

## Eaze

### Background

Marketing for cannabis brands, while a new and fast-rising space, can be particularly challenging, as they must find legal, yet powerful and innovative ways to elevate their new found status as essential businesses and get their messages out to consumers.

### Objective

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 Los Angeles, San Francisco and San Diego.

Eaze took a programmatic-first approach—tapping into custom POI sets and time-based activation—to activate digital out of home media and get in-market consumers excited about cannabis delivery.

### Strategy

Eaze's initial work spanned two initiatives, incorporating DOOH across both its "Summer Celebration" and "End of Q3" campaigns. In both cases, Eaze leveraged programmatic digital out of home to complement the other channels in its media mix, which included traditional OOH, mobile, digital, audio, and digital partnerships.

To overcome a core marketing challenge of reaching consumers and predicting their behaviors, Eaze tapped into programmatic DOOH to leverage a robust mix of digital formats that enhanced their ability to target essential businesses and connect with consumers in the physical world. Eaze and their OOH partners were able to identify the legal cannabis compliant digital out-of-home venues available—eliminating all locations that were within 1,000 feet of schools, rehabilitation centers and other conflicting points of interest.

By crafting a custom POI list that matched these compliant areas and venue locations, a time- and location-based technology platform programmatically activated Eaze's advertising across select venue types, utilizing sophisticated day-parting capabilities to trigger ads solely during the company's operating delivery hours of 8AM-10PM PT. For transit screens, advanced technology was used that enabled Eaze to trigger ads only when each vehicle was driving within certain approved neighborhoods and streets. When a vehicle returned to an area outside of the custom POI location list, an ad would not be served. This is a first-of-its-kind for the industry at large and DSP technology alike.



## Plan Details

Market: Legally-compliant areas and venue locations in Los Angeles, San Francisco and San Diego

Flight Dates: 7/24/20–7/29/20; 8/24/20–9/20/20, with three additional flights coming up in Q4

OOH Formats: Billboards, vehicle charging stations, taxi tops

Target Audience: General In-market Cannabis Consumers

Total Impressions: 4 Million

## Results

This campaign exemplifies the powerful combination of OOH media with programmatic capabilities. Eaze was able to streamline, plan and optimize this campaign with the detailed data analytics that programmatic technology offers. Robust platform capabilities like automatic dayparting and POI targeting, without a minimum spend or flight length, enabled Eaze to activate its very specific campaign parameters without any manual labor or heavy lifting. In order to benefit from holistic targeting and measurement capabilities, Eaze was able to launch one campaign broken down into separate flights—focusing separately on brand awareness, COVID-19 messaging, and summer promotions—enabling the brand to activate fresh messaging that aligns with its core goals and real-world changing circumstances.

Eaze received initial results that has allowed the team to optimize this data-driven campaign in real-time, making adjustments towards top-performing tactics to maximize success. Eaze is among the top three cannabis delivery platforms that consumers are aware of in both Northern California and Southern California. Panelists are 70% likely to consider ordering from Eaze.com. Roughly 20% of consumers are neutral when considering to order from Eaze.com and of those that are likely to consider, 90%+ are likely to order from Eaze.com.

