



The Cannabis industry has been steadily on the “Rise” for many years, and as a leading cannabis Multi-State Operator (MSO), Rise sought aid in rebranding their retail stores and e-commerce website, as well as a revamp in their social media strategies and tactics. We took on this challenge with REAKT, an independent digital design studio, to help guide Rise into the next evolution of their brand growth. By leading and partnering with Rise Marketing leadership, we built a brand that inspires people to pursue wellness as a personal freedom. With a brand rebuild, we were able to make it more modern, more relatable, and more ownable. By tightening up the overall messaging and design we created greater consistency at every point where people interact with the brand.

In order to effectively and successfully lead Rise into the future, our account leads stepped in to define all deliverables across distinct phases and served as a liaison between all partners. By creating a process that ensured adherence to applicable rules and regulations in each state, our team was able to ensure all legal requirements were met, especially in the ever evolving industry of cannabis.

# Strategic Approach & Project Results

## Key Challenges

- Many new brands are flooding the market as the cannabis industry slowly grows across the country. Rises' previous brand look and feel felt outdated compared to newer, more modern brands.
- Seeking a brand overhaul to be leveraged across all aspects of the brand, Rise also required an updated strategy for reaching their targeted audience — who to talk to, when, and where — and how to drive new and old customers to purchase.
- With the onslaught of COVID-19 shutting down retail and strict cannabis industry regulations, each state has its' own set of laws dictating all aspects of the industry, pushing all retail operations to have a stronger focus on e-commerce.

## Strategic Opportunities

- With the decision made to invest in a refresh of their brand identity, Rise had the chance to speak to their current and prospective customers in a more targeted and effective way, focusing not only on consumer education, but also drastically improving the user experience on the Rise website to further evolve the sites e-commerce capabilities.


## Proposed Solutions

- With a required shift in planning from COVID, many initiatives were affected due to differing state-to-state responses. In the interim, we began shooting in-store video and photography and generating other content to build up a refreshed and robust asset library. These assets are currently being used both internally and externally to support a variety of initiatives and will be leveraged for future media placements.
- With differing state laws surrounding cannabis, it's important that customers have direct access to all information needed to make a purchasing decision. We helped build state-specific patient booklets as well as OOH media and social media to support the path-to-purchase while ensuring all creative met each respective state's legal compliance.

## Results

- Although 2020 presented many challenges for the cannabis and retail industries as a whole, Rise was able to completely revamp their website presence and create a better process for generating new customers and helping old customers navigate towards e-commerce on the site.
- Rise now has a new, improved, and refreshed asset library to be utilized on all creative initiatives moving forward.

## Patient Guides



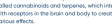
## HONOR YOUR RIGHT TO WELL-BEING WITH EXCEPTIONAL CARE AND GUIDANCE.

Rise is more than a dispensary with high quality, tested, cannabis products on our platform. It's a destination where well-being is approached with a holistic perspective and a human touch. This provider is a consultative approach to providing the right recommendations, where a caring team is using the specific products and formats that can help your mind, refresh your body, and inspire your life.

## HOW CANNABIS WORKS

Nature gave us a remarkably versatile and beneficial flower: cannabis. The medical benefits are far-reaching and every day we're continuing to learn more. The cannabis plant contains compounds called cannabinoids and terpenes, which interact with receptors in the brain and body to create various effects.


Cannabis was the ancient ingredient that made many people feel better. Every cannabis product has a different cannabinoid and terpene composition.



## CANNABINOIDS 101


There are currently 100+ of known cannabinoids and terpenes found in the cannabis plant. CBD and THC are the two most common cannabinoids found in the most abundant and researched. [What's the difference?](#)

### CBD



**CBD is the cannabinoid in cannabis that produces many effects similar to THC, without the psychoactive effects.**

### THC




**THC is the cannabinoid in cannabis that is typically associated with the plant's psychoactive effects.**

## TERPENES 101


Terpenes are organic compounds that give cannabis that unique floral and earthy scents, and are also responsible for the biological associated with each strain.

### LINALOOL




**Also known as:**  
Linalyl acetate  
**Associated with:**  
Lavender  
Sage  
Suppose to help with anxiety

### Pinene




**Also known as:**  
alpha-pinene  
**Associated with:**  
Pine  
Pineapple  
Pine needles

### HUMULENE



**Also known as:**  
alpha-caryophyllene  
**Associated with:**  
Ginger  
Chestnuts  
Pine needles

### ALPHA-PINENE




**Also known as:**  
alpha-pinene  
**Associated with:**  
Pine  
Pineapple  
Pine needles

## PATIENT GUIDE

RISE  
CANNABIS  
DISPENSARY

Selecting certain cannabis products will result in different effects. For example, selecting a CBD-dominant cannabis product may support the reduction of inflammation, while a THC-dominant product may control pain, nausea, and vomiting.




### LIMONENE

**Also known as:**  
Citrus terpene

**Associated Benefits:**

- Promotes healthy blood flow
- Reduces inflammation
- Boosts mood




### MYRCENE

**Also known as:**  
Mango terpene

**Associated Benefits:**

- Reduces inflammation
- Relaxes muscles
- Supports sleep (sedative)




### BETA-CARYOPHYLENE

**Also known as:**  
Black pepper terpene

**Associated Benefits:**

- Promotes healthy blood flow
- Reduces inflammation
- Improves circulation
- Promotes healthy skin

## PATIENT GUIDE



### OTHER CANNABIS TYPES

Individual experiences will vary by person, terpenomorph, individual, and product. However, research does generally indicate about this the following categories:

#### CBD DOMINANT

While producing little to no psychoactive effects, many people feel neuroprotective effects from CBD oils.

May promote relaxation in:


- Anxiety
- Inflammation
- Pain

#### CBD:THC (1:1)

A one-to-one ratio of CBD and THC provides a balanced neuroprotective system.

May promote relaxation in:

- Anxiety
- Inflammation
- Pain



#### Endoneuronal System

100% CBD

### SATIVA-DOMINANT

Many people feel temporary effects in the mind:

Head exercise  
Stimulates creativity  
Increases energy  
Increases focus  
Increases alertness  
Other: Clearing the mind

### INDICA-DOMINANT

Many people feel temporary effects in the body:

Reduces muscle tension  
Reduces inflammation  
Reduces pain  
Reduces anxiety  
Reduces stress  
Reduces tension  
Reduces fatigue  
Other: Clearing the mind

### —HYBRIDS—

Hybrid strains are predominantly used for medicinal purposes. However, they can be used for recreational purposes as well. Different strains in the same line can have different effects.

### CONSUME RESPONSIBLY

#### Medicating with cannabis for The Five T's:

**Start Low, Go Slow.**

- Start low (small amounts) should proceed with caution. It is sometimes hard that you feel that it is too much, therefore overconsumption.
- Start slow (small amounts) have been shown to help with understanding to determine the effects.
- Keeping a record of the best way to take your medicine will help you understand how you respond best to your use.

#### How do I know my cannabis?

• Cannabis is a plant that grows in a dark, dry and cool place to keep it alive.

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#### Are you pregnant?

**Contraindications:** Cannabis use may be contraindicated for pregnant women. Cannabis use may be contraindicated for pregnant women who are pregnant, breastfeeding or planning to become pregnant. Please consult your doctor. Research should be conducted on the medicinal drug consumption or breastfeeding on the basis of the pregnancy, which may have an effect on the use of the breastfeeding, the infant's production.

OOH



**DOCTOR RECOMMENDED**

**PHARMACIST ADVISED**

**PATIENT TRUSTED**

**KOP'S MEDICAL  
MARIJUANA STORE**

**NE SIDE OF THE MALL  
ON DEKALB**

**RISE**


**OUR PHARMACIST  
IS ALWAYS IN**

**RISE**

KOP'S MEDICAL MARIJUANA STORE.  
ACROSS FROM THE MALL


**445 W DEKALB PIKE**

## Website Redesign & Loyalty Program Design Launch






# WE'RE HOOKING YOU UP

[View this page on Facebook](#)  
[View this page on Instagram](#)  
[View this page on Twitter](#)  
[View this page on YouTube](#)



## BENEFITS OF HIGHSIDE


- 
 Earn a spare for every dollar you spend
- 
 Redeem your \$100 reward after you spend \$1000
- 
 Get exclusive media of product photos and special deals

## — TRACK & REDEEM

**Download the High Side App**  
 For those who don't want to leave their phone behind, our app gives you access to all the features of the High Side program.

**It's easy to use and you're in charge**  
 - Scan QR codes, enter your rewards, and track your progress.


**Available for iOS and Android**  
 - Available for iOS and Android.



## THE NEW, NOW AND NEXT

**Look for This Sign**  
 Looking for a new reward? A \$1000 reward is available for those who spend \$1000.


**Available for iOS and Android**  
 - Available for iOS and Android.



## High Side Rewards

When you spend \$1000, you'll receive a \$1000 reward. This reward can be used to purchase products or services.

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