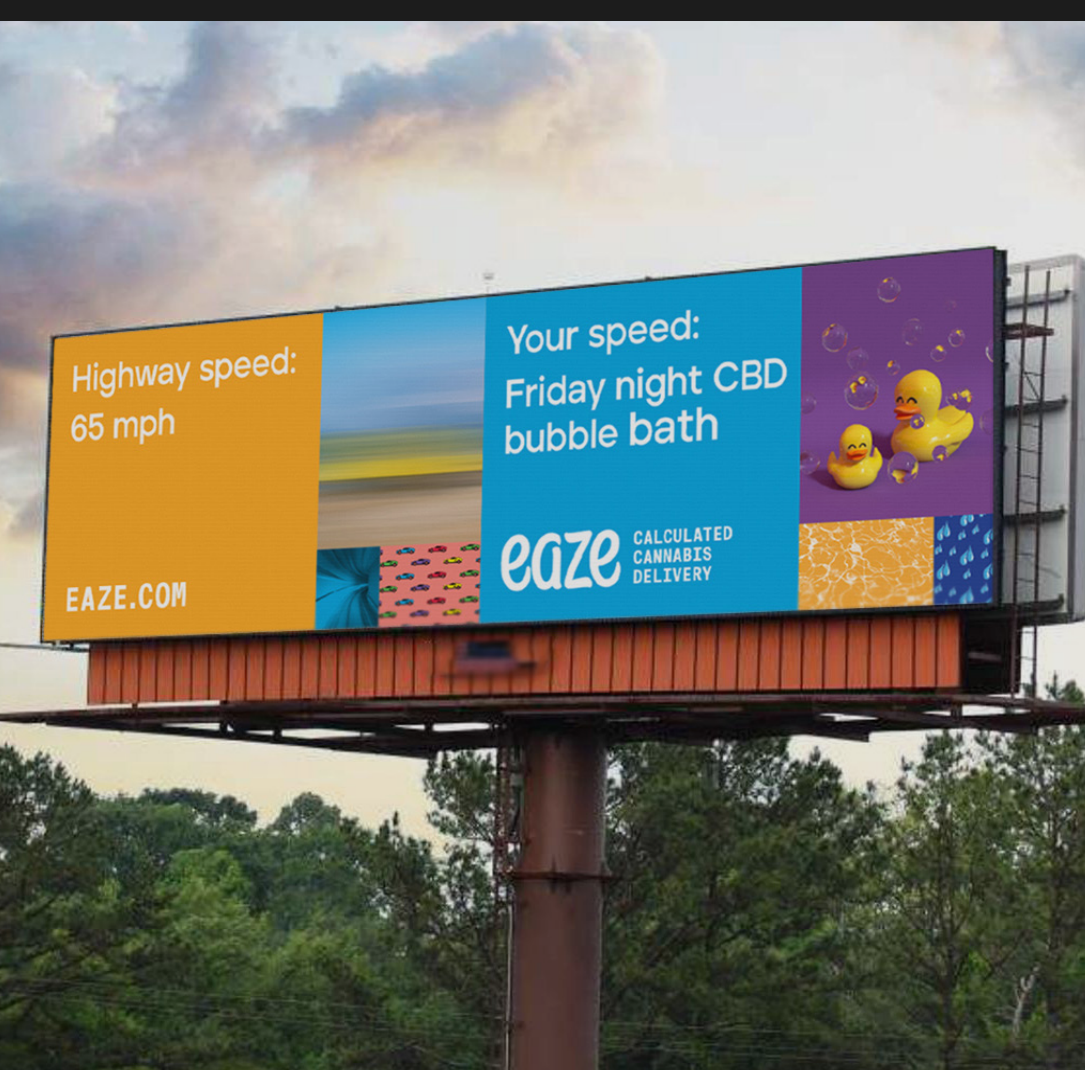
Eaze, a leading cannabis software platform and marketplace, partnered with Vistar Media to explore how programmatic out-of-home can connect adult consumers with the latest cannabis products and Eaze promotional offers.

Challenge

Eaze is on a mission to enhance safe access to legal cannabis, to educate consumers about cannabis as a tool for wellness, and to drive smart cannabis policies. Aiming to drive awareness, consideration and intent for its cannabis delivery services, Eaze activated a legally-compliant and innovative digital out-of-home campaign across California.

Our Strategy

Eaze used programmatic tech to buy a robust mix of DOOH formats, including billboards, vehicle charging stations and taxi tops, to reach essential businesses and consumers at the right times and places.



How We Got Here:



Legal Compliance

Vistar worked with Eaze’s legal team and our media owner partners to identify the legal cannabis compliant DOOH venues available — eliminating all locations that were within 1,000 feet of schools, rehabilitation centers and other conflicting points of interest.



Advanced Targeting

Using a custom POI list that matched these compliant areas and venue locations, Vistar’s advanced time- and location-based technology deployed its sophisticated day-parting capabilities to trigger ads solely during the company’s operating delivery hours of 8am -10pm PT.



ROI Measurement

To evaluate the success of the campaign, we conducted a Market Pulse Brand Study, which measured metrics such as awareness, consideration, intent and more — providing Eaze an understanding of their overall brand health in each of the markets the media ran in.



Vistar’s innovative platform provided additional coverage to effectively target consumers compliantly, which contributed to the team’s successful summer celebration and Labor Day campaigns.

SHEENA SHIRAVI, VP OF MARKETING, EAZE



Key Insights

51%

of consumers recalled seeing an ad for Eaze

Eaze is the leading cannabis delivery platform that consumers are aware of in both Northern California and Southern California.

41%

aware of Eaze are likely to order in the future

OAAA Award-Winning Campaign

Visit: www.vistarmedial.com
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