

EAZE UTILIZED OOH TO INTRODUCE THEIR BRAND AND DRIVE AWARENESS IN LOS ANGELES

Eaze was introducing their brand to the Los Angeles market and wanted to target consumers that use cannabis products for recreational or medical use within the target zip codes they deliver in.

STRATEGY AND TACTICS

- Eaze utilized bulletins and posters throughout Los Angeles to generate brand awareness in their targeted zip codes.
- “It is difficult to advertise in the cannabis space. There are limited options due to restrictions, but OUTFRONT has been great to work with in navigating these new waters.”
- “I continue to bring business to OUTFRONT. They are always great to work with and willing to build custom plans built off our needs.”



“WE USE AN ATTRIBUTION SURVEY AFTER FIRST PURCHASES ON THE EAZE SITE. MUCH OF THE CONVERSIONS HAVE BEEN COMING FROM OUR BILLBOARD ADVERTISING!”

-Taylor Davies, Media & Branding Consultant

