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Document

Final Wrap Report



Section

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Section 01

Campaign Strategy

Section

Campaign Strategy

To run a successful campaign, we had to both educate cannabis consumers on the benefits of shopping legal and drive them to use the **Real CA Cannabis** search tool before they buy.

It takes a combination of building consumer knowledge and incentivizing behavior change alongside enforcement to truly make a dent in the illegal market. Utilizing both awareness and conversion advertising tactics, we were able to inform, educate and drive user engagement with our toolset.

With the official launch, we had three advertising goals:

1. Educate cannabis consumers on the importance of buying legal
2. Drive cannabis consumers to use our search tool
3. Engage cannabis influencers to understand and support the campaign

Audience targeting

AUDIENCE	INDUSTRIES	PLATFORMS	AUDIENCE SIZE
California Cannabis KOFs	Legislative and regulatory leaders and staff members, advocacy and nonprofit executives, business owners and academia leaders, and the media	Facebook, Instagram, Google Display + Search, Politico, CTV, Radio, OOH	~6,000
Cannabis consumers	Likely cannabis consumers 21+ (using cross-tabbed interests to target potential consumers)	Facebook, Instagram, Google Display + Search, Reddit, Spotify, Politico, CTV, Radio, OOH, Leafly	~8,000,000

First-Party Targeting

First-party data helped us balance getting the right message to the right people a meaningful amount of times without wasting impressions or your budget. We used two primary methods:

- 1. Atlas audience of CA cannabis opinion leaders, including legislative and regulatory leaders and staff members, advocacy and nonprofit executives, business and academia leaders, and the media.
- 2. Politico first-party data which will target key policy influencers



Audiences

PRIMARY

1. Health & Wellness

- Includes soul explorers, Cali-enlightened, and relief seekers.
- All of these audiences use cannabis as a way to enhance their lifestyle: replacing alcohol with cannabis, consuming for their mental and physical wellbeing, connecting to their inner selves.

2. Creatives

- This audience is very similar to the health & wellness audience, though they may use cannabis more for performance-enhancement reasons.

3. Tourists & Travelers

- We consider this audience to be one of our easiest to convince audiences. They're coming to try California cannabis because it's legal and has become renowned.

4. Cannabis Curious

- Also considered low-hanging fruit, these are either folks who aged into a legal market or are considering trying cannabis because it's legal.

The following KPIs will help us **measure the success of our campaign month-to-month.**

CANNABIS CONSUMER KEY PERFORMANCE INDICATORS

- Frequency + Reach: to ensure that people will recall the ads
 - For content creators, reach is estimated with the follower size
- Engagements: to see how many people are sharing, liking, and commenting on the ads
 - For content creators, we'll also be using engagement rate
- Sentiment analysis: to better understand the sentiment of the engagements
- Conversions: to see how many people are using the search tool

TIMELINE

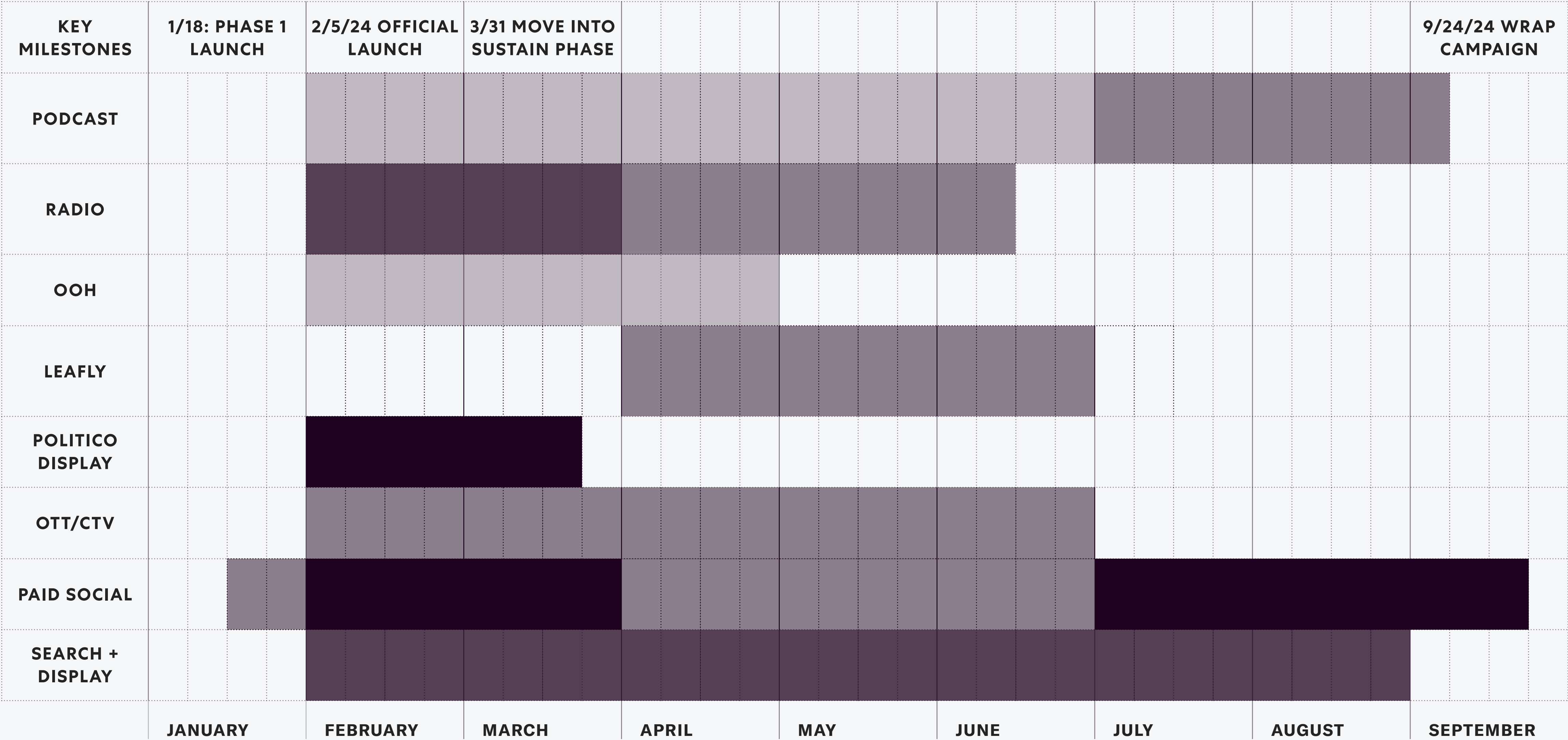
January 18, 2024 - September 24, 2024

AMOUNT SPENT	ADS	CONTENT CREATORS
\$1,800,140.86	\$1,110,140.86	\$690,000.00

KOF KEY PERFORMANCE INDICATORS

- Frequency + Reach: to ensure that people will recall the ads
- Notable Engagements: to see who is interacting with the ads
- Sentiment analysis: to better understand the sentiment of the engagements
- Clicks: to see how many people are showing increased interest in the campaign

TIMELINE PLEASE NOTE THE DARKER THE BAR, THE HIGHER THE LEVEL OF SPEND.



Section 02

Summary of Results

Section

Summary of Results

Delivered over
260,000,000
impressions and
9,291,500 video views
across all platforms

One of our leading goals was to educate and raise awareness around the issue of exclusively shopping at licensed retailers among cannabis consumers and key opinion formers (KOFs). We managed to get a significant number of impressions and 3+ second video views among our key audiences. And not only did we reach a lot of people, but interactions were strikingly positive—garnering nearly 10 million engagements, including post reactions (99% of all reactions on ads were positive)*, video views, and clicks.

On Meta, we reached nearly 8 million people who saw the ad an average of 17 times throughout the campaign while on Spotify, we reached nearly 1.2 million people who heard the ad an average of 3.3 times.

Continuing with this campaign would allow us to further build brand recognition and brand trust with our audiences.

*FOR CONTEXT, PUBLIC SENTIMENT OF NY'S "WHY BUY LEGAL NEW YORK" CAMPAIGN WAS HIGHLY NEGATIVE, REFERRING TO THE CAMPAIGN AS "SCARE TACTICS", "CAP", OR "PROPAGANDA"

Section

Summary of Results

Cannabis consumers
**visited our site over
300,00 times**
and performed
212,623 searches for
retailers using the map

Another goal was to drive cannabis consumers to shop legal using our tool. This is the first step to changing cannabis consumers' habits.

Over the course of the campaign, map searches increased month over month, showcasing how much of an affect our campaign had on increasing consumers' knowledge and motivation to ensure they were going to a licensed retailer.

Section

Summary of Results

KEY INSIGHTS

With our **boundary-pushing creative and effective targeting**, the Real CA Cannabis campaign has been able to **drive awareness** around shopping licensed retailers and **start influencing the habits of cannabis consumers to shop licensed only**.

Throughout the 9-month campaign encompassing both Phase 1 targeting KOFs and licensees and the official launch in Phase 2 targeting both cannabis consumers and KOFs, we discovered:

1. **Updating creative every few months** (3 flights) that was tailored to the platform and target audiences (and including influencer videos) helped us keep audiences engaged.
2. **Google and Reddit were our top performing platforms** for cannabis consumers—driving the most amount of searches on our tool. We also outperformed all of Reddit’s benchmarks due to the effectiveness of our creative for that platform.
3. Adjustments to the way we **measured interactions on the RCC map** were necessary in order to capture the full user experience, allowing us to see map engagements like location sharing and zooming in/out.
4. Our **Spanish language creative on Meta performed amazingly**, garnering the lowest CPA of the program on the platform (\$2.76). We should invest more in this audience moving forward.
5. Deploying **a storytelling approach with our influencer program** was an incredibly successful organic tactic; 159 pieces of organic content were generated by 144 creators across Instagram, TikTok, and YouTube.
6. Due to our dedicated KOF strategy, we **engaged with influential state government and cannabis business leaders directly** on Politico, Google, and Meta, driving 128 notable engagements on the latter.

Section

Summary of Results

Recommendations

With our findings, we have developed three primary recommendation for continuing to move the needle on public education.

Run a continuous evergreen campaign & expand the target audiences

We should continue building awareness throughout California, expanding our audiences to include some of the stickier consumers (such as Gen X'ers who are used to buying from a dealer). It will only be through a continuous, evergreen campaign over years that we will effectively change consumers' behavior.

We also recommend partnering with specific influencers consistently to have them reiterate the importance of shopping legal and checking the map.

We also recommend investing more in our Spanish speaking audience and consider integrating Spanglish into the creative.

Iterate on the search tool based on user behaviors

We should continue iterating on the map functionality and build more tools for consumers to easily find relevant licensed retailers.

Given the findings from user interactions on the site, there are several updates we should make to improve user experience, including cleaning up the equity retailer data field and enabling us to use the latitude and longitude coordinates to pinpoint whether a user is in state. We also recommend cleaning up the licensee data as much as possible to ensure our tool is trustworthy.

We also recommend building an app for users to more easily & habitually use the search tool. Instead of needing to remember the website url, they can easily pull up the cannabis app on their phone.

Build relationship with local regulatory agencies

Build on our relationship with local regulatory agencies similar to our partnership with Los Angeles Department of Cannabis Regulation, using our Real CA Cannabis tool as the premier search tool throughout California.

Section 03

Awareness

Section

Awareness

Beginning with Awareness

The awareness part of the campaign aimed to educate and inform cannabis consumers about the importance of purchasing legal cannabis from licensed retailers. The goal was to build general awareness of the campaign and introduce the Real CA Cannabis search tool across multiple platforms, including media platforms, OTV, audio, social media, and out-of-home (OOH). A key focus was to engage cannabis users and key opinion formers, using tailored messaging to appeal to different audience segments. By driving broad recognition and repetition, the awareness phase successfully reached millions of users through various channels, fostering positive sentiment and engagement around legal cannabis consumption.

Section

Awareness

Audio Ads: Spotify & Radio

All of our audio ads were great awareness and education builders for different audiences.

On Spotify, we could target 21+ Californias who were potential cannabis users using interests (Spotify users were largely under 45). Approximately half of Spotify ads were clickable—this largely depended on how the user was listening (with the app open or not), and we saw a frequency that was repetitive enough for users to remember but not badger the user. As an awareness tactic, we don’t expect a high conversion rate but with a frequency of 3.3, we’re thrilled to see 895 searches by Spotify users on the map.

From the official launch through June, we simultaneously ran a public radio campaign across California to target older consumers and KOFs. We ran on Sacramento - KXJZ, San Francisco - KQED-FM, Los Angeles - KCRW, and statewide NPR.

SPOTIFY-CONSUMERS

6,322,967

Impressions

3.3x

Average frequency

2,310

Clicks

895

Conversions

RADIO-CONSUMERS

1,800,200

Impressions

RADIO-KOF

87,600

Impressions

Section
Awareness

Billboards

During the first six weeks of the official launch, we used out-of-home (OOH) billboards to drive broad awareness of our campaign. While most billboards were supposed to be taken down in March, we managed to have one in Los Angeles run through May and one in Palm Springs run through April (being up for both Coachella weekends and Stagecoach). All placements included:

- Oakland
- San Francisco
- Sacramento
- Palm Springs (x2)
- San Diego (x2)
- Los Angeles (x2)

8,739,483

Estimated impressions



San Francisco



Oakland



Los Angeles



Sacramento

Section
Awareness

Leafly Ads

Leafly is the only place where we directly reached cannabis consumer audiences actively searching for dispensaries. Our objective was to use awareness and education messaging to target these consumers via display which launched in April, emails which launched in April & May, and a sponsored article which posted on May 30th. In total, we saw **over 5.8 million impressions from these engaged cannabis consumers, resulting in over 11,256 clicks** to the Leafly dispensary search and Real CA Cannabis search tool.

We managed to get Leafly to extend our ads program through mid August for video pre-roll placements (originally set to end in June), while the other ad placements (display, article amplification display, and audience extension) wrapped on June 30th.

DISPLAY	DISPLAY-AUDIENCE EXT	BOOSTED ARTICLE ADS	BOOSTED ARTICLE	VIDEO ADS	EMAIL
3,000,022 Impressions	1,500,000 Impressions	1,007,806 Impressions	1,467 Pageviews	200,000 Impressions	119,700 Total Delivered
1,432 Clicks	4,872 Clicks	491 Clicks	0:59 Avg. Time Spent on Page	293 Clicks	651 Clicks
0.05% Click-thru Rate	0.32% Click-thru Rate	0.05% Click-thru Rate	3,517 Article Link Events	0.15% Click-thru Rate	0.54% Click-thru Rate

Section
Awareness

Politico Ads

Our objective with Politico ads was to educate and build brand affinity among cannabis consumers. We garnered **over 1.8 million impressions and over 870K full PSA video views** on this platform.

Our Connected TV (CTV) campaign ran from February 5th until the end of June for cannabis consumers, while CTV targeting KOFs ran through 3.18. CTV was really successful, garnering more than 95% completion rate consistently which meant a majority of viewers saw the entire PSA video.

Politico also ran a video display campaign to help us engage both consumers and KOFs—this ran through 3/18.

CONNECTED TV (CTV)-CONSUMER

794,929

Impressions

766,548

Video Completes

96%

Video Completion Rate

DISPLAY-CONSUMER

606,062

Impressions

671

Clicks

0.11%

Click-thru-Rate

CONNECTED TV (CTV)-KOF

109,022

Impressions

105,429

Video Completes

97%

Video Completion Rate

DISPLAY-KOF

303,030

Impressions

288

Clicks

0.13%

Click-thru-Rate

Section

Awareness

Content Creator Campaign Execution

Our campaign leveraged peer-to-peer storytelling from micro, mid-tier and macro-influencers to highlight the Real CA Cannabis search tool. Because content creators shared their personal experiences with legal cannabis in a way that fit with their typical content, we were able to garner nearly 3.8 million video views, 200K likes, and 4K comments, **resulting in a 6.75% engagement rate (the industry average is 1.55%).**

The campaign featured several types of creators, including:

- Health & Wellness Creators
- Tourists/Travelers
- Cannabis Curious Creators
- Cultivated Creatives

Section
Awareness

All Time Creator Metrics

TIMELINE

2/5/2024-9/16/2024

AMOUNT SPENT

\$690,000.00*

*A reminder that we used \$60K originally earmarked for influencer creative to put towards influencer ads.

CONTENT TYPE	PIECES OF CONTENT	VIEW COUNT	ENGAGEMENTS (LIKES, COMMENTS, SHARES)	AUDIENCE SIZE	ENGAGEMENT RATE (ER)	INDUSTRY AVERAGE ER*
IG Static	59	-	49,145	4,032,743	2.84%	0.63%
IG Video	88	3,213,793	102,974	11,620,144	9.26%	1.97%
TikTok Video	8	567,502	49,789	3,602,818	6.87%	3.74%
YouTube Shorts	4	3,821	306	2,078,410	9.16%	-
All Time	159	3,785,116	202,214	21,334,115	6.75%	1.5%

ER for Videos = Total Engagement / # of views
ER for IG Static = Total Engagement / Followers (please note that because of the inaccuracy of using follower account, this will be lower than the real ER)
AER - Average or Weighted ER

*Industry Average ER - Based on calculated averages from the latest social media benchmark reports from Social Insider, RivallQ, Hootsuite

Section
Awareness

All Time
Creator Metrics

BY AUDIENCE SEGMENT

	PIECES OF CONTENT	VIEW COUNT	ENGAGEMENTS (LIKES, COMMENTS, SHARES)	AUDIENCE SIZE	ENGAGEMENT RATE (ER)
Health & Wellness	48	298,831	40,264	5,162,528	4.93%
Cultivated Creatives	38	330,992	20,601	5,355,897	6.35%
Travel & Tourism	57	3,002,406	120,509	8,651,958	7.82%
Cannabis-Curious	16	152,887	20,840	2,163,732	9.33%
Total	159	3,785,116	202,214	21,334,115	6.75%

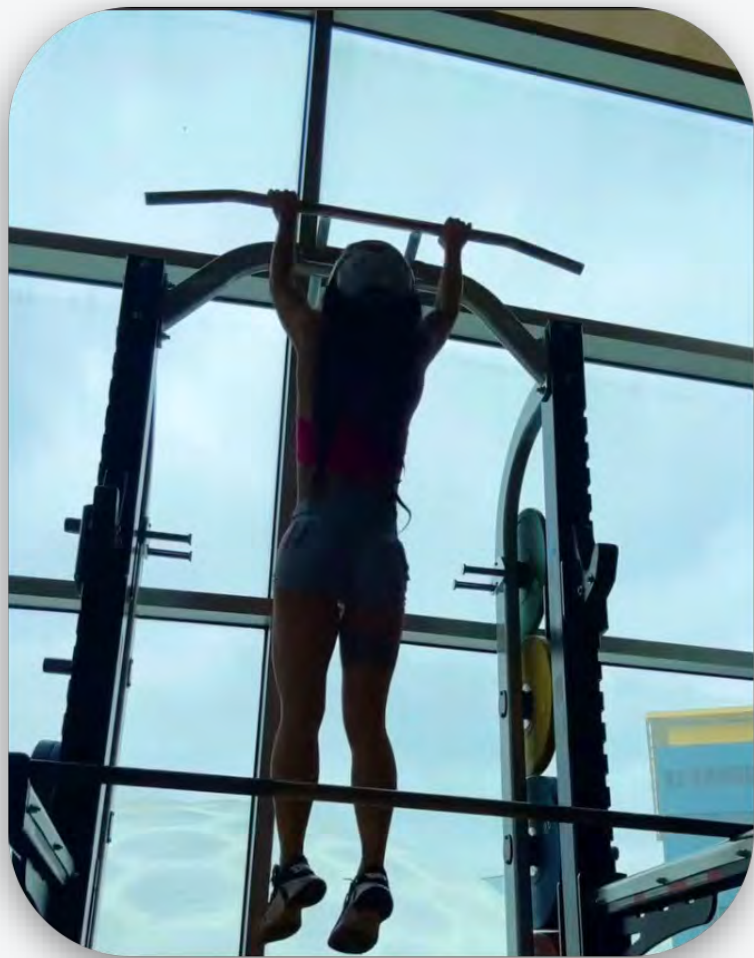
ER for Videos = Total Engagement / # of views
ER for IG Static = Total Engagement / Followers (please note that because of the inaccuracy of using follower account, this will be lower than the real ER)
AER - Average or Weighted ER

*Industry Average ER - Based on calculated averages from the latest social media benchmark reports from Social Insider, RivallQ, Hootsuite

Section
Awareness

Best Performing Creative

BY AUDIENCE SEGMENT



Health & Wellness
Kimmy T. | [IG Reel](#)
6.63% ER
Likes: 4,874
Comments: 107
Views: 75.1k
Followers: 204k



Travel + Tourism
Kaelyn G. | [TikTok](#)
8.22% ER
Likes: 36,287
Comments: 133
Views: 448.3k
Followers: 2M



Cannabis Curious
Melissa D. | [IG Reel](#)
4.96% ER
Likes: 13.3k
Comments: 39
Views: 27.6k
Followers: 233k



Cultivated Creatives
Paris C. | [IG Reel](#)
12.58% ER
Likes: 186
Comments: 225
Views: 1,677
Followers: 2,295

Section

Awareness

Mid-Tier Creators Outperformed

When recruiting influencers for our campaign, it was important for us to work with varying level of reach. Our strategy outlined the need to spread our message as far as possible but to also drive active engagements so we recruited macro, micro and mid-tier creators. We expected the micro influencers to have the highest engagement rate.

Macro-influencers have larger audiences (100K - 1M+ followers) which provide broad exposure for the campaign. Micro-influencers have more dedicated and niche audiences (2K - 20K followers) which tends to lead to higher engagement rates.

Interestingly, we found that our mid-tier creators (20K - 100K followers) had a higher engagement rate than both macros and micros. They had an overall engagement rate of 7.52%—almost a percentage point more than micros. We can infer that the mid-tier creators we worked with have smaller audiences than macros but they are considered to be more trustworthy and engaging.

Section
Awareness

All Time Creator Metrics

BY CREATOR TIER

	Pieces of Content	View Count	Engagements (Likes, Comments, Shares)	Audience Size	Engagement Rate (ER)
Micro 2K - 20K Followers	52	38,500	5,627	230,594	6.56%
Mid 20K - 100K Followers	42	70,378	17,041	1,135,965	7.52%
Macro - Celeb 100K - 1M+ Followers	55	3,676,238	179,546	19,967,556	6.20%
Total	159	3,785,116	202,214	21,334,115	6.75%

ER for Videos = Total Engagement / # of views
ER for IG Static = Total Engagement / Followers (please note that because of the inaccuracy of using follower account, this will be lower than the real ER)
AER - Average or Weighted ER

*Industry Average ER - Based on calculated averages from the latest social media benchmark reports from Social Insider, RivallQ, Hootsuite

Section
Awareness

Best
Performing
Creative

BY CREATOR TIER



Micro Creator
Paris C. | [IG Reel](#)
12.58% ER
Likes: 186
Comments: 225
Views: 1,677
Followers: 2,295



Mid-Tier Creator
Ken L. | [IG Reel](#)
14.01%
Likes: 63
Comments: 18
Views: 614
Followers: 79,626



Macro Creator
Kaelyn G. | [TikTok](#)
8.22% ER
Likes: 36,287
Comments: 133
Views: 448.3k
Followers: 2M

Audience Sentiment

Section

Audience Sentiment

Sentiment & Awareness

Awareness is a collection of KPIs that we gather to help understand what campaign awareness could be, but without direct feedback from the audience we are unable to say unequivocally that users have awareness. This is where sentiment analysis comes in. For this campaign, we executed two primary tactics to assess audience sentiment: comment and reaction analysis on Meta platforms and a brand lift study with Politico on our CTV and display ads.

The main takeaways on sentiment analysis via Meta platforms is that users were largely positive in response to our RCC campaign messaging. Additionally, the content creator partnerships brought in a significant amount of positive feedback. In the recall lift study with Politico, we did notice a significant decrease in negative sentiment associated legal cannabis and an increase in awareness. However, we noticed that the RCC campaign did not provide DCC in general with a positive lift, mainly due to the fact that users did not find the connection between RCC & DCC to be obvious. We know this is a challenge when attempting to raise awareness of DCC and RCC simultaneously but a longer campaign over time will allow us to build that positive association for DCC using the success of RCC.

Content Creator Engagement

Section

Audience Sentiment

Content Creators Drive Positive Engagement

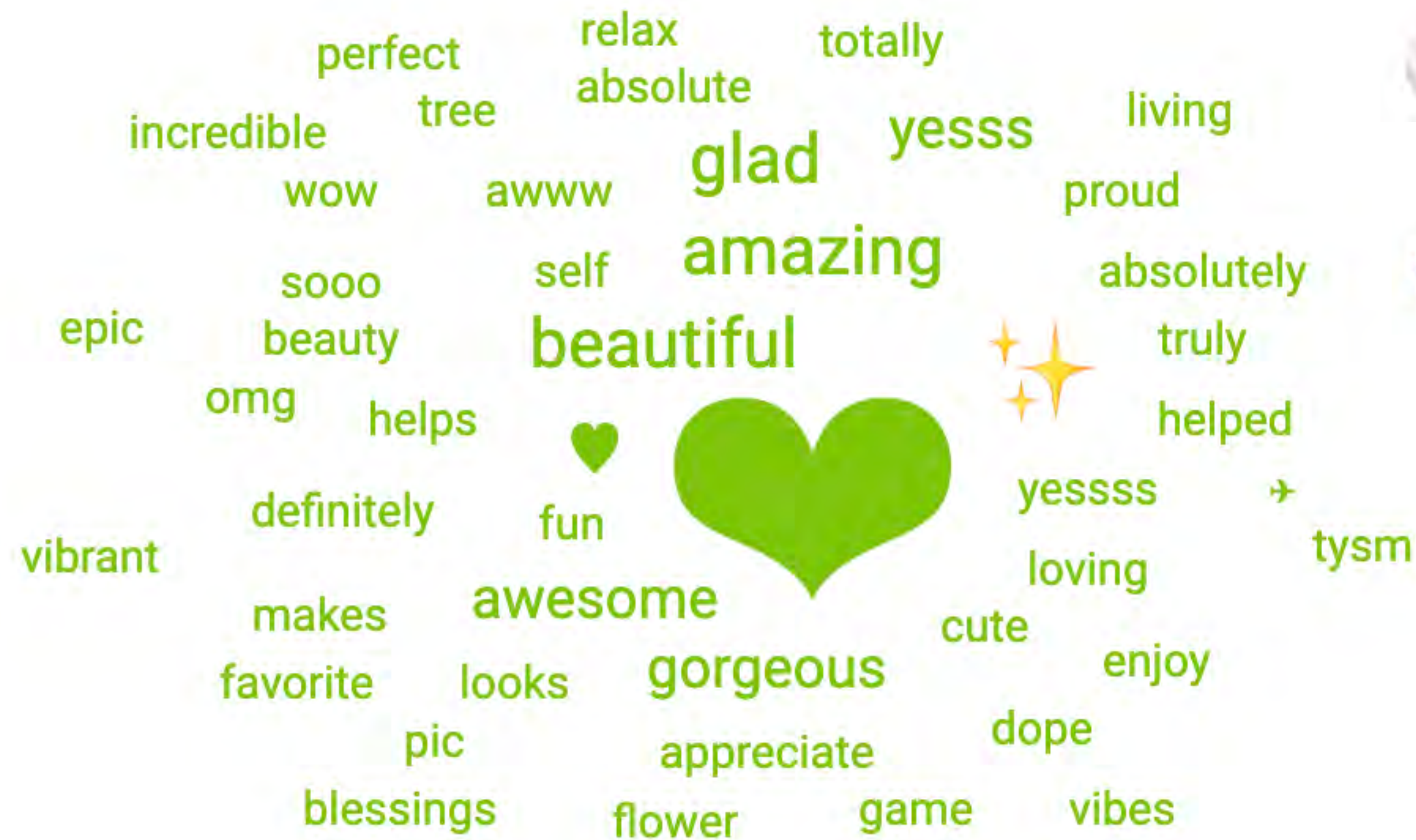
We analyzed over 3.9K comments in response to 159 posts by our creators. Overall, commenters showed overwhelming support for the search tool's accessibility as well as its ease of use. Most commenters shared their appreciation for the creators spreading awareness about Real CA Cannabis. Some followers also mentioned that this is “a great promotion” and “an ad they can get behind”.

Comments expressed very high levels of positivity (89%), higher than the industry average (between 60% to 80%).

Interestingly, 7% of commenters expressed intent to try the tool. Given our initial goal of spreading the word, we'd say, job well done!

Section

Audience Sentiment

wittigworks  3d

This sounds awesome. Thank you for sharing, brother.



princesspurpley 3w
I love natural medicine



addyours_india 3d

This is awesome dude ❤️



official_tavee 3d

What a great Ad 🙌



mursalison 4d

That's so cool



bellythebeast 3w

That's a good tool



styleandsociety 3d

Thank you for sharing🙏



jade

my boyfriends dad recently got laced in cali, im am very happy to know ab this now

7-5 0 Reply

Section

Audience Sentiment

Negative Comments

Comments categorized as negative mostly expressed **negative sentiment towards cannabis usage in general**. Very few expressed negative sentiment towards legal retailers themselves or Real CA Cannabis. A few mentioned that they prefer to buy “home-grown” cannabis over that offered by dispensaries—as they believe it is of “better quality.” A few complained about the higher prices in legal dispensaries. There were 3 comments on TikTok suggesting to use the Weedmaps app.



S
\$80 for 166mg oh nah I can get 1000mg for the same price in SF
7-5 0 Reply



laila
no way influencers are actually promoting DRUG\$ now.
7-5 0 Reply



Jennnnna
Wish they had this app for New York 🙄🙄
7-11 0 Reply



Matty
Weedmaps is the best
7-12 0 Reply

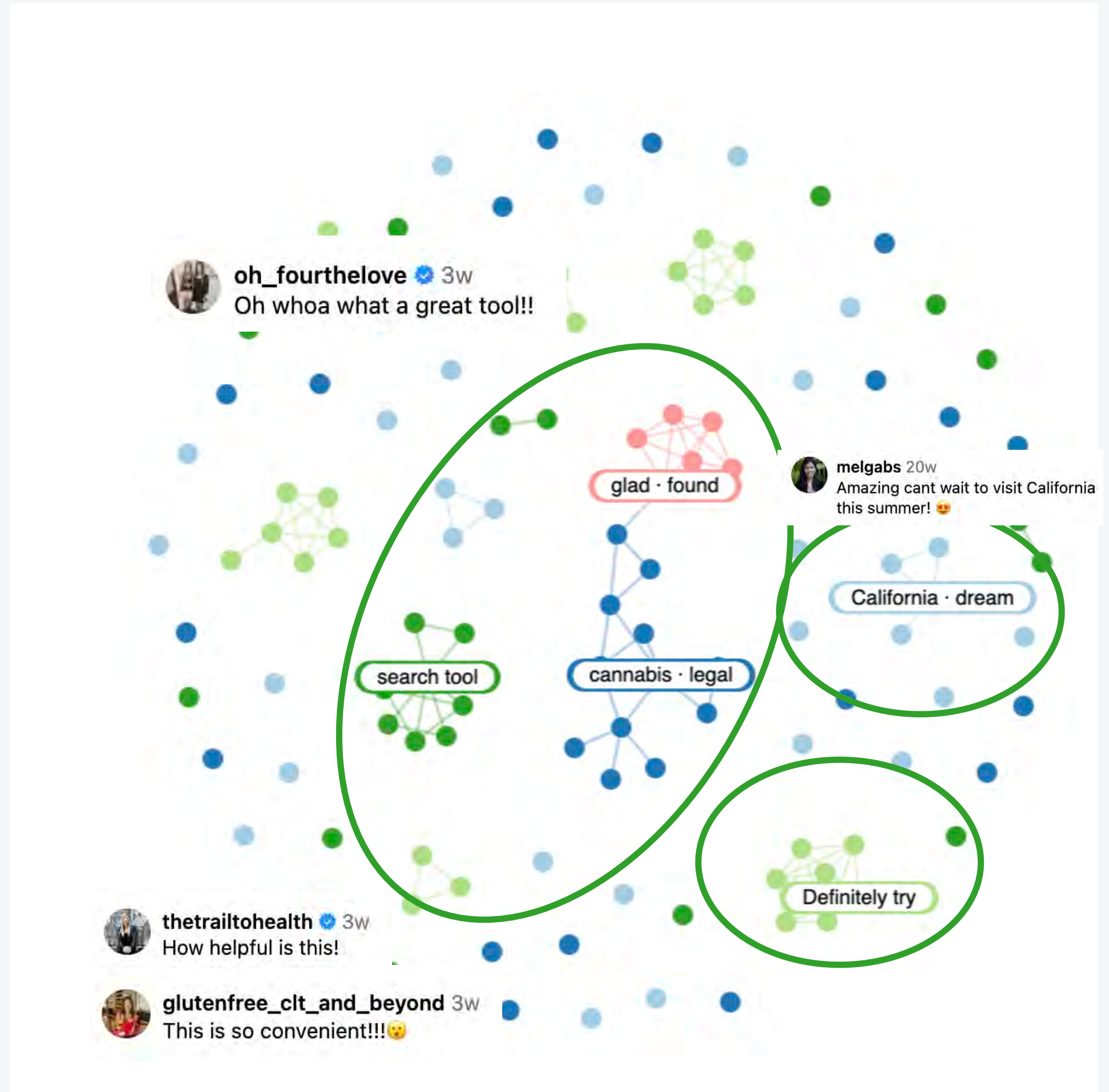
Section

Audience Sentiment

Comment Narratives

Comments were categorized into a few distinct clusters:

1. **Highlighted the beauty of California**, often adding comments like “California” in connection to “dream”
2. Expressed **appreciation for the search tool** (i.e. ‘glad to have found it’)
3. Expressed **intention to try the search tool**



Section

Audience Sentiment

California, Quality, and Our Tool

Some posters expressed sentiment that access to legal cannabis dispensaries is one of the reasons CA is “awesome”, “beautiful” and “it is their fav place.” Some highlighted that the search tool is not only great for locals but also for visitors, and Real CA Cannabis is even a reason alone to visit the state.

The highest percentage of comments discussed the quality of cannabis / cannabis-infused food or the search tool (19%). Almost 7% of comments expressed intent to try / check out the website and to use the search tool (in order to find legal dispensaries.)



Social Ads Engagement

Section
Audience Sentiment

Top Notable Engagements

While this audience tends to interact with ads less than the general public, we did see a good amount of positive interaction on the KOF ads. Engagement behavior tends to be higher among certain folks (industry folks) in this audience compared to others (state legislators).

Government



Paulette Thornton
Communications Director
California State Senate CA-28

Liked "Check on Your Weed Guy" on Facebook



Ethan Turner
Deputy Attorney General
CA Department of Justice

Liked the "Buying legal should be easy" post and the "Some risks aren't worth taking" post



Tina McKinnor
Assemblymember
CA-62

Liked the "Won't the RCC Please Stand Up" post



Stephen Zollman
Vice Mayor
City of Sebastopol

Liked "Check on Your Weed Guy" on Facebook

Media



Mary Pemberton
Vice President of Sales
Marijuana Business Daily

Liked the "Won't the RCC Please Stand Up" post



Tom Angell
Publisher + Editor
Marijuana Moment

Liked the "6M+ CA adults consume cannabis" post



Tony Bowles
Author
Skunk Magazine

Liked the "Safer markets, safer communities" post



Victoria Monroe
Web Editor for the Pacifica Tribune
Bay Area News Group

Liked the "Buying legal should be easy" post and the "Some risks aren't worth taking" post

Industry



Yoko Miyashita
CEO
Leafly

Liked the "Invigorate local business" post



David Downs
Senior Editor
Leafly

Liked the "6M+ CA adults consume cannabis" post



Caren Woodsen
Senior Director Compliance and Licensing
Kiva Brands, Inc.

Liked the "Seeding industry change" post



Lance Lambert
Chief Marketing Officer
Grove Bags

Liked the "Buying legal should be easy" post

Section

Audience Sentiment

Meta Ads - Audience Sentiment

Throughout the campaign, we monitored audience reactions on Meta ads to spot check the reception of our messages and overall perception of the campaign. A vast majority of the audience sentiment was positive, coming in at almost 100% of responses being positive (like, love, care, wow, laugh) vs. negative (angry or sad). This overwhelmingly positive response rate is an excellent indicator that not only did our messaging deliver a supportive take on the DCC oversight, it also shows that users have developed a positive association with Real CA Cannabis.

POST REACTION TYPE	TOTAL REACTIONS	PERCENT
care	10,340	50.00%
like	10,001	48.36%
love	155	0.75%
haha	152	0.74%
angry	23	0.11%
sad	5	0.02%
wow	4	0.02%

Politico Brand Lift Study

Section
Audience Sentiment

Politico Recall Lift Study Overview

Goal: To measure awareness of the California Department of Cannabis Control’s (DCC) initiative and perception around the impact of cannabis regulation on public health and safety.

Field Dates: January 23 - June 30, 2024

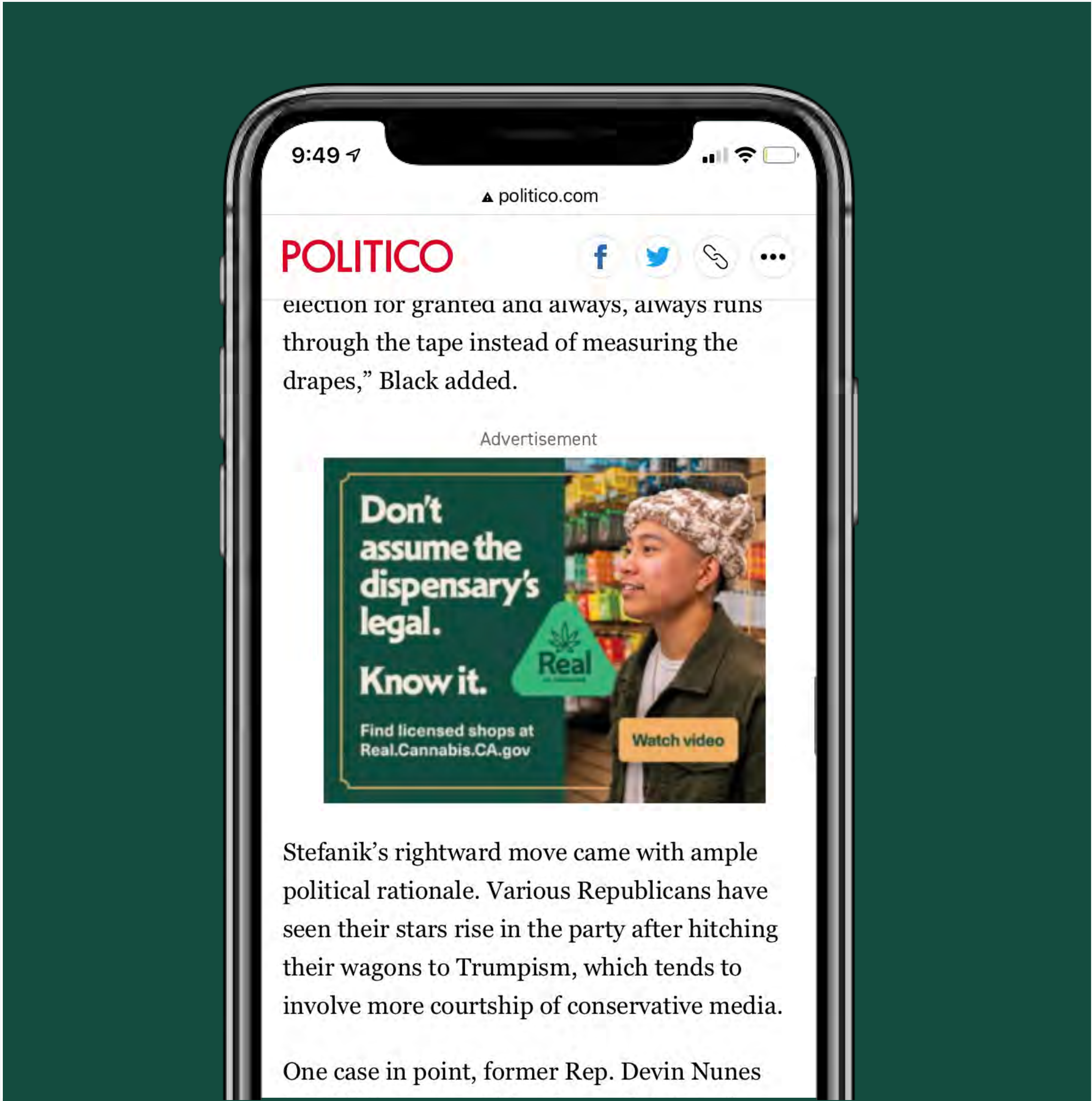
Total Sample Size: 422 (225 control and 197 exposed responses)

Sample Audiences:

- POLITICO Audience in California
- POLITICO California Cannabis Policy Influencers

Media Tactics Observed:

- Offsite Connected TV
- Onsite Video Custom Run-of-Site (ROS)



Section

Audience Sentiment

Recall Lift Study Key Takeaways

The DCC media campaign on POLITICO.com successfully reduced negative perception, yielding a 20% decrease in unfavorability (30%→10%) regarding the impact of regulated cannabis on public health and safety. While the campaign did not materially lift positive perception, more than half of POLITICO readers reported regulated cannabis having a favorable impact as a baseline (53%).

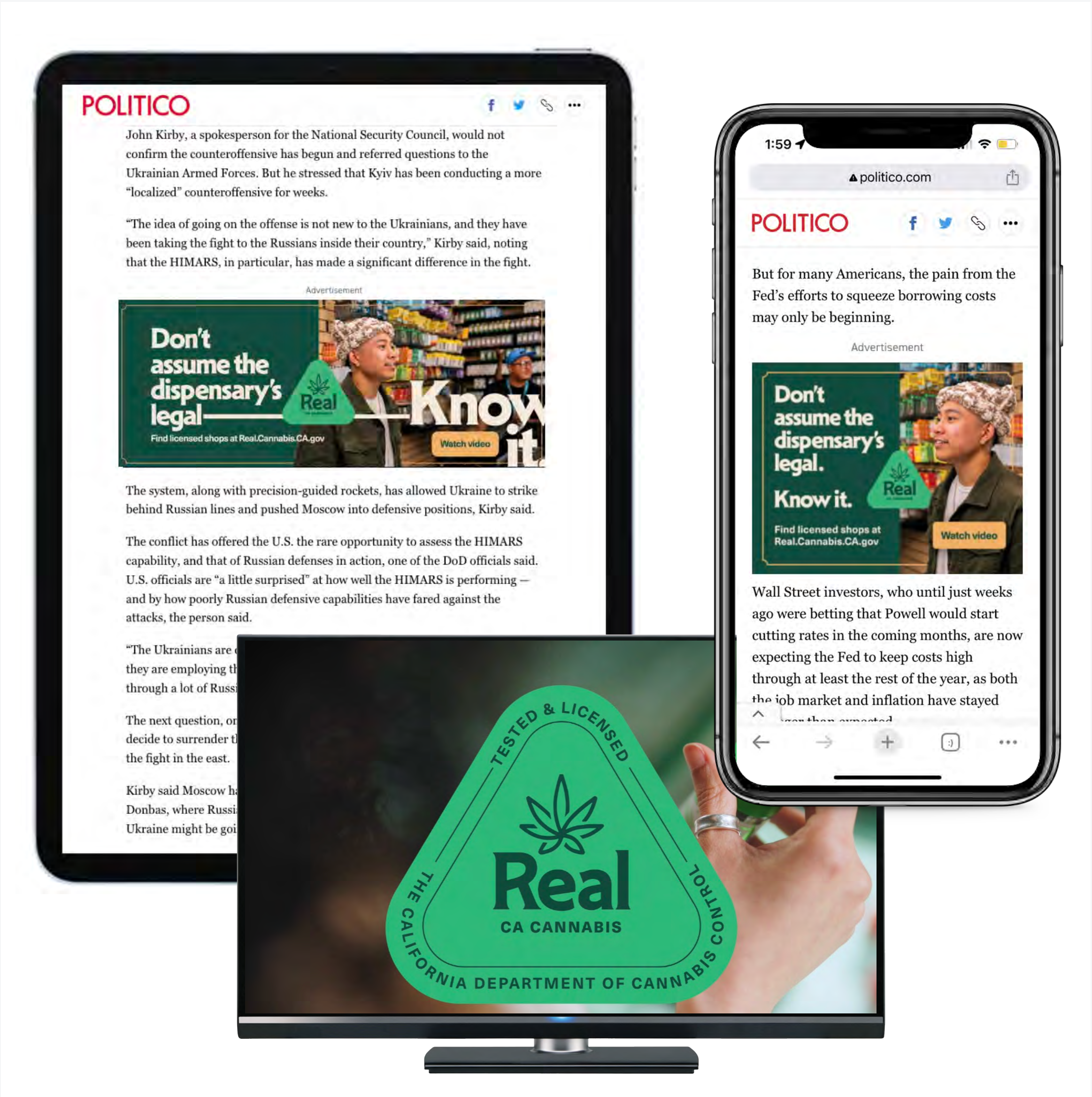
- **Exposure via Connected TV (CTV) media resulted in a 24% decrease in negative perception** and the most significant shift in neutral perception (+23%).
- **Among the Cannabis Policy Influencers, negative perception fell by 17% while neutral perception more than doubled (16%→39%).**

Section
Audience Sentiment

Results & Recommendations

Results: The campaign **reduced negative perception surrounding the impact of cannabis regulation on public health and safety.**

Suggestions & Future Insights: The campaign was successful in improving perception of the industry; however, there is an opportunity for continued promotion to make further gains into positive sentiment around buying from legal dispensaries and connecting DCC to the Real CA Cannabis campaign.



Section 04

Conversions

Converting Consumers to Searchers

The conversion part of the campaign focused on persuading consumers to take action by using the Real CA Cannabis search tool to find legal retailers. The primary goal here was behavior change—motivating cannabis consumers to actively search for licensed dispensaries. The campaign emphasized conversions through high-performing platforms like Google Search, Reddit, and Meta ads. It tracked how many users engaged with the tool, performed searches, and visited the website, ultimately aiming to shift consumer habits towards a sustained preference for legal cannabis options.

Section
Conversions

Meta Ads - Consumer

Our objective with Meta ads was to (1) build awareness of the campaign and (2) drive clicks to the Real CA Cannabis Licensed Retailer search page. Of all platforms, Meta was our top prospecting platform that allowed us access to a large audience to drive interaction. With our audiences being introduced to our campaign on Meta, Google Search and Reddit could drive our audiences more easily to take action.

Our messaging and constant optimizing allowed us to run ads on a platform that typically does not allow cannabis ads—and we were able to deliver a wide variety of creatives to each of tailored audiences.

The Numbers

133,300,833
Impressions

7,913,205
Reach

16.85x
Average frequency

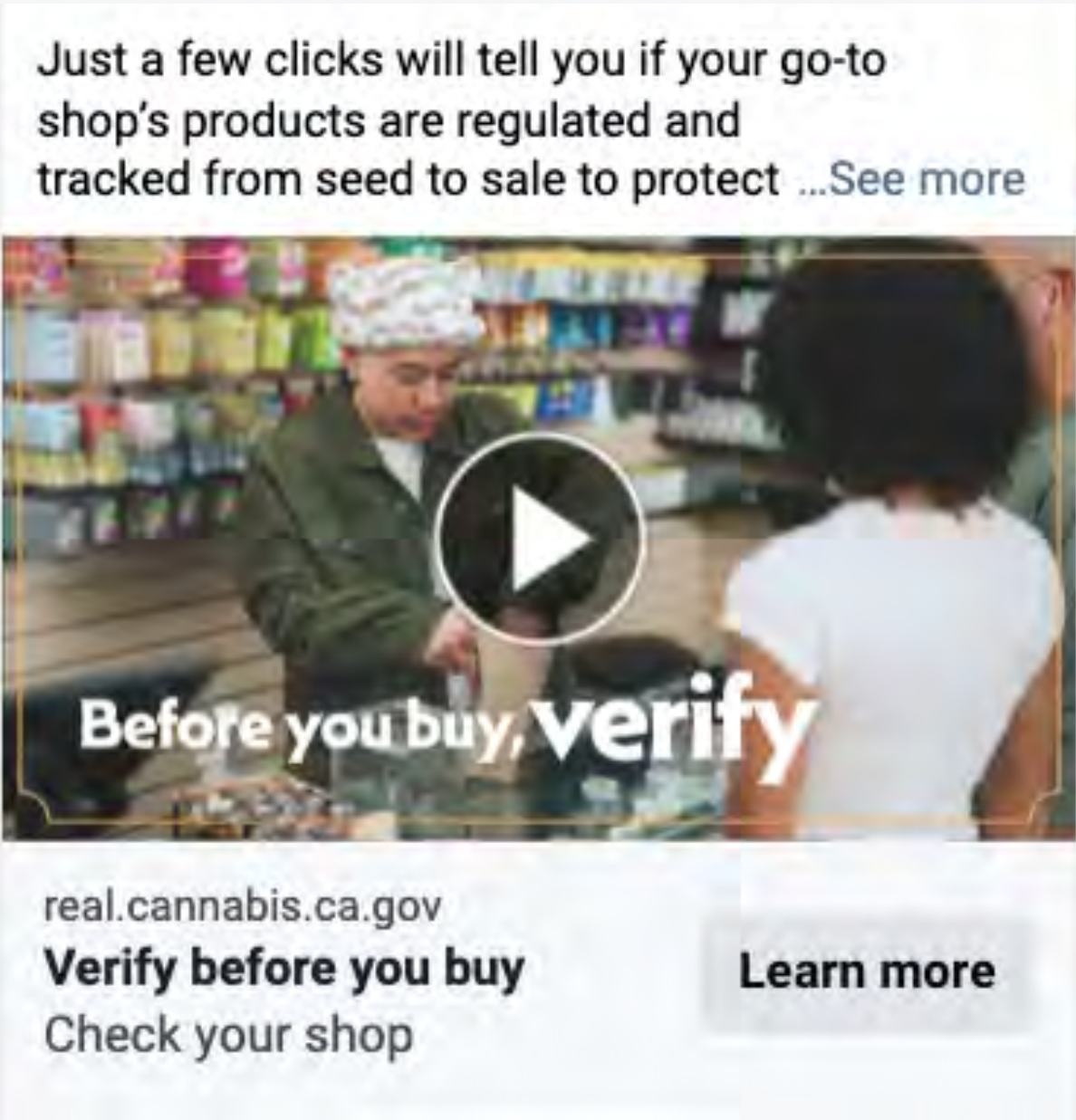
90,417
Clicks

44,415
Conversions

\$5.92
Cost-per-acquisition



Top Performer - Most Clicks - 14,506



Top Performer - Click-thru-Rate - 0.59%

Section
Conversions

Meta Ads - Spanish

Spanish language ads on Meta were a later addition—launching in August While their performance is included in the overall consumer ad performance on the previous slide, they deserve their own slide to highlight their effectiveness.

Overall the Spanish language audience showed high engagement through clicks and searches on the map, with a phenomenal CPA of \$2.76.

The Numbers

14,986,553
Impressions

1,895,829
Reach

7.9x
Average frequency

12,276
Clicks

8,223
Conversions

\$2.76
Cost-per-acquisition

productos de tu comercio preferido están regulados y si se ha hecho un seguimiento desde la semilla hasta la venta para proteger a los consumidores.



real.cannabis.ca.gov
Controla antes de comprar
Investiga a tu comercio

Learn more

Todos los productos de Real CA  son de alta calidad, cultivados por californianos que se preocupan por el cultivo responsable



real.cannabis.ca.gov
Controla antes de comprar
Investiga a tu comercio

Learn more

Top Performers - Most Clicks

Section
Conversions

Meta Ads - KOF

Our objective with Meta ads for our KOF audience was to ensure ad recall was strong—meaning we wanted a solid reach and frequency rate. These ads ran through June and we utilized Atlas for our audience data to ensure we were reaching key members of the Cannabis policy and business audiences.

With a fixed audience over time, we reached very high frequency numbers to ensure this audience has high awareness about the PSA campaign and many even took the chance to use the tool.

The Numbers

1,334,713
Impressions

21,144
Reach

63.12x
Average frequency

2,445
Clicks

1,638
Conversions

\$16.10
Cost-per-acquisition

Only licensed dispensaries sell high-quality products that are regulated, responsibly grown, and locally [...See more](#)



real.cannabis.ca.gov
Steer clear of shady shops [Learn more](#)
Verify before you buy

Just a few clicks will tell you if your go-to shop's products are regulated and tracked from seed to sale to protect [...See more](#)



real.cannabis.ca.gov
Verify before you buy [Learn more](#)
Check your shop

Section
Conversions

Google Search + Display - Consumer

Our objective with Google differed based on placement: we wanted conversions on search ads and awareness for display ads. Our conversion rate on search ads continued to be one of our top metrics across all platforms. We also saw search conversions were higher than the number of clicks, meaning people were performing multiple searches when clicking on a paid search ad.

Overall these excellent performance metrics received a significant lift from all of our other awareness ads in this program. Google Search was our top traffic and search driver, **delivering 46% of website traffic and 32% of conversions.**

SEARCH

544,552

Impressions

23,165

Clicks

4.25%

Click-through-rate

63,767

Conversions

TOP SEARCH KEYWORDS	CONVERSIONS
Weed	19,201
Dispensary near me	12,082
Cannabis	3,402
Dispensary	2,838

DISPLAY

42,532,547

Impressions

15,370

Clicks

19,562

Conversions

DISPLAY KEYWORD PERFORMANCE	CONVERSIONS
Nightlife Enthusiasts	10,924
Rock Music Fans	6,312
Rap & Hip Hop Fans	5,670
Indie & Alternative Rock Fans	5,568

Section

Conversions

Google Search + Display - KOF

For KOF’s we continued utilizing the Atlas audience to ensure we reached these users when they engaged on Google platforms. Our click through rate and conversions on search were extremely high for this audience and indicated that KOFs were searching for more information after engaging with our awareness ads on platforms like Politico and Meta as you can see from “Real California Cannabis” as one of the top 4 searches overall.

SEARCH

153,457

Impressions

6,956

Clicks

4.53%

Click-through-rate

8,180

Conversions

TOP SEARCH KEYWORDS	CONVERSIONS
Weed	5,104
Medical dispensary	1,213
Health	709
Real California Cannabis	675

DISPLAY

8,129,112

Impressions

4,117

Clicks

2,796

Conversions

DISPLAY KEYWORD PERFORMANCE	CONVERSIONS
Fitness class & personal training	898
Event tickets	612
Fitness & Health buffs	521
Concert & musical festival tickets	453

Section
Conversions

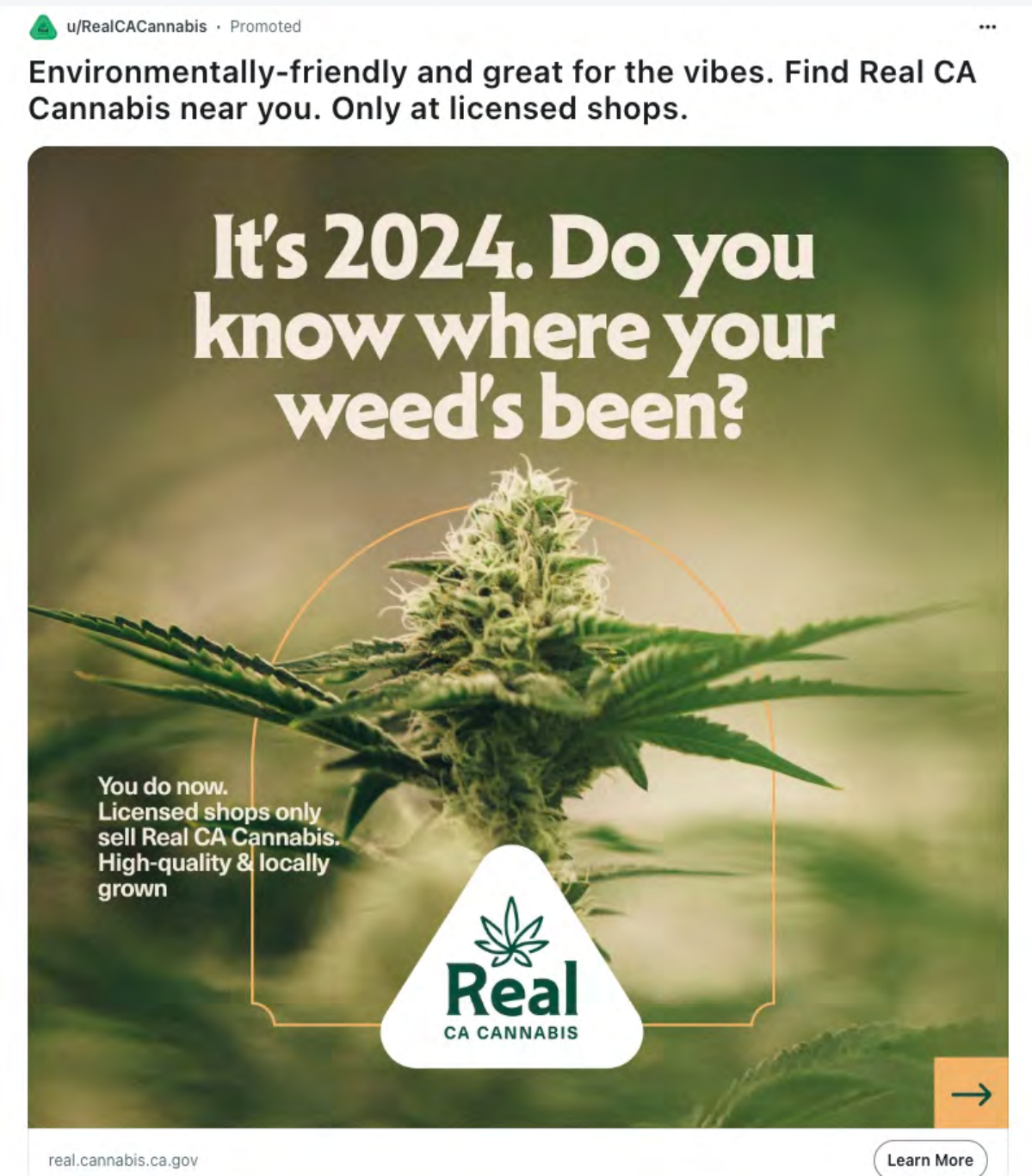
Reddit Ads

Month over month, our Reddit ads continued to outperform Reddit benchmarks and also gave us an opportunity to run edgier content and connect with a broader range of users. Reddit’s ads team attributed the success of our campaign on their platform to our creative, and they are extremely impressed with the way our content was able to direct users off the Reddit platform to use our RCC tool.

Our top performing creatives represent exactly what set our content apart on the platform and why it resonated with users. And because these creatives resonated so well, **Reddit delivered the lowest CPA of all our platforms at \$3.16 and .** Our CPM was \$4.93 on the platform (benchmark is \$6.01), meaning **our ads performed nearly 1.2x as well as other ads.**

The Numbers

38,140,527 Impressions	63,611 Clicks	\$3.16 Cost-per-acquisition
\$4.93 CPM	55,328 Conversions	



Website Analytics

Website Performance

FEBRUARY 5 2024 - SEPTEMBER 24, 2024

Overall, we saw users execute multiple searches and multiple sessions over the course of this campaign, with the search tool being the top page on the site. To date, 168,164 users executed 196,582 searches for an average of 1.16 searches per user. This means that many users were returning to the site to search and spending at least 16 seconds per visit. Both searches per user and seconds per visit are indicators of the value users find when they use the tool.

Overall Performance

301,162

Pageviews

181,097

Sessions

196,582

Searches

168,164

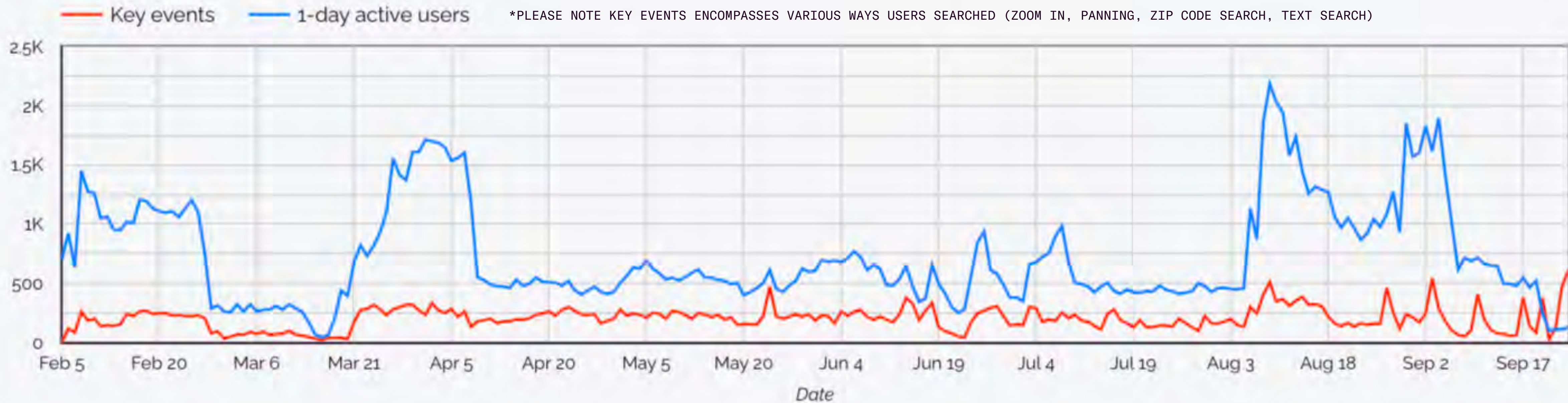
Users

Top Pages

PAGE TITLE	PAGE PATH	SESSIONS
Find Licensed Dispensaries	/licensed-retailers/	104,523
Real CA Cannabis	/	74,817
Find Licensed Dispensaries-Spanish	Es/licensed-retailers/	6,824
The Weeds	/the-weeds/	3,950
About	/about/	2,105
Licencees	/licencees	1,914

Section
Website Analytics

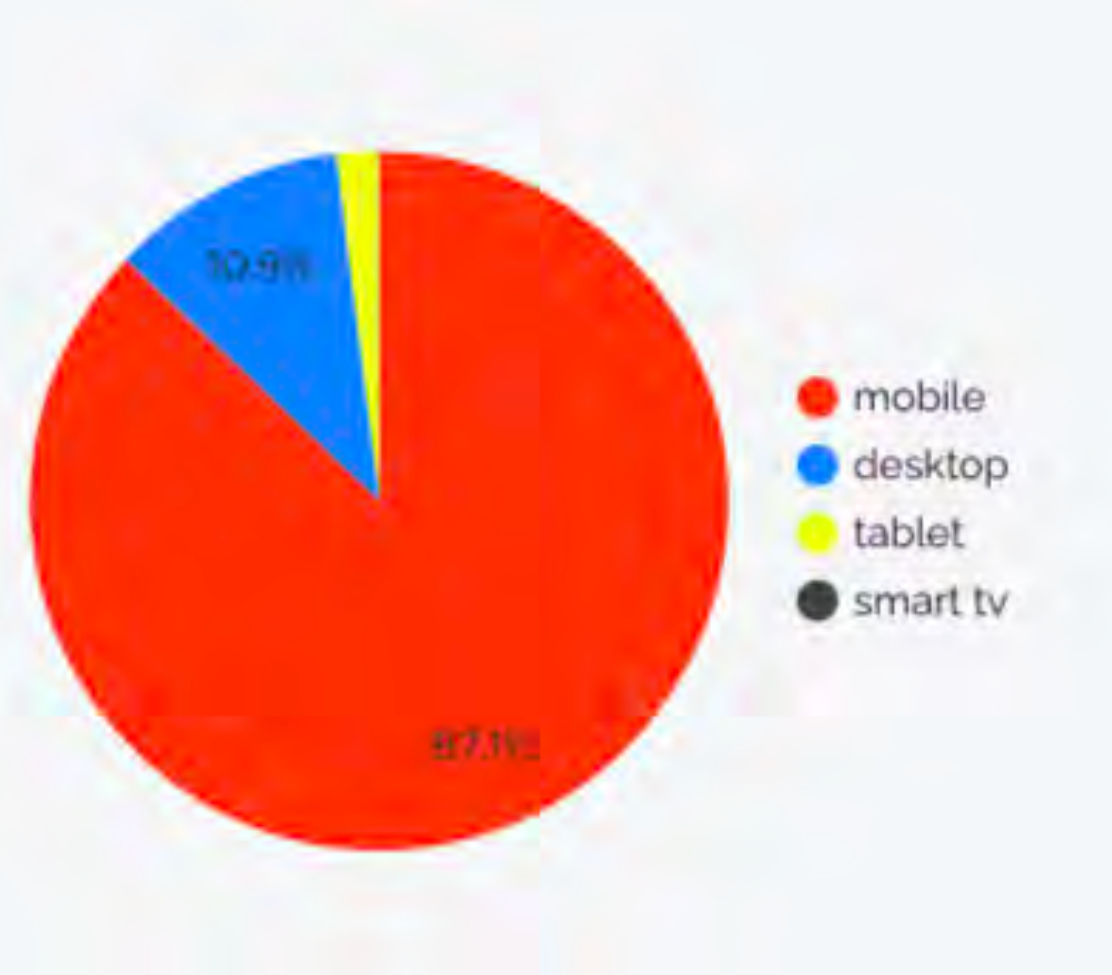
Overall, more traffic equals more searches on the RCC tool and you can see significant spikes when ad spend was at it’s highest points. Over the course of the campaign, our search volume increased month-over-month and maintained that search volume through the end of the campaign.



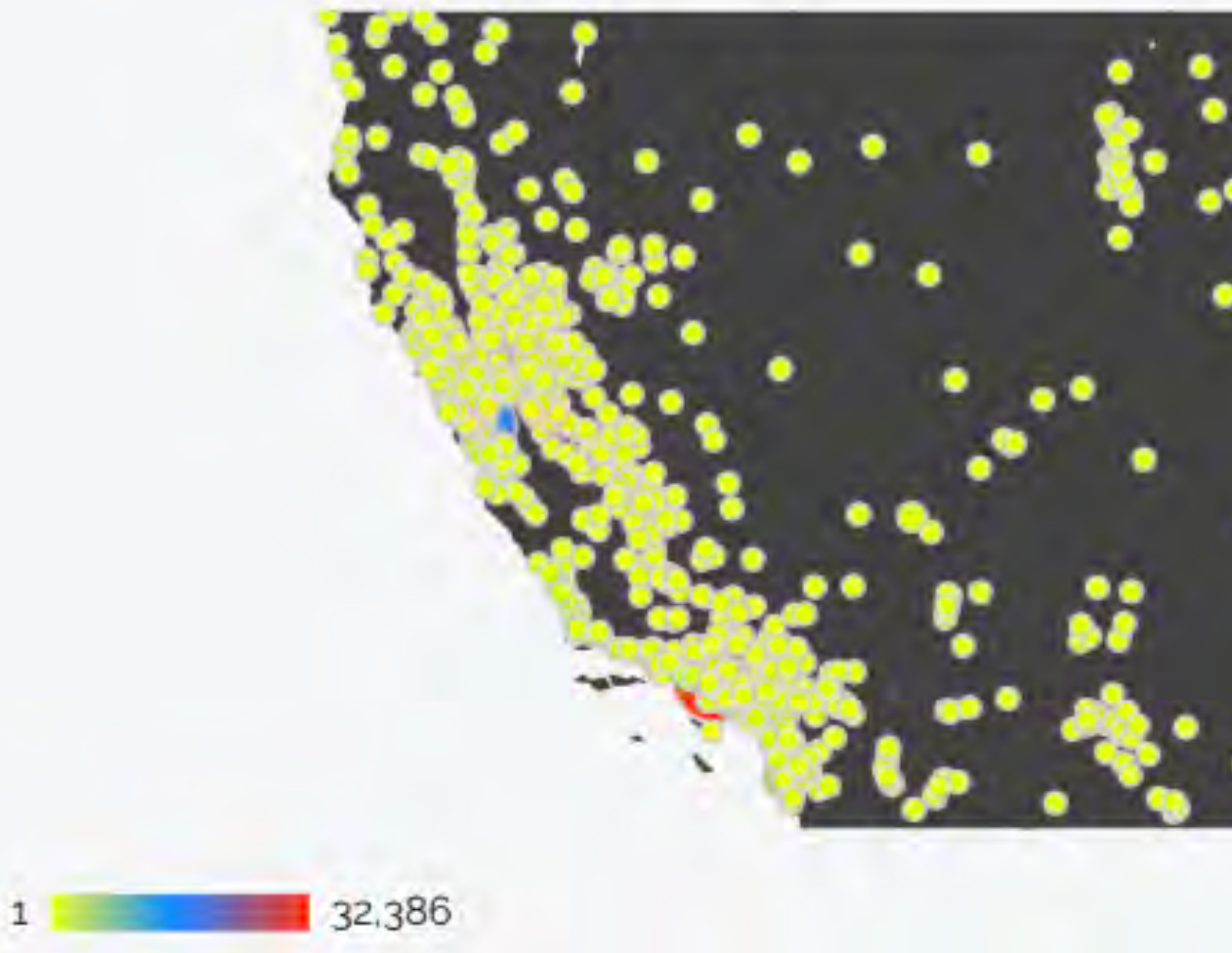
Website Users - Devices & Locations

Real CA Cannabis website users are strewn across California—with the biggest hubs in the Bay Area and Los Angeles, as to be expected based on city populations. We’re also continuing to see a significant majority of people visiting the site on their mobile devices—87.1% compared to the industry average of 61%. **This may be a ripe opportunity for developing an app for all the mobile users.**

Devices



Location



LOCATION	SESSIONS	CONVERSIONS
Los Angeles	32,373	9,887
San Jose	14,030	3,195
(Not set)	8,538	1,977
San Francisco	7,219	1,492
Sacramento	5,680	1,209
San Diego	5,485	1,674
Fresno	1,736	462

Website Users - Map Behaviors

Throughout the campaign, we continued to refine the RCC Map tool with additional measurements within the map itself to gather more data about how users interacted with the tool, particularly if they used the location services or if they searched for specific dispensaries. The former is an indication that users depend on the tool for discovery of retailers while the latter is an indicator that users are “checking on their weed guy” to see if their usual retailer is on the list.

MAP EVENTS	EVENT COUNT	EVENTS PER USER
map_browse	68,868	4.98
Search Query	39,080	2.16
map_zoom_out	25,935	4.20
location_denied	25,253	1.01
map_zoom_in	19,188	3.92
location_enabled	6,288	1.00
location_shared	2,341	1.88

Section 05

Campaign by the Numbers

Section

Campaign by the Numbers

260M+

IMPRESSIONS

Getting in front of people’s eyes and ears on billboards, their TVs, their phones, and their cars.

9.2M+

VIDEO VIEWS

Primarily watching our PSA, California, and It’s Real videos across platforms (and some fun gifs).

8M+

PEOPLE REACHED

On the Meta platform alone. Reach is a difficult stat to measure across platforms, but Meta gives us a solid idea of how many unique people we reached.

9.9M+

ENGAGEMENTS

Across all platforms. This includes 3s+ video views, post reactions, shares, comments, and clicks.

Section

Campaign by the Numbers

300K+

SITE VISITS

Primarily the search tool but also visiting the homepage.

212K+

SEARCHES

People are using the tool to find local dispensaries.

88.5%

CONVERSION RATE

Out of the total number of clicks from ads, nearly 88.5% were searches.

< \$7

COST-PER-AQUISITION

An incredibly great average CPA across all platforms—especially considering we were driving folks off the native platforms.

Address

1920 Hillhurst Dr. #436
Los Angeles CA 90027

Contact

sara@swellinc.co
603.759.0514

Thank you for your time and attention.

Date

October 2024

Prepared for

Department of Cannabis Control

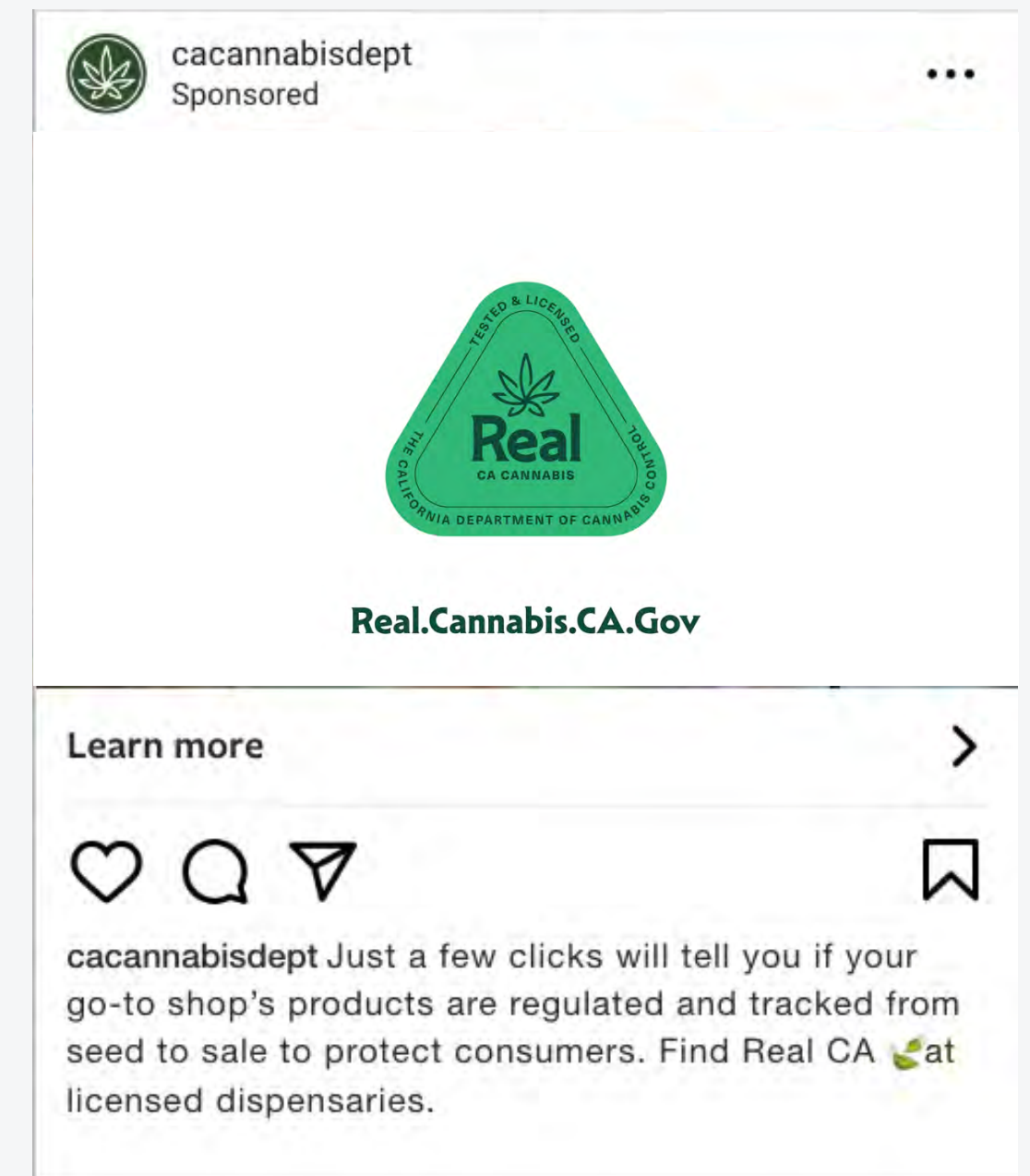
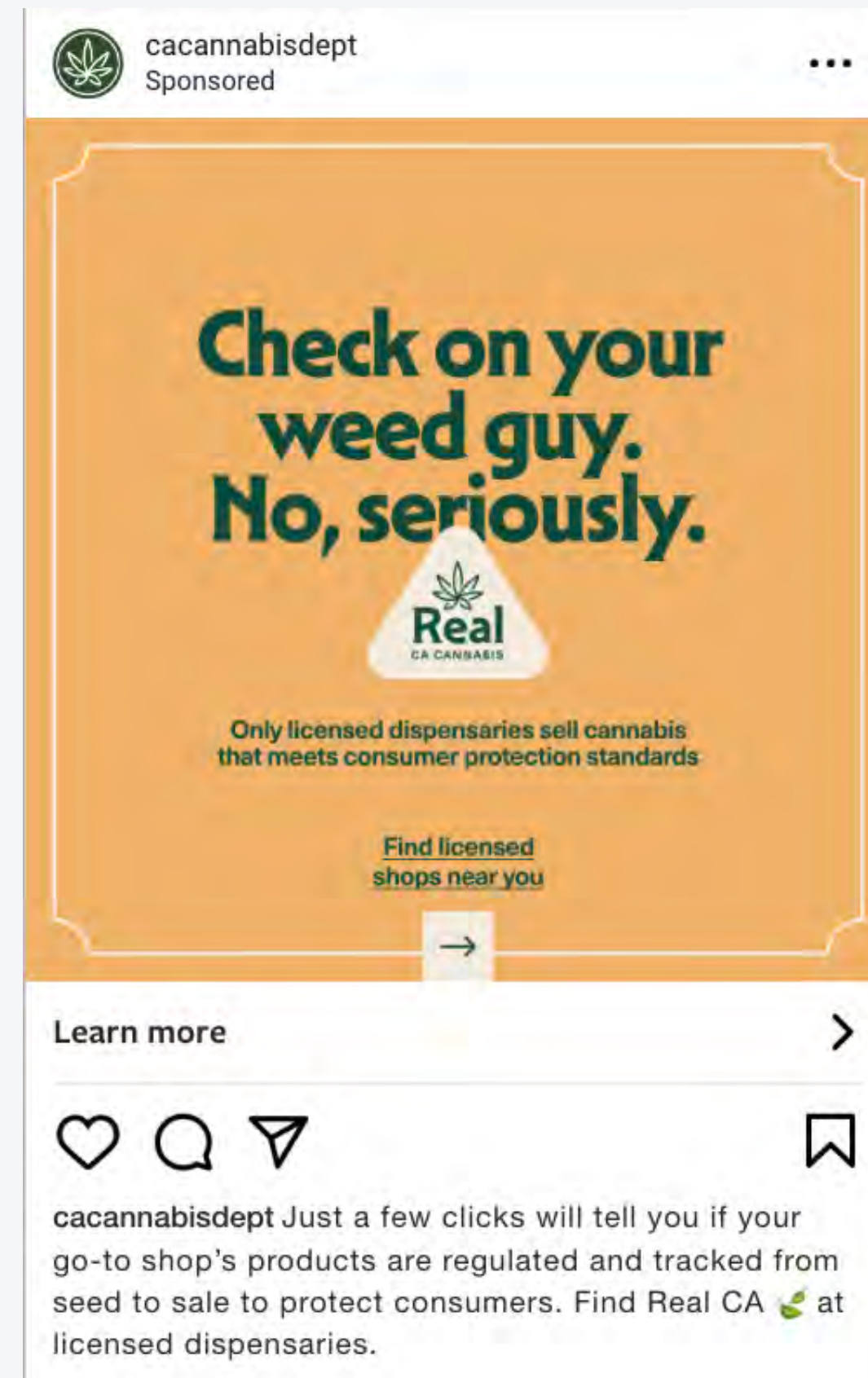
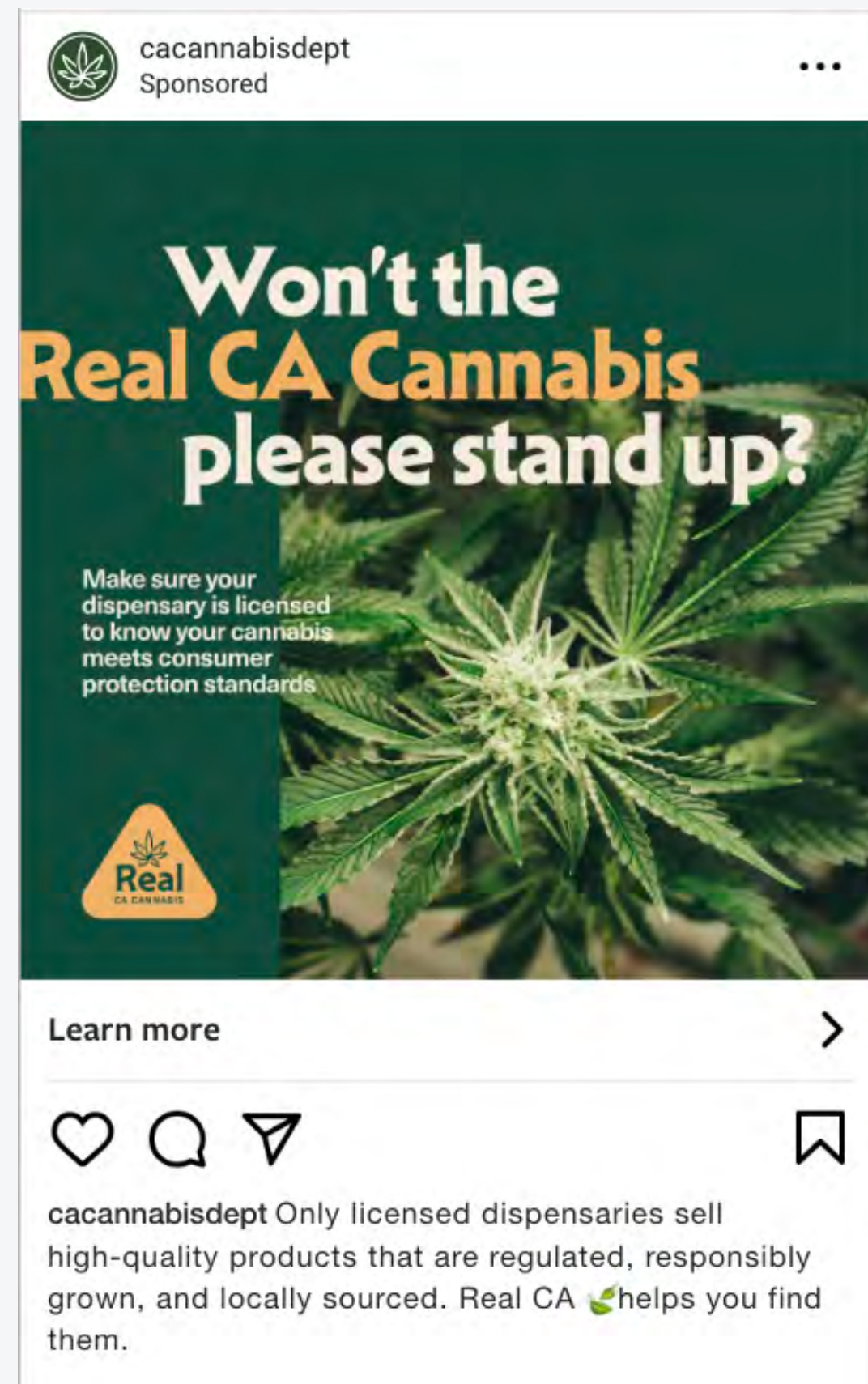
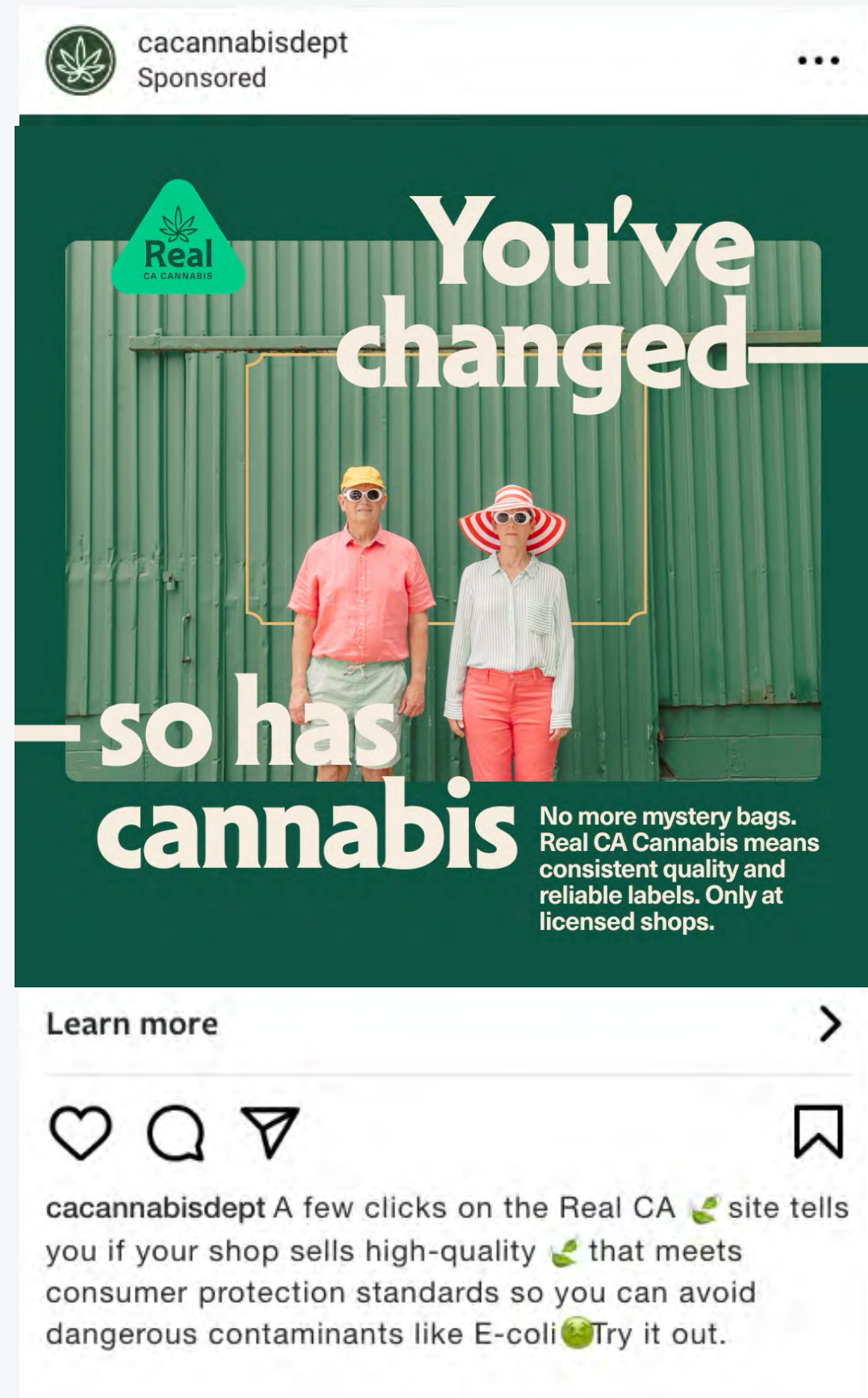
Document

Final Wrap Report

Appendix A: Ads Creative

Section

Ads Creative - Meta



Section

Ads Creative - Meta



cacannabisdept

Sponsored

Ode to the staycation



Real CA Cannabis is high-quality, legally sold, and carefully labeled so you're in control. Only at licensed shops.

Learn more



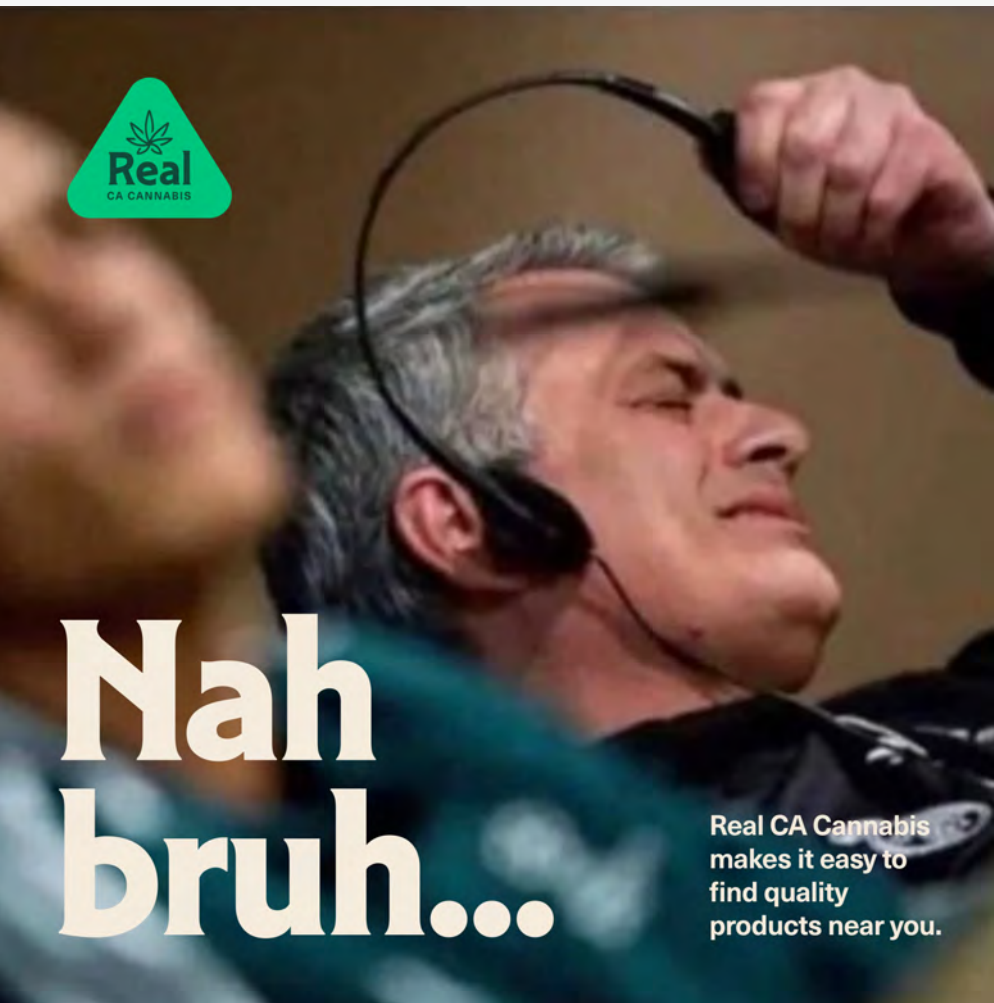
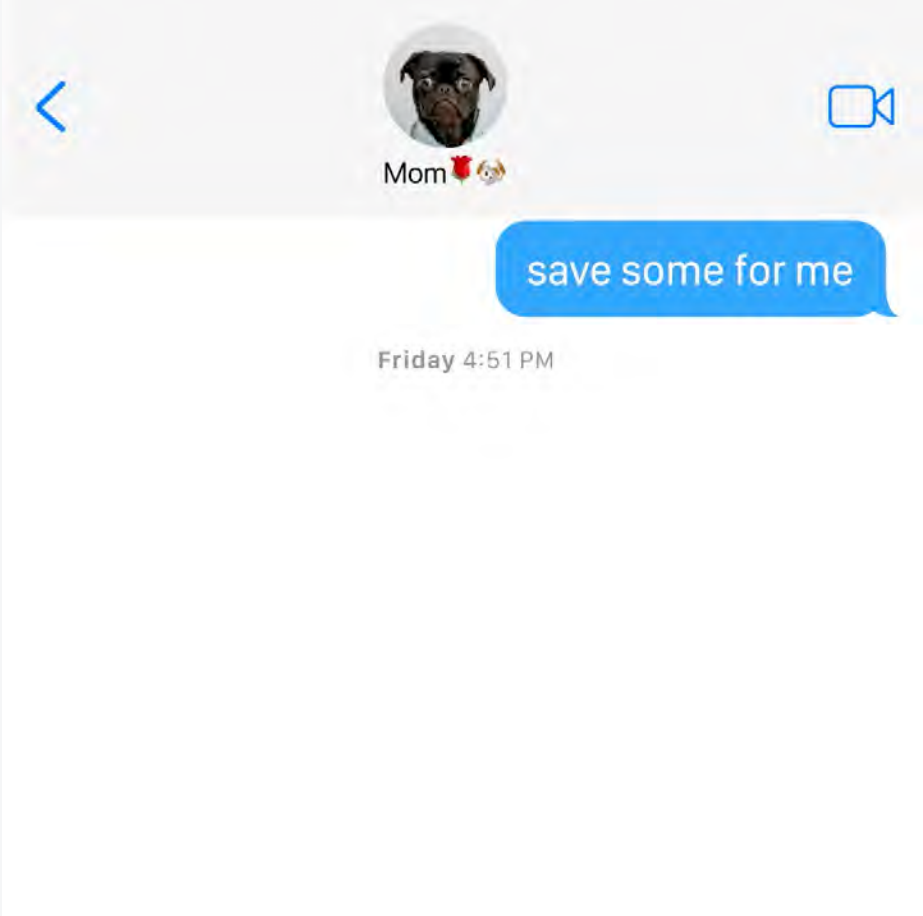
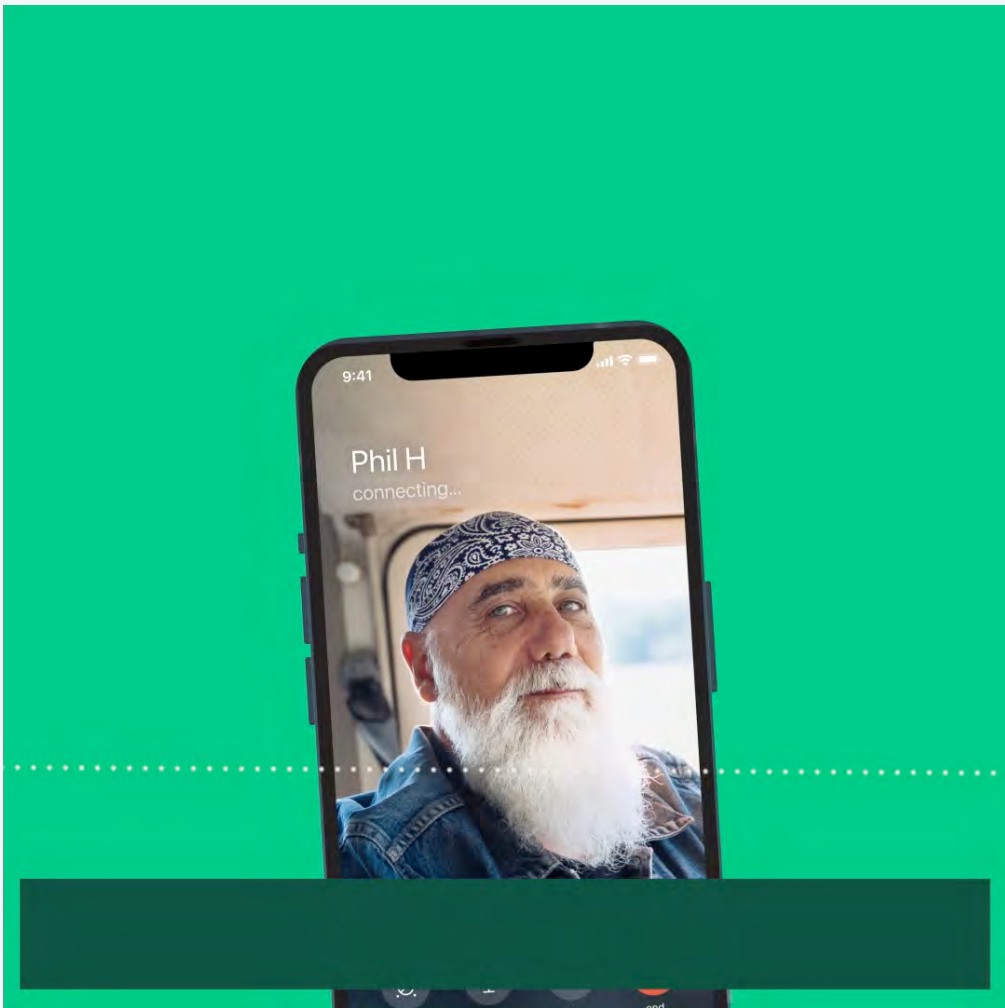


cacannabisdept Self care is sticking with 🌿 products you can trust. Real CA 🌿 is only sold at licens... [more](#)

A Facebook post from the page 'cacannabisdept'. The post features a vibrant image of a drag queen with a large, fluffy white wig, wearing a purple sequined top and a colorful lei, holding a microphone and gesturing with one hand. The background is a deep blue with bokeh light effects. Overlaid on the image is the text 'Category is:' in white, followed by 'Real' in a very large, bold, white font. A small green Real CA Cannabis logo is positioned at the bottom center of the 'Real' text. To the left of the queen, the text 'Real CA Cannabis' is written in white. The post includes a green heart icon, a speech bubble icon, a share icon, and a bookmark icon. The caption reads: 'cacannabisdept Make sure your favorite dispensary sells Real CA 🌿 High-quality products grown right here in California. Check on our site'. The post has 10 likes and 1 comment.

Section

Ads Creative - Meta



Section

Ads Creative - Meta

Con tan solo unos clics, te diremos si los productos de tu comercio preferido están regulados y si se ha hecho un seguimiento desde la semilla hasta la venta para proteger a los consumidores.

Verifique a su vendedor de mota. No, en serio.



real.cannabis.ca.gov
Controla antes de comprar
Investiga a tu comercio

Learn more

Todos los productos de Real CA  son de alta calidad, cultivados por californianos que se preocupan por el cultivo responsable

Es 2024. ¿Sabe dónde ha estado su marihuana?



Ahora lo sabe. Los comercios autorizados solo venden Real CA Cannabis. De alta calidad y de origen local.



real.cannabis.ca.gov
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Learn more

Todos los productos de Real CA  son de alta calidad, cultivados por californianos que se preocupan por el cultivo responsable

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real.cannabis.ca.gov
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Learn more

California sabe de buen . Y con la herramienta de búsqueda de Real CA , ahora puedes encontrarlo.



 30

Con tan solo unos clics, te diremos si los productos de tu comercio preferido están regulados y si se ha hecho un seguimiento desde la semilla hasta la venta para proteger a los consumidores.



 4

Section
Ads Creative - Google Search

SHORT HEADERS

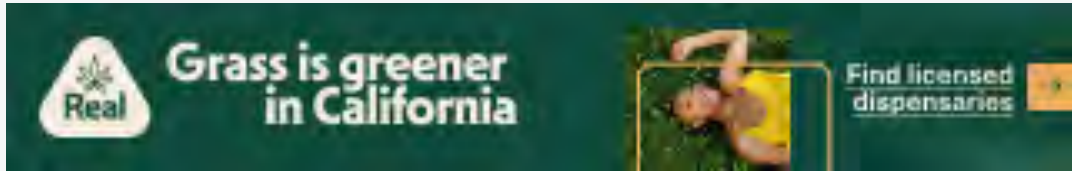
- High-quality products
- California grown
- Environmentally friendly
- Accurate doses & labels
- Verify before you buy
- Real CA 🌿
- Find legal dispensaries
- CA’s regulated & trusted 🌿
- See legal shops near you
- Need to re-up?
- High standards
- 100% local businesses

DESCRIPTIONS

- Find retailers selling 100% Real CA 🌿 High-quality, locally sourced products.
- Click here to find quality, regulated 🌿 near you—quick and easy.
- Only legal shops sell products that meet consumer protection standards.
- 🌿 is legal statewide—but not all dispensaries are. Learn to spot the difference.
- Legal shops meet consumer protection & quality standards. Make sure your local dispensary does, too.
- Safety and quality go hand in hand, use this tool to verify that you’re getting the real deal.

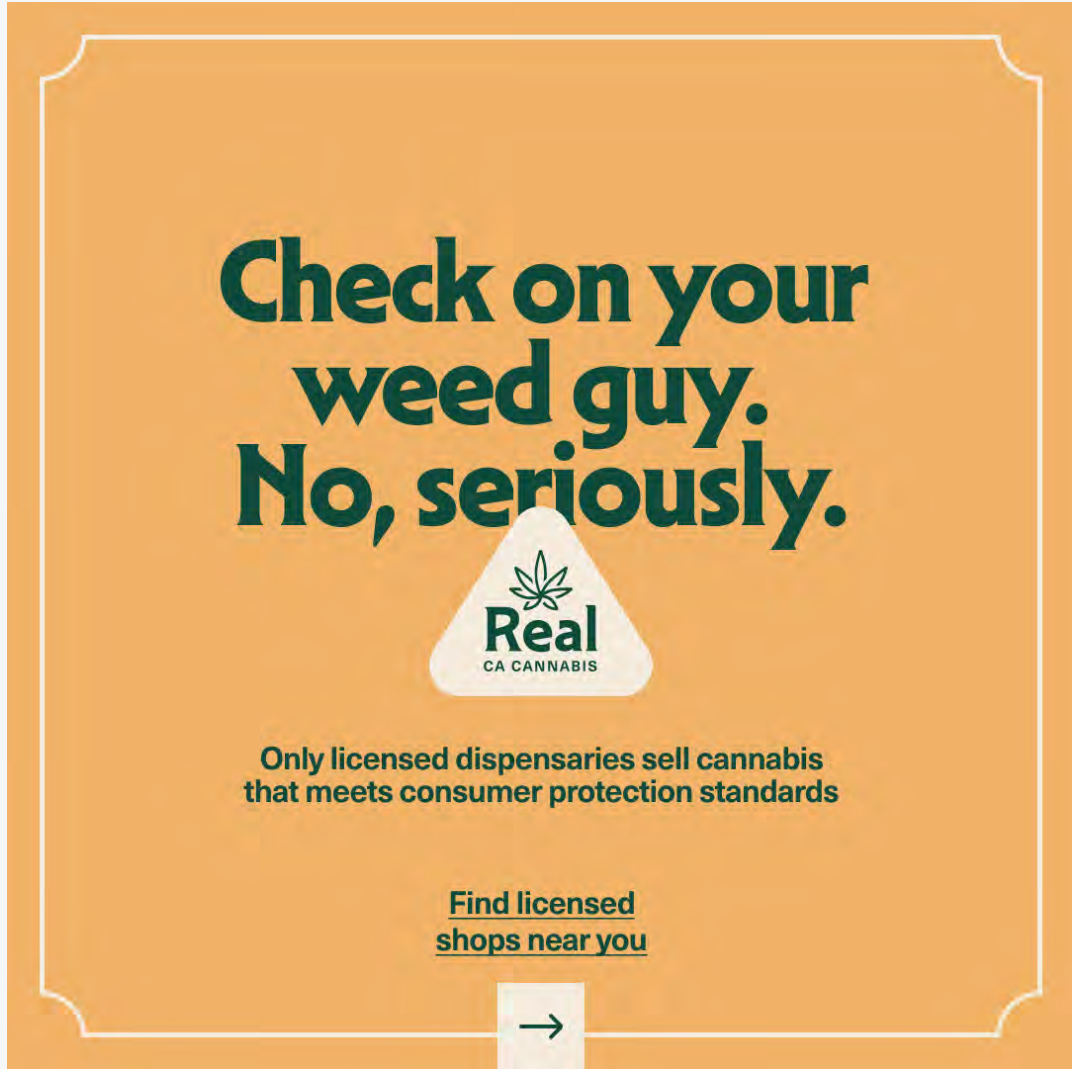
Section

Ads Creative - Google Display



Section

Ads Creative - Reddit



PSA-15 SECOND VIDEO



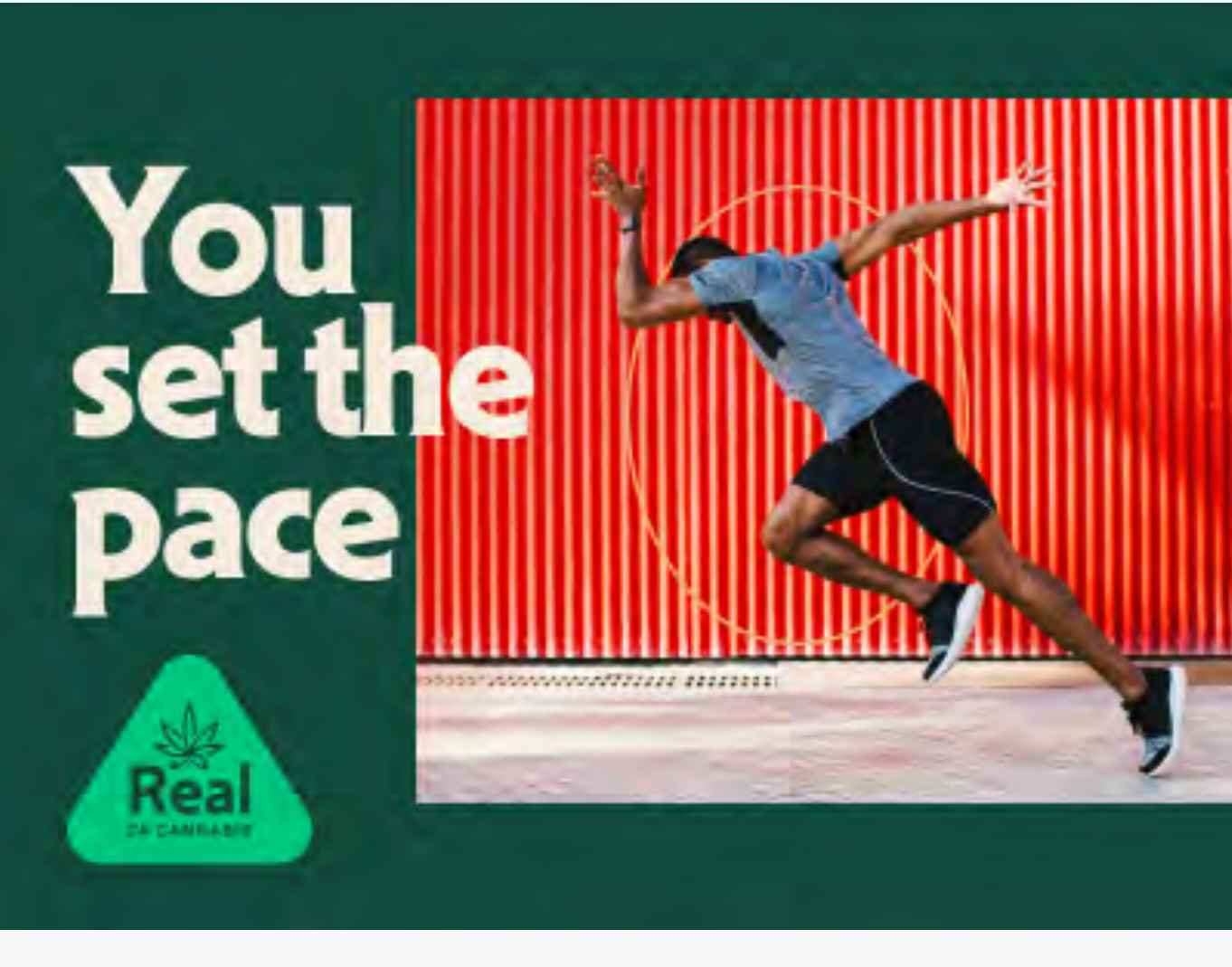
PSA-30 SECOND VIDEO

Section

Ads Creative - Reddit

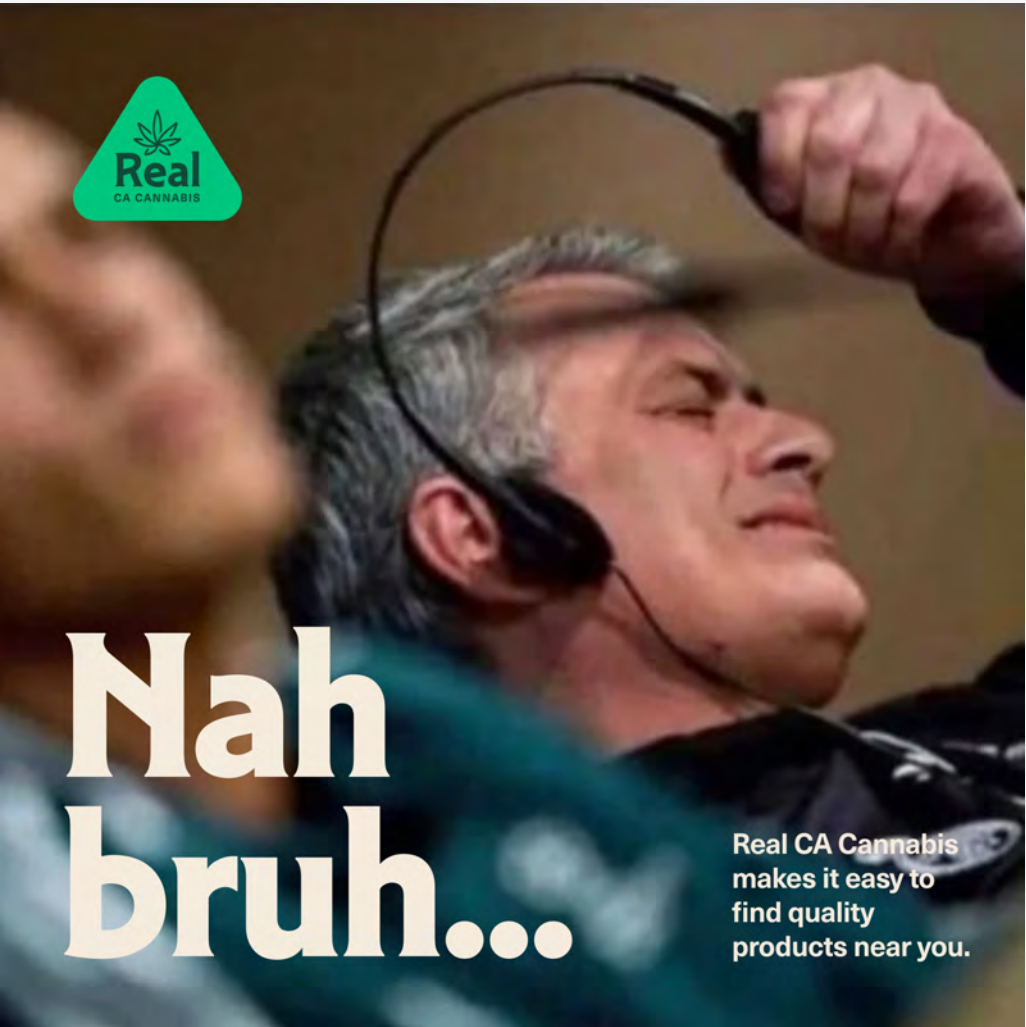
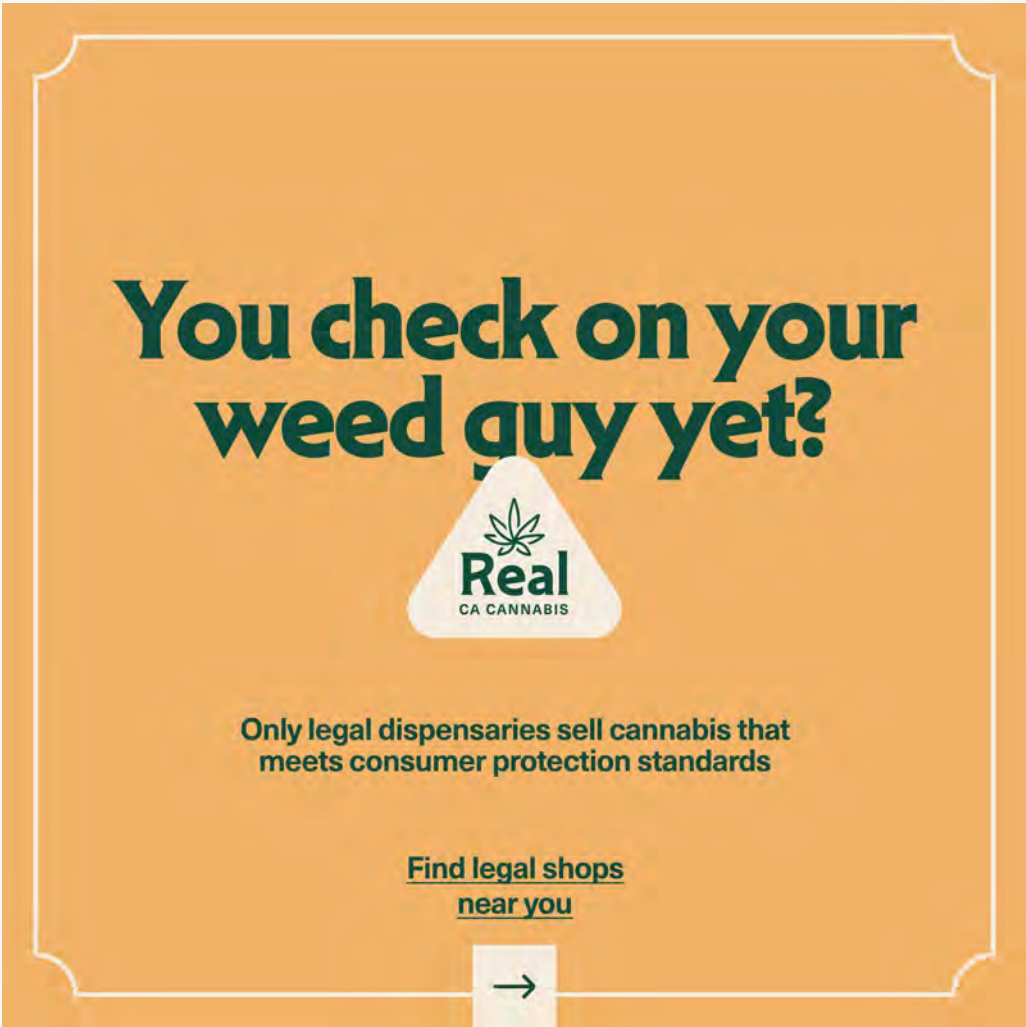


WHAT YOU'VE HEARD
30 SECOND VIDEO



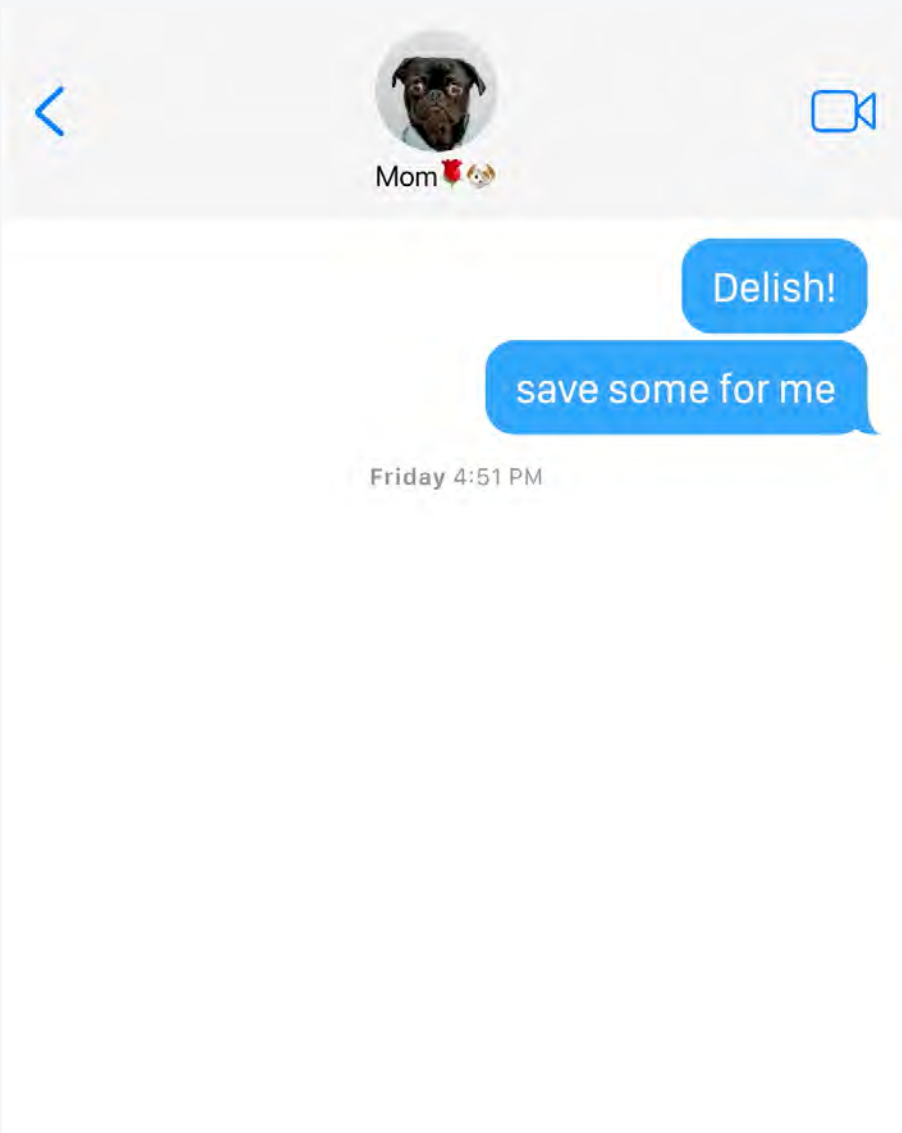
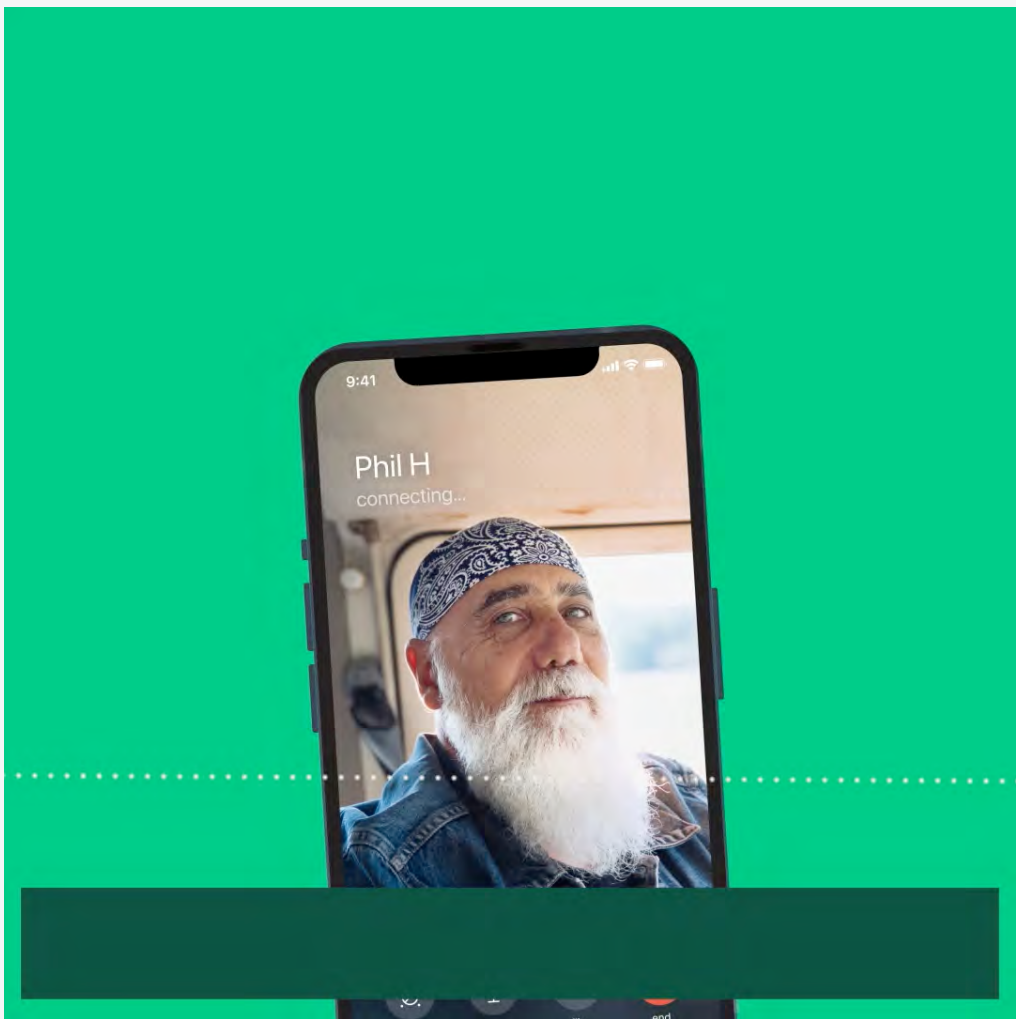
Section

Ads Creative - Reddit



Section

Ads Creative - Reddit



Section

Ads Creative - Politico

POLITICO

How to protect Ukraine's borders until the southern border is protected, and senior GOP aides are betting that Johnson won't buck that pressure (even after playing an outsize role in killing the Senate's bipartisan border deal). It certainly doesn't help that Trump is now starting to speak out against foreign aid.

Advertisement

Don't assume the dispensary's legal

Find licensed shops at [Real.Cannabis.CA.gov](#)



Know it.

Watch video

Hawks, however, are clinging to hope — based, in part, on one whispered story: When NATO Secretary General Jens Stoltenberg was on Capitol Hill late last month, he told a small group of Republicans that the speaker had personally assured him he'd allow a vote on Ukraine aid — possibly as a standalone measure — and that it would likely pass the House.

POLITICO

the former president said Saturday night he would “encourage” Russia to attack the nation's NATO allies who did not meet their financial targets.

“Trump just said he would let Russia take a European country under certain circumstances and I guess the Scolding Industrial Complex is gonna tell us not to say Russia Trump Trump Russia but honestly this seems kinda important,” Sen. Brian Schatz (D-Hawaii) posted.

Advertisement

Don't assume the dispensary's legal

Find licensed shops at [Real.Cannabis.CA.gov](#)



Know it.

Watch video

At a rally in South Carolina on Saturday night, Trump recounted a conversation with an unnamed head of state about how he would respond if a NATO member who had not paid enough money for its defense was attacked by Russia. “One of the presidents of a big country stood up and said, ‘Well, sir, if we don't pay, and we're attacked by Russia, will you protect us?’” Trump said.

POLITICO

John Kirby, a spokesperson for the National Security Council, would not confirm the counteroffensive has begun and referred questions to the Ukrainian Armed Forces. But he stressed that Kyiv has been conducting a more “localized” counteroffensive for weeks.

Advertisement

Don't assume the dispensary's legal

Find licensed shops at [Real.Cannabis.CA.gov](#)



Know it.

Watch video

The system, along with precision-guided rockets, has allowed Ukraine to strike behind Russian lines and pushed Moscow into defensive positions, Kirby said.

The conflict has offered the U.S. the rare opportunity to assess the HIMARS capability, and that of Russian defenses in action, one of the DoD officials said. U.S. officials are “a little surprised” at how well the HIMARS is performing — and by how poorly Russian defensive capabilities have fared against the attacks, the person said.

“The Ukrainians are doing very well at what they are doing with them and how they are employing them, but we are also learning that they are able to get through a lot of Russian systems,” the person said.

The next question, one of the DoD officials said, is whether Russian forces decide to surrender the captured territory in the south or reposition units from the fight in the east.

Kirby said Moscow has already had to pull resources from the fight in the Donbas, where Russia has concentrated most of its forces, due to reports that Ukraine might be going on the offensive in the south.

CTA LEADS TO:



Real.Cannabis.CA.Gov

DCC - REAL CA CANNABIS WRAP REPORT

73

Section
Ads Creative - CTV

30 SECOND VIDEO



15 SECOND VIDEO



Section

Ads Creative - Radio & Spotify

SPOTIFY - 15 SECOND SPOT

KQED - 15 SECOND SPOT

SPOTIFY - 30 SECOND SPOT

NPR - 30 SECOND SPOT

Section

Ads Creative - Billboards



Appendix B: Influencer Creative

Live Creator Content

As of September 30, there are 159 pieces of content live.

- Bearenger Petrella
- Kaelyn Guterrez
- Preethi Chandrasekhar
- Kaelyn Guterrez 2nd post
- Kimmy Tan
- Brandon Broady
- Kassandra Escandell
- Caitlin V Neal
- Rebecca Watson
- Syd Smiley
- Nae Lynette
- Angel Chavez
- Austin Kress
- Christian Torres
- Troy Solomon
- Chelsey Davis
- Denver Sean
- Joshua Marsh
- Rene Daniella
- Mel Douglas
- Ece Saglam
- Katie Cassidy
- Andre Fili
- Fernando Padilla
- Taylor Mauldin
- Yamen Sanders
- Rachel Katz
- Denise Ngo
- Kierra Poindexter
- Yaris Sanchez
- Jordi Garcia
- Zory Mory
- Henry Wu
- Denise Brown
- Brad Milison
- Travis White
- Arielle Sidney
- Aysia Ross
- Elyse Ostrow
- Alicia Goku
- Rachel Richardson
- Julia Camacho
- Erica Dickerson and Jamilah Mapp
- Matthew Bravo
- Maya Oueichek
- Joseph Vulpis
- Lindsay MaHarry
- Madison DeCambra
- Debbie Hernandez
- Katja Jeschke
- Thomas Bradford
- Crystal Dominguez
- Carolyn Vazquez
- Naomi Hutchinson
- Paris Choy

Live Creator Content

As of September 30, there are 159 pieces of content live.

- Daniela Hernandez
 - Lauren Tomhave
 - Michelle Khurrum
 - Joanne Chen
 - Jourdan Jade
 - Araik Sinanian
 - Kymerli Jenkins
 - Chelsea Davis
 - Chris Greenwell
 - Anna Kate
 - Debbie Hernandez 2nd post
 - Lindsay McVay
 - DeJanae Evins
 - Ramón Vargas
- Victoria Burkard
 - Layne Calley
 - Alexandra Pullen
 - Denise Brown 2nd post
 - Brad Milison 2nd post
 - Crystal Dominguez 2nd post
 - Matthew Bravo 2nd post
 - Madison DeCambra 2nd post
 - Elyse Ostrow 2nd post
 - Crystal Kamada
 - Cara Calista
 - Lupita Loeza
 - Arabella Tilley
 - Mary Patricia
- Lola Mendez
 - Christine Duke
 - Marsha Badger
 - Stephanie Cedano
 - IJ Dobbins
 - Priscilla Vasquez
 - Yunoka Berry
 - Tiffany Tiwater
 - Adam Zajac
 - Nicole Isaacson
 - Bryn Bradshaw-Mack
 - Christopher Lima
 - Don
 - Jahmariay Clarks
- Jenessa Cibrian
 - Carolina Silver
 - Ethel Tan
 - Destiny Wagner
 - Rosa Nice
 - Areina Plowden
 - Matt Maneiro
 - Ashanti Crawford
 - Alameina White
 - Nancy Rickett
 - Matt O'Brien
 - Juan Barcenas
 - Emily Saliby
 - Krystina Kalapothakos

Appendix C: Terms

Section

Terms

TERM	DEFINITION
• Average Engagement Rate (AER)	• A weighted average of all engagement rates
• Average Frequency	• The average amount of times each person views an ad
• Clicks	• # of times the ad or post is clicked
• Click-Through-Rate (CTR)	• # of clicks / (reach or impressions depending on available data)
• Connected TV (CTV)	• Any TV set connected to the internet, most commonly used to stream video
• Conversions	• # of times the web app was used
• Cost-per-action (CPA)	• Cost of obtaining a conversion
• Engagement Rate (ER)	• # of engagements / (reach or impressions or views depending on available data)
• Videos	• $ER \text{ for videos} = \text{total engagement} / \# \text{ of views}$
• Images	• $ER \text{ for IG organic static} = \text{total engagement} / \text{followers}$ (follower counts are higher than actual impressions)
• Impressions	• # of times the ads or posts were viewed
• Reach	• # of unique individuals who viewed an ad or post

Appendix D: Audience Personas

Section
Audience - Cannabis Users

Soul Explorers

DESCRIPTION	CHANNELS	DEMOGRAPHICS/PSYCHOGRAPHICS
This group looks at the world as a reflection of their inner values—from their vegan diet to choosing produce with labor friendly farming practices. They are willing to pay more to stay true to themselves.	• Digital via interests • Audio streaming + radio • OOH, including yoga studios + health food stores • OTV/CTV • Influencer Marketing	• Generations: Millennials, Gen X, Baby Boomers • Income Levels: lower to upper middle class • Interests: yoga, meditation, spirituality, tarot readings, jam bands, health food, sound baths, Burning Man, more likely to be vegan
MOTIVATIONS	NEEDS	OPPORTUNITIES
• View nature as the ultimate healer and are motivated by the potential to create a new vision of the world. • A desire for self-expression through their style and way of life • Motivated to heal their body and mind through many different means: • Drugs to induce higher states of consciousness • Meditation • Body movement & breath work • Being in nature	• Value natural and organic products and therefore need assurances that products they buy are cruelty-free, vegan, fair-trade, and ethically-sourced. • Commitment to sustainability so looking for products that are made from recycled materials or produced in an environmentally-friendly and labor-friendly way. • Buy products that help them connect with nature.	• Approach them from the health & wellness angle as a reason to buy legal: legal cannabis is high quality. • Looking for a certain type of high; they need to trust the labels and have consistency in dosage and feeling. • Potential spokespeople: medical professionals (including non-western medicine practitioners), micro-influencers (including spiritualists, mindfulness teachers), cannabis pop culture celebrities

Section
Audience - Cannabis Users

Cali-enlightened

DESCRIPTION	CHANNELS	DEMOGRAPHICS/PSYCHOGRAPHICS
These are the cannabis users who find themselves searching for ways to improve their mental and physical wellbeing. This open-minded group want products that are environmentally- and labor-friendly.	- Digital via interests - Audio streaming + radio - OOH - OTV/CTV - Influencer Marketing	- Generations: Gen Z, Millennials - Income Levels: Mixed - Interests: being social, experiences, environmental justice, social justice, stress and anxiety relief, work/life balance
MOTIVATIONS	NEEDS	OPPORTUNITIES
- Care about the greater good and are open-minded - Desire to improve their health, save money, and nurture their relationships, and are likely looking for an alternative to alcohol which they see as a deterrent to those desires - Motivated by a sense of belonging so may be more prone to socially consume cannabis - Deeply care about the environment and social justice, and support products and causes that are aligned with their values	- Dosage is important to them, and they don’t want to be tricked into taking more than they thought they were - Drink less or not at all, so need a way to consume in similar settings such as bars, parties, restaurants - Discerning consumers who prefer high-quality products	- Looking for a certain type of high; they need to trust the labels, the quality, and the consistency. - May secondarily be swayed by the environmental and labor benefits of legal weed - Potential spokespeople: micro-influencers in the health & wellness space (including fitness gurus, spiritual, cannabis pop culture celebrities (skewing younger)

Section

Audience - Cannabis Users

Relief Seekers

DESCRIPTION	CHANNELS	DEMOGRAPHICS/PSYCHOGRAPHICS
This group prioritizes finding alternative forms of relief over prescription or OTC drugs. Because their usage is primarily health-related, they are looking for consistency and quality.	• Digital via interests • Audio streaming + radio • OOH • OTV/CTV • Influencer Marketing	• Generations: Boomers, Gen X, Millennials • Income Levels: Mixed • Interests: pain relief, chronic illness relief, recovery, performance, anxiety relief, sleep aids, athletics, veterans organizations
MOTIVATIONS	NEEDS	OPPORTUNITIES
• Need to take care of themselves and improve their quality of life • Feel physically stronger, more agile, and more mobile combined with mental clarity and productivity. • Reduce risk of developing other health problems due to pain, sleeplessness, or anxiety, or to mitigate the effects of a current illness (either due to the illness itself or prescribed medicine for the illness)	• Finding sustainable ways to relieve their pain, anxiety, sleep issues, or other symptoms without causing more problems • Anything that will help them be more productive in their everyday lives	• Showing them a tested, legal solution they can trust to help with the relief they need. A mix of products should be featured in imagery: of creams, pills, flower. • Working with doctors and nurses to provide them with the information needed when recommending cannabis to their patients • Potential spokespeople: medical professionals, fitness trainers, health & wellness influencers

Section
Audience - Cannabis Users

Cultivated Creatives

DESCRIPTION	CHANNELS	DEMOGRAPHICS/PSYCHOGRAPHICS
This group is seeking new ways to experience the world in order to create whether it be music, art, or films. Skewing towards millennial, they have a little more purchase power to pay for a quality experience.	• Digital via interests • Audio streaming + radio • OOH • OTV/CTV • Influencer Marketing	• Generations: Gen Z, Millennials • Income Levels: Mixed • Interests: art, music, design, architecture, theater, entertainment, writing, acting, film, VR/AR, technology as a medium
MOTIVATIONS	NEEDS	OPPORTUNITIES
• Motivated by a need for self-expression and to be a cultural pioneer • Want to innovate, invent, reinterpret, and express their unique perspective to gain broader empathy and understanding • Experience & interpret life by going beyond all 5 senses • Challenge convention, coming up with new ways to solve problems and make a difference in the world	• The tools and environment to enhance their creative process • Methods to improve focus and concentration • A way to relax when they hit a creative block	• High quality cannabis that is labeled properly so they can use it to aid in their work or rest • Find spaces that are dense with creatives to educate them on buying legal • Potential spokespeople: cannabis pop culture celebrities, creative micro influencers (music, art, design, film)

Section
Audience - Cannabis Users

Part-time Adventurers

DEMOGRAPHICS/PSYCHOGRAPHICS	CHANNELS	MESSAGING
Whether only in town for vacation or seeking to enhance a trip to Big Sur, this group is looking for an adventure. They are the Sunday drivers of the cannabis world or the connoisseurs from other legal states and are likely to spend more for high quality cannabis.	- Digital via interests and location - Audio streaming + radio - OOH - including California tourist destinations	- Generations: Gen Z, Millennials, Gen X - Locales: more likely to visit areas such as LA, SD, SF, Palm Springs / J. Tree, Lake Tahoe, Mammoth Lakes, Carmel-by-the-Sea, SLO, Napa, Big Sur - Interests: exploring, adventures, natural & cultural attractions, beaches, wine, camping, food
MOTIVATIONS	NEEDS	OPPORTUNITIES
- Believes the world is a treasure trove of experiences and seeks them out - Lots of interests and very open-minded with a diverse array of talents - Typically avoids boredom and values autonomy; some may use travel as a break from everyday life	- A new experience, wherever that may take them, and a safe way to get that new experience - A hiatus from their day-to-day lives, whether that be a different environment, somewhere relaxing, or an exciting adventure	- Some may be coming from areas where cannabis is not recreationally legal, and CA provides a legal & tested way to purchase cannabis - Some may want to try CA cannabis because of its storied reputation even if they live in a state where its recreationally legal - Explorers may want to enhance their experience with cannabis they can trust. - Potential spokespeople: cannabis pop culture celebrities, travel influencers

Section
Audience - Cannabis Users

Generation Green

DESCRIPTION	CHANNELS	DEMOGRAPHICS/PSYCHOGRAPHICS
Whether curious to try cannabis now that its legal or just turning 21, this group is open to trying new things in a legal way. They are low-hanging-fruit for our campaign since we simply need to show them legal options.	- Digital via interests - Audio streaming + radio - OOH - OTV/CTV - Influencer Marketing	- Generations: Gen Z, Millennials, Gen X, Boomers - Income Levels: Mixed - Interests: new experiences, traveling, alcohol-free exploration, food, self-care, cannabis curious
MOTIVATIONS	NEEDS	OPPORTUNITIES
- Sparking a sense of curiosity and wonder, and may enjoy spontaneity - Tend to be optimistic, but may be less educated about certain things such as cannabis - Curious about ways to enhance their everyday life and experiences	- Alternatives or supplements to alcohol or prescribed medicines - Ways to safely have new experiences	- Legal weed can provide a more reliable and tested way to have a new experience for social activities, medicinal purposes, or self-care experiences - Potential spokespeople: prominent cannabis connoisseurs

Appendix E: Phase 1 Ads Summary

Section

Phase 1 Ads Summary

TL;DR

- Reached **16,412 people** at a **frequency of 20 times** per person
- 2,516 links clicks, meaning we saw a **15% click-through-rate** among people who saw the ad
- Positive messaging centering around **helping consumers find legal businesses and improving the legal market** performed best
- **Imagery with cannabis** performed best for KOFs

FINDINGS & ACTIONS

1. For Phase 2, we focused on the Atlas audience of thought-leaders and change-makers rather than licensees.
2. Since imagery with cannabis outperformed imagery of *only* people, we tested this with consumer audiences to see if they had a similar reaction to imagery and headlines that speak directly about cannabis. For the first flight of Phase 2, this did ring true, but as the campaign progressed and people recognized the brand, images of people started to perform better.
3. We also recommended addressing licensees and their concerns directly. A select few people were very engaged and seemed to have a few misconceptions about DCC and their role. We still think a direct conversation would help to change some of the negative perception around DCC.

Section

Phase 1 Ads Summary

We saw **over 332,000 impressions** reaching **16,412 people** at a frequency of 20 times per person over the course of 2 weeks.

Section

Phase 1 Ads Summary

We saw **over 3,000 engagements**
and 2,516 link clicks on our ads.

Among our audiences, we saw
over **255 positive post reactions**,
accounting for over 72% of reactions.

KOFs

Section

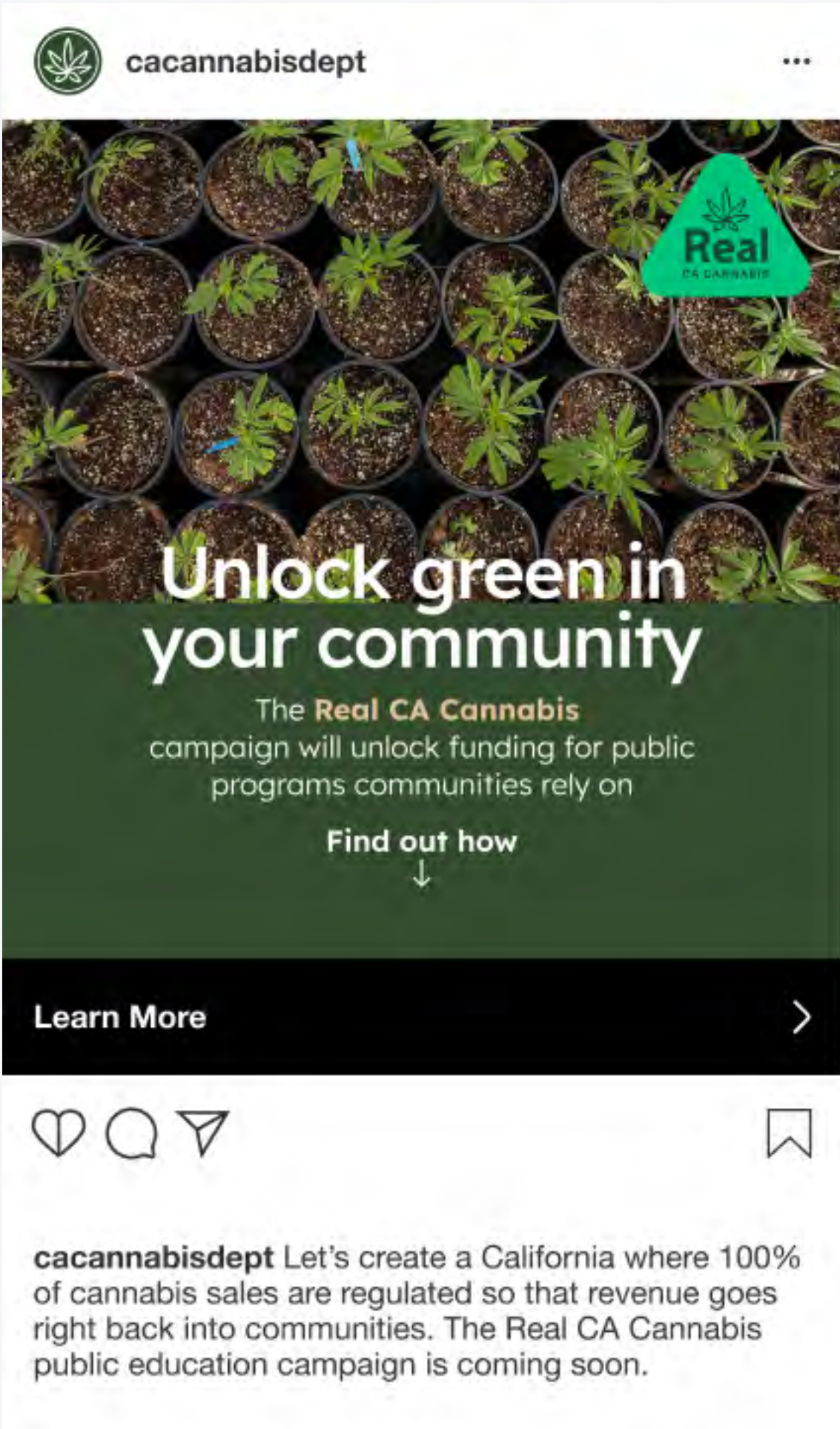
Phase 1 Ads Summary

Top Creative By Link Clicks

Based on the creative garnering the highest number of clicks, the top two performing messages were (1) the ad about providing cannabis consumers with the proper tools for decision making and (2) the one about tax revenue benefiting the community. “Buying legal should be easy” outperformed all the other creative by garnering 35% more clicks than the next best performing creative.

The topics of consumer and community safety and invigorating local businesses did not perform as well with this audience.

Images with cannabis plants significantly outperformed images with people only for this audience.



Section

Phase 1 Ads Summary

178,552

Impressions - number of times ads were on screens

999

Clicks

7,762

Reach - number of people who saw the ad at least once

855

Pageviews - number of times people went to the landing page

23x

Frequency - the average number of times each person who was reached saw the ad

1,089

Engagements - the total number of actions that people take involving the ads

12.8%

Click-through-rate - the percentage of people reached where a link click occurred out of the total number of people reached

62

Reactions

11

Comments

4

Shares

Section

Phase 1 Ads Summary

A positive response from key opinion formers

While this audience tends to interact with ads less than the general public, we did see a good amount of positive interaction on the KOF ads. We saw over 50 likes on the ads from KOFs, and a couple of comments.

Ad Name	Type	Sentiment	Context	First Name	Last Name	Relationship	Job Title	Employer
Tending Our Roots 1 (Static)	Like	Positive		Colleen	Wallace	Legislative	City Councilmember	City of Banning
Change the game	Share	Positive		CA NORML		Advocacy Group		
Change the game	Share	Positive		Contra Costa NORML		Advocacy Group		
Seeding 1	Like	Positive		Caren	Woodsen	Advocacy	Senior Director Compliance And Licensing	Kiva Brands, Inc.
Unlock Green 4 (Static)	Comment	Positive		Roger	Tower	Advocacy	Managing Owner	Tower Agency
Unlock Green 4 (Static)	Like	Positive		Greg	Gomez	Legislative	City Councilmember	City of Farmersville
Unlock Green 4 (Static)	Like	Positive		Kellie	Butterfield Dodds	Advocacy	President And Chief Executive Officer	KBD Cannabusiness Consulting Firm
6M 1	Like	Positive		Roger	Tower	Advocacy	Managing Owner	Tower Agency
6M 1	Laugh	Positive		Steve	Tuck	Advocacy	President	Hillbilly Dreams Seed Company
Buying legal should be easy 1	Like	Positive		Raúl	Ureña	Legislative	Former Mayor, City Councilmember	City of Calexico
Buying legal should be easy 1	Like	Positive		Scott	Kampmeyer	Advocacy	Senior Creative Designer	The Higher Path La
Buying legal should be easy 1	Like	Positive		Victoria	Monroe	Media	Production Design Web Editor For The Pacifica Tribune	Bay Area News Group
Buying legal should be easy 1	Like	Positive		Ethan	Turner	Administrative	Deputy Attorney General	California Department Of Justice
Buying legal should be easy 1	Like	Positive		Lance	Lambert	Advocacy	Chief Marketing Officer	Grove Bags
Invigorate Local Business 1	Laugh	Positive		Sabrina	Fendrick	Advocacy	Company Owner	Essentia Endeavors, Llc
Risks 1	Care	Positive		Sherry	Konieczko	Advocacy	Staff Accountant	Cresco Labs
Risks 1	Like	Positive		Raúl	Ureña	Legislative	Former Mayor, City Councilmember	City of Calexico
Risks 1	Like	Positive		Matthew	Tepper	Advocacy	Sales Manager	Pacific Stone
Risks 1	Like	Positive		AG	Hincapie	Advocacy	Board Operator	The Dispensary
Risks 1	Like	Positive		Julie	Spittler	Advocacy	Product Specialist	Curaleaf
Risks 1	Like	Positive		Charlie	Sweeny	Advocacy	Creative Director And Event Producer And Sound Artist And Audio Engineer	The Charlie Sweeny Organization
Tending Our Roots 3	Like	Positive		Colleen	Wallace	Legislative	City Councilmember	City of Banning
KOF_GOV_1a	Like	Positive		Tom	Angell	Media	Publisher and Editor	Marijuana Moment
KOF_GOV_2b	Like	Positive		Christian	Aguayo	Advocacy	Account Manager	Weedmaps
KOF_GOV_5b	Like	Positive		Kellie	Butterfield Dodds	Advocacy	President And Chief Executive Officer	Mauget
KOF_GOV_4b	Like	Positive		David	Schachter	Advocacy	Chief Strategy Officer	CannMenus
KOF_GOV_4a	Like	Positive		Tony	Bowles	Advocacy, Media	Author	Skunk Magazine
KOF_GOV_5b	Like	Positive		Yoko	Miyashita	Advocacy	CEO	Leafly
KOF_GOV_2a	Like	Positive		Christian	Aguayo	Advocacy	Account Manager	Weedmaps
KOF_GOV_6b	Like	Positive		Nicole	Novak	Advocacy	Legal and Corporate Affairs Associate	Statehouse Holdings
KOF_GOV_6a	Like	Positive		Christian	Aguayo	Advocacy	Account Manager	Weedmaps
KOF_GOV_3b	Like	Positive		Ethan	Turner	Administrative	Deputy Attorney General	California Department Of Justice
KOF_GOV_3b	Like	Positive		Joshua	Miller	Advocacy	Patient Care Specialist	Green Thumb Industries (Gti)
KOF_GOV_1a	Like	Positive		David	Downs	Advocacy	Senior Editor	Leafly

Licensees

Section

Phase 1 Ads Summary

Top Creative By Link Clicks

Based on the creative garnering the highest number of clicks, the top two performing messages were (1) the ad about creating change in the cannabis industry and (2) the one about elevating brands with the Real CA Cannabis seal. “Seeding Industry Change” outperformed all the other creative by garnering 51% more clicks than the next best performing creative.

Neither the topic of consumer protection nor messaging referring to this campaign as a movement performed well with the licensee audience.

Please note that the “backing the industry” post was not approved to run.





cacannabisdept

...

Seeding industry change

The **Real CA Cannabis** campaign is shining a light on licensed cannabis retailers statewide

See where you fit



Learn More





cacannabisdept You’ve worked hard to build your licensed business the right way. The Real CA Cannabis campaign is designed to help that effort pay off. Coming soon.



cacannabisdept

...

Elevate your brand

The **Real CA Cannabis** seal will set you apart from illegal businesses in the market

Support the Real seal



Learn More





cacannabisdept Real CA Cannabis is on the way to let consumers know they can count on licensed retailers like you for cannabis they can trust. Keep an eye out for your very own seal. Coming soon!

Section

Phase 1 Ads Summary

153,710

Impressions - number of times ads were on screens

1,517

Clicks

8,723

Reach - number of people who saw the ad at least once

1,301

Pageviews - number of times people went to the landing page

17.6x

Frequency - the average number of times each person who was reached saw the ad

1,952

Engagements - the total number of actions that people take involving the ads

292

Reactions

94

Comments

34

Shares

Section

Phase 1 Ads Summary

Though there were more comments on the licensee ads than the KOF ads, the commenters accounted for a very small percentage of people who interacted with the ads.

99

Total comments (hidden, deleted, and visible)

0.06%

% of comments compared to impressions

72

Unique commenters

0.8%

% of people reached who left comments

67%

% of comments that are visible

Thank you!