

OLORES DE TERRORS

JENNIFER SOTO

TABLE OF CONTENT

3	<u>Introduction</u>
5	<u>The Audience</u>
11	<u>The Landscape</u>
16	<u>The Brand</u>
24	<u>The Brand ID</u>
33	<u>The Brand Experience</u>



**THE CANNABIS INDUSTRY IS A CONTINUOUSLY
GROWING MARKET THAT HAS BECOME SATURATED
AND CONVOLUTED. THIS HAS RESULTED IN A LACK
OF EDUCATION AND TRANSPARENCY**

WHY we exist

Purpose

To bridge the connection between naturally derived substances and an individual through education, experience, and effectiveness

WHAT we do

Positioning

We educate and aim to make our customers feel comfortable within themselves

HOW we do

Pillars

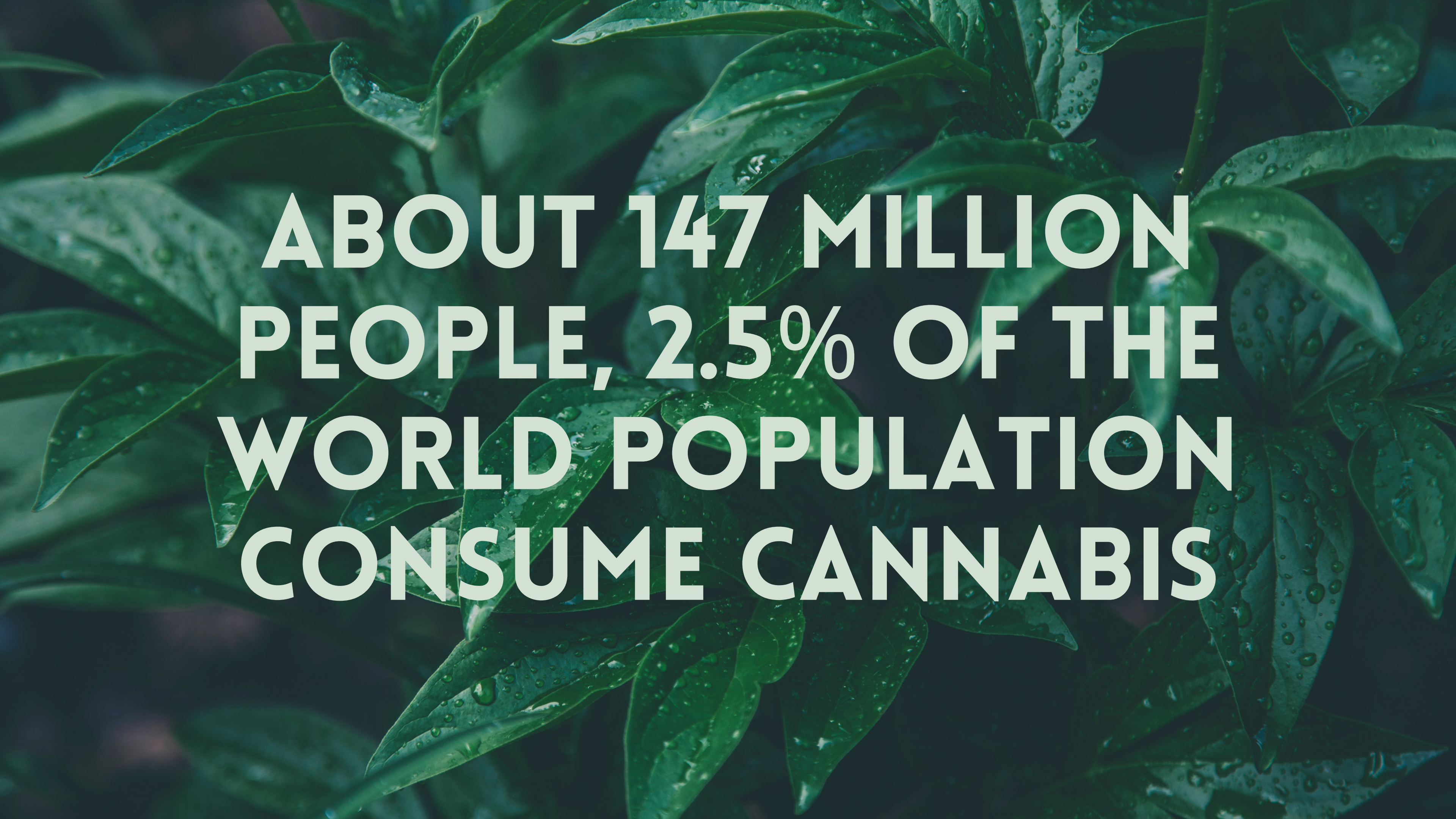
Knowledgeable, Approachable, User - friendly

WHO we do it for

Audience

Anyone who wants to find enjoyment through cannabis products with education and clarity at the forefront

THE AUDIENCE

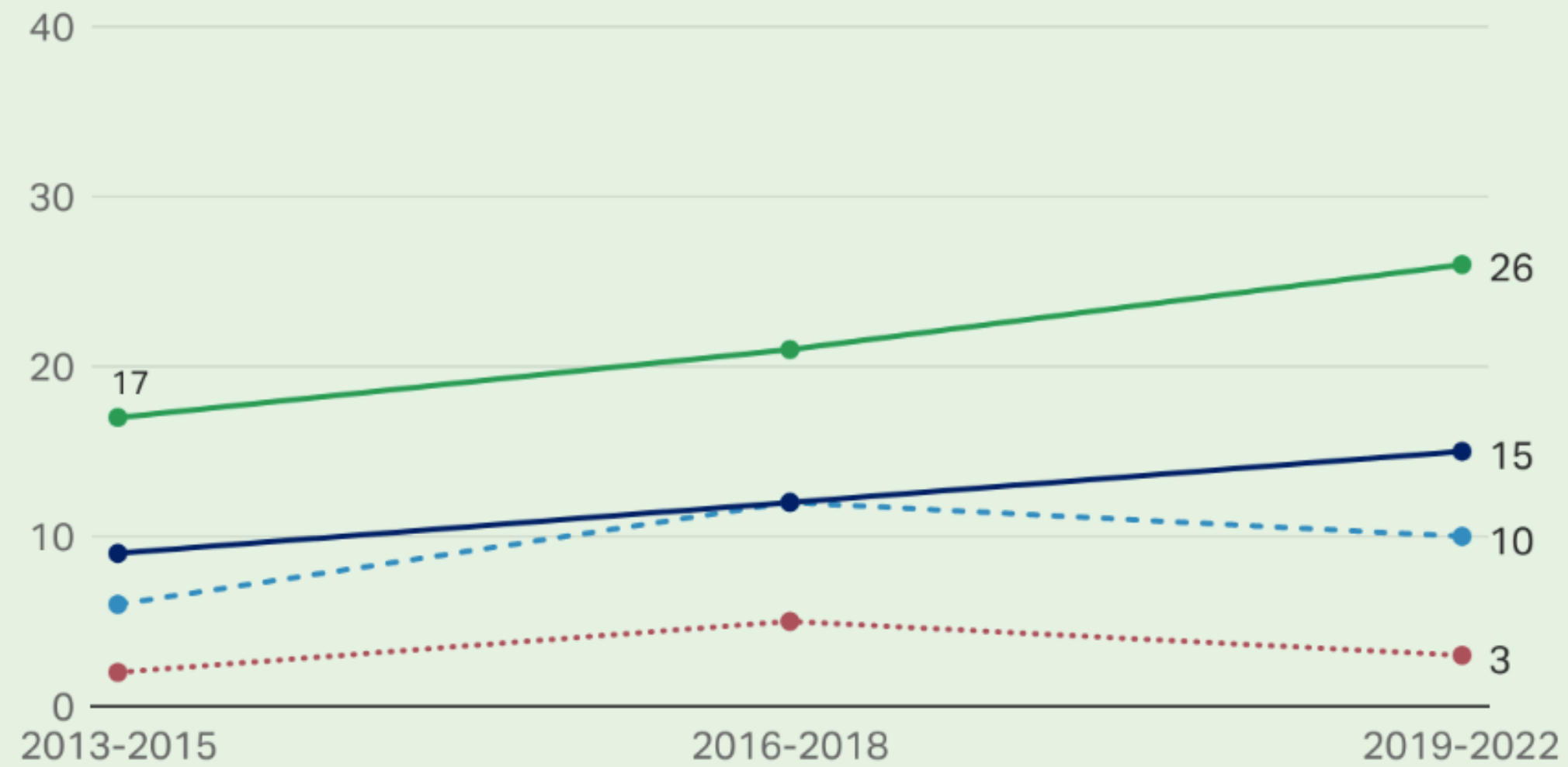
A close-up photograph of vibrant green cannabis leaves, each covered in glistening water droplets. The leaves are layered, creating a sense of depth and texture. The lighting is soft, highlighting the natural sheen of the foliage.

**ABOUT 147 MILLION
PEOPLE, 2.5% OF THE
WORLD POPULATION
CONSUME CANNABIS**

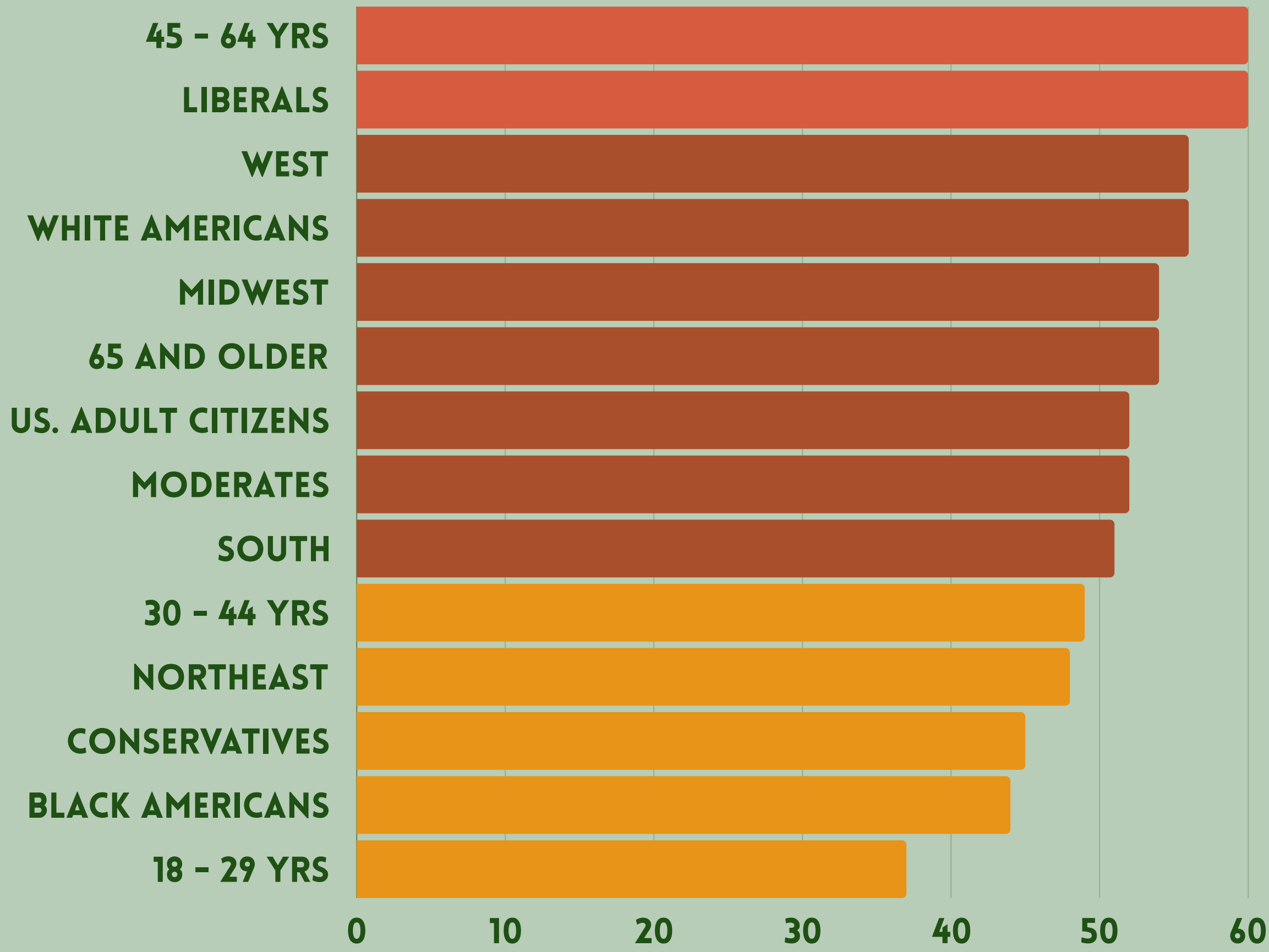
U.S. Marijuana Smoking Rates, by Age Group

Figures are the percentage who said they smoke marijuana

— %, 18-29 years old — %, 30-49 years old - - %, 50-64 years old
... %, 65+ years old



GALLUP



PERCENTAGE OF PEOPLE WHO HAVE TRIED CANNABIS



NAME: SIERRA

AGE: 24

OCCUPATION: DATA ANALYST

INCOME: 60K A YEAR

INTEREST: FILM AND CRAFTS

**GOALS: FEELING CONFIDENT IN HER DECISION
MAKING**

CHALLENGES: NOT KNOWING WHERE TO START

**SIERRA IS A HARD WORKER WHO SOMETIMES FINDS
HERSELF OVERWHELMED. SHE TRIES HER BEST TO KEEP
A GOOD WORK/ LIFE BALANCE IN ORDER TO KEEP
HER MIND AT PEACE AND STRESS FREE. IN ORDER TO
DO THIS, SIERRA LOVES TO TRY NEW THINGS AND
EXPERIENCES BECAUSE IT ALLOWS HER TO OPEN UP
HER MIND AND TAP INTO HER CREATIVITY.**



NAME: VALENTINA

AGE: 32

OCCUPATION: BUSINESS OWNER

INCOME: N/A

INTEREST: BAKING AND READING

GOALS: VARIETY IS THE SPICE OF LIFE

**CHALLENGES: FINDING THE RIGHT PRODUCTS TO SUIT
HER NEEDS**

**VALENTINA HAS A LOVE FOR BAKING AND WAS GIVEN
THE OPPORTUNITY TO OPEN A BAKERY OF HER OWN
AND TURN HER LOVE INTO A CAREER. SHE DOESN'T
PLAN ON SLOWING DOWN ANYTIME SOON BUT IS
LOOKING FOR MORE CONSISTENCY IN HER LIFE.
VALENTINA WOULD CONSIDER HERSELF A FREE SPIRIT
AND BELIEVES HER INTUITION WAS THE KEY TO HER
SUCCESS.**

THE RECREATIONAL USER

THE LANDSCAPE



KEY MESSAGE

- Emphasis on being clean and involved firsthand with the products
- Lab tested, natural, and certified.
- Product accessibility

URL

therecd.org

BACKGROUND

- Local business
- Family orientated
- Private

PRICE AND DISTRIBUTION

Three locations throughout NC, including Hickory, Denver, and Statesville. No price availability or shopping available online.

OVERALL

Even with an emphasis on transparency, there is still a lot unsaid and include lots of surface level explanations. With that being said, the language is easy to read and meant to be casual and the fact that there is an explanation to begin with is a plus. The main objective here is create accessible products for all.



<p>CONCENTRATES</p> <p>Potent, concentrated doses of CBD that can get you a lot of CBD in a small dose. Most commonly taken by inhalation.</p> <p>Learn More</p>	<p>EDIBLES</p> <p>Food infused with CBD in order to offer a way to ingest CBD without smoke or inhalation.</p> <p>Learn More</p>	<p>FLOWERS</p> <p>A not processed part of the cannabis plant that can deliver a potent dose of CBD and aroma.</p> <p>Learn More</p>	<p>TINCTURES</p> <p>Vials of CBD derived from strains of hemp mixed with alcohol that is taken by drops under the tongue.</p> <p>Learn More</p>
<p>TOPICALS</p>	<p>CARTS</p>	<p>DISPOSABLES</p>	<p>ACCESSORIES</p>

MADE IN AMERICA


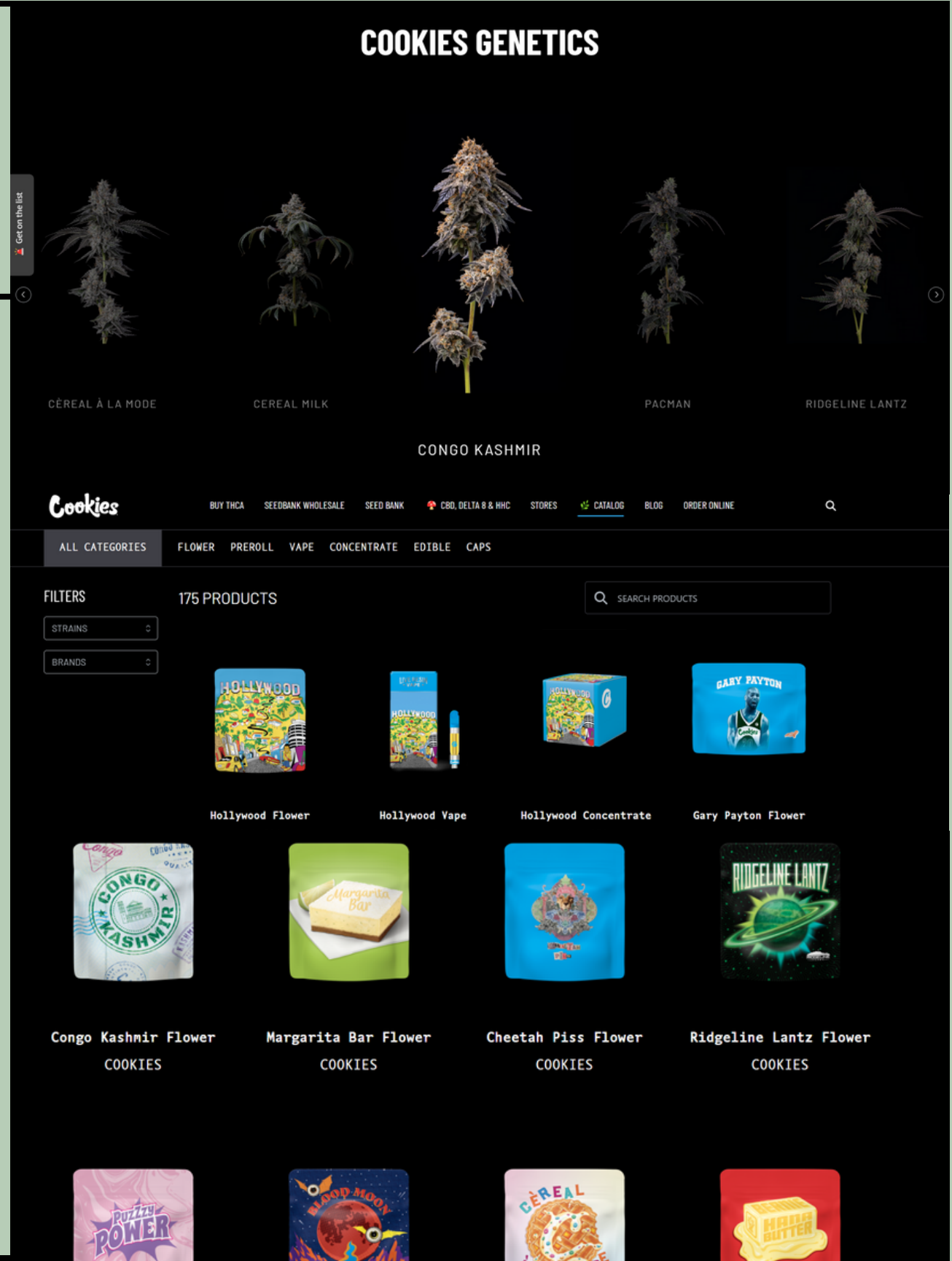
WE SOURCE THE BEST

Get ready to experience a mind-blowing journey with our store's high-quality CBD products. We take "cool" to a whole new level by sourcing our CBD from the absolute best suppliers out there. Picture this: we venture to the farthest corners of the earth (well, not literally) to find the crème de la crème of CBD. Our team scours the globe, engaging in epic quests to uncover the finest, most potent strains. We're talking about CBD that's been pampered like royalty, handpicked with love, and cultivated with care. So, when you shop with us, expect nothing short of extraordinary, because we've got the ultimate CBD treasures ready to take your chill to the next level.

CERTIFIED

WE GOT IT ALL

Yo, CBD aficionados! Brace yourselves for a mind-blowing selection of CBD products. We've got it all, folks! Our store is like a treasure trove of CBD goodness, packed to the brim with an epic assortment of products that'll make your head spin. From classic CBD oils and tinctures that hit the sweet spot, to edibles that'll have your taste buds doing the happy dance, we've got something for everyone. But wait, there's more! Picture shelves stacked with CBD topicals that make your skin feel like silk, and even CBD treats for your furry friends. It's like CBD paradise up in here! So, come on down, relax, and prepare to be blown away by the sheer awesomeness of our CBD wonderland. Your quest for the perfect CBD product ends here, my friends.

	<p>KEY MESSAGE</p> <ul style="list-style-type: none"> • Hand grown and known for its out of the box strains • The natural and legal way to smoke • The “Cookies lifestyle” 	
<p>URL</p> <p>cookies.org</p>	<p>OVERALL</p> <p>Cookies is actively trying to sell a lifestyle to its customers. The website is not beginner friendly and there is little information available on the different categories but descriptions and disclaimers are available on individual products. The layout is nice but it is definitely for the more experience. Cookies focuses on THCA and its global legality.</p>	
<p>BACKGROUND</p> <ul style="list-style-type: none"> • Founded in 2012 • Private 		
<p>PRICE AND DISTRIBUTION</p> <p>\$15 - \$50</p> <p>Online sales and multiple locations worldwide. Wholesale is available for appropriate distributions.</p>		

TRANSPARENT



KIVA™

PAPA & BARKLEY™

Sunday Goods

Cookies

HARBORSIDE

STEADINESS

VARIETY

MARLEY NATURAL™

THE CLEAR™

Cheebea Chews

Leafly.

STIIIZY

CONVOLUTED



Brands in which some form of education was included

EDUCATION

What do all of the products mean? Where are the recommendations and distinctions between beginning users and experienced users.

TRANSPARENCY

The consumer should feel confident in what they are buying but more importantly, what is going into their body. As a brand there should be an emphasis on trust building between business and consumer.

VARIETY

Having variety and options to choose from allows for consumer needs to be met more effectively. This also means education in the space can expand to more than just products available.

THE BRAND

SPIRITUAL
KNOWLEDGEABLE
INDUSTRIOUS
FAMILIAR
DYNAMIC
EFFICIENT
CULTURED
AMBITIOUS

EXUBERANT
PEACEFUL
GENUINE
ETHICAL
APPROACHABLE
DIRECT
ADAPTABLE
HONEST

INVITING
HUMBLE
USER - FRIENDLY
OPEN
COMFORTING
RELIABLE
SERENE
REFRESHING

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SERENE
REFRESHING

**WE ARE A REGENERATIVE BUSINESS THAT
PRIORITIZES CONSUMER RELATIONSHIPS AND AIMS
TO BRING A NEW VOICE TO THE CANNABIS
INDUSTRY THROUGH OUR STRAIGHTFORWARD AND
PLAYFUL PRESENCE**

THE BRAND ID

DESTINATION ELEVATION
THE CANNABIS HOUSE
OLORES DE TERRORES
AUNT MARY'S DELIGHT
ROCKET FUEL
MARY'S COLONY
COLORS IN THE RAINBOW
HEARTIFICIAL GOODS
TASTE OF SPACE
GOOD DAYS
MEAN GREENS
OUTER SPACE IN STATES (OSIS)
LA GASOLINERA
PLANTA DE DIOS
TELLURIC
HERBACEOUS PLANT
ASCLEPIUS' HAND
WORLD OF VENDURE
MAPONOS'
THE GAS STATION

~~DESTINATION ELEVATION~~
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~~HERBACEOUS PLANT~~
~~ASCLEPIUS' HAND~~
~~WORLD OF VENDURE~~
MAPONOS'
THE GAS STATION

A photograph of a field of red roses. The roses are in various stages of bloom, with some fully open and others as buds. The background is a soft-focus field of more roses, creating a sense of depth. The overall color palette is dominated by the deep red of the roses and the muted greens of the foliage.

OLORES DE TERRORES

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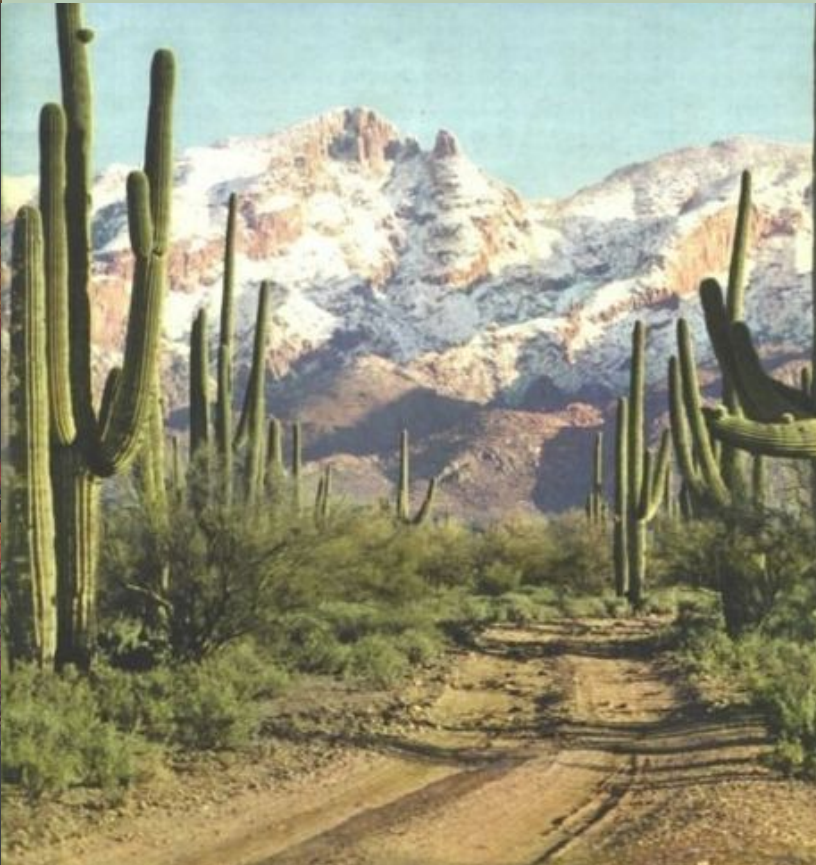
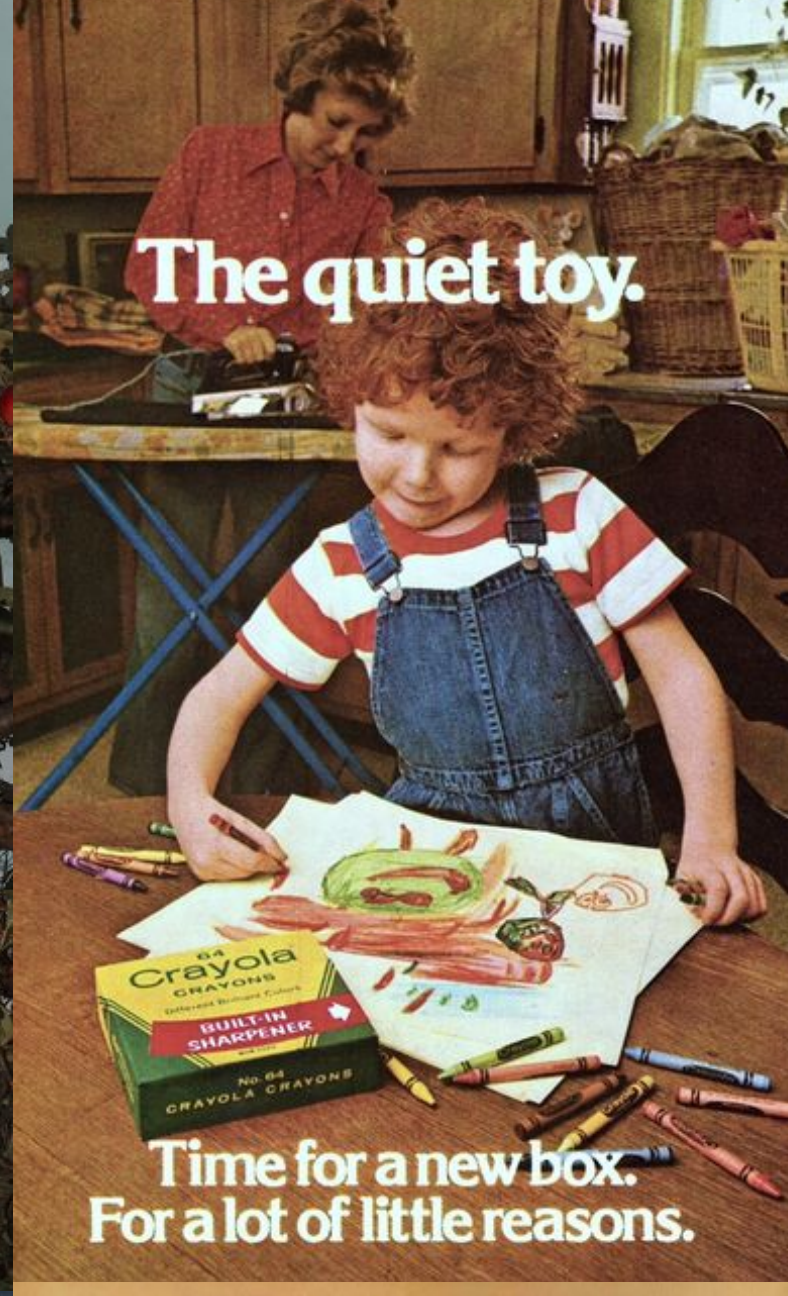
SMELLS

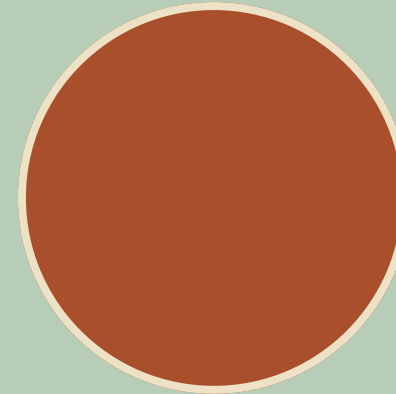
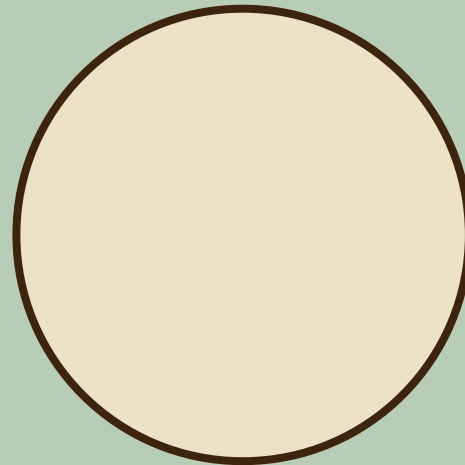
OF

TERROR

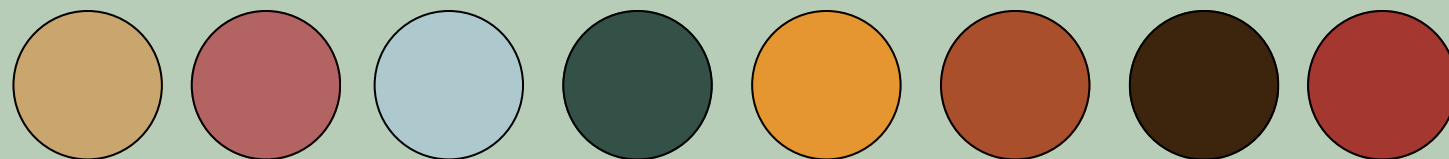
IT ALLUDES TO THE POTENT SMELL THAT CANNABIS CAN CAUSE AND IS INSPIRED BY THE COMMON NICKNAME "THE DEVIL'S LETTUCE". IT CAN EASILY BE TURNED INTO AN ACRONYM KNOWN AS ODT.







OLORES DE TERRORES





FOR OIL-BASED COSMETICS
Outside and inside materials
Sulapac Universal or Premium





BEER PONG

MEGAHOPS 7247-11

INSTRUCTIONS / INSTRUCCIONES PARA CERVEZAS TENIS DE MESA

BATTLEFIELD

EQUIPMENT

16 OZ PLASTIC CUP

BEER OF CHOICE

TABLE ANY WILL DO

SUPPLY REPLENISHMENT

DO TOBEN/CHENGO/CHOWBEN

PING PONG BALL DISCOVERY

PARTY EVACUATION

DO NOT USE...

PLEASE DO NOT REMOVE THIS CARD FROM THE PARTY OR GARAGE

FORM 0412-2640005 CARD 9-1987

COCA-COLA JOURNAL

1886 **WORLDWIDE**

COCA-COLA
First invented by John Pemberton

1892 **1904**

After the death of John Pemberton, Asa G. Candler took over with Coca-Cola. One of his strategies to introduce Coca-Cola is to distribute Free Coupons that can be exchanged with a bottle of Coca-Cola. And this strategy proved to be successful.

1905

Coca-Cola issued their trademark bottle which eventually became a characteristic of them until this day.

1960

INVENTED FANTA & SPRITE

450 3000
BRAND BEVERAGE PRODUCTS

500.000
TRUCK

20.000.000
OUTLET

1,7
TRILION
CONSUMED
EVERY DAY

NASCAR

The quiet toy.

Time for a new box.
For a lot of little reasons.

Alive with pleasure!

Newport

After all, if smoking isn't a pleasure, why bother?

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

BOX: 16 mg "tar", 1.2 mg nicotine; KINGS: 17 mg "tar", 1.3 mg nicotine av. per cigarette, FTC Report December 1981

WAKE UP AND TASTE THE EARTH

SHOP ODT.COM TODAY

THE BRAND EXPERIENCE

**AWARENESS AND
DISCOVERY**

**RESEARCH
SOLUTIONS**

**MAKING AN
EDUCATED PURCHASE**

**QUALITY, TRUST,
VALUES**



INFOGRAPHICS

ONLINE POST/ FORUMS

QUIZZES

CURATED BOXES

CONVERSATIONS

REVIEWS

TASTE TASTING

STORE CARDS

VIDEOS



DIRECTORIES



CONSULTATIONS



REWARDS/ DISCOUNTS

ADVERTISEMENTS

PAMPHLETS

EMAIL CHECK INS

IN - STORE SPECIALIST

Customer is identifying
their challenge

Customer is looking for a
specific solution

Customer is ready to
purchase

Customer aligns with the
brand and chooses it

PROSPECT	MY TARGET MARKET	MESSAGE TO MY TARGET MARKET	MEDIA TO REACH MY TARGET MARKET
	The recreational and beginner user	we are a place of education and comfort. We aim to make all our guest feel welcome and knowledgeable in their choices.	Instagram ads Billboards Printed ads - large subway ads/ flyers Pop - ups
LEAD	LEAD CAPTURE SYSTEM	LEAD NURTURING SYSTEM	SALES CONVERSION STRATEGY
	Personalization Transparency Infographics In store and online Quizzes directories Pamphlets Consultations Descriptions	Specialized employees Helpful educational Optimal customer tools service Post shopping follow Consultations ups	Assurances "Taste testing"
CUSTOMER	DELIVERING A WORLD CLASS EXPERIENCE	INCREASING CUSTOMER LIFETIME VALUE	ORCHESTRATE AND STIMULATE REFERRALS
	Personalized curated boxes (try new products/ re stock) Up to date consultations (taste - testing) Email Follow ups updated educational tools	Long-term customer cards that offer in store discounts Personalized Curated Boxes Prioritize customer/ specialist relationships	Free sample from a line up of products Referral discounts

THANK YOU!

SHOP OLORES DE TERRORES TODAY

