



RETAIL STRATEGY WIP

CANNABIS RETAIL IS BORING. LET'S DO IT GOODER.

JULY 17, 2019



MISSION: MINIMIZE FRICTION

Customers should feel a warm welcome as soon as they arrive, and leave feeling amazed at how easy it was.



STORE ENVIRONMENT

THE VIBE

- Warm
- Inviting
- Engaging
- Charming
- No pressure
- No pretense

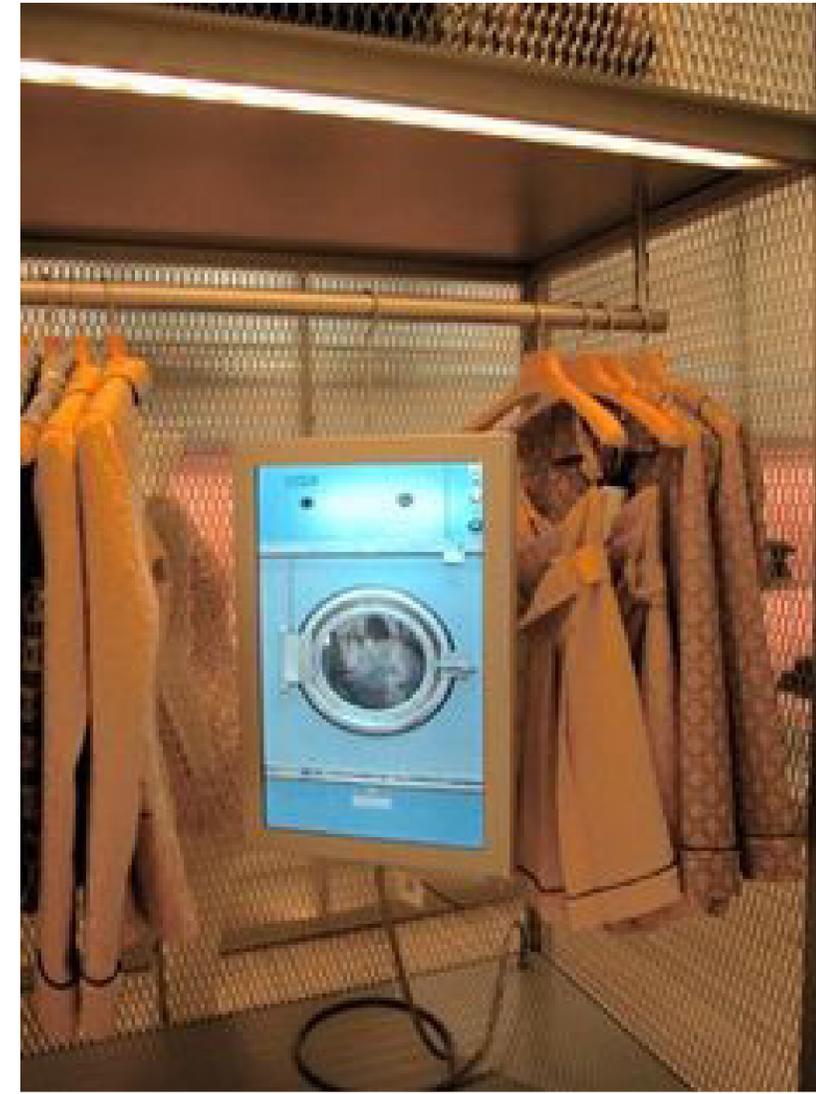
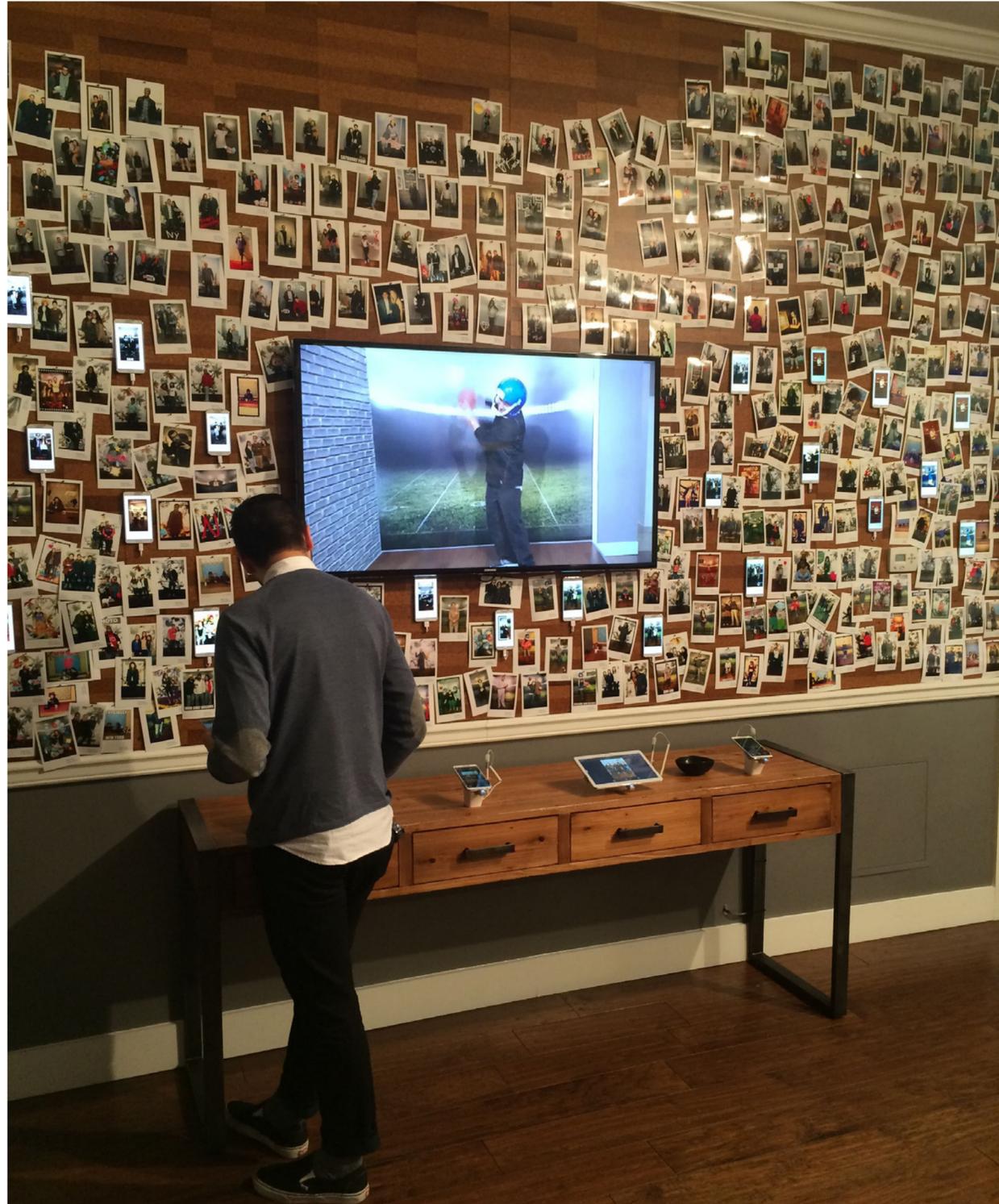
STORE ENVIRONMENT: ENTRY & EXIT INSPIRATION



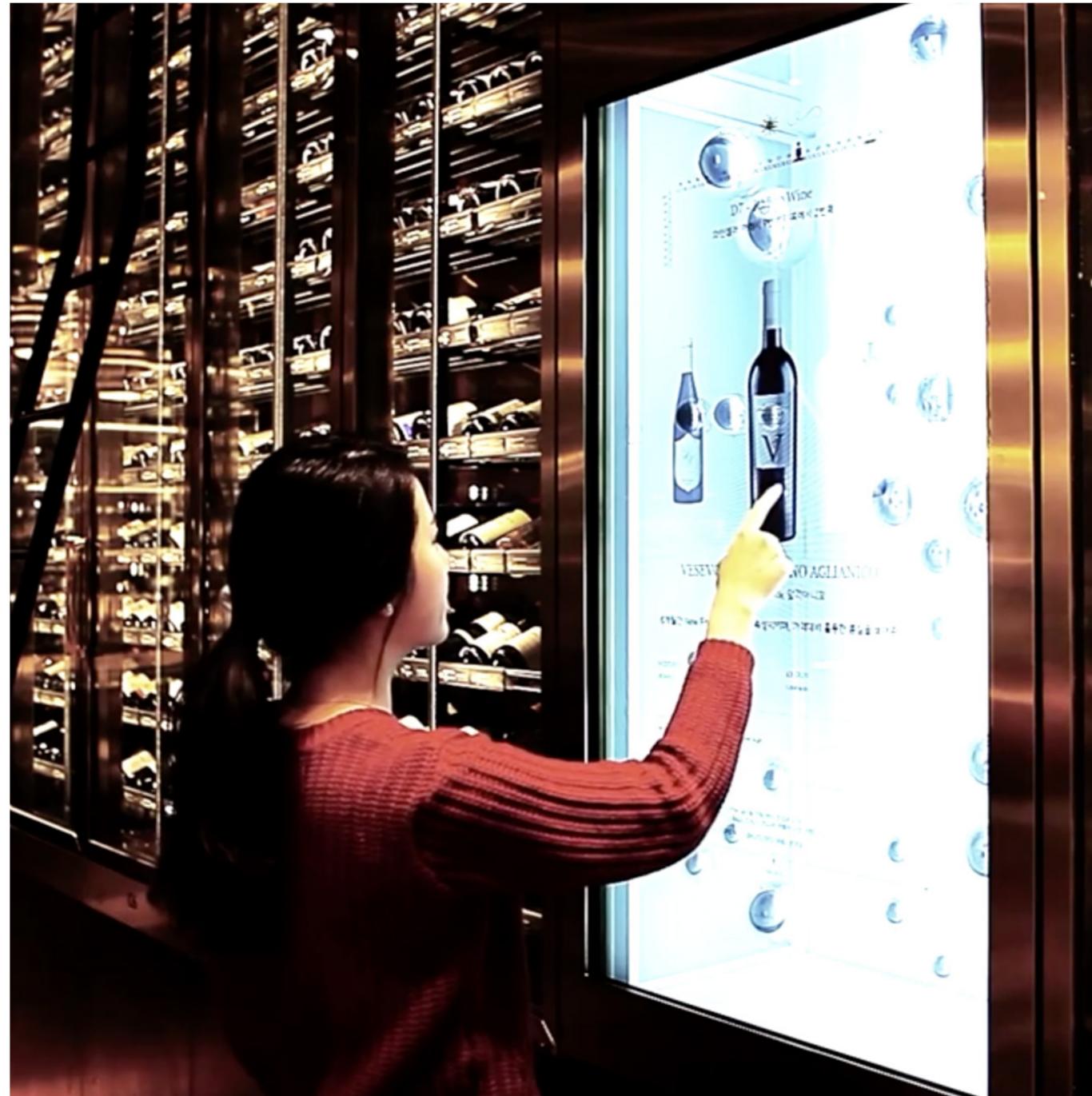
STORE ENVIRONMENT: WAITING AREA INSPIRATION



STORE ENVIRONMENT: SCREENS FOR MOOD & ENTERTAINMENT



STORE ENVIRONMENT: INTERACTIVE SCREENS FOR EDUCATION



STORE ENVIRONMENT: SCREENS GONE WILD



Don't overdo it. It gets ugly.





RETAIL MECHANICS

RETAIL MECHANICS: CUSTOMIZATION vs PRAGMATISM



Customizing
as much as
possible...



...without rebuilding
every square inch
of every space.

First timers:

WAITING → MAN TRAP → PHARMACIST → SHOP → MAN TRAP 2 → EXIT

Returning customers:

WAITING → MAN TRAP → SHOP → MAN TRAP 2 → EXIT

RETAIL MECHANICS: ENTRY



Greeting and overview by actual human – ASAP.
Everyone should feel like a guest.
First-time customers should always be warm handoffs.



RETAIL MECHANICS: STARTING THE HOW/WHY JOURNEY



Strong, simple visual cues that kick off the HOW/WHY journey.





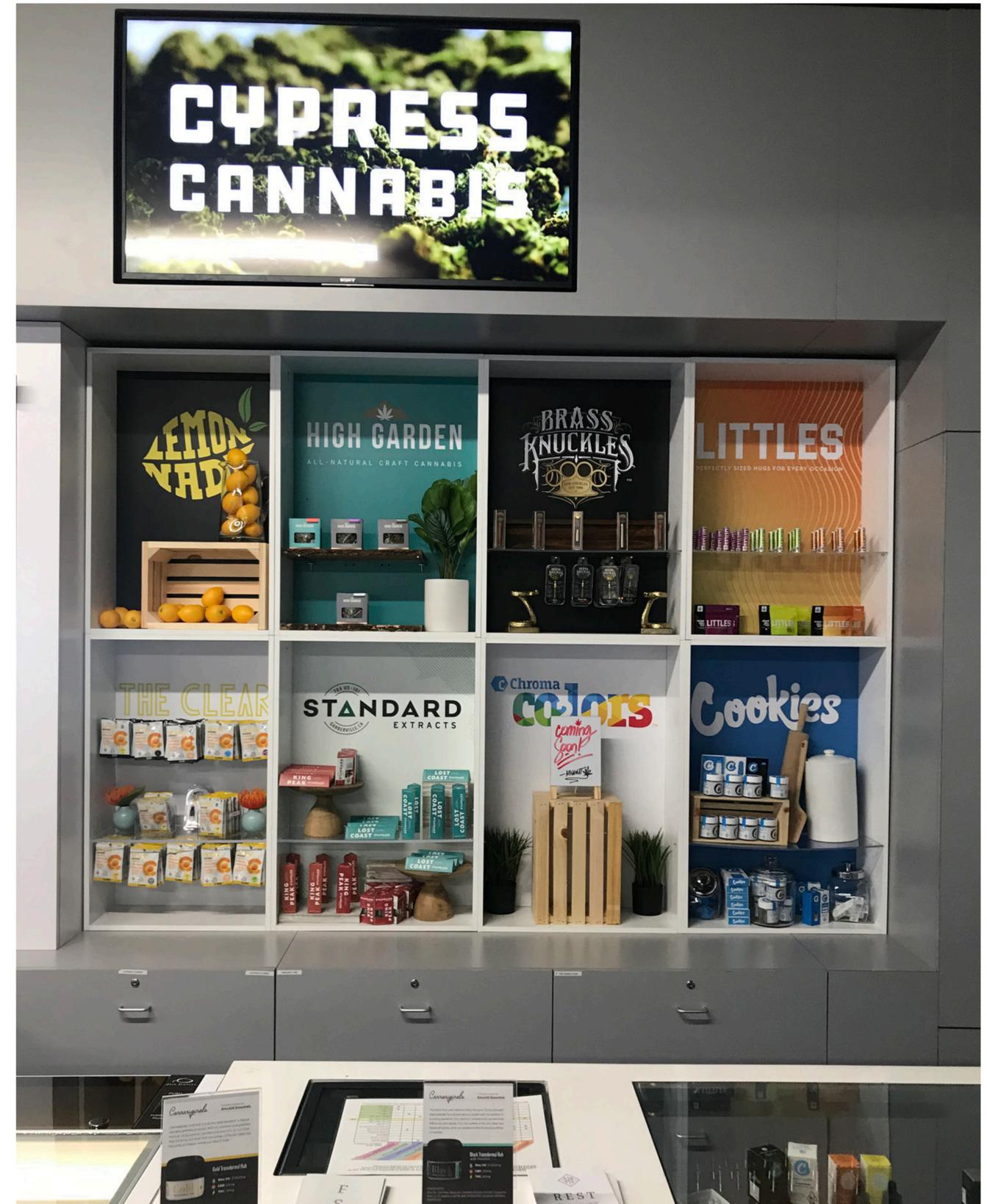
COMING SOON

RETAIL MECHANICS: THIRD PARTY DISPLAYS



Create a designated space for 3rd party brand features so you can don't have to "improvise" later.

But let's limit the number of 3rd party displays. A few well placed ones can enhance the space. Too many makes it feel like a flea market.



RETAIL MECHANICS: LOCKING DISPLAYS



When it comes to any displays that have to be locked, invest in the good stuff. Any money that you save by buying a cheaper locking display case is just money you will later lose when customers don't come back because they had to stand there watching you struggle with a lock for so long.



RETAIL MECHANICS: DON'T GET SLOPPY



1. Don't mix brands on branded displays.
2. Don't let old promo materials linger.
3. Empty shelves are DEADLY. Have kits to turn empty shelf space into interesting space.



PHYSICAL PATH: CHECK-OUT



Make it easy to find. And make it fast.

84% of shoppers rate the checkout experience as important/very important. It's very close to location and price as a determinant of where they shop.

56% of shoppers are likely to change stores based on better checkout alone. (Forrester)



Exits also made a big impression.

Have a Green Goods Day.



PRODUCT TAXONOMY

PRODUCT TAXONOMY



GOALS

- Minimize stigma
- Maximize clarity
- Infuse brand personality
- Expand perceptions of acceptable use
- Encourage exploration

THEORY

Different people make decisions in different ways.

Most retailers only offer one path to a decision.

Let's be nicer and let them pick their path – both online and in-store.

PRODUCT TAXONOMY



PRODUCT TAXONOMY



HOW

Inhale

- Smoke
- Vapor
- Mist
- Concentrates

Ingest

- Edibles
- Tablets
- Capsules
- Tinctures
- Beverages

Absorb

- Patches
- Topicals
- Suppository

WHY

Greater Focus

Creativity
Spirituality
Communing with Nature

Enhanced Experience

Communing with Nature
Social Lubricant
Broader Horizons
Sexier Sex

Rest & Relaxation

Better Sleep
Get Through the Mundane
Healthier Happy Hour

Feeling Better

Less Pain
Less Worry
Better Appetite
Less Nausea

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PRODUCT TAXONOMY



Vireo Yellow Vape Cart

HOW: Vape Cart

WHY: Feel Better

1906 High Love Edibles

HOW: Edibles

WHY: Sexier Sex

Hi-Fi Hops x Lagunitas 1:1 Drink

HOW: Drinks

WHY: Healthier Happy Hour

LOYALTY



LOYALTY PROGRAM



Can Green Goods exist without a Loyalty Program? Yes.

But the brand personality lends itself quite well to a good-natured, thoughtful loyalty program.

And the thing about loyalty programs is that they work, and they work hard.

LOYALTY PROGRAM



WHO CARES ABOUT LOYALTY PROGRAMS? Most people.

71% of consumers who are members of loyalty programs say membership is a meaningful part of their relationships with the brands. (Bond)

70% of consumers are more likely to recommend a brand with a good loyalty program (Bond)

MILLENNIALS

Over 70% of Millennials and Gen Z are members of loyalty programs vs. less than 20% among Baby Boomers (Oracle)

GEN X

82% of Gen X is active in at least one loyalty program (CrowdTwist)

LOYALTY PROGRAM



BUT NO MORE PUNCH CARDS

It should be digital and fast - 78% of consumers prefer to access rewards and incentives online and want them immediately, compared with 22% who want their rewards and incentives by mail (Virtual Incentives)

Tech is embraced - 95% of loyalty program members want to engage with brands through a mix of new, emerging, and growing tech, including augmented reality, virtual reality, card-on-file and more (Bond)

LOYALTY PROGRAM



Good for You.

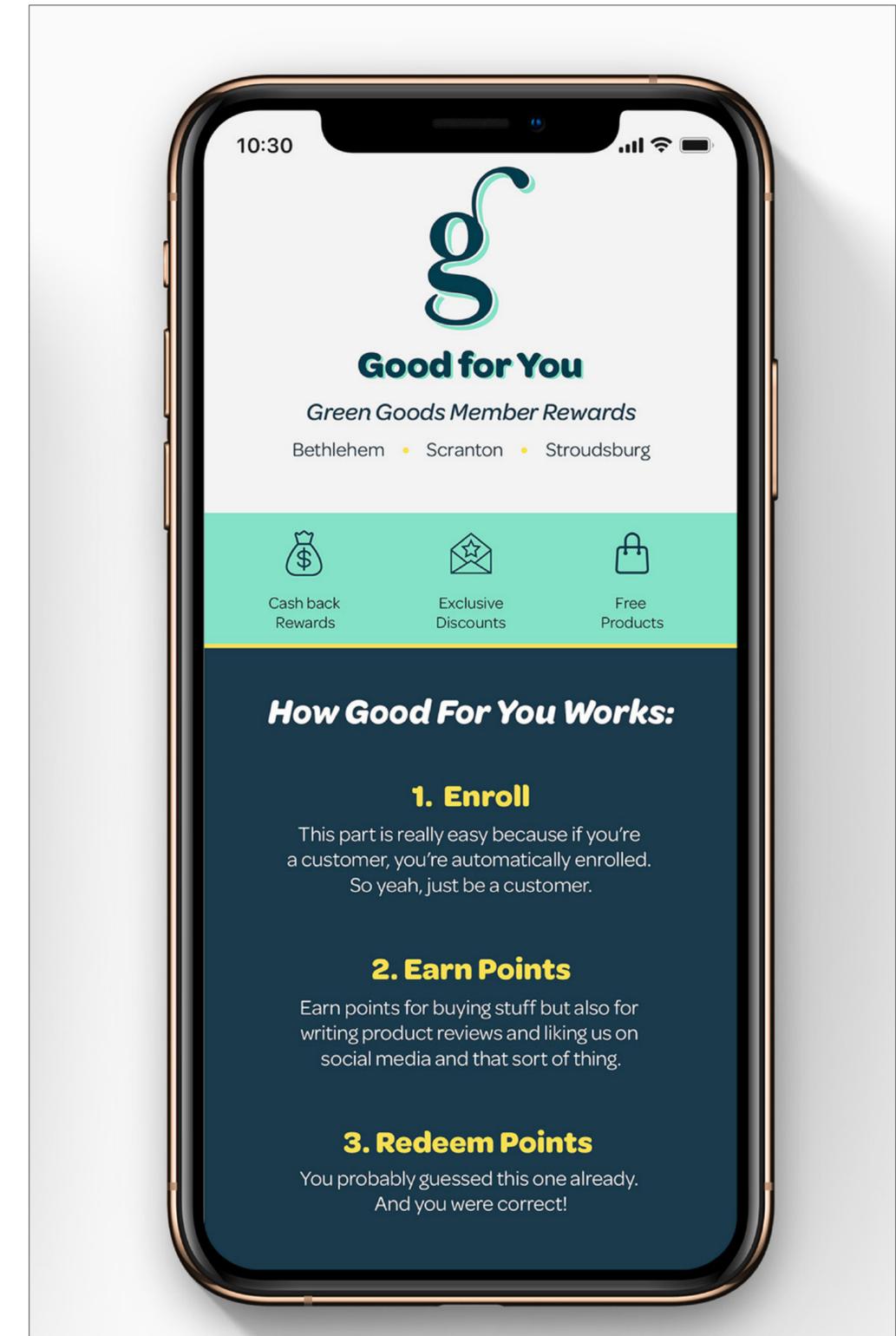
LOYALTY PROGRAM



Program: Good for You

Rewards: Goodies

Account/Wallet: Goodie Bag



LOYALTY PROGRAM



HOW IT WORKS

There's more to reward than just buying stuff.

Members do earn points for spending money, but they also earn points for other actions that help build the brand or provide data.

LOYALTY PROGRAM



CUSTOMERS CAN EARN POINTS FOR:

Purchases

Social Likes

Surveys

Social Shares

Referrals

Social Mentions

Re-using Their Bag

LOYALTY PROGRAM



LOYALTY PROGRAM – BRAND VOICE RECAP



CANDID

DOWN TO EARTH

CONFIDENT

CHEEKY

LOYALTY PROGRAM – SAMPLE COPY



Welcome Text

Hi, it's Green Goods. Just letting you know that your first purchase earned you 10 Good-for-You points. You don't remember signing up for the points thing because you don't have to – if you're a customer, you get points. Thank Goodness. You can read more details [here](#), or tell us to stop texting you [here](#). Have a super good day.

LOYALTY PROGRAM – SAMPLE COPY



Email follow-up for referral

SUBJECT: your friends

BODY:

If You Like Friends and Good Feelings, We Have a Special Deal for You

Pardon us if this is too presumptive, but you seem like the kind of person who would have friends. If you are, and you have a friend who also has a Pennsylvania medical marijuana card, We would like to be their friend, too.

If you send them out way and tell them to give us your name at checkout, they'll get 10% off and you'll get 500 points in your goodie bag.

Hooray for friendship.



THE DISCOUNT WAR

RETAIL STRATEGY – THE DISCOUNT WAR



You have to have some kind of discount/offer strategy in cannabis – because everyone else does.

LOS ANGELES
Kush

FLOWER FRIDAY 15% OFF FLOWER

(DOES NOT INCLUDE OUNCES OR DISCOUNTED FLOWER)

ADDITIONAL DEALS—

- ALIEN LABS: \$10 off indoor flower
- UPNORTH: Banana Bread 50% off
- RICH ROSIN DOTS: \$10 off
- CRESCO: 1G for \$30
- IGNITE VAPES: BOGO 50% off

PATIENT APPRECIATION DEALS—

- NUG 2-4pm: \$5 off concentrates
- BLOOM FARMS 3-6pm: Buy any cart/pax pod/flower, get a \$1 cart or a \$.01 battery
- VIOLA 5-8pm: Buy any Viola products, get a PR for \$.01

VALID FRIDAY 6/14/19

dockside
cannabis



KIONA

Pre-roll 20-packs!

OVER 40% OFF

Loompa's Headband, Monolith, Triangle Kush, Purple Unicorn

*while supplies last

(Just \$50 per pack, retail value of \$95)

Fri, Jun 21, 3:52 PM

**20% off
Happy Apple
1:1 Sparkling Cider**

through 6/27

Happy
APPLE

30mg THC + 30mg CBD
\$21 ~~\$16.80~~

100mg THC + 100mg CBD
\$36 ~~\$28.80~~

Happy Solstice

dockside
cannabis

This product has intoxicating effects and may be habit forming. Marijuana can impair concentration, coordination, and judgement. Do not operate a vehicle or machinery under the influence of this drug. There may be health risks involved with consumption of this product. For use only by adults 21+ keep out of reach of children.

Stay HIGHdrated with 20% off Happy Apple 1:1s @all Dockside locations! Click link for more deals! Reply STOP DOCKSIDE to cancel <https://erll.co/4abB6gzOP81>

Wednesday 2:01 PM

7-10 Deals



710 Labs: 30% off all day
Raw Garden: 20% off all day
Jade House: 20% off all day
Kings Garden: BOGO \$1 on shatter all day
Papa & Barkley (9am-12pm): \$1 THC balm sample or patch with purchase
Alien Labs/Connected (11am-2pm): 30% off concentrates
COTC (11am-2pm): Buy an 1/8th, get a gram for \$1
Cresco (1-4pm): BOGO \$1 on concentrates
NUG (1-4:30pm): \$5 off concentrates
CRU & High Garden (5-8pm): 20% off products

Puff Co. & 710 Labs: Spend \$500 on 710 Labs, receive a \$1 Puff Col OR spend \$400 on any wax and enter a Puff Co. giveaway!

WHILE SUPPLIES LAST

Ask your budtender for more info.

Happy 710 LAK Fam! Spend your Wax Wednesday with us and come stock up on your favorite brands! Deals, Demos and discounts all day. JUST ADDED: Select Vapes Buy 3, Get a Weekender for \$1, CannDESCENT PR 2 for \$20 & 15% off vapes! Therapeutic Thursday tomorrow, 15% off all CBD! Reply STOP NY08 to cancel erll.co/4aAtJeAUJMd

Friday 1:

**CANNIVERSARY
TODAY June 27th 4-8pm**

IT'S DOCKSIDE BALLARD'S ONE YEAR ANNIVERSARY!

\$1 PRE-ROLLS FROM FAINTING GOAT

FAIRWINDS

Fairwinds Flow Cream \$50 ~~\$35~~

Heylo

Heylo Comotion Balm \$18 ~~\$3~~

Doc & Yeti

Doc & Yeti Select Strains: Forbidden fruit, Palpatine 3.5g \$36 ~~\$20~~ 17g \$60 ~~\$40~~

Plus many more excellent deals on some of your favorite brands!

Games • Music • Samples • Food



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Text Message
Mon, Jul 1, 4:45 PM

Its the first of the month! Come in for Munchie Monday and stock up on this weeks edibles at 15% off! Need a vape? We got you for Terp Tuesday with 15% off all vapes! Fresh new drops on your favorite edibles and vape cartridges! Swing by for Taco Tuesday 6:30-8:30pm Reply STOP NY08 to cancel

Sat, Jul 6, 1:00 PM

Its Smoke Saturday! Come in and receive 15% off non-discounted flower! We have Packwoods 2G joints with kief, hash oil and a glass tip for 25% off! Buy Kings Garden 7G flower, get \$1 Shatter, Good Flower pre-roll BOGO \$1, Alien Labs indoor flower 25% off, and Cement Shoes 3.5G for \$35! Can't make it in today? Come in tomorrow and pick any deal from the week at checkout! Reply STOP NY08 to cancel

SATURDAY 6/15

BLOOM FARMS: Indoor Flower \$5 off

NUG: Flower 30% off

BABY JEETER: Preroll Pack & Sluggers \$5 off

CONNECTED / ALIEN LABS: 30% off

COOKIES HIGHLIGHTER VAPES: 25% off

KUSHY PUNCH: BOGO 50% off (12-3pm)

PUNCH EDIBLES: BOGO \$1 (1-4pm)

MEDCARE: Buy an 1/8th, get PR for \$.01 (1-4pm)

IGNITE: Buy ANY Ignite, get PR for \$1 + swag (1-4pm)

OCEAN: Buy ANY Ocean Product, get PR \$.01 (1-6pm)

STIIIZY: Buy a pod, get a battery for \$.01 (1-7pm)

COTC: Buy an 1/8th, get a \$1 gram (4-7pm)

PATIENT APPRECIATION DEMOS

**FATHERS DAY
WEEKEND DEALS**

*VALID IN-STORE
DURING ALLOTTED TIME

MEDCARE: \$5 off

LAK Ounces: \$99 (Club 33 & Illuminati OG)

Cookies Prerolls: 2 for \$25

NUG Live Resin: 2 for \$50

CLEAR CLASSIC & ELITE: \$5 off .5G cartridges

SHERBINSKI: 25% off .5G cartridges

SELECT ANY WEEKDAY DEAL

MUNCHIE MONDAY: 15% OFF EDIBLES

TERP TUESDAY: 15% OFF CARTRIDGES

WAX WEDNESDAY: 15% OFF CONCENTRATES

THERAPEUTIC THURSDAY: 15% OFF CBD PRODUCTS

FLOWER FRIDAY: 15% OFF FLOWER

Deals:



NUG LIVE RESIN 2G FOR \$50

CRESCO 2G FOR \$50

MONTELL WILLIAMS CBD CAPSULES 50% OFF

COOKIES VAPES 25% OFF

STANDARD EXTRACT VAPES 25% OFF

BLOOM FARM HIGHLIGHTER VAPES 25% OFF

ATLAS GRANOLA 25% OFF

DR. NORMS: BOGO 50% OFF

KIVA 2 FOR \$35 (PEPPERMINT PATTIE)

LAK FLOWER:

- ALPHA OG 5G FOR \$35

- MENDO BREATH 7G \$45

- BALLER BOX & RAMS BOX 3.5G \$30

***1¢ 1g Pride Preroll
With Any Purchase**



WEDNESDAY 6/5

STICK E VAPE: BOGO \$1 (10AM-5PM)

PUNCH EDIBLES: BOGO \$1 (11AM-1PM)

CREAM OF THE CROP: \$1 GRAM WITH 1/8TH PURCHASE (4-7PM)

THURSDAY 6/6

CONNECTED: \$.01 GRAM WITH PURCHASE (4-7PM)

HUMBOLDTS FINEST: BUY A SAUCE, GET A \$.01 PREROLL (5-7PM)

FRIDAY 6/7

CANNDESCENT: BUY ANY FLOWER, GET A \$.01 PREROLL OR BUY 2 CARTRIDGES, GET A BATTERY (5-7PM)

KANHA: BOGO \$.01 (5-8PM)

Weekly Deals

SELECT ANY DEAL ON SUNDAYS!

SATURDAY 6/8

KUSHY PUNCH: BOGO 50% OFF (12-3PM)

IGNITE: BUY ANY IGNITE PRODUCTS, GET A \$.01 PREROLL (12-3PM)

KURVANA: SWAG BAG & BATTERY WITH PURCHASE (1-4PM)

TACO TUESDAY

FREE TACOS WITH PURCHASE! WEEKLY 6:30-8:30PM

RECEIVE 15% OFF WITH A POSITIVE WEEDMAPS REVIEW

PH 310 258 852 4108
180 S ALVARADO ST LA CA 90007

HOW DO I GET IT?
LARGE EPOCH



APK | M

RETAIL STRATEGY – THE DISCOUNT WAR



THE PROBLEM: DISCOUNTS ARE ADDICTIVE.

And every interaction with your customer conditions their expectations of you.

If you offer discounts constantly, you train your audience to only shop when there's an offer.

Worse, the discounts have to keep getting deeper.

RETAIL STRATEGY – THE DISCOUNT WAR



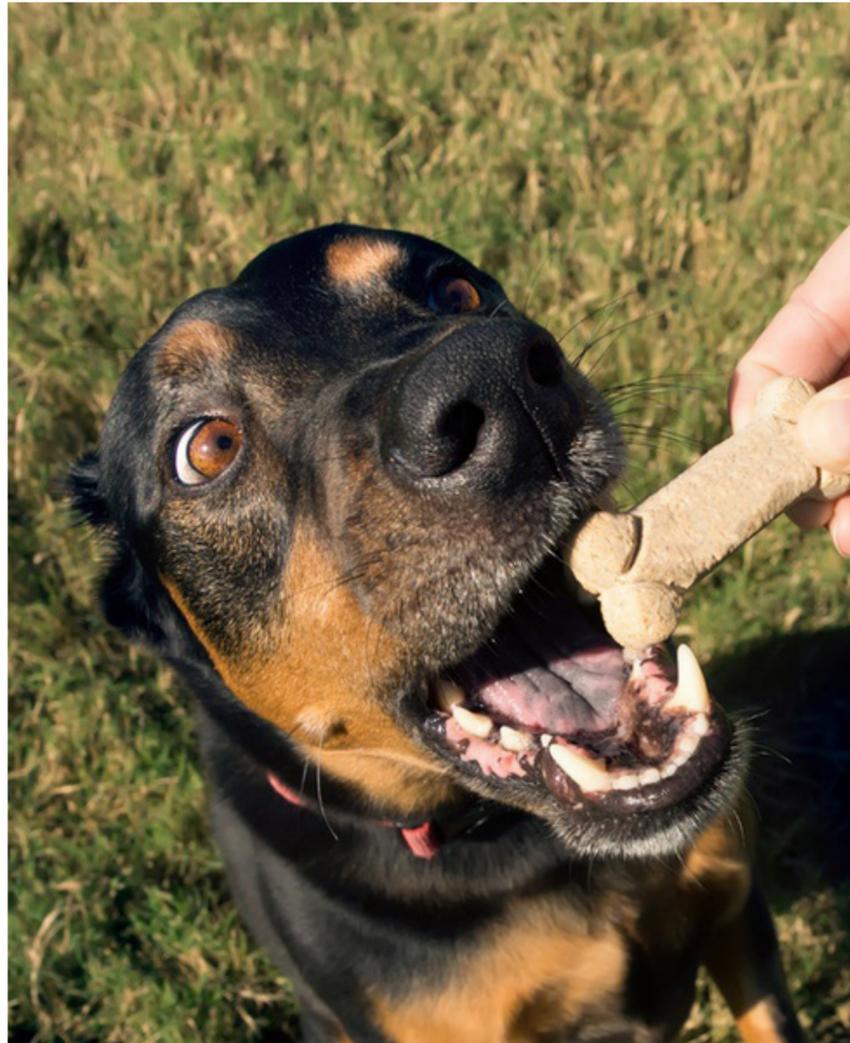
THINK ABOUT SLOT MACHINES

The psychology is the same.

A machine that pays out a medium-sized reward every day is not as interesting as a machine that pays out small rewards occasionally and massive jackpots rarely.



RETAIL STRATEGY – THE DISCOUNT WAR



SAME WITH DOG TRAINING

Rewarding a behavior 100% of the time with exact same small treat eventually gets old.

But if you add variability to the cadence and size of the rewards, the dog will work a lot harder to get them.

This is called VARIABLE INTERVAL, VARIABLE RATIO REINFORCEMENT.

RETAIL STRATEGY – THE DISCOUNT WAR



That's our strategy:

1. Variable interval, variable ratio reinforcement
2. Stay above the fray

The first part is just cadence.
How do we stay above the fray?

RETAIL STRATEGY – THE DISCOUNT WAR



By doing discounts differently.

Let's put our brand values into action –

let's combine our offers with social responsibility.

The Do-Good Discount

Example:

This weekend, we'll knock 10% off your total purchase if you come in and make a donation of \$20 or more to help victims of Hurricane Barry.

THE STRANGER-TO-FAN JOURNEY (PRECURSOR TO COMMS ECOSYSTEM)



TURN STRANGERS INTO POTENTIAL CUSTOMERS

How? Broadcast, digital display, rich media, paid social, social good, OOH, word of mouth from fans. ←

TURN POTENTIAL CUSTOMERS INTO CUSTOMERS

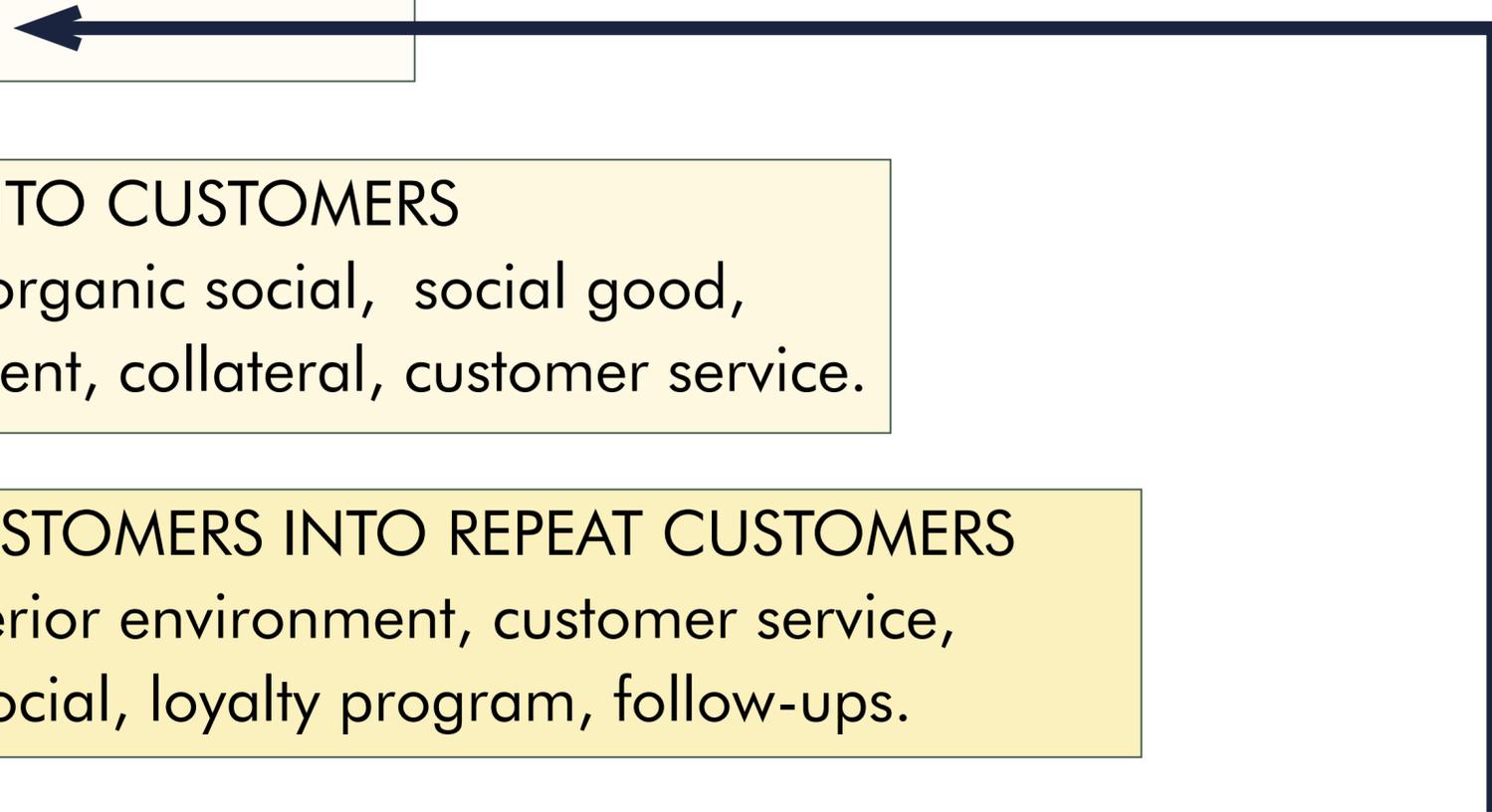
How? Digital display, rich media, organic social, social good, exterior signage, interior environment, collateral, customer service.

TURN CUSTOMERS INTO REPEAT CUSTOMERS

How? Interior environment, customer service, organic social, loyalty program, follow-ups.

TURN REPEAT CUSTOMERS INTO FANS

How? Rich media, interior environment, customer service, organic social, loyalty program, social good, follow-ups



NEXT STEPS



- SENDING
- TALKING
- FINAL DELIVERY

NEED TO ADD

Folder
Welcome kit

July 2019							Sun	Mon	Tue	Wed	Thu	Fri	Sat
	30	Jul 1	2	3	4	5	6						
	7	8	9	10	11	12	13						
			<ul style="list-style-type: none"> • Social good strategy • Employee Tshirt designs • Business card designs 		<ul style="list-style-type: none"> • Product taxonomy WIP • Loyalty program names 	<ul style="list-style-type: none"> • TENTATIVE: Digital banners 							
					<ul style="list-style-type: none"> • New customer form • Release form • Lanyards 								
					<ul style="list-style-type: none"> • Tshirt FINAL • Business card FINAL 								
	14	15	16	17	18	19	20						
		<ul style="list-style-type: none"> • Retail strategy (product taxonomy, loyalty, in-store journey, outside funnel) 		<ul style="list-style-type: none"> • Retail strategy follow-up 		<ul style="list-style-type: none"> • Comms ecosystem • Photography style 							
		<ul style="list-style-type: none"> • New patient form FINAL • Release form FINAL 		<ul style="list-style-type: none"> • Pre-visit 1-sheet • Daily journal • First timer bi-fold 		<ul style="list-style-type: none"> • Vape tri-fold • Palm tri-fold 							
						<ul style="list-style-type: none"> • Pre-visit 1-sheet FINAL • Daily journal FINAL • First timer bi-fold FINAL 							
	21	22	23	24	25	26	27						
			<ul style="list-style-type: none"> • Social strategy updates • Social creative • Digital strategy • Photography style 	<ul style="list-style-type: none"> • Journey & channels • New market launch kit plan • Retail tool kit plan • Retail environment plan 	<ul style="list-style-type: none"> • Social creative 								
					<ul style="list-style-type: none"> • Vape tri-fold FINAL • Palm tri-fold FINAL 								
	28	29	30	31	Aug 1	2	3						
		<ul style="list-style-type: none"> • New market launch creative • Social creative 			<ul style="list-style-type: none"> • Retail tool kit creative • Retail environment creative 								
	4	5	6	7	8	9	10						