

Analyzing a High Potency Retail Brand

SAMPLE: Sessions Cannabis
SPECIMEN: Steven Fry, Darryl Allen

Agenda:

- (1) Brand Identity
- (2) Concept Development
- (3) Build-Out
- (4) Operational Readiness
- (5) Marketing Strategies
- (6) Key Takeaways



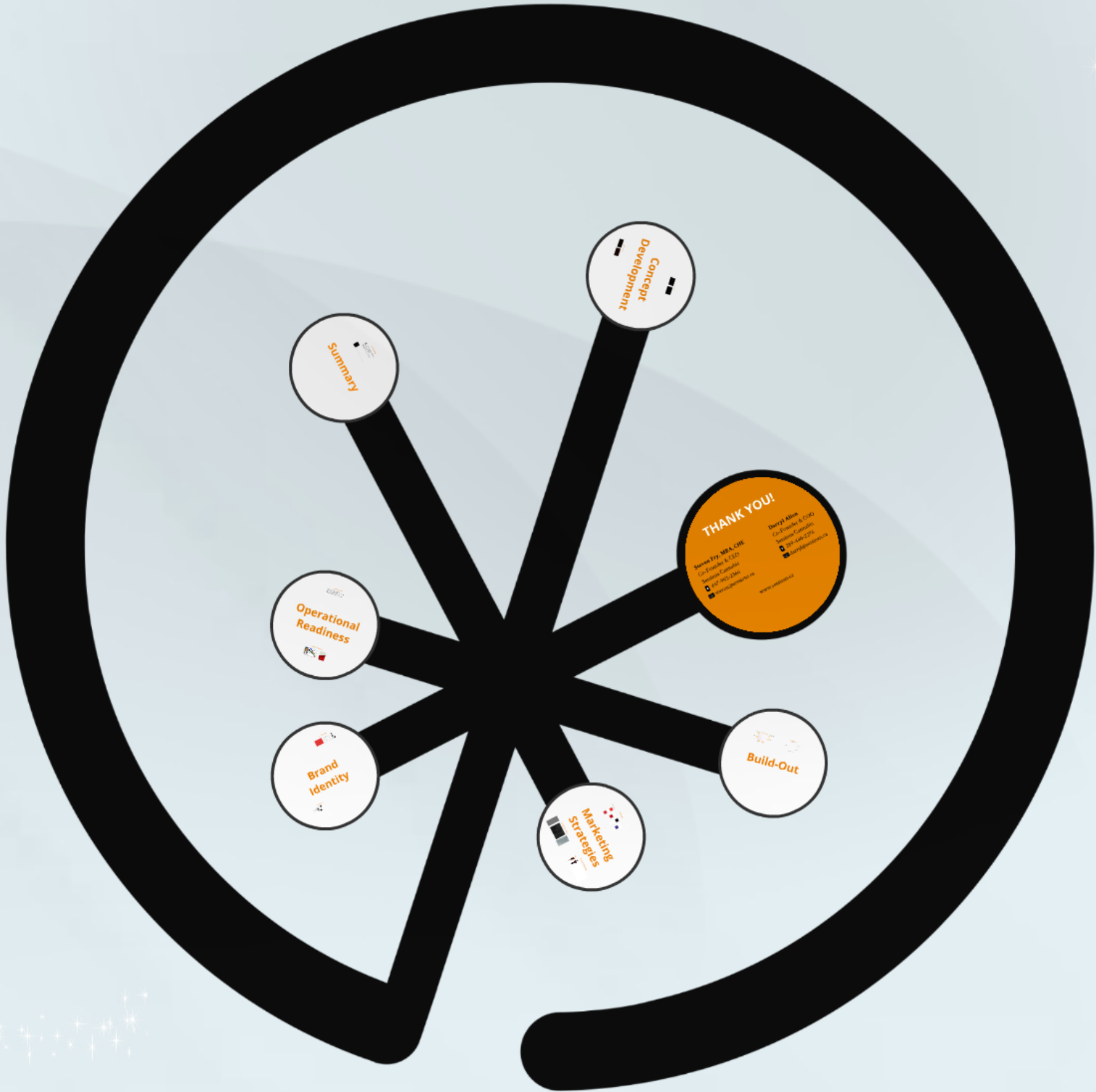




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Brand Identity

Choosing a Name

- How does it sound out loud? 🗣️
- Is there a cannabis reference? 🌿
- Does it resonate with customers? 🗨️



Creating a Logo




- Does it evoke emotion? 😊
- Is it simple? 👁️
- What is the story? 📖



Choosing a Name

HELLO
MY NAME IS

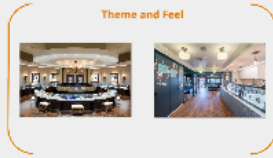
Insert amazing brand
name here

- How does it sound out loud? 
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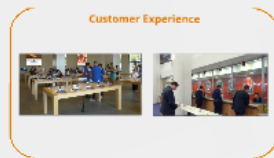
Creating a Logo

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Concept Development



Theme and Feel



Customer Experience





Build-Out

Bringing it to Life

M&E / HVAC

Lighting / Mood

Artwork

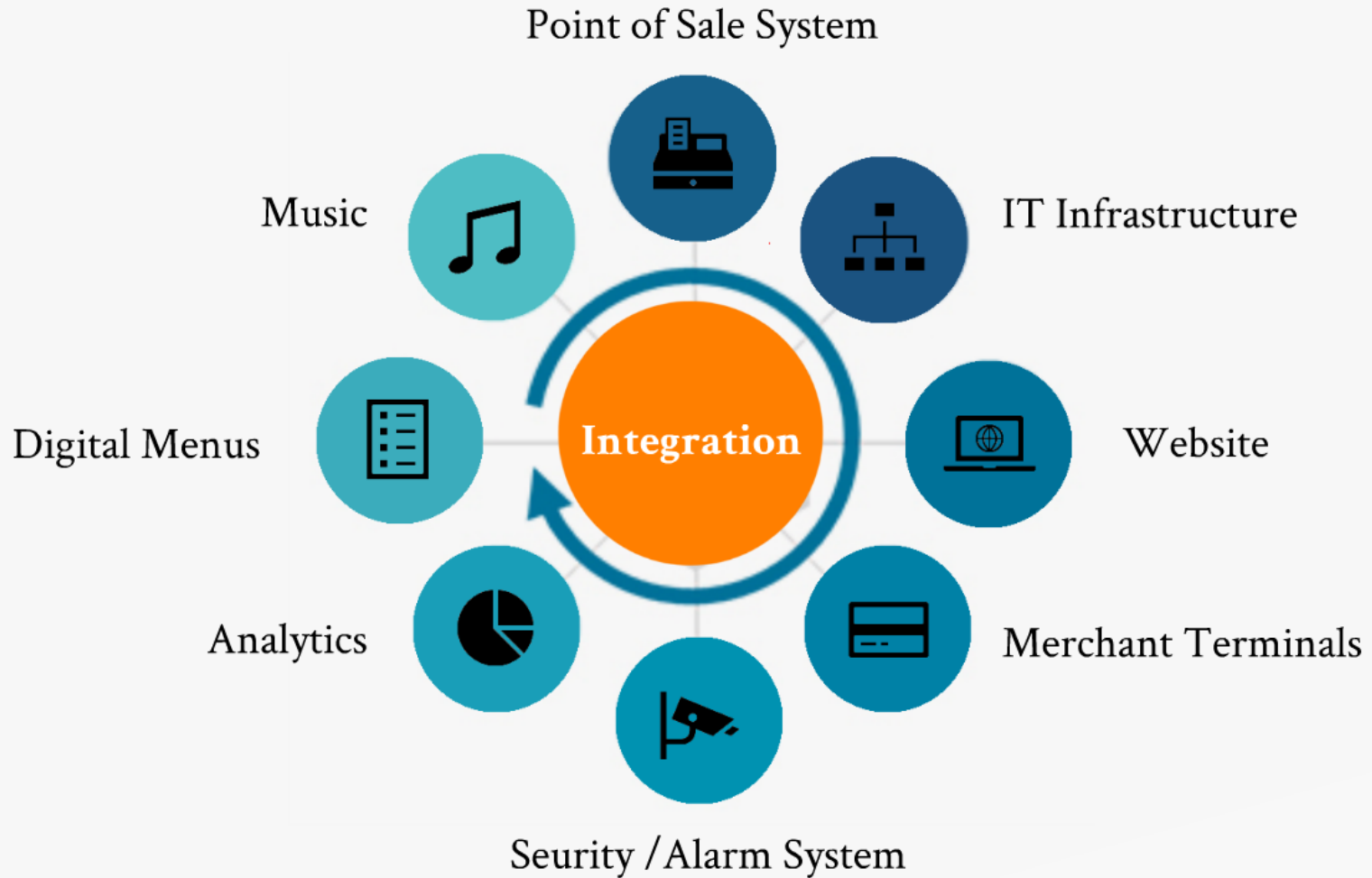
Signage



G.C / Architect

Millwork

Technology Systems

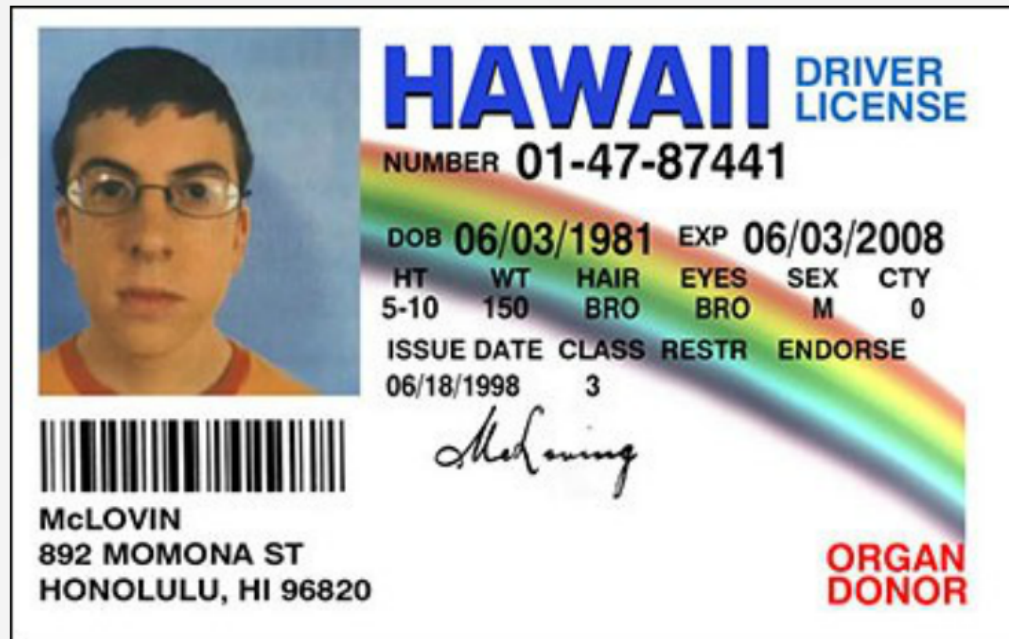


Opening Readiness

- Have you hired / trained adequately?
- Have you purchased everything needed to function?
- Are you set up to merchandise properly?
- What about pricing / product information labels?



Policies and Procedures





Marketing Strategies



Influencing

As featured in:



Traditional Marketing



Grassroots Marketing



Kay Takeaways

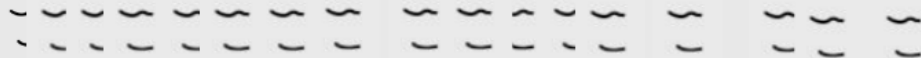
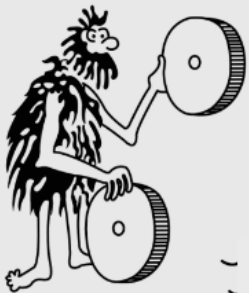
Dog years of cannabis industry
Never stop improving
Ask yourself, are you ready?



Summary

Kay Takeaways

Dog years of cannabis industry
Never stop improving
Ask yourself, are you ready?



THANK YOU!

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