





CASE STUDY

Oh, this is LIT.

The World's Largest Focus
Group...on Edibles



**Most brands only see social
media data trendlines**

The real value
in social
media
listening is
digging deep,
well beyond
the trendlines.



How do we get ahead of percolating issues? How do we control the conversation?



Who are the standout voices?



What are the hot buttons making noise? Delights? Pain Points?



Are there new uses?
Compensating behaviors?



What are our competitors' strengths vs. ours?

A stylized pop art illustration of a woman's face. She has blonde hair and is looking towards the right. A large white speech bubble with a black outline is positioned in front of her mouth. The background is a solid red color with a pattern of small white dots. The woman's face is rendered in a simplified, high-contrast style with bold black outlines for her features.

**What Are
Consumers Saying
Online About
The Makery
Edibles?**

Is there more to this? Is this a “thing?”





- ✓ Coverage of unlimited social media data (450 million daily documents), 8 social media sources: Twitter, Blogs, Forums, Product Reviews, Website Comments, Reddit, RSS, YouTube,
- ✓ Three periods of time in the past year
- ✓ Across the U.S.
- ✓ Examine the themes, read the posts (randomized sampling for statistical reliability)
- ✓ Organic emergence of 24 themes and clusters!

June 2020 –
Aug 2020
20,577 posts

Nov 2020 –
Jan 2021
(Launch NV)
12,109 posts

Feb 2021 –
May 2021
12,955 posts

The Good News: There is no criticism of The Makery edibles' potency online

The Bad News: There is almost no conversation of The Makery edibles online at all

Below are examples of the *only* mentions about The Makery.



Analysis revealed the prominence of potency-related topics

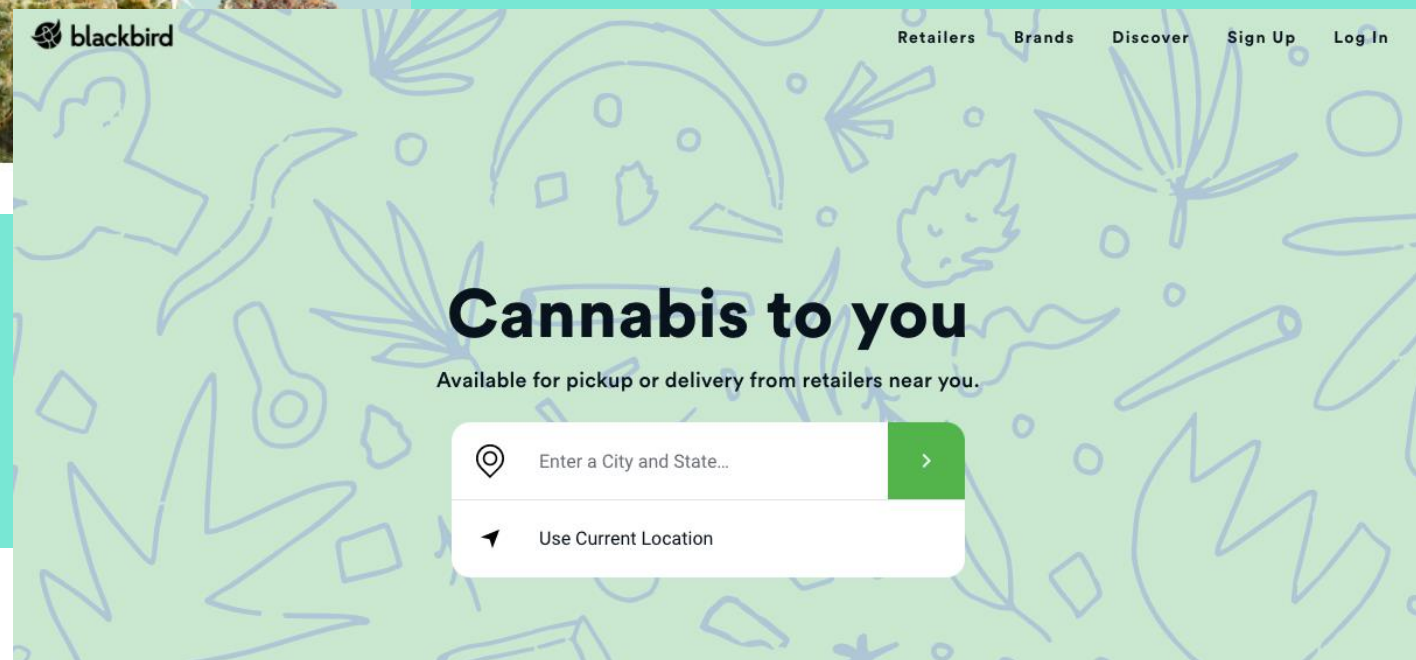
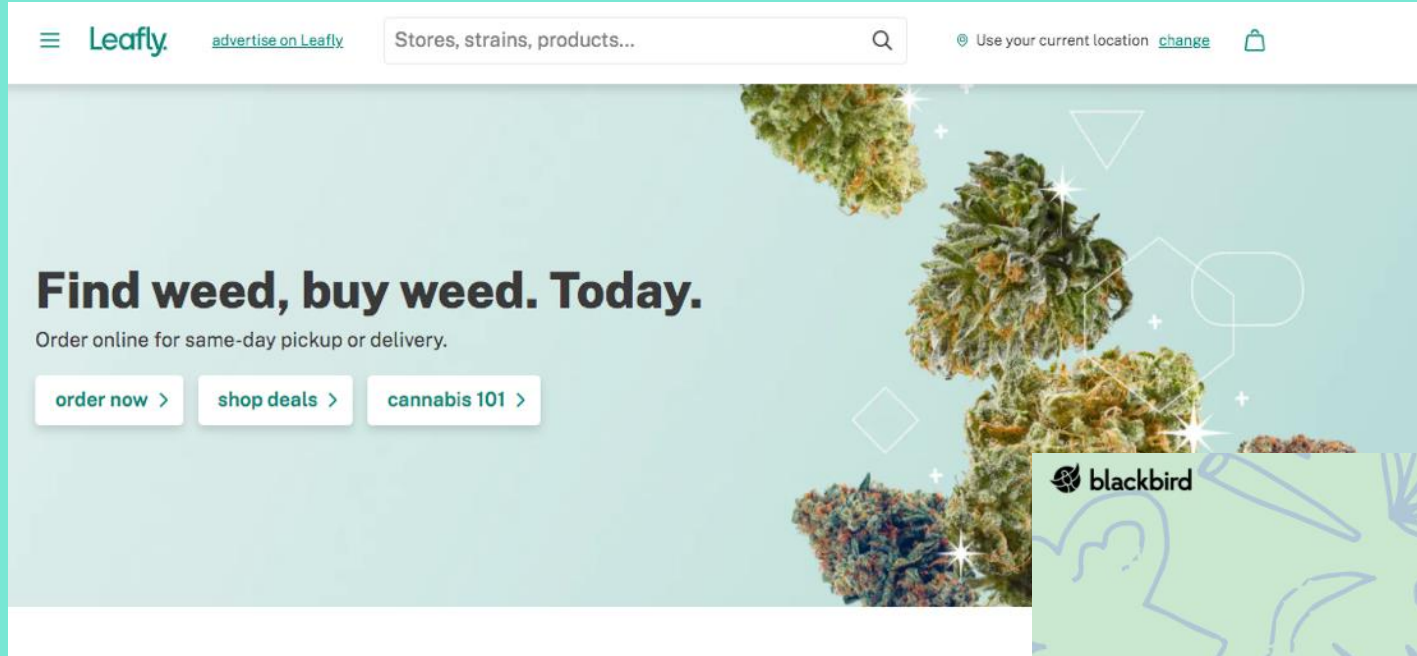
June 2020 –
Aug 2020

Nov 2020 –
Jan 2021
Launch NV

Feb 2021 –
May 2021

06/01/20 to 08/31/20			11/01/20 to 01/31/21				02/01/21 to 04/30/21			
Theme	Ranking	Rank	Theme	Ranking	Rank	% Change from 1st to 2nd Period	Theme	Ranking	Rank	% Change from 2nd to 3rd Period
Factors Influencing Choice in Edibles Brand	2464	1	Nevada Dispensaries	1289	▲ 3	-5.2%	Nevada Dispensaries	1206	=	-6.4%
Competitive Landscape	1795	2	Purchase Experience	1228	▲ 1	-29.2%	Purchase Experience	1202	=	-2.1%
Purchase Experience	1734	3	Competitive Landscape	746	▼ 1	-58.4%	Competitive Landscape	943	=	26.4%
Nevada Dispensaries	1360	4	Who One Consumes Edibles With	645	▲ 1	-33.1%	Who One Consumes Edibles With	780	=	20.9%
Who One Consumes Edibles With	964	5	Potency	523	▲ 1	-23.9%	Potency	584	=	11.7%
Potency	687	6	Satisfaction with Favorite Edible Brand	416	▲ 4	0.5%	Industry Publications	370	▲ 3	40.7%
Culinary	495	7	Factors Influencing Choice in Edibles Brand	391	▼ 6	-84.1%	Culinary	350	▲ 1	9.0%
Psychographic Factors	485	8	Culinary	321	▼ 1	-35.2%	Satisfaction with Favorite Edible Brand	325	▼ 2	-21.9%
Dosage	450	9	Industry Publications	263	▲ 4	-20.1%	Cannabis Product Types	294	▲ 5	50.0%
Satisfaction with Favorite Edible Brand	414	10	Dosage	242	▼ 1	-46.2%	Psychographic Factors	293	▲ 1	21.1%
Recreational	408	11	Psychographic Factors	242	▼ 3	-50.1%	Dosage	270	▼ 1	11.6%
Form & Process	406	12	Recreational	225	▼ 1	-44.9%	Recreational	254	=	12.9%
Industry Publications	329	13	Qualify	203	▲ 2	-26.2%	Form & Process	239	▲ 3	62.6%
Cannabis Product Types	327	14	Cannabis Product Types	196	=	-40.1%	Qualify	211	▼ 1	3.9%
Qualify	275	15	Medical	178	▲ 4	6.0%	Factors Influencing Choice in	180	▼ 8	-54.0%
Packaging	201	16	Form & Process	147	▼ 4	-63.8%	Flavor	172	▲ 4	107.2%
Craftsmanship	190	17	Activities One Does While Consuming Edibles	121	▲ 1	-28.0%	Packaging	159	▲ 1	38.3%
Activities One Does While Consuming Edibles	168	18	Packaging	115	▼ 2	-42.8%	Medical	147	▼ 3	-17.4%
Medical	168	19	Craftsmanship	107	▼ 2	-43.7%	Craftsmanship	122	=	14.0%
Flavor	86	20	Flavor	83	=	-3.5%	Activities One Does While Consuming Edibles	92	▼ 3	-24.0%
Frequency of Consumption	61	21	Sexual Medication & Enhancement	82	▲ 2	134.3%	Reduce Anxiety & Pain	66	▲ 1	3.1%

Discovery: hang with the deliverers



Discovery: new communication language

GRAPHICS ATTRACT
Perceived “official” and
easier to read

CRAFTSMANSHIP
Language mimics alcohol

“LEVELS”
Beginners vs. experienced users

SERVING VS DOSING

Food terms easier to understand to control effects

QUALITY CONTROL MENTIONS

Precision and consistency efforts matter
(reinforced by budtenders)

NATURALNESS

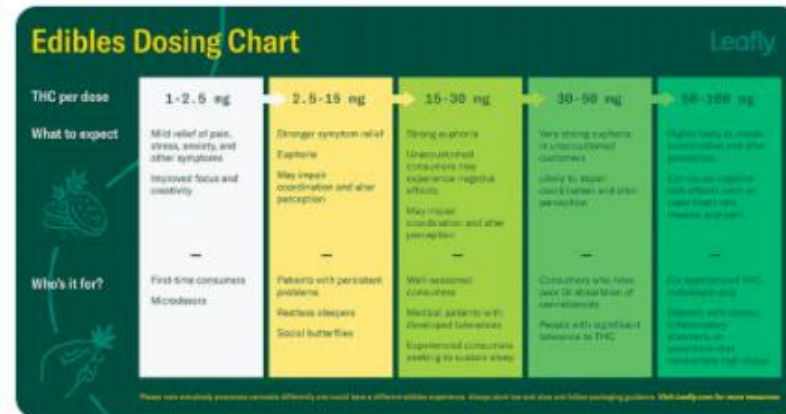
Absence of the negative (toxic pesticides)
Presence of the positive (grown inside for
consistency)

hotsauceislethal Retweeted



bankroll brit
@longhornbrit

I wanted to share this dosing chart I found on @Leafly.
This helps when eating edibles. And if you don't know
the dosage like I didn't last night just pave yourself. Eat
a little & give it time to do its magic. Then continue
depending on how you feel.



7:43 AM · Jun 24, 2020 · Twitter for iPhone

Discovery: Consumers want trusted guides

Like Asking Your Dad

 Curaleaf
@Curaleaf_inc

Have questions about [#medicalcannabis](#)? Want to know what products are available at your local Curaleaf dispensary? Looking to discover [#cannabisrecipes](#)? Unsure what a "budtender" is?

We have the answers to your [#cannabis](#) questions on our new website! 🍃 curaleaf.com

Hi, we're Curaleaf

3:17 PM · Jun 18, 2020 · Twitter Web App

We're Protecting You

 Leafly
@Leafly

When using cannabis for anxiety, it's recommended to start with a low dose (such as 2.5mg of THC) and gradually increase. bit.ly/387EjFY

WEED AND WELLNESS


Using cannabis for anxiety

- + The latest 2020 science + research
- + The right strains and products
- + Finding the correct dosage

12:58 PM · Aug 21, 2020 · Sprout Social

15 Retweets 41 Likes

New need-state aspirations

 Leafly
@Leafly

We put together a list of sedating strains so that the next time you hit up the dispensary, you can buy the best night of sleep you've had in years: bit.ly/3cHLJCh



3:12 PM · Jun 14, 2020 · Sprout Social

10 Retweets 4 Quote Tweets 38 Likes

Micro-dosing

 Lynn Julian
@lynnjulian007

I prefer microdosing:
Less risk and less side effects. 🧐

 Leaftopia: 411on 420 @Leaftopia420 · Jun 12, 2020

Microdosing: the secret ❤️ to a new cannabis experience!

medicalcannabisbrief.com/edition/weekly...

[#Leaftopia](#) [#411on420](#) [#420in2020](#) [#Cannabiz](#) [#MzCannabiz](#) [#LeaftopiaLynn](#) [#PatientAdvocate](#) [#MedicalMarijuana](#) [#MedicalCannabis](#) [#Dispensary](#) [#CBD](#) [#CBDoil](#) [#THC](#) [#IBS](#) [#IBD](#)

11:44 AM · Jun 17, 2020 from New Hampshire, USA · Twitter for iPhone

Discovery: New flavors!

In addition to common fruit flavors in edibles

Chocolate!



Florals!



Bakery!



Mint!



Discovery: medical conditions



Anxiety and depression,
sleep

Pain management and
relief

Enhanced sexual
experience (aphrodisiac,
longer orgasm)

Aging related issues
(relationships, physical
changes, mortality
acceptance)

Discovery: Sponsorship opportunities



Qualitative social media analysis



- Customer experience
- Brand storytelling
- Trends, language, priorities
- Research considerations