

Brief:

**CREATE A BRAND
STORY FOR [REDACTED]
THAT RESONATES WITH
ITS TARGET AUDIENCE.**

Objectives:

Develop a brand story that can be used as talking points during [REDACTED]

The talking points are generated by retrofitting the current state of the brand to its core target audience. This is done through market research, analysis, and brand audit.





MARKET RESEARCH & ANALYSIS

INDUSTRY TRENDS

Trend reports in health/wellness, marijuana-based products, CBD-related products.

DATA ANALYSIS

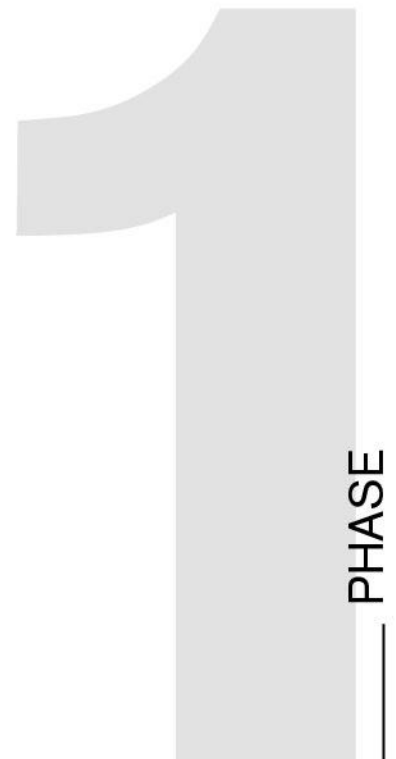
Existing customer profiles, sales, company insights, challenges, opportunities.

COMPETITIVE LANDSCAPE

SWOT analysis of existing competitors.
SWOT analysis of self.

BRAND POSITIONING

Strategized placement of brand to maximize its value proposition.





BUYER PERSONAS

INNOVATOR

The pioneers.

EARLY ADOPTER

The trend influencers.

EARLY MAJORITY

The trend followers.

LATE MAJORITY

The skeptics.

LAGGARDS

The traditionalists.



BRAND FOUNDATION

VISION

The big idea behind the brand.

MISSION

The purpose of the brand.

CORE VALUES

Established values of the brand.

VALUE PROPOSITION

The lucrative, distinctive, valuable products/services offered to the consumers by the brand.



BRAND STORY

TONE & VOICE

The way the brand communicates.

STORY

The inspiration behind the invention.

UNIQUE QUALITIES

The selling points that set the brand apart.

PROMISE

What the brand offers to benefit the audience.





DELIVERABLES

1. BRAND INSIGHTS

2. BRAND LANGUAGE

3. CONTENTS FOR PODCAST ANNOUNCEMENTS

Suggestion:

Based on what we see, we recommend that we use the work we will have done as the foundation to create a brand book that includes visual style, brand tone/language, and story. This brand book can then be used as the guidelines to any future marketing materials needed cohesively through multiple channels.

MARKET INSIGHTS

PERSONALIZED PRODUCTS

Consumers have come to recognize that no two people, and no two people's health and wellness needs, are the same. Therefore, one-size-fits-all products are not likely to satisfy those who increasingly want more personalized products. However, most people also seek stacked benefits in their health-related products. In other words, consumers want multi-benefit (stacked), but focused products.

SPEED IS KEY

Although most consumers want to adopt a new healthy lifestyle, they deem the results to be taking too long —they don't have the patience to wait to see the results, thus making them want to take health products instead.

CBD-ONLY PRODUCTS=ALL-NATURAL, RELAXING, HEALTHIER

34% of adults aged 22+ in states where weed is legal think that CBD-only products are all-natural, while 29% say relaxing. Most people who seek to relieve pain, alleviate stress/anxiety, and to treat other medical conditions also choose CBD-only products over cannabis.

BOOST IN CANNABIS USE DURING PANDEMIC

The stress from the times of uncertainty in 2020 makes people want to use cannabis more often. The rise in use will be most likely carried on to the period of stability after. However, people will more likely want to transition to a safer, healthier, non-intoxicating choice like CBD-only product.

PERCEPTION-BASED HEALTH BENEFITS

According to NBJ data, hemp/CBD sales grew 56.9% from 2017-18. With 52% of consumers agreeing hemp-derived CBD supplements have health benefits, the future of this emerging sub-segment will depend on delivering on this perception.

ALTERNATIVE TO INCREASED HEALTHCARE COST

As this administration is considering a cut in healthcare coverage, on top of the potential of reduced health coverage due to the pandemics, it is possible that healthcare will cost significantly more in the future, potentially leading to consumers seeking more affordable alternatives.

SUPPLEMENTS - AGE CATEGORY

Use of any supplement is highest among adults 25-44, as opposed to vitamin use, which is fairly steady among adults 25+.

ATTITUDE: YOUNGER DEMOGRAPHICS

Younger consumers prefer supplements that can offer natural solutions to issues that may be traditionally addressed with OTC or prescription medications. Millennials are far less likely than older generations to turn to doctors for proactive health care. Instead, they are going to fitness clubs, the grocery store and online communities to find the tools and motivation needed to improve their health.

ATTITUDE: OLDER DEMOGRAPHICS

Older consumers seek specific targeted solutions to age-related ailments. Education and doctor recommendations will go a long way with seniors, and brands can look to partnering with physicians or insurance providers to suggest or subsidize natural supplements as alternatives to OTC and prescription medications. Meanwhile, adults 65+ are likely to remain reliant on prescriptions subsidized by Medicare or other health plans.

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HISPANIC CONSUMERS - ATTITUDES TOWARDS SUPPLEMENTS

Hispanic consumers are more open to trying new, varying products, especially when advertised on social media. They seek for supplement suggestions on social media far more than any other groups. They are also more likely to have higher loyalty towards particular brands. The benefits they try to reap from supplements are most likely related to beauty/skin health and anxiety/stress relief.

PHYSICAL VS MENTAL HEALTH

In 2019 survey by Mintel, "improving my physical health" at 61% was the top response to top goals of the year, while Improving mental health fell a bit lower on the list at 27%, although substantially more important to younger adults, ranking third among 18-24 year olds.

COMMUNITY AS A SOURCE OF INFORMATION

CBD exists in what can seem like a sea of opinions. In the absence of clear guidance, clinical trials and regulation from the FDA, CBD and other cannabinoid products are judged on the open market. Communities have taken the burden of product analysis and comparison. For the everyday patient, the greatest source of knowledge on CBD is often other consumers and the brands themselves. This makes education a key component of CBD strategy.

HEALTH ASSOCIATION IS IMPORTANT TO GROW TRUST & FAMILIARITY

Trust is often gained by brands through advertising, the retailers that carry them and the relevant influencers that tout their benefits. When CBD is spotted in reputable gyms or mainstream pharmacies, the CBD brands are lent the strength of their reputation. Association is a strong market indicator of quality in the CBD market as a way to differentiate brands.

OTC PAIN RELIEF - YOUNG ADULTS

Pain relief is one benefit of CBD, but this is not equally accepted across age groups. Younger demographics are more open to trying new brands, product trends and application methods of OTC pain treatments. Only 30% of adults ages 18-34 report prioritizing their previous experience with a product as a purchase driver, and over 88% of them report interest in trying natural pain relief products. This demonstrates the strength of the attraction of blending natural ingredients with medicated elements.

MAKE IT OR BREAK IT COMMUNITY

The online forum Reddit has a community dedicated to CBD with over 100,000 subscribers. It is useful as a time-logged record of community discourse on CBD products. Through trial, error and exploration, it has developed its own certification process that is rigorous and stringent, with a pass rate of less than 60%. This demonstrates that in the absence of regulation, consumers will not accept the status quo and will form their own judgments based on self-developed criteria. This reinforces the importance of openness and transparency in product.



OPPORTUNITIES

PERSONALIZE CUSTOMER JOURNEY

Guide consumers both new or familiar with CBD-products in finding what they personally need.

HIGHLIGHT DISTINCT PRODUCT BENEFITS

Tie specific problems and desires to specific products and why they matter.

EDUCATE AND INFORM

Instead of only using scientific terms, explain in easy-to-understand language why we formulate a product a certain way. I.e. MCT and its benefits in itself and when combined with CBD; rapid absorption of topical product and with easy-access bottle.

BUILD COMMUNITY TRUST

Gain trust by participating in online forums and conversations involving CBD-related topics. Places like Reddit often have their own established standard to test the legitimacy of a CBD brand/product.

PROMOTE CBD AS NON-DISRUPTIVE ALTERNATIVE TO CANNABIS

Advertise CBD products to people who need to ease out of regular cannabis usage after the end of stay-at-home orders

CREATE PRODUCT-SPECIFIC PERCEPTION

Our products vary in its use, application, function, composition, and delivery. Instead of making a blanket perception for all products, highlight uniqueness of each product. I.e get a professional athlete who regularly undergoes drug tests to endorse our isolate tincture; have someone with arthritis speak about how well-designed and functioning the sports cream is.

SHOW POTENTIAL AS ALTERNATIVE TO INACCESSIBLE HEALTHCARE

Approach doctors and insurance providers to promote our products as a more affordable alternative to expensive supplements and medications.

MARKETING TO YOUNGER DEMOGRAPHICS: SCIENCE X NATURE

Tout the healing properties of CBD and cannabinoid compounds that can be exploited by science to create an all-natural solution to specific health problems, especially when paired with other beneficial compounds.

MARKETING TO OLDER DEMOGRAPHICS: AGE-BASED AILMENTS

Tout the 3 proven benefits of CBD to treat insomnia, anxiety, and chronic pain commonly more prevalent in older demographics. The most receptive demographic to changes in the older population is aged 50-65. Due to the stronger stigma associated with cannabis-related products, it's important to highlight the differences and safety of CBD to cannabis.

MARKETING TO HISPANIC CONSUMERS: SOCIAL MEDIA

Hispanic consumers could be the easiest target demographics to market our products to due to their willingness and openness to try out new products. They are most receptive to social media promotions/endorsements. Anxiety/stress-relief properties of CBD could be the most relevant topic that resonates with them.

PHYSICAL VS MENTAL HEALTH BENEFITS

Overall, improving physical health is the preferred health goal to all demographics. However, younger adults and people 18-24 are a lot more conscious with their mental health.

ASSOCIATE KANIBI TO REAL HEALTH/SCIENCE BRANDS

Promote ██████ and its products through health-centric retailers, facilities, or figures such as gyms, big-chain pharmacies, or health influencers. Sponsor medical-science events and causes to associate the brand with hard science.

MAKE SPORTS CREAM WIDELY AVAILABLE AS OTC PRODUCT

88% of youngers demographics often seek all-natural solution for pain-relief. Although older demographics prefer traditional brand-name products they've had experience with, it is not at all impossible to market to both by making ██████ sports cream available at chain-retailers. The mix of wide-availability and exposure will attract both target demographics to use our products.

SWOT ANALYSIS

A cutting-edge health/wellness CBD lifestyle brand that focuses on real problems and real solutions through rigorous science offered through its great-tasting products

STRENGTH

Scientific approach to CBD-based wellness.

Focused variety of products offered.

Use of high-quality binder and other complementary compounds
Informative test results.

Great-tasting products.

Distinct brand image and packaging system.

Well-designed packaging that preserves contents and is easy to use.

Good selection of potency levels.

Strict testing and quality control.

Offers both isolate and full-spectrum products.

Clear packaging system: <0.3% THC — full-spectrum (black), 0% THC — distillate, isolate (white).

WEAKNESSES

Product/ingredient benefits are not clearly stated.

Brand image might be intimidating for newcomers.

No personalization or help with customer journey to find the right products.

Unavailable to buy from retailers.

Relatively new to the scene.

OPPORTUNITIES

Create a personalized user journey by helping each customer find the right product.

Focus more on the problems CBD is proven to help alleviate (soreness, stress, sleep).

Provide info on each ingredient and the science/thought behind it.

THREATS

Many brands claim science as their basis of innovation.

The seriousness of the brand might be seen as intimidating by newcomers.

Making health/medical claims are against FDA regulations on dietary supplements.

FABCBD

A hip lifestyle wellness brand that offers more affordable selections with lower potency.

STRENGTH

- The packaging is trendy and attractive.
- Newcomers-friendly. Great introductory brand to CBD
- Tinctures mostly taste great.
- Locally-sourced from Colorado hemp.
- Wide potency selection.

WEAKNESSES

- Flavor inconsistent. Many state citrus flavor is overwhelming.
- Glass jar packaging for salve is prone to contamination and lost efficiency.
- Trendy image of the brand can be labeled as a fad.

OPPORTUNITIES

- Create flavors that are more on-brand. Research trending flavors in culinary world.
- Design better packaging system that protects and dispenses the content more efficiently.
- Develop higher potency products that loyal customers can progress to.
- Leverage the trendy image of the brand to make CBD tasteful and cool and therefore desirable.

THREATS

- People transitioning from newcomers to aficionados might want to switch to more serious brands.
- The loss of efficiency of the product due to ineffective packaging will be associated to the product itself.
- Bad experience with one flavor will make people switch to another brand instead.
- Being overly trendy can diminish any medical claims made.



A smaller indie CBD brand that also offers one of the highest potency CBD oils in the market. Their motto: “the bitter stuff is the effective stuff”

STRENGTH

- Laser-focused targeting on CBD connoisseurs.
- Active in community-building with their farmers.
- Produces quality, consistent hemp extract.
- Actively listens to feedback from consumers.
- Claims of high-quality, purity, and efficacy.

WEAKNESSES

- Intimidating to CBD newcomers.
- Unflavored products are not for everyone, even connoisseurs.
- Higher price points than most.
- Branding can be perceived as very male-centric and catered towards ‘lumberjacks’.
- Glass jar packaging for topical cream can easily be contaminated with reduced efficiency overtime.
- Lack of product variety.

OPPORTUNITIES

- Add product with all-natural, subtle flavors.
- Offer a large one-time discount for people to switch over to their brand.
- Design better packaging system that protects and dispenses the content more efficiently.
- Develop/sell products that are easier to consume for people sensitive to bitter taste (i.e. capsules, pills, etc).
- Show farm and positive relations with farmers as big asset of the company.

THREATS

- People interested in their stronger products could be intimidated by the taste.
- The loss of efficiency of the product due to ineffective packaging will be associated to the product itself.
- Being overly trendy can diminish any medical claims made.
- Lack of product variety could place the brand as overly niche.



JOY ORGANICS

Relatively new premium CBD brand that promises high-quality, affordable, great-tasting CBD products that promises stringent testing to boost efficiency.

STRENGTH

Vast product offering.

Friendly, 'familiar' branding.

Produces affordable quality products .

Great mass appeal that that is acceptable as gifts.

Claims of high-quality, purity, and efficacy.

Great tastes and appealing selection of flavors.

Good pump-based packaging system for creams.

"Which CBD Product Is Best For You" is a great way to personalize CBD shopping experience.

WEAKNESSES

Mass appeal and large product variety could make the brand seem unfocused.

Some products like bath bombs and tote bags could be seen as overly trendy and therefore gimmicky.

Product benefits are not explained in detail. It portrays CBD as the cure-all solution.

Packaging looks generic.

Lower potency means that their products are not seen as serious game-changer for CBD aficionados.

The brand image could feel a little like an MLM scheme selling essential oils.

OPPORTUNITIES

Back claim of quality and scientific approach with tests and data.

Elevate packaging to make products look less generic and medical, and more all-natural and premium.

Create a strong family-oriented community that supports the use of CBD.

THREATS

CBD fans could see the brand resembles an MLM scheme associated with low-quality products.

Lower potency selection would not interest serious CBD consumers.

The cookie-cutter approach to CBD is not a business model that has a long-lasting appeal as consumers grow more knowledge with time.

populum

A high-end CBD brand selling full-spectrum products that aims to make CBD accessible for everyone with its premium skin-care look.

STRENGTH

All full-spectrum product would be appealing to CBD lovers.
Great design, website and overall brand.
Well-written story on brand and what it stands for.
Newcomer-friendly.
Signature orange-flavor has a strong, simple appeal attractive to many.
Great selection of product categories.
Cohesive, clear packaging system.
Information available on the website is educative and informative.
The brand has a great charm to (mostly) women of all ages.
Subscription option could be a deal-maker for people who want convenience.
Strong community and support for pet-owners, veterans, et al.
Availability at brand name shops like Anthropologie.

WEAKNESSES

Full-spectrum only options would not work for everyone.
Limited selection of lower potency level.
Only 1 available of flavor can be a hit or miss.
Lower potency means that their products are not seen as serious game-changer for CBD aficionados.
Price points are relatively high.

OPPORTUNITIES

Develop/release higher-potency products to progress to.
Expand mass-appeal by bringing the products to high-end chain retailers.

THREATS

The brand exudes strong female lifestyle image that might not appeal to real CBD consumers.
Lower potency selection would not interest serious CBD consumers and long-time users.



A self-proclaimed science-centric CBD brand that delivers its message in humorous, friendly brand image and transparency to its consumers.

STRENGTH

Non-intimidating brand experience through the use of good sense of humor.

Great website and overall brand.

Well-written story on brand and what it stands for.

Newcomer-friendly.

Informative and educational.

Products widely available at food retailers worldwide.

Clear distinction of product use: sleep, stress, soreness.

Great selection of potency level: low, medium, high.

Good selection of flavored/no-flavor.

Vast array of products from consumables to skincare.

Unique roll-on or hemp stick formats.

Relatively affordable products.

Claim to science for the development of its products.

WEAKNESSES

Packaging is not cohesive with the whole identity of the brand.

Only offers full-spectrum products which could limit the market potential.

Roll-on and hemp stick, though convenient might mean reduced efficacy and increase risk of contamination.

Lotion and other skin care products are contradictory to their "stress, sleep, soreness" message.

OPPORTUNITIES

Create new, cohesive packaging system that reflects the unique ethos it stands for.

Create a personalized user journey by helping each customer browse its vast product selection.

Create independent study on improvements in wellness caused by their CBD products.

THREATS

Many brands claim science as their basis of innovation.

Transparency about unproven health claims (although might be required by the FDA) will make people think twice about purchasing CBD products.

Weak packaging will make retail experience and chance of discovery sub-par compared to its competitors.

BUYER ARCHETYPES

INNOVATORS

The initial adopters of Kanibi. These are usually people who want to be at the front of anything new, have money to spare, or desperate to find an alternative.

1

People who regularly consume marijuana but trying to ease their consumption due to work, career, medical concerns etc. They still want the benefits of the plant without wanting the psychoactive side effects.

Products:

Isolate tincture, distillate gummies, full-spectrum tincture

2

People who suffer from untreatable conditions that affect their sleeping, muscle/joint abilities, or mood. These people might be at the end of their rope to find an alternative that they hope will work better than what they previously had.

Products:

All Kanibi products

EARLY ADOPTERS

The early adopters of [REDACTED] These are usually people who have some money to spare, like to do their own research, want to be ahead of the crowd, but not necessarily pioneers in adopting the product.

1

Athletes who want CBD to treat muscle soreness faster. The fact that professional athletes have to undergo drug tests can be used as a leverage to portray the image of safety that guarantees a negative result. "If professional athletes can pass a drug test, and so can you." Convincing these people to take the products will require extra effort, but once they're acquired it will bring great reassurance for the masses.

Products:

Isolate tincture, full-spectrum sports cream

2

Health/Wellness influencers and retailers who like to create a trend by influencing their followers to discover their new findings. This persona wants to be the first, but also usually like to be a little careful as to not receive any backlash that could damage their brands should the endorsed products have negative values.

Products:

All products

EARLY MAJORITY

The early wave of the masses that take on a trend. Usually they want the products to first be tried and tested, then endorsed by people they trust and look up to. They want to be part of the movement.

1

People who want to improve their overall health/wellness. They might not have particular problems or goals, but they notice the rise in popularity of CBD products and have the desire to try them out. They generally live in urban, progressive areas where CBD and marijuana are legal and stigma around it has subsided.

Products:

All products

2

People with specific health/wellness pain points or targets they want to tackle/achieve. However, they are also the type of people who are risk-averse. They would ask and consult their friends, doctors, and other people they trust. They will also need to be exposed to the brand/products/benefits repeatedly before taking the leap in making a purchase.

Products:

All products

LATE MAJORITY

The late wave of the masses that take on a trend. They're generally are not as receptive or exposed to trends. They could also be the people who want everyone else to try something first before deciding to join in, worrying about the potential side effects or negatives.

1

People who get tested regularly for all kinds of chemicals, including THC and CBD for their job. They would wait until they know 100% that positive CBD testing result is okay and doesn't carry any potential risk.

Products:

CBD isolate and distillate, sports cream.

2

Younger people who are a few short years away from being of legal age to buy any CBD products. They have been wanting to try it out to be a part of the 'cool crowd' but were unable to. They don't necessarily worry about the potential side effects or the void of any benefits as they are more sold to the idea of being part of the tribe who've tried CBD.

Products:

All products

LAGGARDS

The last wave of consumer base who only start to adopt the idea/product after it's started to wind down. It could be personal judgement or geography that prevents them to an earlier access.

1

Old-fashioned, conservative people who have a life-long stigma against marijuana and all its derivatives. They will only be converted to become a customer where everyone around them has normalized the use of CBD products. Curiosity takes over their judgment to see what the buzz is all about.

Products:

All products

BRAND FOUNDATION

VISION

Using CBD as the foundation of medical-based solutions based on real problems available to all, delivered through real science.

MISSION

Integrate science, technology in strict lab-based development and testing to delve into the full potential of CBD as an alternative treatment.

CORE VALUES

Rigorous
Stringent
Great-tasting
All-natural
User-centric
Transparent
Personal

VALUE PROPOSITION

Kanibi brings forth science and technology to untap the full potential of CBD and other cannabinoid compounds to treat common and specific medical problems. The user-centric approach to delivering the all-natural properties are guided by an ethos that exemplify eagerness, transparency and results.

BRAND STORY

STORY

"You're crazy!" We heard that a lot.

"The market is saturated!" Yep, precisely.

"It may seem counter-intuitive," we said, "But the market saturation is exactly why we have to start our CBD company." As avid users of CBD ourselves, we at first celebrated the proliferation of CBD companies, but soon became jaded and disappointed at what the market had to offer. There was a clear lack of rigorous, science-backed companies, with far too many willing to push CBD as a panacea.

Every brand promised the moon and the stars with one-size-cures-all solutions for seemingly any ailment. They were using CBD like a blunt mallet, playing whack-a-mole with consumers' real life health issues.

We say no more. We know that CBD and hemp-derived products fit a multitude of different needs with a multitude of different effects. We wanted to use the precision of science-based formulations and specificity of treatment, to tailor the preparation of CBD to meet the individual needs of consumers. Instead of developing least common denominator products, engineered to shoehorn CBD into as many applications as possible, we decided to develop by first identifying the personal health issues we sought to address, using tried-and-tested science to find CBD solutions that worked.

In the end, science prevailed. Our products work, and we can demonstrate that through our testing, and our customers. We knew that nothing could be both high-quality and one-size-fits-all, and we brought that philosophy to lab each day. Our formulas for isolates and distillates define what it means to be science-based wellness.

WHAT WE DO DIFFERENTLY

We assert that there is no panacea in CBD. It is not a cure-all solution. However, we do not believe that this limits its potential applications. The secret of CBD is in the preparation, in the consideration of the many factors to consider: purity, inert ingredients, carrier formulations, trace elements, all these variables play a part in the story of CBD, and govern its effects.

Everyone has unique needs. Fact. That's why we design our products with people first in mind. We use real-world problems as the basis for all our formulations, and we use real-world science to solve them through CBD.

As an example, let's look into the Entourage effect, the anecdotally-reported effects of CBD formulations with other-than-THC cannabinoid compounds. While this may be the focus of one consumer, another may find it prohibitive for any number of reasons. In acknowledgment of this reality, we develop CBD isolates. By having a patient-centered approach, we can devise solutions that are descriptive rather than prescriptive.

This approach is incorporated in all areas of product development, from our disability-friendly packaging on our sports cream all the way through to the laboratory with its rigorous double standard testing method.

We strive to be honest, transparent and as pure as our products. We're science-based wellness, and we're proud of that.