

# senssi



## money to **BURN**

Marketing Breaks  
Away from the Clichés

**PLUS**  
Leaf Peeping HOT SPOTS +  
DR. BRONNER Will See You Now

**BANISH** the  
**MUNCHIES**  
Healthy Snack Alternatives

Fall **CULTURE**  
preview

GOING

# MAINS

by **STEPHANIE WILSON**



To reach the coveted **NEW DEMOGRAPHIC** of cannabis users, **MARKETERS** are realizing they have to reach beyond the tired **OLD STONER** stereotypes.

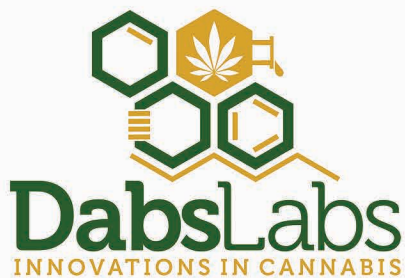
# TREAM

**If you caught** THE OFFICIAL THEATRICAL TRAILER FOR *THE HERO* THIS SPRING, YOU'D THINK THE FILM WAS A CLASSIC REDEMPTION TALE ABOUT AN AGING HOLLYWOOD STAR PLAYED BY SAM ELLIOTT, THE SMOOTH-VOICED, THICK-MUSTACHED ACTOR WHO MADE HIS SILVER SCREEN DEBUT IN *BUTCH CASSIDY AND THE SUNDANCE KID* IN 1969. NICK OFFERMAN, THE BURLY GUY BEST KNOWN FOR HIS PORTRAYAL OF MAN'S MAN RON SWANSON IN NBC'S *PARKS AND RECREATION*, COSTARS. BUT IF YOU SAW A TRAILER FOR THE SAME FILM AT A DISPENSARY IN SOUTHERN CALIFORNIA, YOU'D THINK *THE HERO* IS A BUDDY COMEDY IN WHICH "SAM ELLIOTT AND NICK OFFERMAN GET STONED. REALLY, REALLY STONED."

And rightfully so: that's the exact phrasing that appears amid clips of Elliott and Offerman rolling joints, talking strains, getting high, and laughing about how Elliott's deep cowboy drawl could sell "a shit-ton of pot" during a 60-second trailer targeting cannabis consumers. The custom spot wasn't some bootleg ripoff cut together by pot-loving film aficionados with time on their hands. It was an official trailer, commissioned by The Orchard, which acquired the film's distribution rights at Sundance earlier this year, and created by the creative agency arm of The World's Best Ever (TWBE), a Webby-nominated culture site.

David Wilfert, the advertising and marketing consultant behind TWBE, says The Orchard approached

him in the spring about how to market *The Hero* to cannabis consumers. "I suggested we re-cut the trailer to play up the stoner buddy angle between Elliott and Offerman," he says. "Add another level to the story." The directors agreed and collaborated with Wilfert to create the new version. Once that was complete, the challenge was getting it in front of its targeted audience of legal cannabis users—a group that runs the gamut from 21-year-old gamers to 76-year-old grandmas. Traditional methods wouldn't work because there is no typical cannabis user. What do a majority of cannabis users have in common? When they need to buy some pot, they go to a dispensary. So that's where the trailer needed to go.



LIVE RESIN  
PREMIUM VAPE PENS  
DISTILLATE



*Shatter Budder*

**BOUTIQUE PROCESSING**

*Less than*  
**7 DAY TURNAROUND**

**QUALITY  
GUARANTEED**

**WHOLESALE**  
**SALES@THEDABSLABS.COM**

Wilfert connected with an LA-based media company that operates an in-store network of televisions streaming ads and limited cannabis programming. *The Hero's* pot-centric trailer was soon part of the lineup. "Customers in a pot shop see a TV playing a trailer with these two guys smoking pot, and it's very relatable," Wilfert says. The spot was shown in 182 dispensaries in California leading up to *The Hero's* theatrical release. (Today, you can find both trailers on YouTube, but the film's official website only has the original pot-free version.)

This type of targeted marketing designed to reach cannabis consumers is the latest step in marijuana's march into the mainstream, another aspect of the New Normal. And it won't be long before more major brands

**36 percent** of consumers in Colorado identify as very social people who **enjoy** the **outdoors** at a higher rate than those who merely accept cannabis use or reject it entirely.

AS CITED BY BDS ANALYTICS

follow The Orchard's lead. Cannabis users are an untapped demographic of consumers with money to burn. With marijuana now legal for adult or medical use in 29 states and counting, people are coming out of the so-called cannabis closet, admitting they use the elevating plant themselves or support the rights of others to do so. A landmark cannabis consumer research study by BDS Analytics, a business intelligence firm, is underway, compiling demographic and psychographic data to help marketers better understand who is using marijuana, who isn't, and why. The initial results of the ongoing study are in — and the profile of a cannabis user that's emerged is so far removed from the tired old stoner clichés.

The average annual household income of California "Consumers" — people who use cannabis — is \$93,800, while "Rejectors" — people who do not use cannabis and wouldn't consider it — average \$75,900. Twenty percent of California Consumers hold master's degrees, compared to 12 percent of Rejectors. In Colorado, 64 percent of Consumers have full-time employment, 10 percent more than Rejectors. In California, 64 percent of Consumers are parents, and 38 percent say they volunteer their time to help others. In Colorado, data show Consumers identify as creative, social people who enjoy the fine arts and the outdoors.

Basically, the actual modern cannabis user doesn't have much in common with the lazy pothead depicted in popular culture since *Reefer Madness* became a cult classic 80-some years ago.

But that doesn't stop modern-day marketers from trotting out the same old stereotypes time and again — especially around the unofficial "high holiday" on April 20. This year, you may have seen a TV ad for Totino's

Compassionate MMJ Care Specialists

**Meeting Patient Needs  
and Exceeding Expectations!**

We understand the medical marijuana community!

**CALL US TODAY!**

(303) 892-6436

**Cohen Medical Centers**  
Est. 2009

www.cohenmedicalcenters.com  
info@cohenmedicalcenters.com  
276 Galapago St · Denver, CO 80223

It's Like a  
Walk in  
The Park



**StrainGO.com**

The Cannabis Confusion Stops Here!

**Product, Places  
Stop Searching**

**Deals, Videos  
Get Matched**



**SCORCHING Summer Sale \$99<sup>oz</sup>**  
MED & REC ANY TIME

**simplypure.**  
a colorado cannabis experience

**PLUS HAPPY HOUR SPECIALS DAILY FROM 3:20-4:20PM  
AND LATE NIGHT HAPPY HOUR FROM 9-10PM!**  
SIMPLYPURE.COM • 2000 W 32ND AVENUE • 720-507-PURE (7873)

Pizza Rolls, owned by General Mills, depicting a 420 angle and pushing a #betterwhenbaked hashtag. If you were near the Colorado/New Mexico border, you may have spotted a McDonald's billboard likening breakfast burritos to joints with the slogan "Usually, when you roll something this good, it's illegal." Ben & Jerry's ice cream, never one to shy away from pot references as evidenced by flavors such as Half Baked and Dave Matthews Band Magic Brownies, debuted the Chill-aco, a munchie-quashing waffle ice cream sandwich, on 4/20 itself.

Whereas the legal cannabis marketplace is still new, mainstream brands creating campaigns laden with old tropes is not—especially when it comes to the movies and/or the munchies. The stoner comedy genre debuted with the release of Cheech and Chong's *Up in Smoke* in 1978, and flicks like *Half Baked*, *Dude, Where's My Car?*, *Harold & Kumar Go to White Castle*, *Pineapple Express*, and the upcoming *Super Troopers 2*, set to be released on 4/20/18, keep resurrecting the same old jokes while depicting pot users as stupid, hapless, and addicted to junk food. Late-night ads riddled with *must-eat-all-the-food-now* references

may have felt edgy and fresh at some point now come across as stale. Taco Bell's been making not-so-subtle references to getting high for over a decade. It's time to move on.

Slowly, signs of progress emerge. In 2011, General Mills used Cheech and Chong to reach Baby Boomers with an ad for Fiber One brownies. The online-only campaign sought to reassure a middle-aged audience that regular is the new high. The narrator explains it like this: "Because now that you're getting older, you need a new kind of magic in your brownie."

A few years later, in 2014, just days after Colorado became the first state with a legal recreational market, Spirit Airlines released an ad with this statement: "The no-smoking sign is off in Colorado." Another declared, "If you want to make a beeline for Colorado right now, we don't blame you—but we're up to take you to plenty of chill destinations." The absence of stereotypical references at first glance seemed promising. But, alas, one step forward was followed by one step back. The ad concluded: "Book today...and be sure to pack some munchies." (Because there aren't any snacks in Colorado, obviously,

# LAB SOCIETY™ SCIENCE, AT THE RIGHT COST

## Laboratory Supplies and Specialists

- Turnkey Shortpath Kits
- Rotary Evaporators
- Scientific Glassware

Laboratory Outfitting & Consulting

720.684.6857  
604 9th Avenue  
Longmont, CO 80501  
www.labsociety.com

**LS** SAVE 10%  
ON ALL EQUIPMENT  
PROMO CODE **817Sensi10**  
LIMIT ONE USE PER CUSTOMER | OFFER EXPIRES 9/7/17



**EXECUTIVE SHORT PATH  
DISTILLATION KIT 5L**

PEOPLE **BUILDING**  
INNOVATION

**Payroll, Accounting, Recruiting and Staffing  
Company based in Denver, CO.**



Witlon's objective is to help our clients operate and grow their business by providing superior payroll administration and benefits for their staff. Witlon manages outsourced labor processing with time sheet entry, invoice collection and direct deposit so our clients can perform the functions needed to focus on their core business.

.....  
info@witloninc.com  
.....



.....  
310.426.2493  
.....

Visit our website for more information  
[www.witloninc.com](http://www.witloninc.com)

Your trusted security  
solutions provider  
since 2009.



**Canna Security  
AMERICA**



**Armored Transport  
Security Guards  
Video Surveillance  
Alarms  
Access Control  
Consulting**

**Schedule your FREE  
consultation today.**

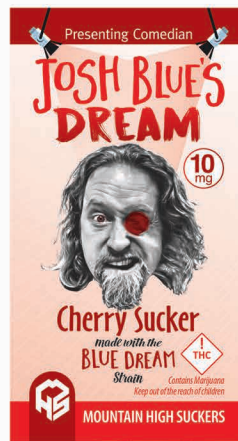
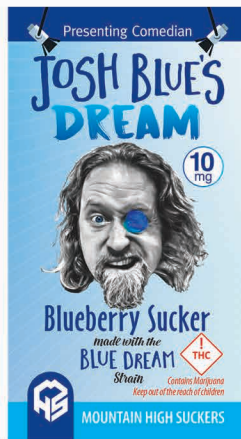
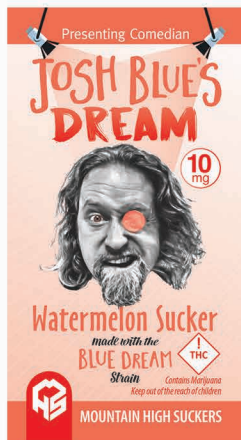
[www.cannasecurity.com](http://www.cannasecurity.com)  
sales@cannasecurity.com  
888.929.4272



Mountain High Suckers, together  
**WITH FAMOUS COMEDIAN JOSH BLUE**  
create Americas first comedian backed edible.

**MOUNTAIN HIGH SUCKERS**  
CBD ENRICHED INFUSED EDIBLES

[www.mountainhighsuckers.com](http://www.mountainhighsuckers.com)



the stoners ate them all.)

That part aside, these big-name brands were among the first to dip a toe into what is on track to become a marketing mainstay as more states legalize cannabis use. In the interim, companies have to be careful not to alienate customers who still believe what they were taught in DARE—cannabis is a no good, awful, very bad drug—while also appealing to people who know better.

Wilfert explains that any company marketing to cannabis consumers, young or old, needs to understand that users have a special connection that sets them apart from the status quo. “Pot smokers relate to each other,” he says. “Because of how marijuana has been criminalized over the past century, we’ve been placed into a secret club where we have shared the wonders of this plant. Now it is our duty to open the club’s doors to everyone.”

Sari Gabbay, a marketing consultant and creative director in Los Angeles, spends most of her time these days trying to fulfill that duty. Her creative agency is called Redefining Cannabis, and the firm’s goal is just that: create brand campaigns that “de-

fine a new era of cannabis culture,” as the website states. Redefining Cannabis grew out of Gabbay’s U2R1 Media agency, which worked mainly with lifestyle and hospitality clients such as Hilton Los Angeles and Égard luxury watches. Today, Redefining Cannabis lists Cannabis Retreats, Erbanna high fashion, and a selection of gourmet edible companies among its array of clients. Gabbay launched the new firm a few years ago to deal with cannabis branding and marketing for small businesses trying to distinguish themselves from other similar companies—all of which are new to the newly legal consumer. It’s taken over most of her time. “I’m a cannabis entrepreneur now,” she says.

She explains that cannabis brands aren’t that much different from companies in any other industry looking to market themselves without playing into the stereotypes. “More companies are looking to us for expertise in how to break into the market without looking like stoners themselves,” she says in our interview. “People come to me and say, ‘I know what I do, but I don’t know how to market myself.’” So she focuses her efforts on research, working with



**FROM  
SEED  
TO  
SUCCESS**

We help cannabis companies grow into compelling brands.

> Schedule your free brand consultation today!  
[hilifecreative.com/hi](http://hilifecreative.com/hi)

**HILIFE**  
CANNABIS CREATIVE



Better Health  
Through a  
Better Smile.

We believe at Folsom Family Dental we can help our patients achieve better whole body health through better oral health.



## Dr. Sara Pourkay, DMD

- Sleep Apnea and night-time clenching/grinding treatment
- Comprehensive treatment coordination and care
- Cutting edge, 3D digital imaging
- Implant restoration
- Invisible aligner teeth straightening (Invisalign, ClearCorrect)
- Oral health assessment, treatment and education
- Laser teeth whitening
- Same-day cosmetic crowns that come with a guarantee

Special call to action: New Patient Special 12 month offer: \$399  
*Comprehensive exam, 2 Prophylaxis visits, one periodic exam, one set of digital bitewing xrays and 15% of ALL services.*

- 🏠 2880 Folsom Street, Suite 202  
Boulder, CO 80304
- 📞 303.945.2399
- ✉ office@folsomfamilydentist.com
- 📷 @FolsomFamilyDental
- 📘 Folsom Family Dental
- 🌐 www.FolsomFamilyDentist.com



Folsom Family Dental is proud to be a GREEN dental office.

the client to develop a plan to connect consumers with the brand in a meaningful way. “We are their voice,” she says of her cannabis accounts. “How they communicate will help change people’s perspective about the plant.”

She tells her clients that consumer education is the key to getting rid of the stigma that continues to surround cannabis use—especially when it comes to the medical benefits. (She does note that in California, where cannabis is already a fully established

cannabis growers. Hawthorne Garden Company is the umbrella over a portfolio that includes acquired companies such as General Hydroponics as well as craft brands like Black Magic Performance Hydroponics sold at Home Depots in select markets where cannabis is legal. The hydroponics subsidiary is producing upwards of \$250 million a year, according to an October 2016 report by Bloomberg.

This is big business, and it’s charting new territory. The first television ad for Black Magic could be

The average annual household income among California cannabis consumers is **\$93,000**, with **20 percent** of those consumers holding master’s degrees. **64 percent** of California consumers are **PARENTS.**

AS CITED BY **BDS ANALYTICS**



part of the wellness community, the stigma isn’t as strong as it is in other states.) “We’re developing products that are science-based, that have real science behind them. Cannabis is real medicine, and we’re working with other brands to spread that message, to drive consumers to that space. Big companies are not going to sit back [while cannabis brands target their customers with new products].”

Scotts Miracle-Gro is one of those big companies—one of the biggest names in the lawn and garden realm in fact. Under chief executive Jim Hagedorn, Scotts has invested more than a half billion dollars into the pot industry in recent years, launching a hydroponics subsidiary in 2014 that’s focused on cornering the ever-expanding market of

used as an example of the right way to market to cannabis users and growers. First step: just say no to stereotypes. Black Magic’s ad didn’t portray pot growers as tie-dye-wearing slackers. It showed clips of clean-cut guys in their 20s and 30s, dressed like guys that age do, tending to plants in a variety of Instagram-worthy urban settings. The look was sophisticated, the message modern and inspiring, the takeaway clear: Black Magic is leading the charge into a future where cannabis growers (and users) can come out of hiding, emerging from literal basement grows and proverbial closets empowered to garden with a “higher purpose.” To yield to no one. This is the future. And under the grow lights, the future looks bright. 