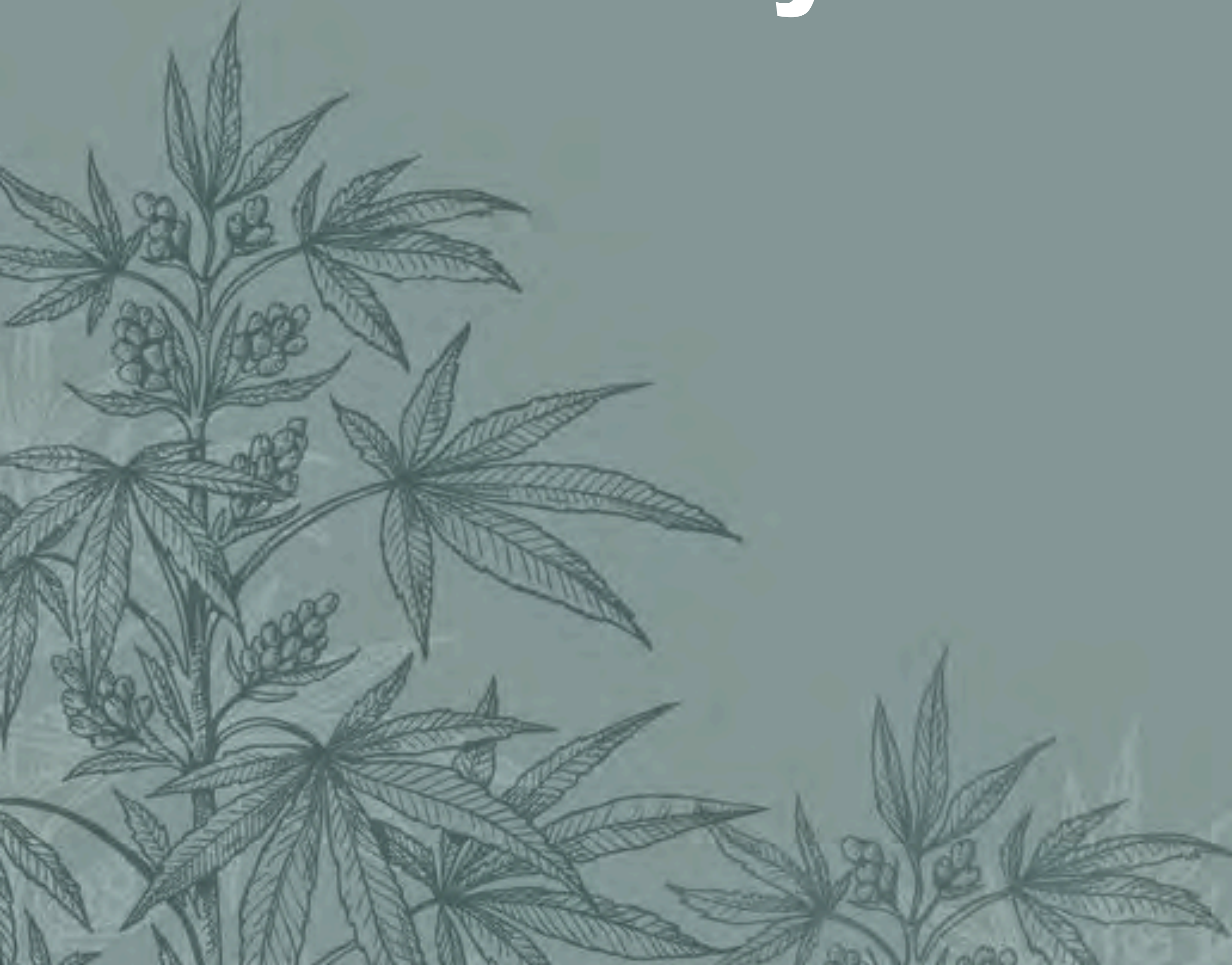


# Treadwell Farms Case Study





# 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

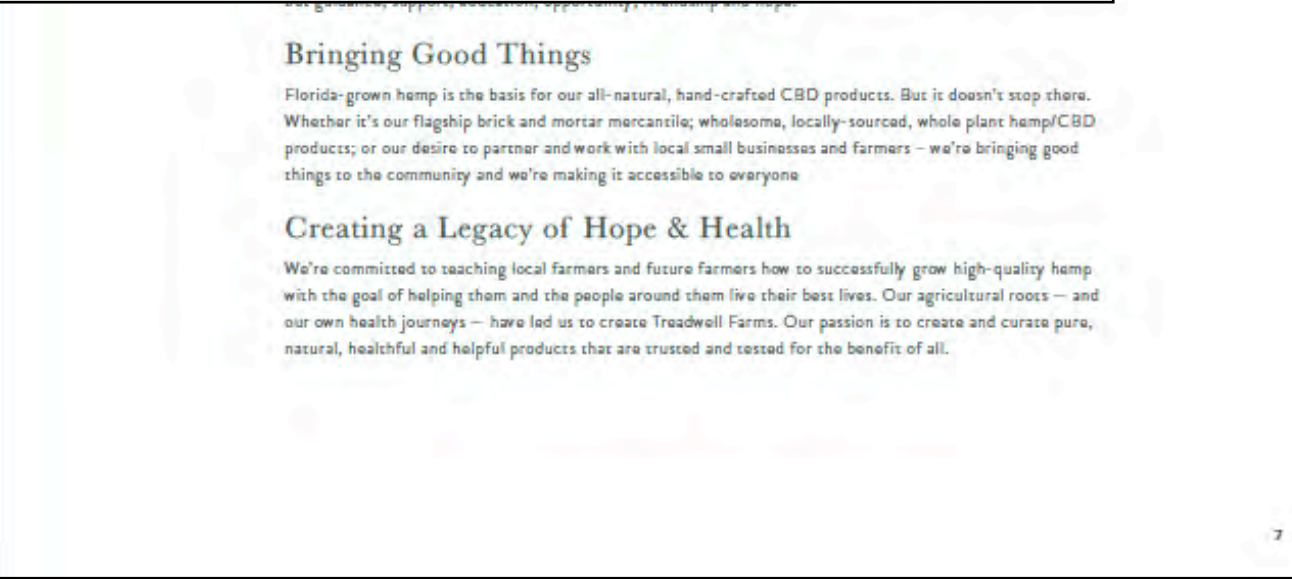




# Brand Book



Brand Platform  
Usage Guidelines  
Visual + Voice Guides

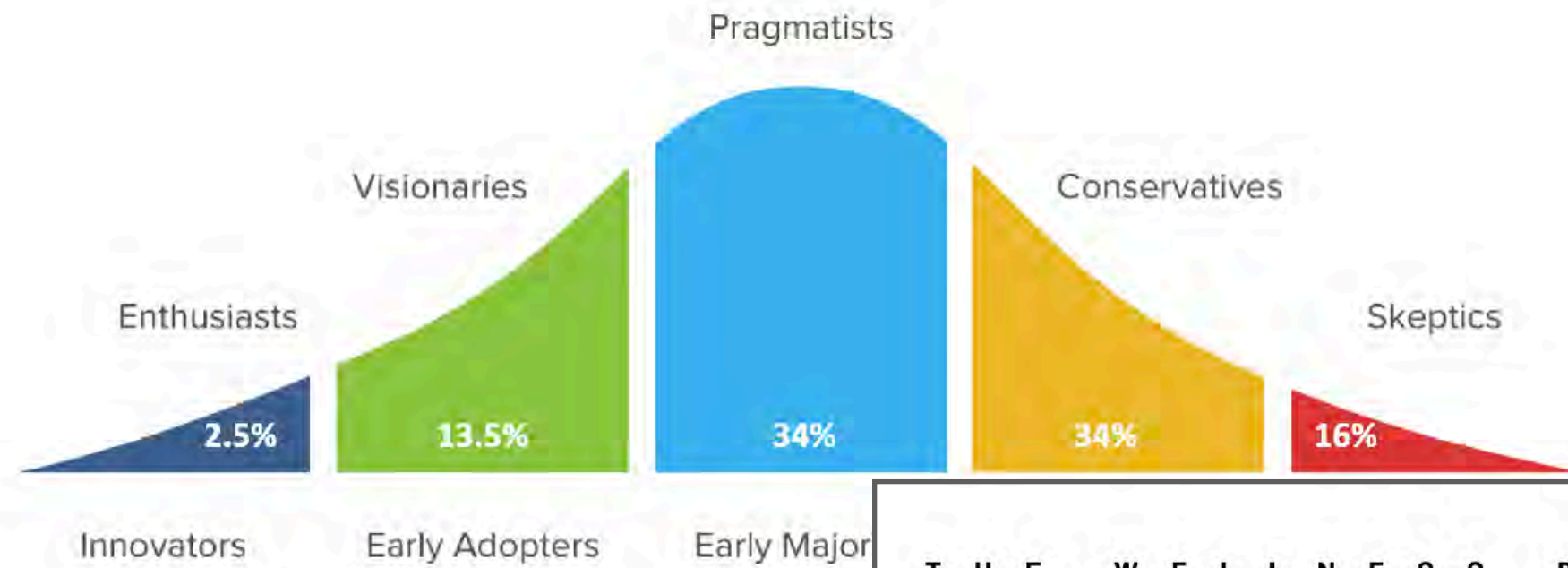




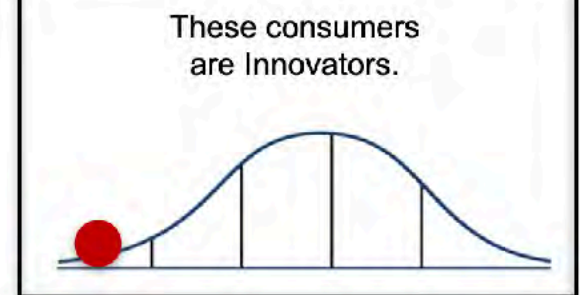
# Research

## 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.



## THE CANNABINOID CONNOISSEURS



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 practitioners, 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.

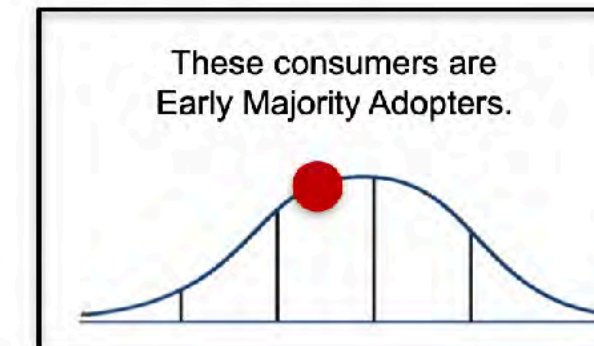
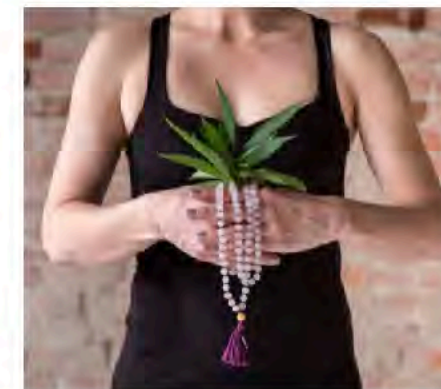


- Category Motivations**
- Empowering patients and customers along their personal wellness journeys
  - Helping people live their best lives



- Category Frustrations**
- General public category misconceptions
  - Lack of consistent and reliable labeling
  - Skepticism of corporate cannabis

## THE WELLNESS PRACTITIONERS



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 Practitioners Segment For Ongoing Maintenance



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



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

## Primary + Secondary Research Persona Development



# Website

Strategy/Platform Selection

Architecture

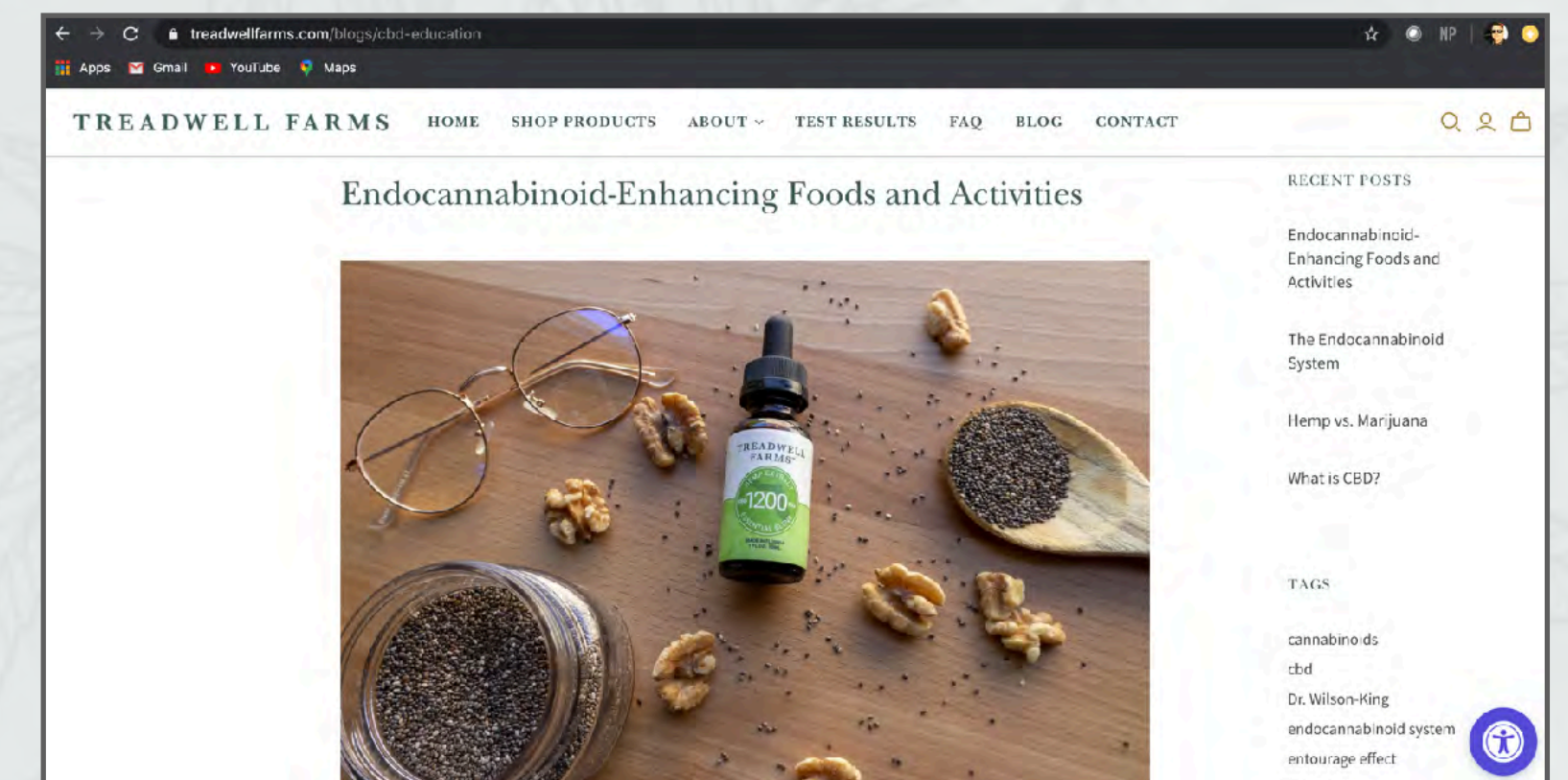
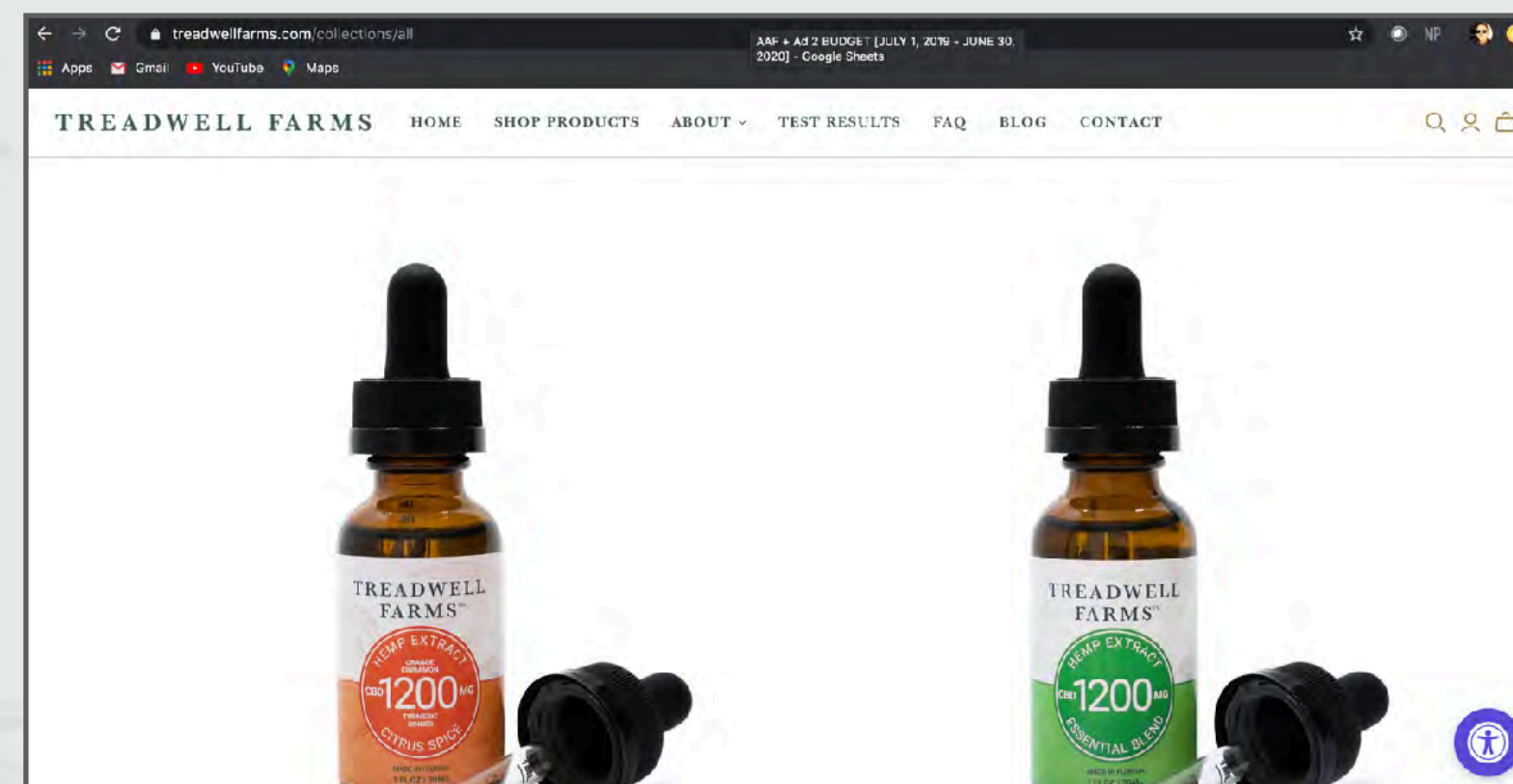
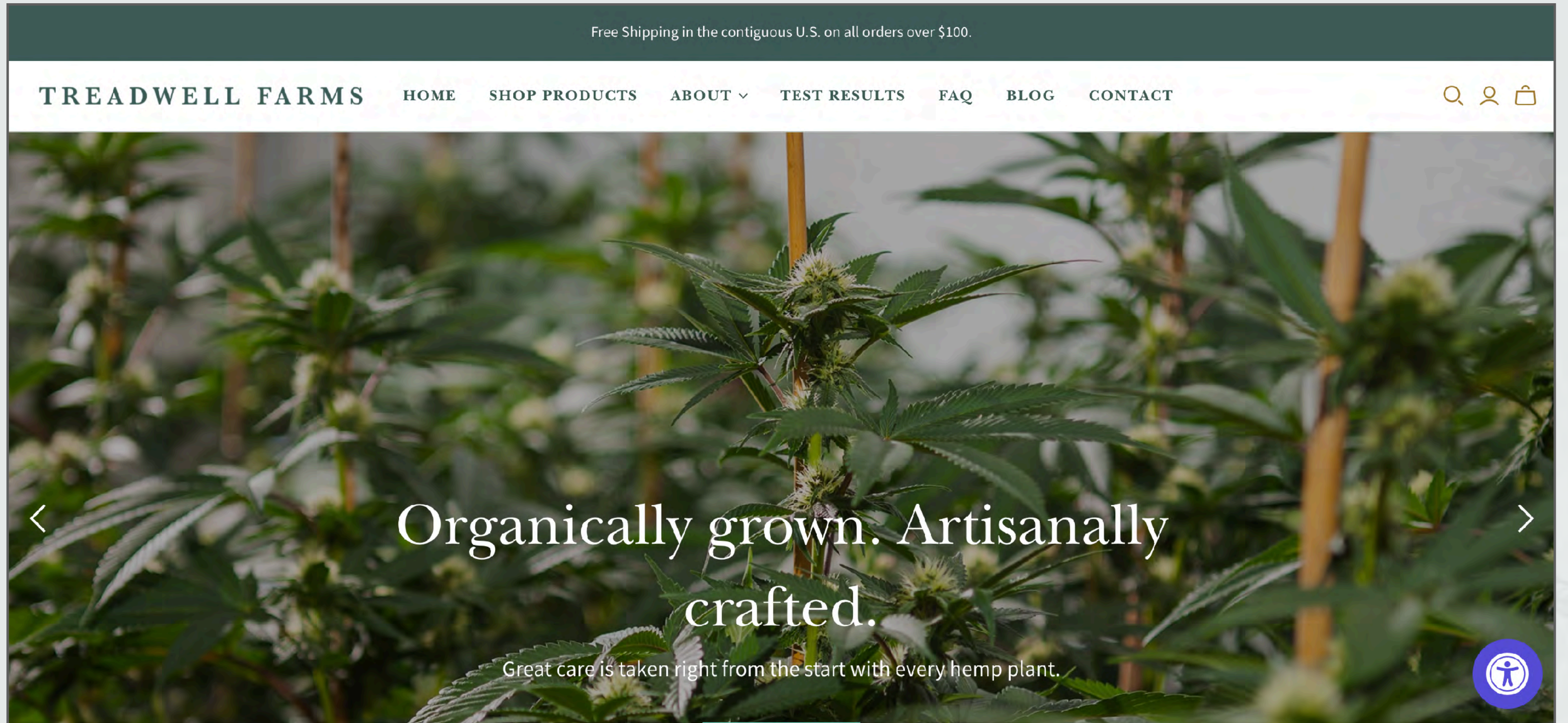
Design

Development

Content Load

Deployment

Blog Strategy + Development





# Label + Packaging Design and Production

Concept  
Material Sourcing






# Label + Packaging Design and Production

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



If pregnant, nursing or taking medication, consult a doctor before using this product. This product is not meant to diagnose, treat, cure or prevent any disease or illness. Do not use if safety seal is broken. **Keep out of reach of children.**

EXP DATE: 

LOT#

**TREADWELL FARMS**

HEMP EXTRACT  
ORANGE CINNAMON  
**CBD 1200 MG**  
TURMERIC GINGER  
CITRUS SPICE

ORGANICALLY-GROWN RAW MATERIALS  
VEGAN • GLUTEN FREE • KOSHER

TREADWELLFARMS.COM  
Treadwell Farms, LLC  
190 Mary St. Umatilla, FL 32784

MADE IN FLORIDA  
1OZ | 30ML

8 50005 88502 3


Suggested Serving: 1/2 dropper (0.5 mL)  
Servings Per Container: 60

	Per Serv.	% Daily Value
Cannabidiol (CBD) from Hemp Extract	20 mg	■
■ Daily Value not established		

Sub Ingredients: Organic MCT, Hemp Extract, Sunflower Lecithin. Contains a total Δ-9-THC concentration that does not exceed 0.3% on a dry-weight basis. Contains coconut.

Directions: *Shake well before use.* Squeeze dropper to desired measure of extract. Hold under tongue for 30 seconds before swallowing.

If pregnant, nursing or taking medication, consult a doctor before using this product. This product is not meant to diagnose, treat, cure or prevent any disease or illness. Do not use if safety seal is broken. **Keep out of reach of children.**

EXP DATE: 

LOT#

**TREADWELL FARMS**

HEMP EXTRACT  
**CBD 1200 MG**  
ESSENTIAL BLEND

ORGANICALLY-GROWN RAW MATERIALS  
VEGAN • GLUTEN FREE • KOSHER

TREADWELLFARMS.COM  
Treadwell Farms, LLC  
190 Mary St. Umatilla, FL 32784

MADE IN FLORIDA  
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lycerides), Organic Hemp Extract, oconut.

TREADWELLFARMS.COM  
Treadwell Farms, LLC  
190 Mary St. Umatilla, FL 32

EXP DATE: 

BATCH#

8 5




# Email Marketing

Can't see this email? [View in Your Browser](#)

TREADWELL FARMS ABOUT US PRODUCTS TEST RESULTS

**MOTHER'S DAY PROMO**  
Buy any 1, get the Essential Blend 1/2 off & free shipping



**SHOP NOW**

This Mother's Day, help the maternal figure in your life relax and help achieve goals of wellness with our CBD Tincture.

To shop, use **coupon code: essentialmom** to receive 50% off our Essential Blend tincture with any other purchase. And don't forget, as always, free shipping on purchases over \$100!

We hope you are staying happy, healthy, and safe during these uncertain times.

**SHOP NOW**

TREADWELL FARMS

No longer want to receive these emails? [Unsubscribe.](#)

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190 Mary Street | Umatilla, FL 32784

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TREADWELL FARMS ABOUT US PRODUCTS TEST RESULTS



**20% OFF**  
CODE: April20

**SHOP NOW**

TREADWELL FARMS

4/20 celebrations may be canceled this year for the cannabis community, but the need for CBD oils during these tough times continue.

To help, use **coupon code: April 20** at checkout and receive 20% off your entire purchase until the end of the week, April 26. And don't forget shipping is free for every purchase over \$100!

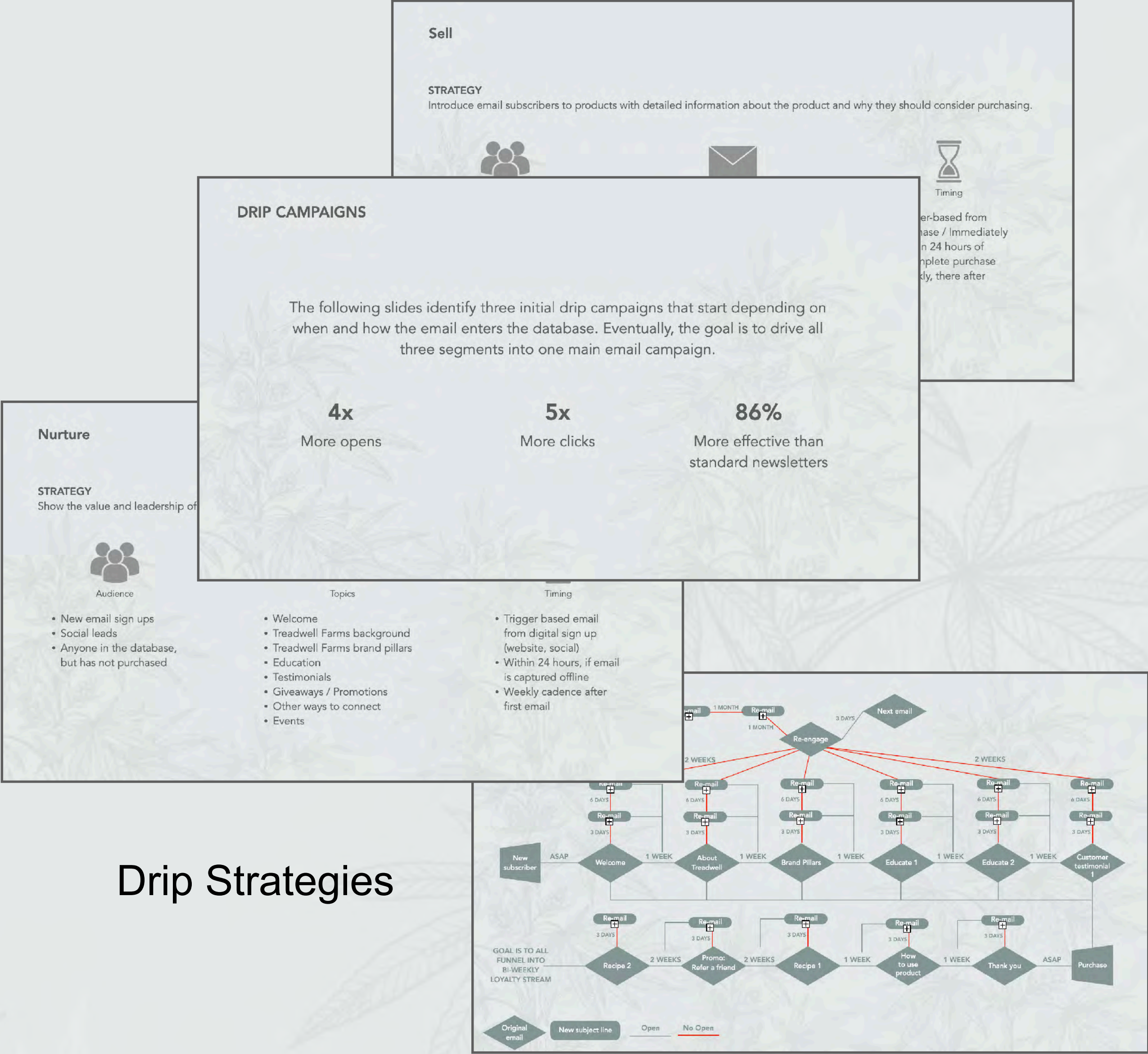
**SHOP NOW**

TREADWELL FARMS

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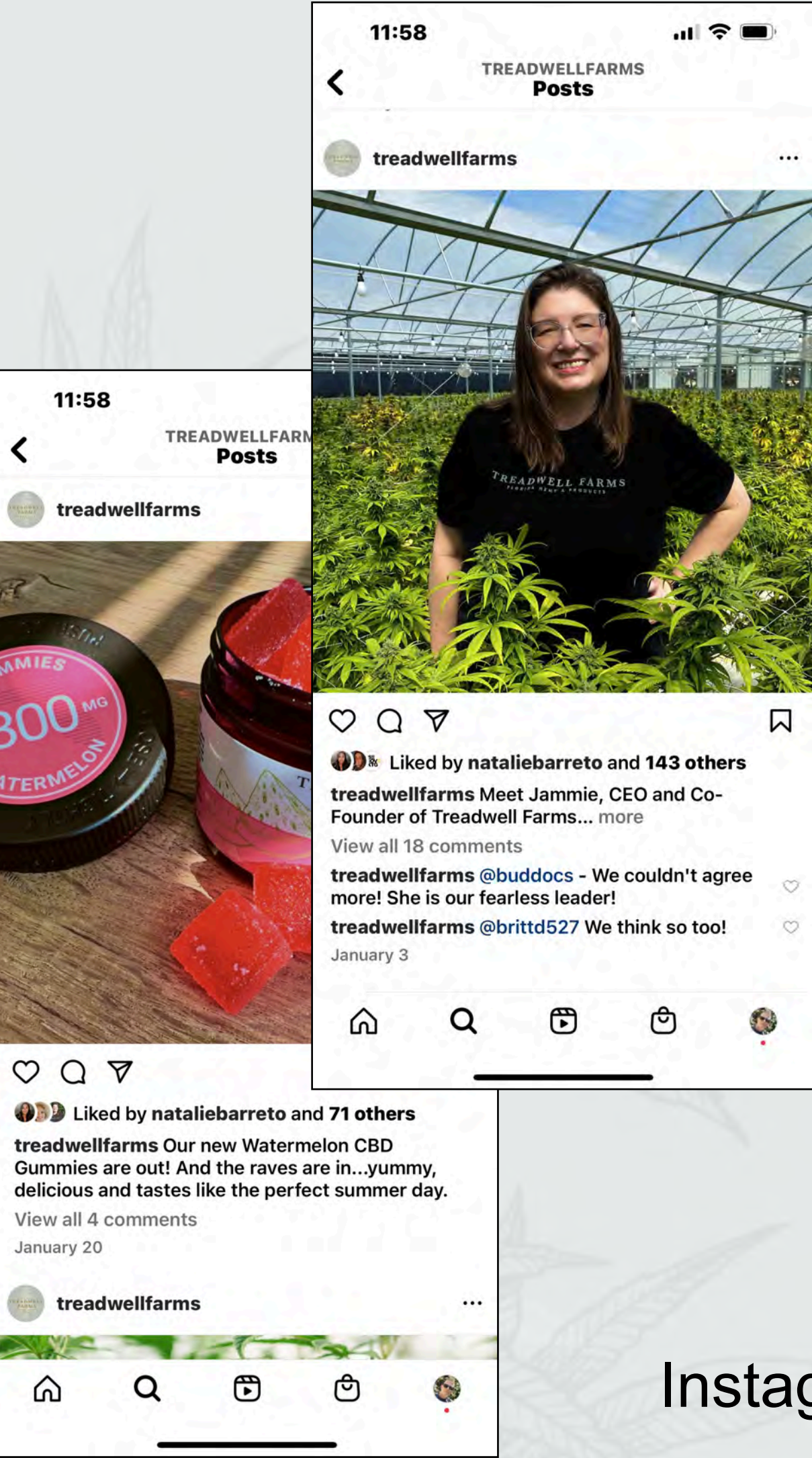
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## Promotional Emails

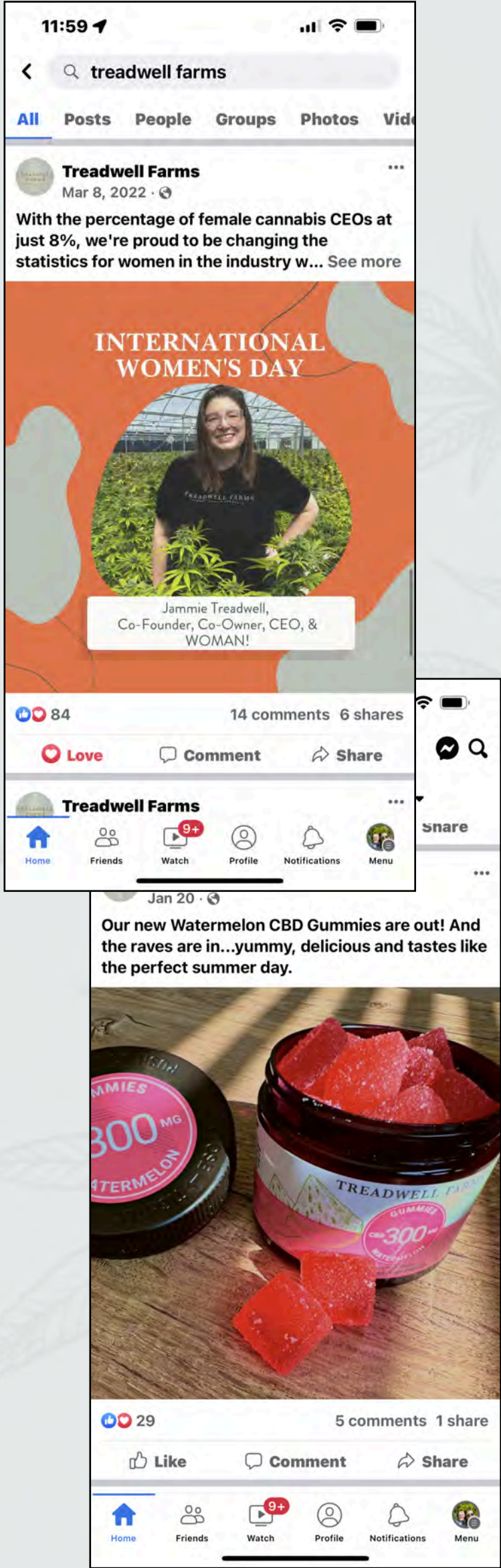
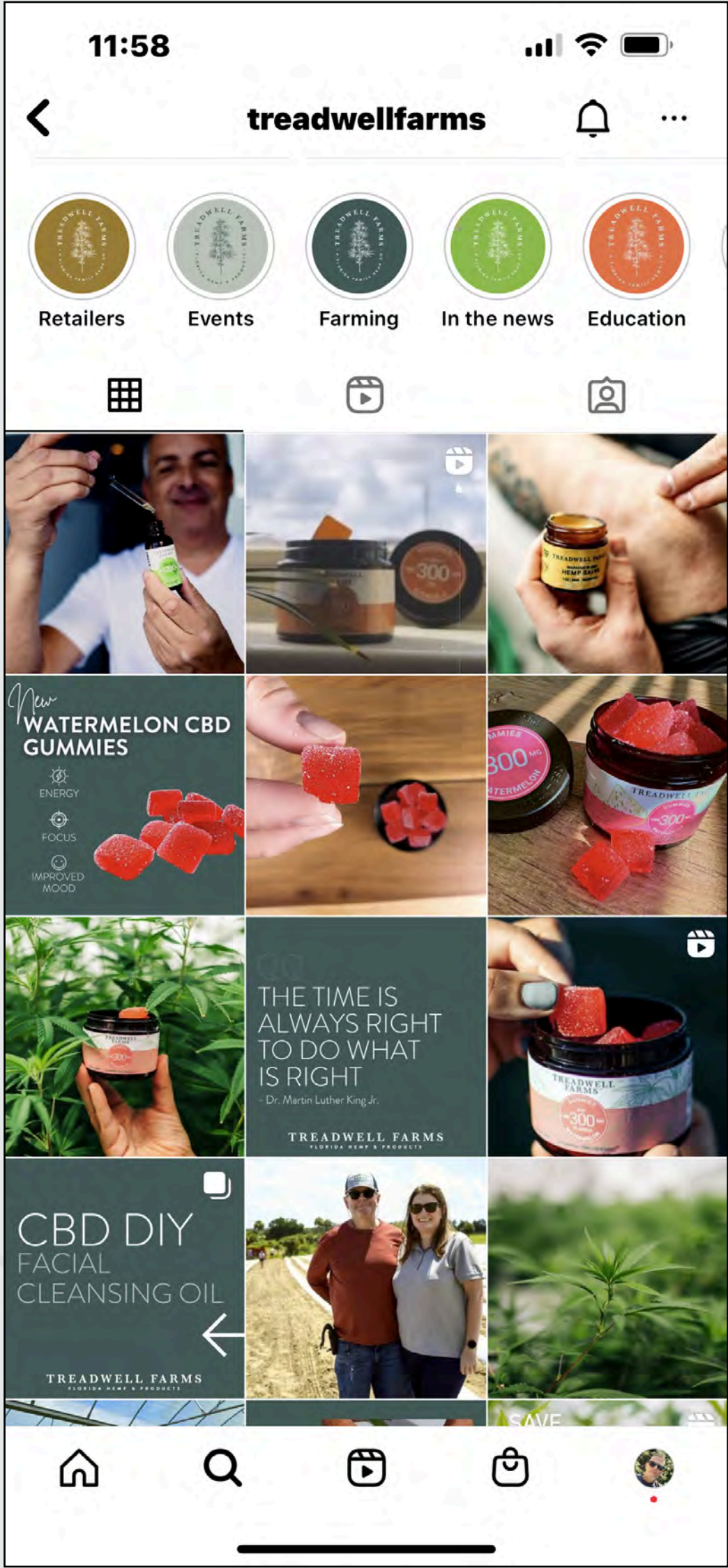




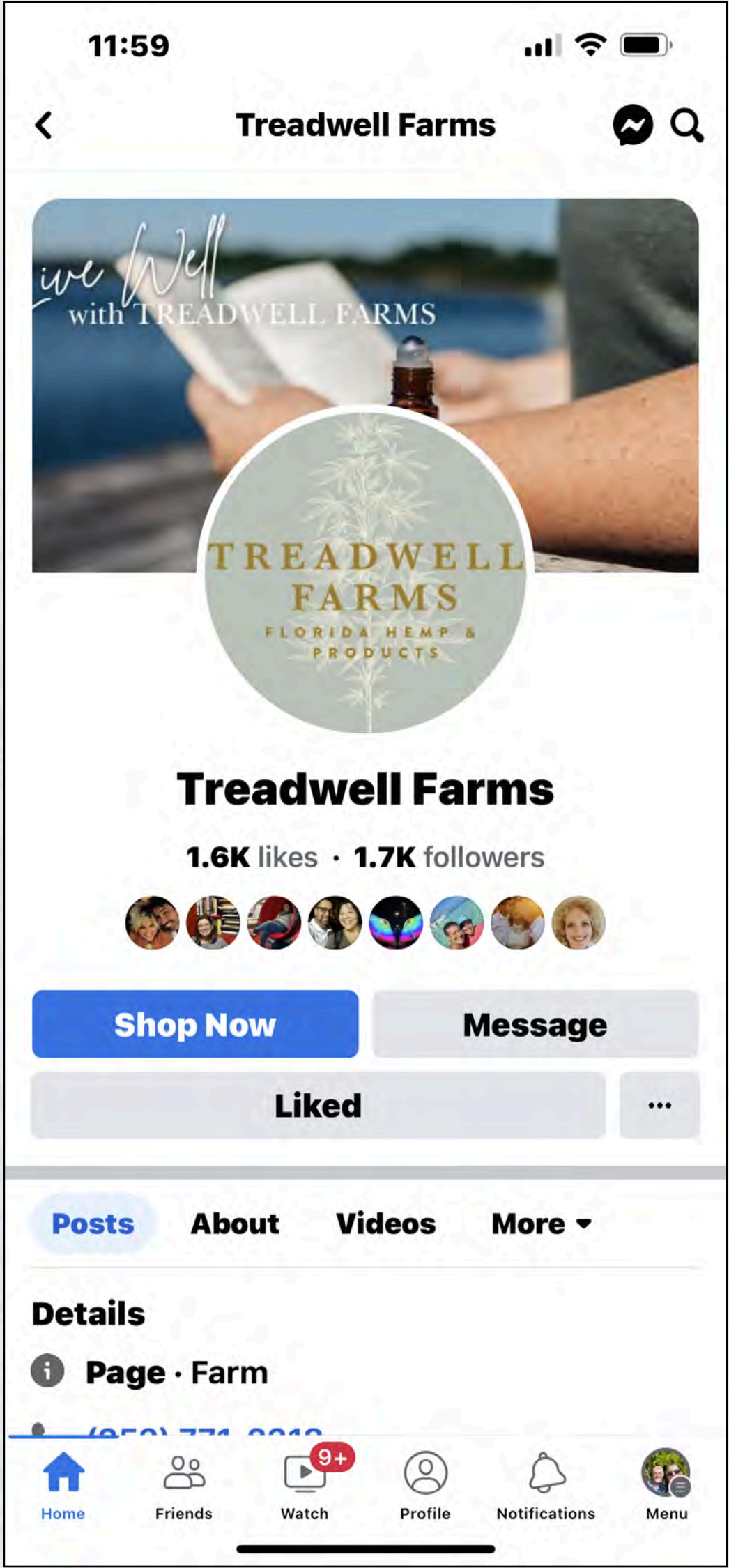
# Social Media Marketing



Instagram



Facebook

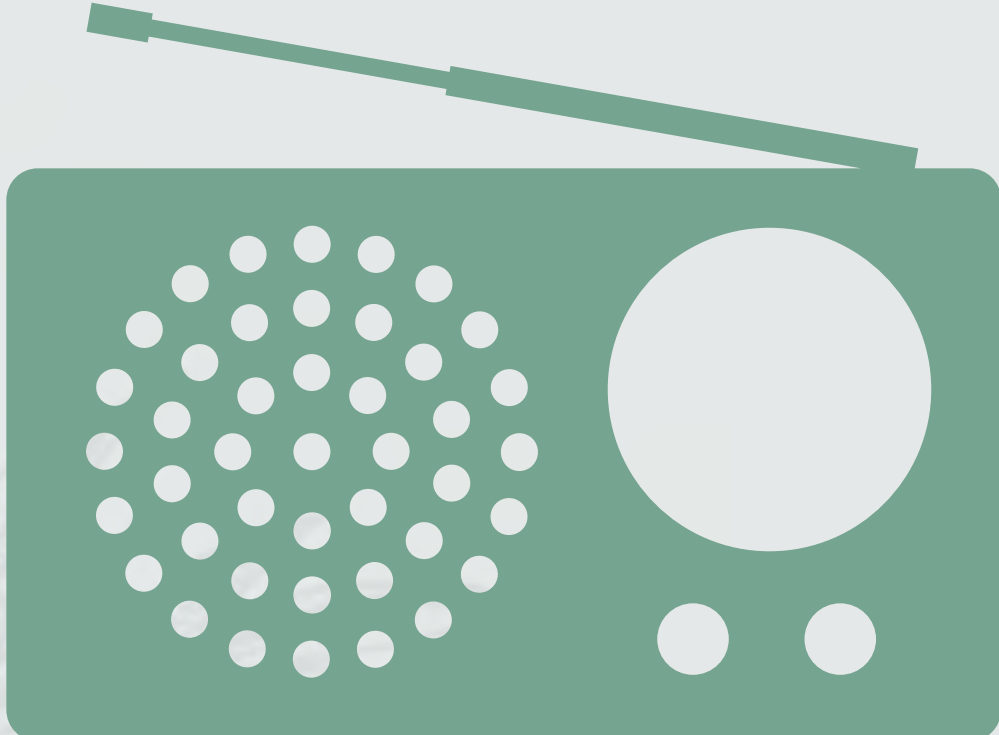








# Creative Campaign Development



Radio

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

Print

# 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



# No hype. Just hemp.

Organically grown in the Golden Triangle.

TREADWELLFARMS.COM

Out-of-Home



# Digital Display

Various IAB Sizes



Florida made CBD.  
TREADWELLFARMS.COM

Mobile Display