Treadwell Farms Case Study



Torii Gate Marketing's Mandate

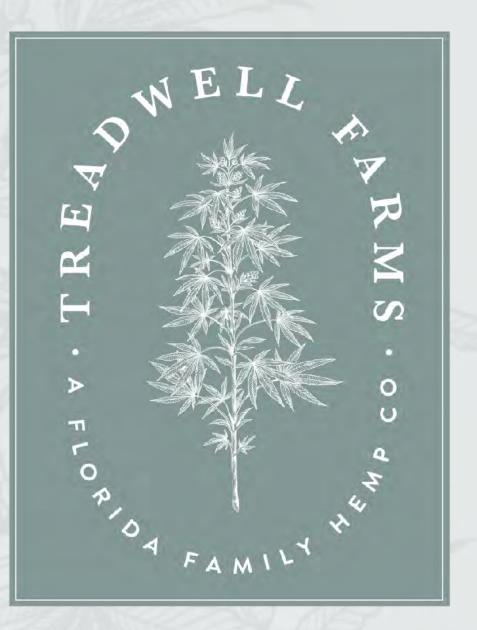
- Company Naming + Brand Development
- Fractional Marketing Director Research, Creative, Web, Social, Email, Public Relations, Offline & Online Media
 - Label + Packaging Design and Production
 - Website Design, Development & Deployment Oversight
 - Marketing Communications Strategy, Planning & Budgets
 - **Promotional Development**
 - **Tactical Creative Management**
 - Reporting

Brand Development

Brand Discovery

Brand Platform Development - Pillars, Position, Personality Archetype, More

Brand Attribute Development - Logo Family, Color Palette, Fonts, Voice, Visual Direction





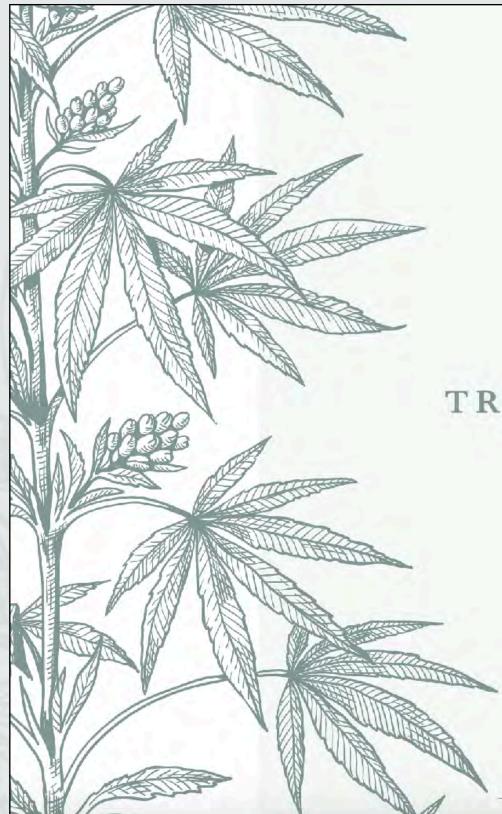
TREADWELL FARMS



TREADWELL FARMS

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Brand Book



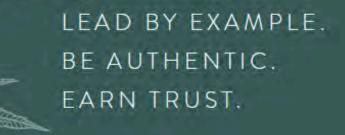
TREADWELL FARMS FLORIDA HEMP & PRODUCTS

BRAND BOOK 2019

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Brand Platform Usage Guidelines Visual + Voice Guides





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Bringing Good Things

Florida-grown hemp is the basis for our all-natural, hand-crafted CBD products. But it doesn't stop there. Whether it's our flagship brick and mortar mercantile; wholesome, locally-sourced, whole plant hemp/CBD products; or our desire to partner and work with local small businesses and farmers - we're bringing good things to the community and we're making it accessible to everyone

Creating a Legacy of Hope & Health

We're committed to teaching local farmers and future farmers how to successfully grow high-quality hemp with the goal of helping them and the people around them live their best lives. Our agricultural roots - and our own health journeys - have led us to create Treadwell Farms. Our passion is to create and curate pure, natural, healthful and helpful products that are trusted and tested for the benefit of all.

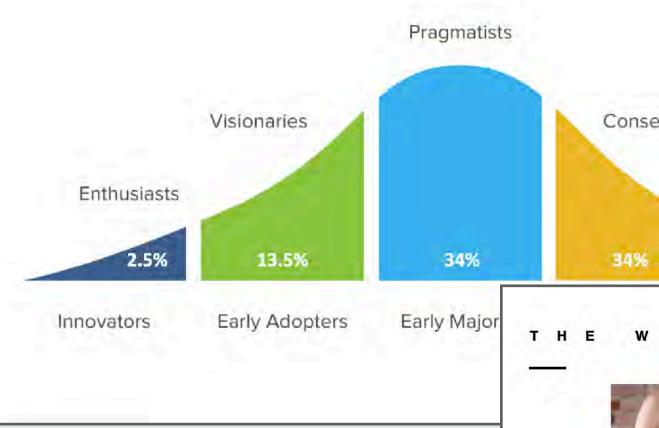


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Research

PERSONA STRATEGY

While there are many ways to break down consumer groups, we found the adoption curve was absolutely relevant especially based on category maturity.



Primary + Secondary Research Persona Development

Meet Cathy. Meet Peter. They are conscious consumers who are proactively trying to managing the wellness of their mind, body, and spirit. "Wellness is important to me because I've ignored it for so long." They have prioritized their personal health and wellness. They have taken control over their mental and physical health and are proactively taking steps – to different degrees, both big and small – to live their long-term best life. "Health is a priority. I want to be around in mind and body for as long as I can."

They are interested in products that can effectively compliment their other wellness/better-for-me health habits such as exercise, mindfulness, healthier and more natural/organic dietary choices. They are interested in ingredients and sourcing. They prefer products without additives.

Once Healed, Non-chronic Ailers Will Most Likely Move Into Wellness Practioners Segment For Ongoing Maintenance

Conservatives

Skeptics

16%

CANNABINOID CONNOISEURS THE





Meet Tom. Meet Connie. They are both Cannabinoid Connoisseurs who are well versed and highly knowledgeable about the benefits of CBD for pain management and for overall wellness. Connoisseurs believe in helping people live better lives and the cannabidiol is one of their helping tools.

Connoisseurs are holistic doctors and practioners, pharmacists, acupuncturists, or chiropractors who practice alternative medicine. They are spa and yoga owners who incorporate CBD products into their wellness recommendations. They are advocates - quiet and loud - and true believers of the benefits of CBD.

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Helping people live their best lives

journeys

Category Motivations

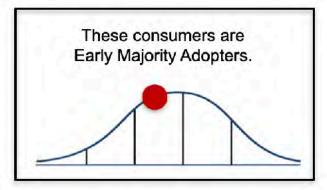
These consumers are Innovators.

Category Frustrations General public category misconceptions

- Lack of consistent and reliable labeling
- Skepticism of corporate cannabis

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Category Motivations

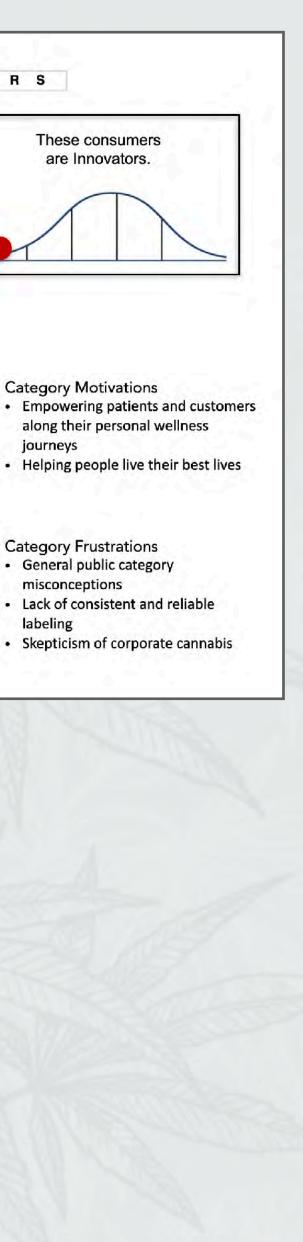
- · Personal proactivity to help them live longer and healthier lives
- Help regulate / balance their bodies
- Anti-inflammatory properties of CBD

444 Category Frustrations

63 • Price

9

- Societal misperception that CBD is getting high
- Feeling overwhelmed by choices
- Uncertainty in what product and dosage is right for them

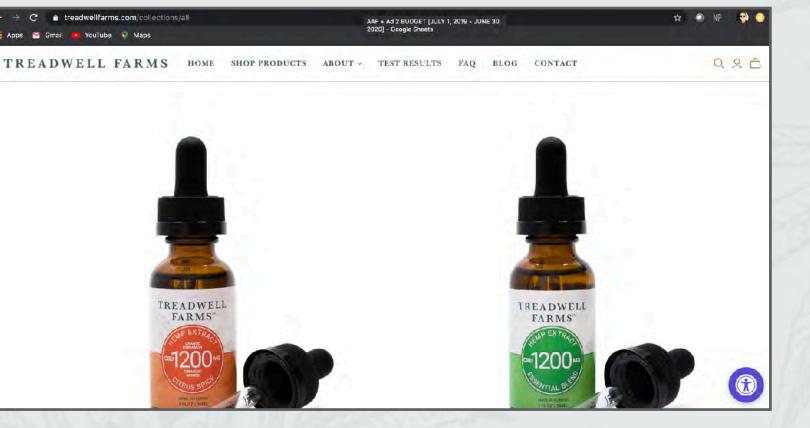


Website

Strategy/Platform Selection Architecture Design Development **Content Load** Deployment Blog Strategy + Development

TREADWELL FARMS





HOME SHOP PRODUCTS ABOUT ~ TEST RESULTS FAQ BLOG CONTACT

Organically grown. Artisanally

crafted.

Great care is taken right from the start with every hemp plant.

TREADWE

Endocannabinoid-Enhancing Foods and Activities



RECENT POSTS Endocannabinoid

Enhancing Foods and Activities

The Endocannabinoid system

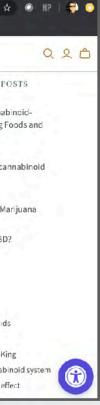
Hemp vs. Marijuana

What is CBD?

TAGS

cannabino ds cbd Dr. Wilson-King endocannabinoid system entourage effect





Label + Packaging Design and Production

Concept Material Sourcing





Label + Packaging Design and Production

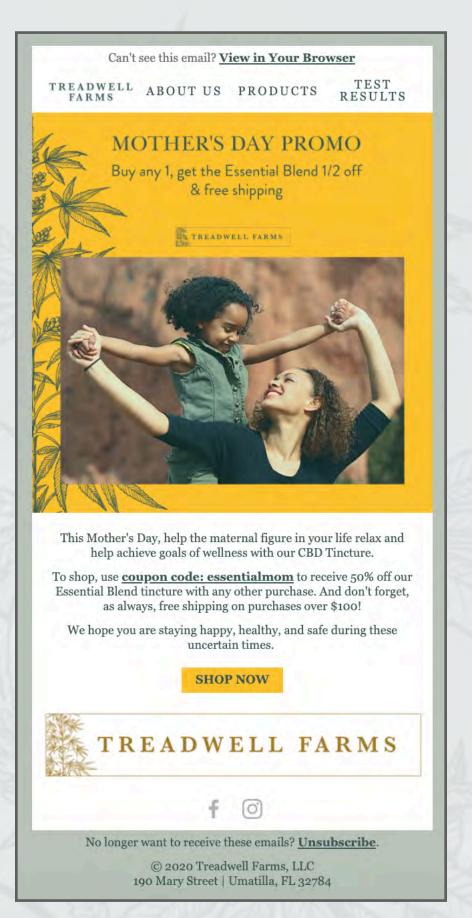
Template Development **Final Design Production Oversight Product Photography**

EXP DATE

LOT#



Email Marketing

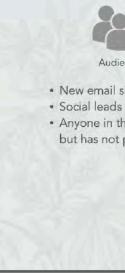




Promotional Emails

Nurture

STRATEGY

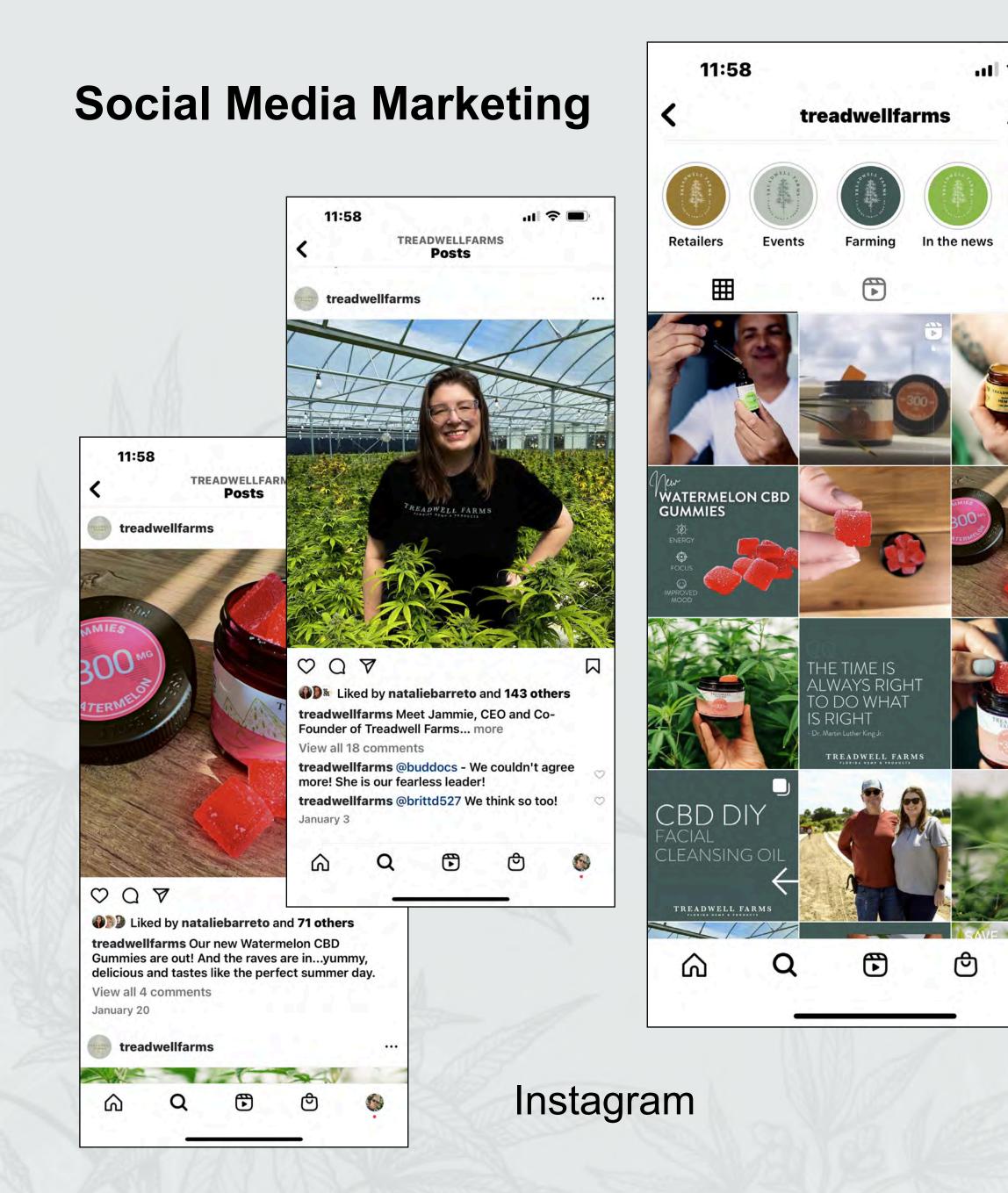


Sell STRATEGY Introduce email subscribers to products with detailed information about the product and why they should consider purchasing. Q Timing **DRIP CAMPAIGNS** er-based from ase / Immediately n 24 hours of plete purchase ly, there after The following slides identify three initial drip campaigns that start depending on when and how the email enters the database. Eventually, the goal is to drive all three segments into one main email campaign. 86% 5x **4**x More effective than More clicks More opens standard newsletters Show the value and leadership o Audience Topics Timing • New email sign ups • Welcome • Trigger based email Treadwell Farms background from digital sign up · Anyone in the database, • Treadwell Farms brand pillars (website, social) but has not purchased - Education • Within 24 hours, if email Testimonials is captured offline • Weekly cadence after Giveaways / Promotions • Other ways to connect first email • Events Re-mail Re-mail Re-mail Re-mail Re-mail Re-r Re-mail Re-mail Re-m GOAL IS TO ALL FUNNEL INTO BI-WEEKLY LOYALTY STREAM

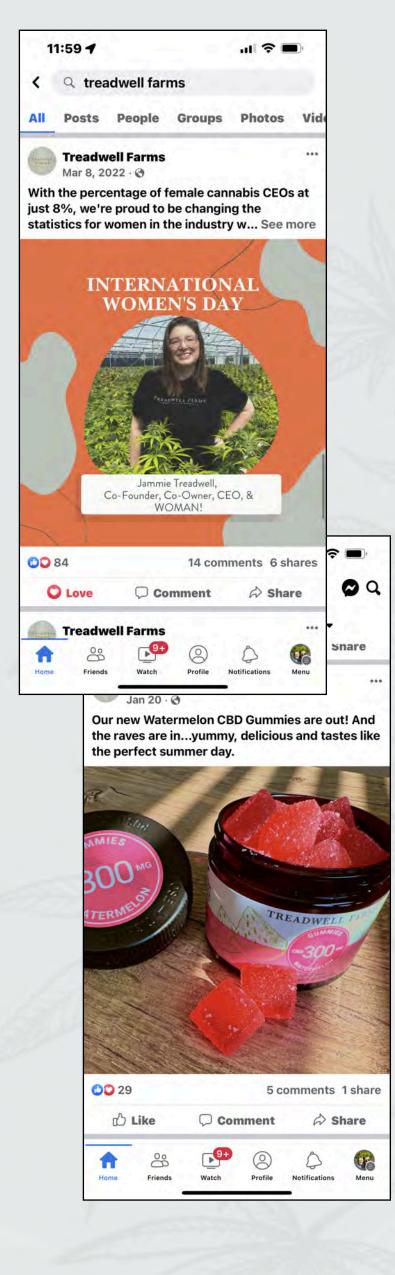
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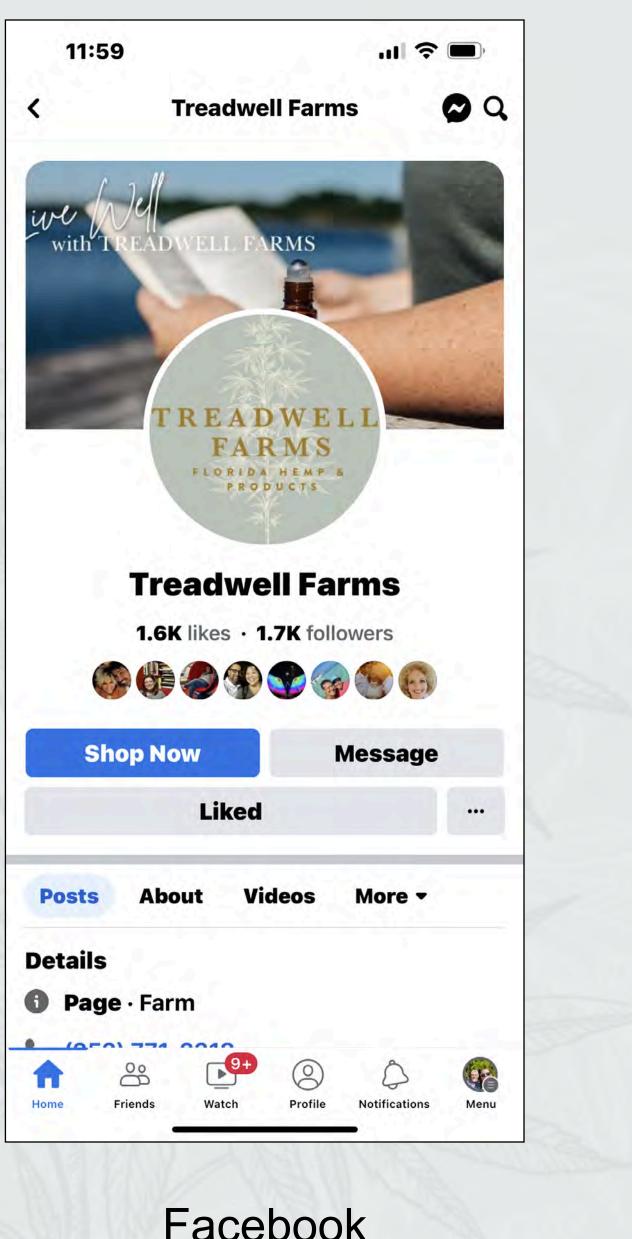
Drip Strategies











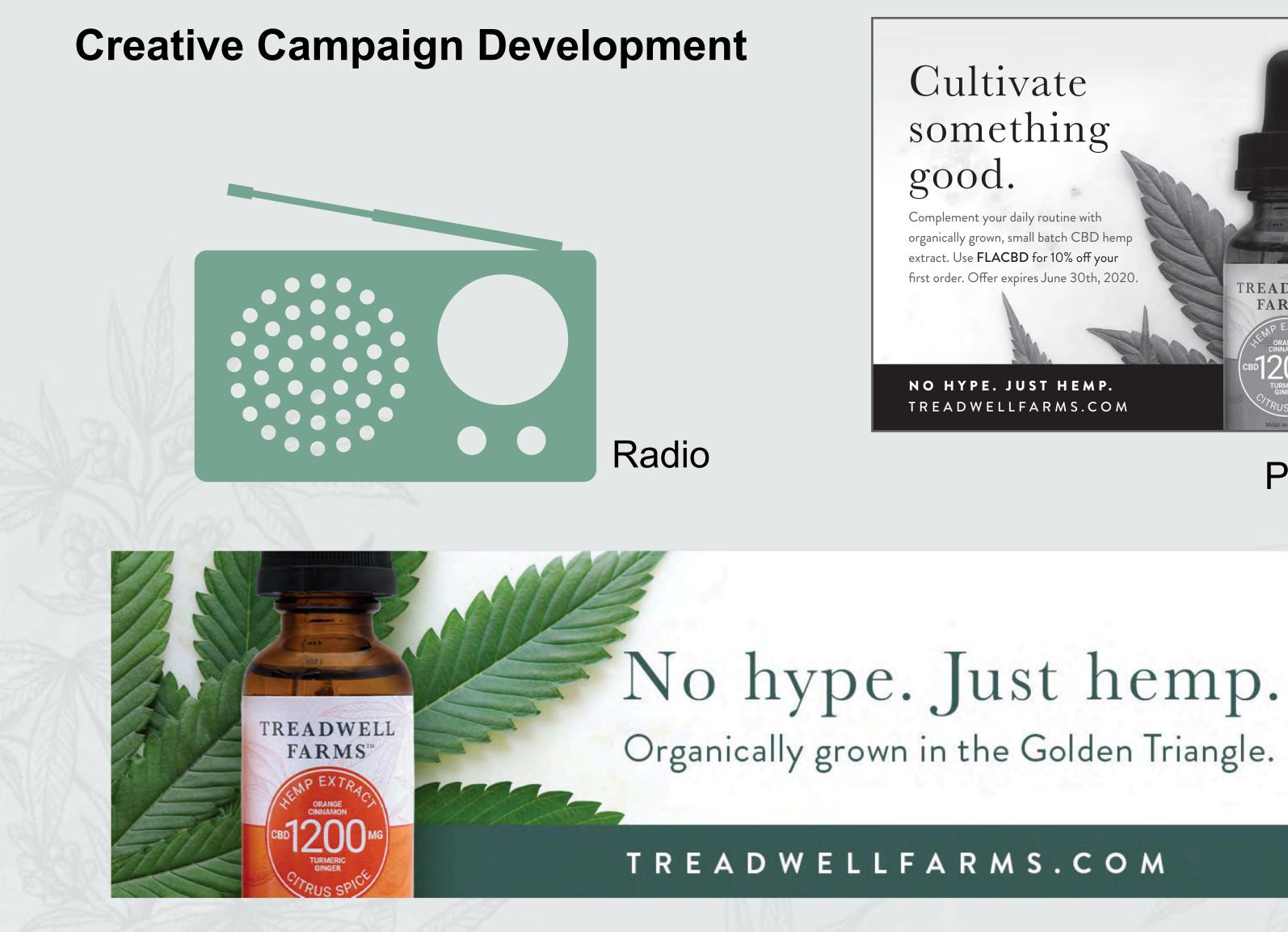
Facebook

Media Planning

Planning Buying Trafficking Reconciliation

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293,732	US 441 WS 0.6mi N/O SR 46 F/N - 1	12' x 25'		 					 	<u>#062253</u>											!	 '					<u> </u>	
205,384	US 301 ES 15ft N/O SR 42 F/S - 2	12' x 25'								 <u>#070614</u>											!	 '					++	
151,280	Haines Creek Rd ES 500ft N/O US 441 F/S - 1	12' x 25'							 				<u> #070432</u>								!	 '				<u> </u>	++	
211,336	US 27/441 ES 1400ft N/O Sunset Harbor Rd F/N - 2	12' x 25'										<u>#</u>	<u> \$070604</u>		#070447]	'					++	
415,492	US 27 ES 0.2mi N/O CO 25A F/S - 2	12' x 25' 12' x 25'													<u>#070447</u> <u>#070465</u>]	'					++	
469,876	SR 40 SS 1.1mi W/O 25th Av F/W - 4 US 441 WS 0.5mi N/O SR 46 F/N - 2	12 x 25 12' x 25'													#070405		#070410]	'				+	++	
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205,384	US 301 ES 15ft N/O SR 42 F/S - 2	12' x 25'																	#	070614						+	+ +	
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427,236	SR 200 College Rd SS 1.26mi W/O 60th Av F/SW - 3	12' x 25'																					<u>#070345</u>	5				
293,732	US 441 WS 0.6mi N/O SR 46 F/N - 1	12' x 25'																			7				<u>#0622</u>			
479,200	SR 40 SS 1.1mi W/O 25th Av F/W - 3	12' x 25'							 													 			<u>#0703</u>	<u>355</u>	4	
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Out-of-Home

Print

TREADWELL **FARMS**TM

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Cultivate something good.

Complement your daily routine with organically grown, small batch CBD hemp extract. Use **FLACBD** for 10% off your first order. Offer expires June 30th, 2020.

NO HYPE. JUST HEMP. TREADWELLFARMS.COM





Digital Display

Various IAB Sizes

No hype. Just hemp. SHOP NOW!

No hype. Just hemp. SHOP NOW!









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Mobile Display