

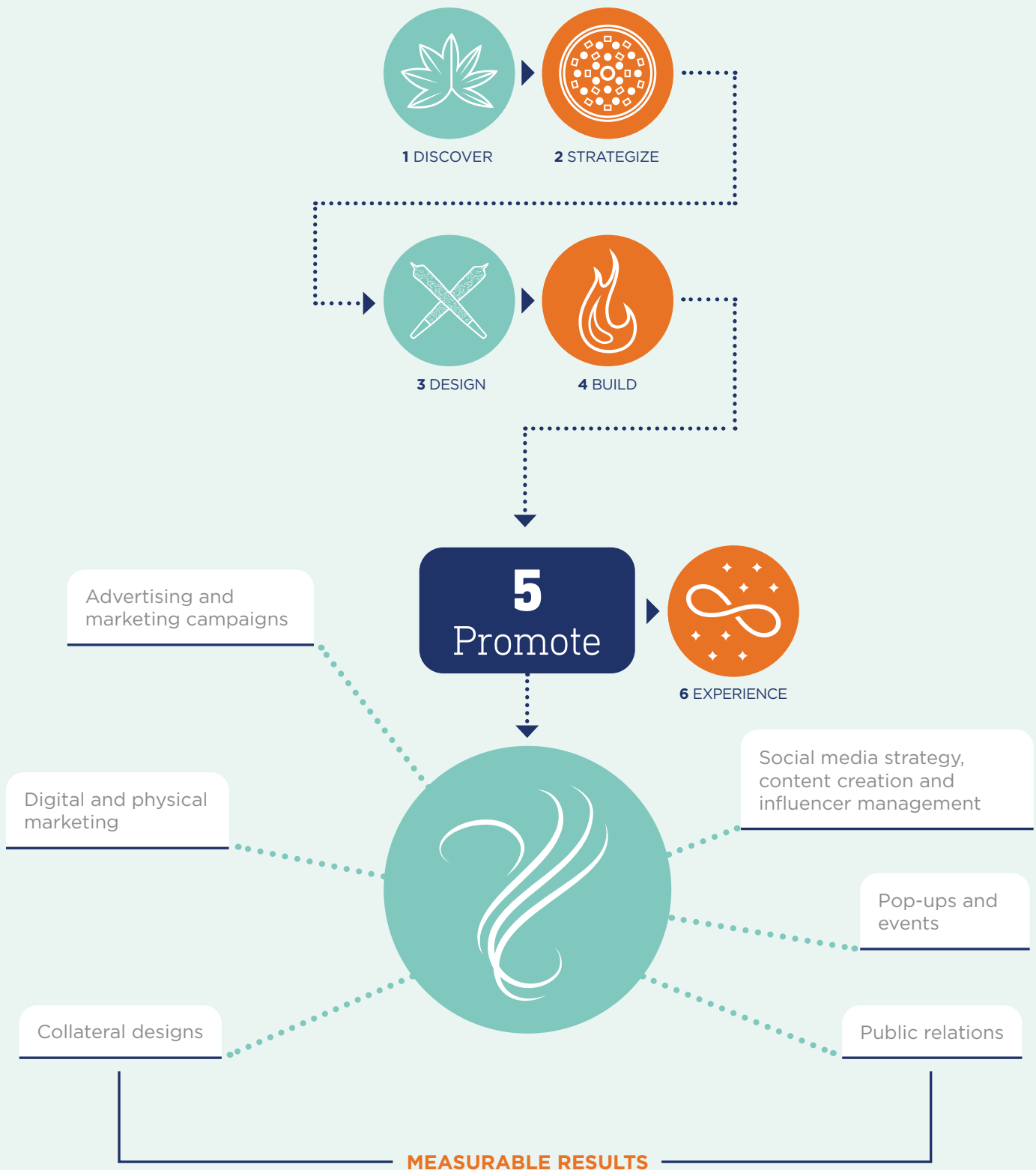
# Measurable Processes for Cannabis Retailing

## Phase III

**NORTH AMERICA IS POISED TO BECOME** the world's largest cannabis market. Check out our proven processes with measurable results that cannabis retailers can follow inside!



We apply our proven shopper strategy to design a **360° Retail Experience.**



# Marketing

The best retail brands in the world get recognized as such because it doesn't matter whether you are in their store, following their social pages, or just using their product. It all speaks the same voice, and involves the customer in the same way that is unique and powerful to that brand's mission. How the brand speaks in social media, web & advertising, how packaging looks and feels in the customer's hands, the emotion the brand evokes out of the store needs to be cultivated and celebrated both in-store and out.

## Product Design

Quality, rooted in passion

## Package Design

Functionality, education, cool factor

## Merchandising

Visual brand storytelling, immersive experience

## Event Planning

Engage the customer, participation in the brand

## Social Media

Brand voice, advocacy and lifestyle connection



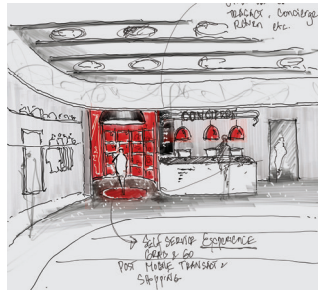


# Our Capabilities

Today's retail brands should be using the entirety of the space itself to better express the brand's culture and design aesthetic, communicate with guests, and drive desirable buying behavior. Too few are, and traffic is suffering for it. Here's what brands can do to reclaim that traffic and boost sales.



Brand Development



Retail Design & Development



Storefront & Exterior



Large Format Printing



Visual Merchandising



Dimensional Letters



Specialty Fabrication



Shop-in-Shop & Fixtures



Interactive Exhibits  
& Props



Event-Based &  
Seasonal Marketing



Millwork & Furnishing



Digital & Technology



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