



Squeezy★

BY COLLECTIVE PROJECT

OVERVIEW

THE COLLECTIVE PROJECT is the cannabis branch of Collective Arts, a brewing company founded in Hamilton, ON by Bob Russell and Matt Johnston.

The Collective Project specializes in edible cannabis (a.k.a “edibles”) primarily in the form of drinks.

Both branches promote living a creative and artistic life.



SITUATIONAL ANALYSIS

The Collective Project wants to launch *Squeezy*, The Collective Project's newest venture. It is a gummy edible that shares the same flavours as their most-consumed cannabis drinks, "Daytripper" and "Original Blood Orange".

- Expanding line of products
- Dosage is easier to gauge



SWOTs ANALYSIS

STRENGTHS

- Brand Credibility
- Vegan
- Pre-established distributors lists

WEAKNESSES

- Completely different product than what the company has previously offered (CP/CA are typically drink-based)

OPPORTUNITIES

- The legalization of cannabis has made those more eager to experiment

THREATS

- Candy edibles are already extremely common (competition)

COMMUNICATIONS OBJECTIVES

1. Inform customer base of the release of Squeezy, in order to sell 500,000 units in Ontario by April 20th, 2024.
2. Inform consumers about the positive effects of cannabis, receiving 1.2 million hits on the “higher-learning” section of Collective Project’s website by April 20th, 2024.



AUDIENCES

Non-smokers

Frequent cannabis consumers

Those curious about cannabis

Artists and creatives



STRATEGIES

- Gain publicity through digital communications to promote the release of Squeezy to increase brand awareness and potential for sales.
- Use media relations tactics to detail the benefits of cannabis usage supported by white papers Collective Project has written.
- Host events that allow consumers to sample Squeezy and learn more about safe cannabis use.



THEME OR SLOGAN

Creatively Inspired.



KEY MESSAGES

Those who already love the Collective Project brand now have the opportunity to try another new alternative to cannabis consumption, diversifying their options.

Squeezy has all the same benefits as other Collective Project products, but in a form that makes dosage easier to gauge.



TACTICS

1. Social Media Marketing
2. Email Marketing to Consumers and Budtenders
3. Press Release about the benefits of cannabis, and the advantage of using edibles.
4. 420-Friendly Soirée
5. Influencer PR
6. Podcast Interview



EVALUATION

All of the tactics used can be evaluated using systematic content analysis software such as Meltwater to gauge which mediums may have the best traction.





THANK YOU