

WE DROVE BRAND AWARENESS & INCREASED WORD OF MOUTH FOR MEDMEN

OBJECTIVE

MedMen was looking to inform the Los Angeles market that cannabis is legal as well as remove the stigma associated with it and normalize its use. Additionally, they wanted to generate brand awareness and drive store traffic to their locations.

STRATEGY & TACTICS

- **Strategically Placed:** MedMen utilizes bulletins year round throughout the greater Los Angeles area for brand awareness. Directional signage is also used to drive store traffic to specific locations.
- **Creative Excellence:** Creative is simple and eye-catching. Rather than focusing on the product itself, MedMen focuses on reducing the stigma and stereotypes of cannabis users.
- **Client Praise:** “Our word of mouth has been amazing. On a daily basis we get feedback from the public about our campaign, and we see an enormous amount of earned exposure through social media posts. People love taking pictures and posting our campaign!”



OUTFRONT

“OUTFRONT IS A PART OF ALL OUR CLIENT PROPOSALS. THEIR INVENTORY IS IMPRESSIVE AND THEIR NATIONAL FOOTPRINT CAN'T BE BEAT!”

— Michelle Murphy, President, Nice Dog Media

