



PR Plan

High Grade Organics

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Background:

National Overview of the Cannabis Industry:

Only four states in the union and Washington D.C. have legalized recreational cannabis use in the United States: Colorado, Washington, Alaska, and Oregon. However, 23 other states have legalized the use of medicinal cannabis. Public opinion for legalization of cannabis is growing. Twenty-seven percent of advocates say that the legalization of cannabis would provide improved regulation and significantly increase tax revenue. Many arguments against the legalization of cannabis is that it is a gateway drug. It can cause adolescents to have a weak memory and attention span¹. However, seven percent of people surveyed believe that cannabis should be legalized medically.²

Traditionally, cannabis including its non-psychoactive cousin hemp, is defined by the DEA as a schedule one substance with no acceptable medical use and a high potential for abuse.³ The stigma of cannabis has slowed research regarding its physical and medical benefits. Researchers in the United States are hindered by the federal government's tight restrictions to conduct studies on the efficacy and benefits of cannabis for chronic pain, epilepsy and cancer.⁴

Throughout the U.S., there are 265 researchers registered with the DEA, who

¹ "Learn About Marijuana: Factsheets: Marijuana and Adolescents." Learn About Marijuana:

² "In Debate Over Legalizing Marijuana, Disagreement Over Drug's Dangers." *Pew Research Center for the People and the Press* RSS. N.p., 14 Apr. 2015. Web. 19 Apr. 2016.

³ Firger, Jessica. "Federal Officials May Loosen Marijuana Restrictions For Medical Research By The First Half Of 2016." *Newsweek*. Newsweek, 8 Apr. 2016. Web. 19 Apr. 2016.

⁴ Firger, Jessica. "Federal Officials May Loosen Marijuana Restrictions For Medical Research By The First Half Of 2016." *Newsweek*. Newsweek, 8 Apr. 2016. Web. 19 Apr. 2016.

conduct clinical, pre clinical or analytical research on cannabis.⁵ However, when American researchers are permitted to conduct further research regarding medical benefits of cannabis, they are limited to one facility: the University of Mississippi.⁶ Cannabis has possible health benefits such as pain relief, increased recovery rate, and insomnia relief. However, federal restrictions prohibit extensive research into these benefits. Cannabis can also cause euphoric feelings and non psychoactive reactions within the human body.

Many people view cannabis as a harmless and non addictive drug.⁷ However, the body reacts differently to cannabis as compared to other substances. Cannabis remains in the fat tissue for about 30 days, compared to heroin which is processed in your body more quickly.⁸ Although cannabis remains within our body significantly longer than alcohol, dependence on heavy cannabis use is significantly safer than dependence on alcohol.⁹ People that are addicted to cannabis experience slower reaction times, poor memory and hunger.¹⁰ Addiction of alcohol causes stomach pains, vomiting, nausea and loss of consciousness or even death¹¹. A Gallup poll revealed that 70 percent of

⁵ Firger, Jessica. "Federal Officials May Loosen Marijuana Restrictions For Medical Research By The First Half Of 2016." *Newsweek*. Newsweek, 8 Apr. 2016. Web. 19 Apr. 2016.

⁶ Firger, Jessica. "Federal Officials May Loosen Marijuana Restrictions For Medical Research By The First Half Of 2016

⁷ Firger, Jessica. "Marijuana Use-And Abuse- In the U.S. Has Doubled In The Past Decade." *Newsweek*. Newsweek, 21 Oct. 2015. Web. 20 Apr. 2016.

⁸ Firger, Jessica. "Marijuana Use-And Abuse- In the U.S. Has Doubled In The Past Decade." *Newsweek*. Newsweek, 21 Oct. 2015. Web. 20 Apr. 2016.

⁹ Firger, Jessica. "Marijuana Use-And Abuse- In the U.S. Has Doubled In The Past Decade." *Newsweek*. Newsweek, 21 Oct. 2015. Web. 20 Apr. 2016.

¹⁰ Knolls, Timberline. "Marijuana Addiction Symptoms and Effects." *Marijuana Addiction*. Timberline Knolls, n.d. Web. 25 May 2016.

¹¹ Knolls, Timberline. "Alcohol Addiction Signs, Symptoms and Effects." *Alcoholism*. Timberline Knolls, n.d. Web. 25 May 2016.

Americans favor doctors prescribing cannabis for pain discomfort and other ailments.¹²

States such as California and Oregon have relaxed laws regarding the possession of cannabis. It is only an infraction if a person is caught with 28.5 grams or less.¹³ However, in other states such as Arizona it is a felony to own any recreational cannabis.¹⁴ It is safe to say that the country does not agree on laws regarding cannabis possession, recreational use, and medicinal use across the board.

The millennial generation, current 18-35 year olds, is the largest generation currently in the U.S and also contains the largest percentage of cannabis consumers. Fifty-two percent of Millennials have admitted to experimenting with cannabis. Out of that 52 percent, 23 percent agreed to using cannabis in the last year. There isn't a political divide among this generation pertaining to cannabis use. Seventy-seven percent of Millennials that identify as Democrats and 63 percent who identify as Republicans are in favor of legalization.¹⁵ Baby Boomers and the Silent generation experience a wider political gap among Democrats and Republicans. Thirty-eight percent of Baby Boomers that identify as Republicans and 17 percent of Republicans from the

¹²Edition, Newsweek Special. "Painting The White House Green." Newsweek. Newsweek, 13 Feb. 2016. Web. 20 Apr. 2016.

¹³"NORML.org - Working to Reform Marijuana Laws." California Laws & Penalties -. N.p., n.d. Web. 20 Apr. 2016.

¹⁴"NORML.org - Working to Reform Marijuana Laws." Arizona Laws & Penalties -. N.p., n.d. Web. 20 Apr. 2016.

¹⁵"Millennials and the Politics of Pot." Homepage. Urbaneer Creative, 05 Nov. 2015. Web. 20 Apr. 2016.

Silent Generation support legalization of cannabis while their Democratic counterparts are in favor 66 percent and 44 percent respectively.¹⁶

Overview of the Cannabis Industry in Oregon:

Recreational cannabis use became legal in Oregon in 2014, and the actual sale of recreational cannabis started in 2015. Although the law was passed multiple times, the cannabis industry remains unstable in Oregon. Some of the laws that are in effect currently are as follows: recreational use is for adults 21 years and older, only seven grams of cannabis is allowed to be purchased for recreational use, cannabis can't be smoked in public and driving under the influence of cannabis is illegal.¹⁷

Overview of the Cannabis Industry within Bend:

Bend, Oregon has 18 dispensaries and that number is expected to grow exponentially.¹⁸ Although public opinion surrounding cannabis has gradually improved, many Bend residents are fearful of the legality of cannabis both medically and recreationally.¹⁹ However, dispensaries such as Bloom Well, Oregrown and Dr. Jolly's main priority is to educate people on the benefits of cannabis as well as proper dosages.²⁰

¹⁶ Baker, T.J. "Millennials, Generation X Most Likely to Favor Marijuana Legalization." *The Daily Chronic*. The Daily Chronic, 28 Feb. 2015. Web. 09 May 2016.

¹⁷ "What's Legal Oregon - In Oregon, It's Legal for Adults 21 and Older to Possess and Use Recreational Marijuana (from Approved Medical Marijuana Dispensaries)... but There Are Limits." *What's Legal Oregon*. N.p., 10 Jan. 2016. Web. 20 Apr. 2016.

¹⁸ Moore, Angela. "High Standards in Bend." *The Source Weekly*. Source Weekly, 24 Feb. 2016. Web. 20 Apr. 2016.

¹⁹ Moore, Angela. "High Standards in Bend." *The Source Weekly*. Source Weekly, 24 Feb. 2016. Web. 20 Apr. 2016.

²⁰

Overview of Washington and Colorado Laws:

Colorado was the first state in the union to legalize recreational cannabis use in November 2012. The laws in Colorado are not too different from those that Oregon is enacting. Out-of-state residents in Colorado can only purchase seven grams of cannabis in one single transaction while residents can purchase a full 28 grams, but both groups can only own one ounce at a time. Store hours in Colorado are 8 a.m. till 12 a.m., however cities like Denver require dispensaries to close by 7 p.m. and other cities have varying operating hours as well. Smoke-bars in Colorado are privately owned clubs that are allowing the option to smoke or vape indoors or outdoors. However, public consumption of cannabis is illegal.²¹ Washington has similar laws that Colorado and Oregon are following close behind.

Alaska, the third state to legalize cannabis use, has stricter laws than Colorado and Washington. Owning hash or other cannabis concentrates is a misdemeanor or felony. To compare, Washington consumers can legally own 72 ounces of cannabis infused liquid, while in Alaska that would be considered a felony.²²

Location of Bend:

Bend, Oregon is a moderate sized city located in Deschutes County in the high desert of Central Oregon. It is the seventh largest city in the state—making it

²¹ "Marijuana Laws in Colorado." Colorado Pot Guide. PotGuide, 05 Sept. 2015. Web. 20 Apr. 2016.

²² "NORML.org - Working to Reform Marijuana Laws." Alaska Laws & Penalties -. NORML, n.d. Web. 20 Apr. 2016.

a high priority destination for residents and nonresidents of Oregon.²³ More generally, Bend is located in the Pacific Northwest region of the United States. This area typically experiences all four seasons including high temperature in summers and low temperatures in the winter.

Demographic Breakdown:

Given Bend's modest geographical size, it is not abundant in population. The population of Bend is constantly growing Bend as it is home to 87,104 people²⁴. The city population is relatively young with the median age listed at 37.7 years old, younger than most other large cities in Oregon. The male to female ratio is 1:1 with 60 percent of residents married. According to Areavibes, "In Bend 93.16 percent of the population is Caucasian, .44 percent is African American, and 1.5 percent is Asian." Ninety-three percent of the population speaks English and five percent speaks Spanish.²⁵ Compared to its neighbors, the state of Oregon is relatively low on the cost of living scale along with reasonable real estate specifically in Bend. Bend, Oregon household income is under the United States average with Bend residents earning an average of \$52,006 and the United States' residents with an average of \$53,657.²⁶

Tourism in Bend:

Air travel to Bend is simple; Roberts Field Airport (RDM)—the fourth largest commercial airport in Oregon—is located just 20 minutes outside of the city. It is extremely quick and efficient with many flights in and out of the state

²³ "Bend, Oregon." *Wikipedia*. Wikimedia Foundation, 8 Apr. 2016. Web. 20 Apr. 2016.

²⁴ Shorack, T. (2016, May 19). Bend's population hits 87,104. Retrieved June 03, 2016,

²⁵ "Bend, OR Demographics." *Bend, OR Population & Demographics*. N.p., n.d. Web. 20 Apr. 2016.

²⁶ "Bend Oregon Household Income." *Department of Numbers*. N.p., n.d. Web. 20 Apr. 2016.

including: Las Vegas, Phoenix, Portland, Salt Lake City, San Francisco and Seattle. In addition to traveling to Bend by plane, the city is very easily accessible to visitors by highway. Located at the junction of US Highway 97 and State Highway 20, Bend is centrally located and easy to find. The McKenzie Highway is a beautiful scenic route through all four seasons and offers several hikes and scenic lookouts for travelers.²⁷ Located just three hours southeast of Portland and two hours west of Eugene—two out of the three highest populated cities in Oregon—makes Bend accessible throughout the year.

Conveniently placed between snow-capped mountains and high desert plains, Bend has earned the reputation of an international mecca for adventure lovers and outdoor enthusiasts. Bend offers hip eateries, fashionable boutiques, and outdoor concerts year-round. Whether travelers are looking for the perfect little shop to sit and have an award-winning cup of coffee, take on one the hundreds of scenic hiking trails, or to hit the ski slopes for the weekend, Bend is a perfect, central place for all of these activities. Bend embraces the laid back and adventurous stereotype it has earned more and more over the years and offers the perfect getaway for those in search of the perfect trip.²⁸

Another one of Bend's proud attributes is the brewery infatuation with its residents and tourists. Through every season, a cold beer is desired after a long day of hiking, skiing, biking, and all other outdoor pursuits which allows the high number of breweries and brewery tours in Bend. During the busy summer months, 40 percent of tourists visit at least one brewery during their stay. Bend

²⁷ "Visit - Getting Here | Bend, Oregon Chamber." *Bend Oregon Chamber*. N.p., n.d. Web. 20 Apr. 2016.

²⁸ "Visiting Bend." *City of Bend* . N.p., n.d. Web. 20 Apr. 2016.

houses one brewery for every 4,500 people—giving this city the most breweries per capita in the state of Oregon.²⁹ In addition to the high demand for beer, Bend has very close proximity to the Willamette Valley, which offers the Oregon-grown wine that locals and tourists both love. Tasting rooms are conveniently located around the city to cater to those who wish to experience this locally created opportunity.³⁰

As Bend's tourism industry continues to stay strong, stable and prevalent through the years, Bend's tax collections and citywide lodging occupancy rose to historic heights in 2012 and is expected to increase higher each year. Traffic to tourism websites including visitbend.com has more than doubled over the past five years and hit one million hits in 2013. In addition to the significant economic impact of tourism in Bend, it is apparent that tourism is a primary catalyst for attracting new residents and businesses to the city. It is recorded that 2.2 million tourists visit Bend annually—67 percent of which live outside of Oregon. The average stay for visitors is 4.2 nights, which demonstrates tourists prefer to stay for longer trips rather than a weekend getaway. These milestones indicate the exciting reality of the growing demand for Bend, Oregon—in and out of state.³¹

Situation Analysis:

High Grade Organics is experiencing an issue with the Bend key publics, and surrounding communities, being uneducated about the benefits and many

²⁹ <http://www.visitbend.com/Bend_Oregon_Activities_Recreation/Restaurants_Food/Brewpubs-Microbreweries/>.

³⁰ Olsen, Hanna. "23 Things To Know Before Moving To Bend, Oregon." Web log post. *Estatefy Blog*. N.p., 19 Mar. 2014. Web. 20 Apr. 2016.

³¹ "Bend, Oregon. The Mountain Town That Has It All." *Bend Oregon Visitor Bureau for Hotels, Lodging or Restaurants*. N.p., n.d. Web. 20 Apr. 2016.

different uses (e.g., topicals, edibles, inhaling) of cannabis as well as dealing with the negative stigma that cannabis dispensaries have. A communication plan to educate HGO's key publics about cannabis will help to eliminate the stigma that is associated with dispensaries and bring in consumers that might not have ever been interested before. Through our communication plan outdoor enthusiasts will become aware of our client's location in Bend, and be encouraged to step foot into High Grade Organics and see what they have to offer.

Without a communication plan for High Grade Organics, HGO's key publics will continue to stay uneducated about cannabis and being unaware of the location of High Grade Organics. High Grade Organics is competing with 17 other dispensaries, which means that a plan will help establish a stronger customer base and ideally lead to higher profitability.

SWOT:

Strengths

- HGO offers a high-end dispensary experience unavailable at most competing dispensaries in the Bend area.³²
- HGO has a coffee shop feel making it familiar and comfortable for people who have never been in a dispensary before. It goes against the stark white interior of many other dispensaries.³³
- High Grade Organics carries 100% organic, sun-grown, Oregon-grown cannabis. HGO takes pride in knowing its products are of a higher quality compared to what many of its competitors have to offer.³⁴
- Many online review services such as Leafly have HGO rated highly on the list of Bend dispensaries.³⁵

³² Honda, Laurie. Personal interview. 11 Apr. 2016.

³³ Honda, Laurie. Personal interview. 11 Apr. 2016.

³⁴ Honda, Laurie. Personal interview. 11 Apr. 2016.

³⁵ Various. "High Grade Organics Reviews." Leafly. N.p., Mar. 2016. Web. 10 May 2016.

- Nick Harsell, founder of HGO, is committed to educating his customer base about the cannabis it carries and the advantages and properties of every product.³⁶
- HGO has a very well built and easy to navigate website that makes learning about the store and finding other information a simple and elegant experience.
- HGO has a very consistent and appealing visual aesthetic that covers everything from its Instagram account and website to the inside of the physical store itself. This makes both new and returning customers feel more confident in shopping at HGO and helps HGO's brand image as a whole.
- HGO's staff is extremely knowledgeable about all things cannabis related and is dedicated to educating customers and helping both veterans and beginners have the best experience possible.³⁷

Weaknesses

- The high-end atmosphere could be intimidating or seem less approachable to people who are new to cannabis or who would consider themselves to only be casual users. They might not identify with or feel comfortable with the associated lifestyle.
- The average price of a gram is slightly higher than the average dispensary in Bend. This could deter potential customers even though the product is of a higher quality.³⁸
- The location of HGO is not on Highway 97, which is the main business street in Bend. This location limits exposure to foot traffic and thus reduces amount of potential new customers and hurts brand name recognition.³⁹
- HGO's website isn't something simple like "hgo.com," it's "thehighgradeorganics.com" which could make it difficult for potential customers to find or remember the web address and get information about the store.
- HGO's building looks unapproachable from the street, and has little branding on the outside that would hint at its purpose. This hurts general awareness and reduces the amount of random foot traffic that might decide to visit the store.

³⁶ Honda, Laurie. Personal interview. 11 Apr. 2016.

³⁷ Honda, Laurie. Personal interview. 11 Apr. 2016.

³⁸ "High Grade Organics Menu." *Leafly*. N.p., 18 Apr. 2016. Web. 20 Apr. 2016.

³⁹ "Store." High Grade Organics. N.p., n.d. Web. 10 May 2016.

- Due to various circumstances HGO does not have a Twitter account, which limits its social media footprint and the number of people reachable online.⁴⁰
- HGO only has one storefront, limiting the amount of business that can be conducted in any given day.
- HGO has a limited number of staff on hand at any given time, which leads to long wait times and hurts the overall customer experience.

Opportunities

- Oregon plans to pass legislation to allow cannabis delivery services. Once this becomes legal, HGO can begin offering this service and increase its customer base.⁴¹
- Bend has a large outdoor-adventure community that could be targeted as they hold similar values to HGO and are a largely ignored public in the cannabis industry.
- HGO could partner and cross-promote with local businesses such as bakeries and breweries. These businesses are very popular among the population of Bend and will help promote HGO's passion to be local and organic.⁴²
- HGO could host or promote classes and information sessions aimed at people who are interested in cannabis but don't know where to start.
- Create and sell HGO branded apparel such as T-Shirts and Beanies to be sold both in store and on the HGO website.
- Simplify HGO's website URL to make it easier for people to remember and share with others.
- The outside of the shop could be redesigned to make it more recognizable as a dispensary and more eye-catching to passerby.
- HGO could work with Bend area ski resorts and other outdoor areas to sponsor events and cross-promote.

Threats

- There are 17 other dispensaries in Bend, which combined with a population of only 87,104 could limit the number of customers.⁴³
- Medical cannabis dispensaries in Bend offer delivery services that HGO cannot, which could draw customers away from HGO.⁴⁴

⁴⁰ Honda, Laurie. Personal interview. 11 Apr. 2016.

⁴¹ Brosious, Emily Gray. "Oregon Approves Marijuana Home Delivery." Extract. Sun Times, 25 Oct. 2015. Web. 10 May 2016.

⁴² "The Bend Ale Trail." The Bend Ale Trail Beer Tour. Visit Bend, n.d. Web. 10 May 2016.

⁴³ "Marijuana Dispensaries in Bend, OR." Leafly. N.p., n.d. Web. 10 May 2016.

⁴⁴ Honda, Laurie. Personal interview. 11 Apr. 2016.

- More and more people are beginning to grow their own cannabis at home and as such do not need the services of a dispensary.
- Oregon law currently requires a 1000 ft. buffer between cannabis dispensaries.⁴⁵ Because of this law, HGO was forced to move from its location on 3rd street to its current location, off the main street.
- Due to current Oregon state laws, dispensaries can only sell flower to recreational customers. Topicals, edibles, or oils can only be sold to medical patients. This limits the amount of product they can sell to the general public.⁴⁶
- Laws change frequently, requiring HGO to constantly adapt their policies that could make it difficult to keep their offerings and strategies consistent.⁴⁷
- Facebook and Instagram have removed HGO's social media profiles multiple times for violating policies and regulations regarding drugs in photos.⁴⁸
- There is still a stigma against cannabis use and cannabis users, which could keep potential customers from giving it a chance.
- Federally cannabis is classified as a Schedule 1 drug alongside "hard" drugs such as LSD and Heroin. Regardless of the relatively low danger involved with cannabis use, this association alone could discourage potential customers.⁴⁹

Opportunity Statement:

High Grade Organics seeks to increase its customer base through educating the ever growing outdoor community of Bend on the many benefits and ways of using cannabis, to increase cannabis sales at High Grade Organics and prevent being pushed out of business by competitors.

⁴⁵ Hammers, Scott. "Bend City Council Passes Recreational Marijuana Rules." The Bulletin. The Bulletin, 4 Dec. 2015. Web. 20 Apr. 2016.

⁴⁶ "Frequently Asked Questions." Medical Marijuana Dispensary Program. State of Oregon, n.d. Web. 10 May 2016.

⁴⁷ Vance, Bryan M. "Big Changes Come To Oregon's Marijuana Industry In 2016." OPB News. Oregon Public Broadcasting, 21 Jan. 2016. Web. 10 May 2016.

⁴⁸ Honda, Laurie. Personal interview. 11 Apr. 2016.

⁴⁹ DEA. "List of Schedule 1 Drugs." Drugs.com. N.p., n.d. Web. 10 May 2016.

Goal:

Increase High Grade Organic's customer base through developing relationships with members of the outdoor community of Bend, OR and educating this key public on the many benefits of cannabis.

Key Publics:

We have identified snowboarders/skiers, campers/hikers and cyclists/triathletes as our key publics. Bend is considered one of the top outdoor recreation cities in the world⁵⁰ and has many outdoor activities to offer all year round, ranging from snow sports and water activities to hiking and mountain climbing. In perspective, Bend is the largest city in Central Oregon; and as a whole Central Oregon generated close to \$1 billion from outdoor recreation in 2014.⁵¹ Due to the thriving outdoor economy in Bend, HGO has the potential to greatly increase its customer base and recognizability as an organization. The outdoor community enjoys all that nature has to offer; for this reason we believe our key publics in Bend can help grow HGO as a brand and organization. We hope to gain life long customers who share HGO's passion for sustainability, quality, and living a life with positive energy.⁵²

⁵⁰ "Activities & Outdoor Recreation in Bend and Central Oregon." Activities and Outdoor Recreation in Bend & Central Oregon. Bend Oregon, n.d. Web. 10 May 2016.

⁵¹ Ls., and Both Reports Are Available In Entirety At The Travel Oregon Webs. 2014 Visitor Economic Impact Report (n.d.): n. pag. Visitcentraloregon.com. Web.

⁵² Harsell, Nick. "Home." Thehighgradeorganics.com. High Grade Organics, n.d. Web. 10 May 2016.

Snowboarders/Skiers:

Although there is a wide range of key publics to choose from, we chose snowboarders and skiers as one of our main targets. Snow sports are a major portion of Bend's outdoor community and economy. There are many snowboarders and skiers within Bend who could potentially increase HGOs footprint as an organization. Mt. Bachelor, which is a ski and snowboard resort located just 19 miles from downtown Bend, generates an average of 486,595 visits annually.⁵³

Self Interests: nature, outdoor activities, care for nutrition, in favor of organic products, environmentally friendly, sustainability and recycling, local economy liquor, wine.⁵⁴

Influencers: Outdoor corporations, parents, city council members children, social norms, career/job, activists, bloggers, friends.⁵⁵

Messages:

Primary Message:

Awareness: Zip down your favorite mountain to visit HGO and it's sun-grown cannabis and fully recycled storefront.

⁵³ "Northwest Winter Sports Industry Overview." [Olis.leg.state.or.us](http://olis.leg.state.or.us). Pacific Northwest Ski Areas Association, 2014. Web. 09 May 2016.

⁵⁴ McIntosh, Cassandra. "Snowboarders versus Skiers – Data Reveals Strong Differences in Consumer Behavior and Interests « Exponential Blog." Exponential Blog. Exponential Advertising Intelligence, 27 Mar. 2016. Web. 30 May 2016.

⁵⁵ McIntosh, Cassandra. "Snowboarders versus Skiers – Data Reveals Strong Differences in Consumer Behavior and Interests « Exponential Blog." Exponential Blog. Exponential Advertising Intelligence, 27 Mar. 2016. Web. 30 May 2016.

Secondary message:

- Created out of over 100 pallets, sheet metal, barn wood and other recycled material, from the walls to the display cases everything was handcrafted with positive energy.⁵⁶
- Our modern rustic interior creates a warm feeling showcasing our dedication to changing the way people view cannabis.⁵⁷
- The aroma and the effects of every cannabis strain in store allow us to display our excitement through education and design.⁵⁸

Primary Message:

Attitude: HGO is no average cannabis dispensary; we are in the business of educating our customers and meeting their every need.

Secondary Messages:

- As an organization, we want to educate our consumers about the health benefits of cannabis and the various products we carry.⁵⁹
- All types of medical cannabis produce effects that are more similar than not, including pain and nausea control, appetite stimulation, reduced muscle spasms, improved sleep, and more.⁶⁰

⁵⁶ Harsell, Nick. "Home." Thehighgradeorganics.com. High Grade Organics, n.d. Web. 10 May 2016.

⁵⁷ Harsell, Nick. "Home." Thehighgradeorganics.com. High Grade Organics, n.d. Web. 10 May 2016.

⁵⁸ Harsell, Nick. "Home." Thehighgradeorganics.com. High Grade Organics, n.d. Web. 10 May 2016.

⁵⁹ Honda, Laurie. Personal interview. 11 Apr. 2016

⁶⁰ Harsell, Nick. "Home." Thehighgradeorganics.com. High Grade Organics, n.d. Web. 10 May 2016.

Primary Message:

Behavioral: Use HGO's cannabis products and improve your recovery after a day at the mountains.

Secondary Messages:

- As an organization, we want to educate our consumers about the health benefits of cannabis and the various products we carry.⁶¹
- All types of medical cannabis produce effects that are more similar than not, including pain and nausea control, appetite stimulation, reduced muscle spasm, improved sleep, and others.⁶²

Cyclists and Triathletes:

Bend, OR is a popular location for both road and mountain biking. Between June and July, Bend hosts nine cycling and mountain biking races.⁶³ Oregon generates about \$400 million in revenue from cycling-related activities.⁶⁴ Of that \$400 million Bend was responsible for roughly 13 percent, or about \$52 million.⁶⁵ Millions are spent on food, lodging, gear and clothing.⁶⁶ Bend also hosts an array of triathlons. Like cyclists, triathletes train long and hard and put a lot of care into their bodies to constantly be in peak shape. HGO's products could

⁶¹ Honda, Laurie. Personal interview. 11 Apr. 2016

⁶² Harsell, Nick. "Home." Thehighgradeorganics.com. High Grade Organics, n.d. Web. 10 May 2016.

⁶³ "Biking, Mountain Biking Trails and Road Cycling in Bend, Oregon." Biking, Mountain Biking Trails, Bike Events, and Cycling in Bend Oregon. Bend Oregon, n.d. Web. 11 May 2016.

⁶⁴ Maus, Jonathan. "'Scenic Bikeways' Help Power Oregon Bike Tourism to \$400 Million Annual Impact - BikePortland.org." BikePortland.org. Bike Portland.Org, 09 May 2013. Web. 11 May 2016.

⁶⁵ Maus, Jonathan. "'Scenic Bikeways' Help Power Oregon Bike Tourism to \$400 Million Annual Impact - BikePortland.org." BikePortland.org. Bike Portland.Org, 09 May 2013. Web. 11 May 2016.

⁶⁶ Maus, Jonathan. "'Scenic Bikeways' Help Power Oregon Bike Tourism to \$400 Million Annual Impact - BikePortland.org." BikePortland.org. Bike Portland.Org, 09 May 2013. Web. 11 May 2016.

benefit cyclists and triathletes by enhancing the speed of muscle recovery and the athletes could also enjoy the recreational effects after a long day of racing or training.

Self-interest: Reliability, high quality, nature, nutrition, sustainability, reliability, affordability, quality, outdoor activities, in favor of organic products, personal health, environmentally friendly.^{67 68}

Influencers: Outdoor corporations, family, career/job, activist, politicians, bloggers, friends, education.^{69 70}

Messages:

Primary Message:

Awareness: Learn about the recovery-boosting properties and recreational applications of HGO's sustainable cannabis and how it can help you heal after a big race.

Secondary messages:

- Strains with more CBD tend to result in better pain and spasticity relief.⁷¹

⁶⁷ "The Triathlon Market." Activenetworkrewards.com. Active Marketing Group, 2007. Web. 30 May 2016.

⁶⁸ Edmondson, Brad. "The U.S Bicycle Market." Gluskintownleygroup.com. Gluskin Townley Group, 2011. Web. 30 May 2016.

⁶⁹ Edmondson, Brad. "The U.S Bicycle Market." Gluskintownleygroup.com. Gluskin Townley Group, 2011. Web. 30 May 2016.

⁷⁰ "The Triathlon Market." Activenetworkrewards.com. Active Marketing Group, 2007. Web. 30 May 2016.

⁷¹ Harsell, Nick. "Home." Thehighgradeorganics.com. High Grade Organics, n.d. Web. 10 May 2016.

- Substance II types of medical cannabis produce effects that are more similar than not, including pain and nausea control, appetite stimulation, reduced muscle spasm, improved sleep, and others.⁷²

Primary Message:

Attitudinal: HGO's cannabis can help your muscles heal faster after a long ride or run.

Secondary Messages:

- All types of medical cannabis produce effects that are more similar than not, including pain and nausea control, appetite stimulation, reduced muscle spasm, improved sleep, and others.⁷³
- Strains with more CBD tend to produce better pain and spasticity relief.⁷⁴

Primary Message:

Behavior: Ride over to High Grade Organics to let your muscles recover and your mind unwind.

Secondary messages:

- We support sun grown cannabis and other sustainable practices.⁷⁵
- Created out of over 100 pallets, sheet metal, barn wood and other recycled material, from the walls to the display cases.⁷⁶

⁷² Harsell, Nick. "Home." Thehighgradeorganics.com. High Grade Organics, n.d. Web. 10 May 2016.

⁷³ Harsell, Nick. "Home." Thehighgradeorganics.com. High Grade Organics, n.d. Web. 10 May 2016.

⁷⁴ Harsell, Nick. "Home." Thehighgradeorganics.com. High Grade Organics, n.d. Web. 10 May 2016.

⁷⁵ Harsell, Nick. "Home." Thehighgradeorganics.com. High Grade Organics, n.d. Web. 10 May 2016.

- Our modern rustic interior creates a warm feeling showcasing our dedication to changing the way people view cannabis⁷⁷

Hikers and Campers:

Many people that live in Bend or travel to Bend do so because of all the beautiful scenery and great hiking adventures including caves, waterfalls, lakes, and mountains. There are also a number of hiking groups in Bend and a wide variety of trails to take. There are challenging hikes such as the Big Bend that is a three-to-four day hike around the Chisos Mountains.⁷⁸ Campers in Bend go for similar reasons: the scenic views of Bend and the adventurous pursuit of nature. There are a variety of areas to camp in Bend on the water, in the mountains, or in cabins/RVs. Hikers and campers are a strong key public for HGO because while they are enjoying nature and relaxing they can take advantage of HGO's products to have an even more exciting stay.

Self-interest: Nature, environmentalism, affordability, outdoor activities, recycling, in favor of organic products, personal health, entertainment.⁷⁹

Influencers: Outdoor corporations, family, social norms, career/job, activist, politicians, bloggers, friends, education.⁸⁰

⁷⁶ Harsell, Nick. "Home." Thehighgradeorganics.com. High Grade Organics, n.d. Web. 10 May 2016

⁷⁷ Harsell, Nick. "Home." Thehighgradeorganics.com. High Grade Organics, n.d. Web. 10 May 2016

⁷⁸ Kwak-Hefferan, Elisabeth. "Big Bend National Park Trails." Backpacker.com. Backpacker, 15 June 2015. Web. 11 May 2016.

⁷⁹ Skurka, Andrew. "What Inspires You to Backpack? The Hiking, the Camping, or Both? - Andrew Skurka." Andrew Skurka. Andrew Skurka, 25 Oct. 2012. Web. 30 May 2016.

⁸⁰ Skurka, Andrew. "What Inspires You to Backpack? The Hiking, the Camping, or Both? - Andrew Skurka." Andrew Skurka. Andrew Skurka, 25 Oct. 2012. Web. 30 May 2016.

Messages:

Primary Message:

Awareness: Come enjoy the health and recreational benefits of our sustainable cannabis at HGO. We are right around the corner.

Secondary Messages:

- We support sun grown cannabis and other sustainable practices.⁸¹
- Quality is the utmost priority, ranging from our product to the design work that stands behind it.⁸²
- Created out of over 100 pallets, sheet metal, barn wood and other recycled material, from the walls to the display cases⁸³

Primary Messages:

Attitude: Allow HGO's sustainable and organically grown cannabis to make your connection to nature even more memorable.

Secondary Messages:

- Our cannabis is all organic, handled with care and love, and grown mostly in Central Oregon.⁸⁴
- We support sun grown cannabis and other sustainable practices.⁸⁵

⁸¹ Harsell, Nick. "Home." Thehighgradeorganics.com. High Grade Organics, n.d. Web. 10 May 2016.

⁸² Harsell, Nick. "Home." Thehighgradeorganics.com. High Grade Organics, n.d. Web. 10 May 2016.

⁸³ Harsell, Nick. "Home." Thehighgradeorganics.com. High Grade Organics, n.d. Web. 10 May 2016.

⁸⁴ Harsell, Nick. "Home." Thehighgradeorganics.com. High Grade Organics, n.d. Web. 10 May 2016.

⁸⁵ Harsell, Nick. "Home." Thehighgradeorganics.com. High Grade Organics, n.d. Web. 10 May 2016.

Primary Messages:

Behavioral: Enhance your connection with nature at HGO before you trek on your adventure.

Secondary Messages:

- All types of medical cannabis produce effects that are more similar than not, including pain and nausea control, appetite stimulation, reduced muscle spasm, improved sleep, and others.⁸⁶
- Quality is the utmost priority, ranging from our product to the design work that stands behind it.⁸⁷

Objectives:

Cyclists and Triathletes

Objective 1: Increase cyclists' and triathletes' awareness of HGO and its products by 20 percent by Nov 1, 2016.

Objective 2: Improve cyclists and triathletes' attitudes towards HGO and cannabis in general by 20 percent by Nov 1, 2016.

Objective 3: Increase store visits by cyclists and triathletes to 45 clients a week by Nov 1, 2016.

Skiers and Snowboarders

Objective 1: Expand snow sport participants' awareness of HGO and its high quality products by 25 percent by Nov 1, 2016.

Objective 2: Boost skiers and snowboarders' attitudes about HGO by 15 percent by Nov 1, 2016.

⁸⁶ Harsell, Nick. "Home." Thehighgradeorganics.com. High Grade Organics, n.d. Web. 10 May 2016.

⁸⁷ Harsell, Nick. "Home." Thehighgradeorganics.com. High Grade Organics, n.d. Web. 10 May 2016.

Objective 3: Increase the number of skiers and snowboarders visiting HGO by 15 per week by Nov 1, 2016.

Hikers and Campers

Objective 1: Increase awareness of hikers and campers regarding HGO and its products by 40 percent by Nov 1, 2016.

Objective 2: Improve hikers and campers' attitudes about HGO and cannabis sales by 30 percent by Nov 1, 2016.

Objective 3: Improve in house sales by 15 percent from hikers and campers by Nov 1, 2016.

Strategies and Tactics:

Key Public 1: Cyclists and Triathletes

Objective 1: Increase cyclists' and triathletes' awareness of HGO and its products by 20 percent by Nov 1, 2016.

- Strategy 1: Social Media
 - Tactic 1: Regularly post messages on Instagram and Facebook to inform followers about products and deals.
 - Tactic 2: Create and promote a company hashtag and print it on business cards and other promotional materials.
 - Tactic 3: Encourage customers to post pictures and @ mention HGO by offering a discount of 10% off of topical products to those who do.
- Strategy 2: Create Local Partnerships
 - Tactic 1: Sponsor the Central Oregon 500+ on June 8, 2016-June 12, 2016 by creating an HGO-branded water fill-up station for each day of the event.

- Tactic 2: Partner with the Sisters Stampede mountain biking event May 29th, 2016 and provide HGO discount cards, lighters, and stickers to be included in the entrant's registration bags.
- Tactic 3: Hand out Powerbars and other cycling snacks with HGO stickers placed on the product at group rides and in front of bicycle shops.
- Strategy 3: Leverage Local Media
 - Tactic 1: Create a flier that embodies HGO's aesthetic and distribute at all booths and events HGO is connected to throughout the 6 month period. These fliers will also be used as digital posts and on bulletins around downtown.
 - Tactic 2: Insert the HGO flier that includes store location, hours, and social media links in the Source Weekly as a half-page advertisement.
 - Tactic 3: Nick Harsell will write an Op-Ed containing health benefits and misconceptions regarding cannabis and send to outdoors publications in Bend.

Objective 2: Improve cyclists and triathletes' attitudes towards HGO and cannabis in general by 20 percent by Nov 1, 2016.

- Strategy 1: Have a guest speaker talk about the health benefits of marijuana products that HGO carries.
 - Tactic 1: Face-to-Face Communication

- Tactic 2: Create a list of legitimate guest speakers who support HGO cannabis products as a recovery method.
- Tactic 3: Speak at a Bend Bella Cyclists' meeting regarding the benefits of cannabis for athletic individuals.
- Tactic 4: Nick will join the Bend Area Cycling Enthusiasts (BACE) for a ride ending at a brewery. While there speak to members of the club, educating them about the products HGO offers and how it can benefit their active lifestyle.
- Strategy 2: Increase Online Communication
 - Tactic 1: Create a series of four educational videos about HGO products and post them once a week for a month on Youtube.
 - Tactic 2: Run a promotion through Leafly; offer free samples of topicals in exchange for leaving reviews online.
 - Tactic 3: Make the HGO website easier to find by simplifying the URL as opposed to "thehighgradeorganics.com"
- Strategy 3: Sponsorships
 - Tactic 1: Partner with the Sisters Stampede mountain biking event May 29, 2016 and provide HGO discount cards, lighters, and stickers to be included in the entrant's registration bags.
 - Tactic 2: Set up a table at the 10x10 space with free merchandise to give away.
 - Tactic 3: Put HGO's logo on marketing materials for the Sisters Stampede mountain biking event.

Objective 3: Increase store visits by cyclists and triathletes to 45 clients a week by Nov 1, 2016.

- Strategy 1: Discounts and Sales
 - Tactic 1: Seasonal “Happy Hour” will be a monthly promotion that HGO will put on. It will be from 4:20 to 6:00 p.m. and will provide \$5 off every eighth and \$1 off every gram of flower purchased.
 - Tactic 2: HGO will provide a five percent senior discount to clients of the age 65+.
 - Tactic 3: HGO will introduce “Topical Tuesday” which allows a 15 percent discount on all topicals for sale.
- Strategy 2: Create Local Partnerships
 - Tactic 1: Set up a table at local bike shop, Bend Velo, offering special discount cards to shoppers that they can only get from that shop.
 - Tactic 2: Have a table one afternoon a week at Juniper Swim and Fitness club offering discount cards and education about cannabis products.
 - Tactic 3: Attend a meeting of the West Bend Running Club to encourage members to visit HGO post run to try out the topicals they offer.

- Strategy 3: Customer Relations
 - Tactic 1: Host a Q and A night at the store about how cannabis can specifically help recover from hard workouts. Advertise in local bike shops.
 - Tactic 2: Host a Q and A night at a local craft brewery to answer questions that people have and educate patrons. Hosting at a high-end craft brewery will help HGO interact with key publics who are willing to spend more for higher end product.
 - Tactic 3: Host a trivia night at a local brewery. Focus on outdoorsy trivia as well as cannabis related trivia. Give HGO brand bike water bottles as a prize.

Key Public 2: Skiers and Snowboarders

Objective 1: Expand snow sport participants' awareness of HGO and its high quality products by 25 percent by Nov 1, 2016.

- Strategy 1: Host a Ski/Snowboarding event at Mount Bachelor.
 - Tactic 1: Bring over 100 HGO branded beanies and distribute them on the slopes and around chair lifts and lodge.
 - Tactic 2: Similar to beanies, distribute 150 sunglasses on and around the slopes of Mount Bachelor and near major ski lifts and lodges.
 - Tactic 3: Set up a tent outside of the lodge at the bottom of the slopes at Mount Bachelor. Hand out hot cocoa in compostable cups

to skiers and snowboarders who are walking in/out of the lodge.

Fliers will be present on the table and available for people to take.

- Tactic 4: an employee of HGO will wear an 80s style snow suit branded with an HGO logo. This individual will be skiing/snowboarding throughout the day, making conversations with others on chairlifts and on the slopes.
- Strategy 2: Social Media
 - Tactic 1: Partner with Pine Mountain Sports to hold an Instagram giveaway of one snowboard and one set of skis, each styled with the HGO logo. Require entrants to follow both HGO and the ski shop and post pictures from the slopes @ mentioning both stores.
 - Tactic 2: Do an Instagram “takeover” in which HGO would trade accounts with Pine Mountain Sports for a couple days in order to cross promote and grow each company's' social media audience.
 - Tactic 3: Post pictures of Instagram of HGO employees on the slopes as a way of sharing a “Bend snow report” to attract more people straight from Instagram.
- Strategy 3: Local Media
 - Tactic 1: A press release will be written and sent to The Bend Bulletin and The Source Weekly containing the plans for the Mount Bachelor events.

- Tactic 2: Fliers will be posted in coffee shops, outside restaurants and in snow gear and rental shops promoting the event scheduled at Mount Bachelor.
- Tactic 3: HGO will purchase a quarter page advertisement to be published every month in The Source Weekly with store location and hours, along with services provides.

Objective 2: Boost skiers and snowboarders' attitudes about HGO by 15 percent by Nov 1, 2016.

- Strategy 1: Social Media
 - Tactic 1: Hold a giveaway on Instagram in which participants post pictures and @ mention HGO. Winner(s) receive HGO branded beanies.
 - Tactic 2: Create a geotag on Snapchat that works on the premises of HGO.
 - Tactic 3: Create a second seasonal geotag that works on the slopes of Mt. Bachelor, which includes HGO branding but is mainly ski/snowboard related.
- Strategy 2: Merchandise Branding
 - Tactic 1: Buy 100 shot glasses with HGO logo printed on it and gift it to the Après Ski Bar at Mount Bachelor. They will be given out to those who order a shot after a day of skiing.

- Tactic 2: Hire a muralist to paint a mural on an exposed wall on the outside of the building. The mural will have an outdoorsy landscape painted by a professional.
- Tactic 3: Partner with Mt. Bachelor to have a several “sponsored” chairs on each lift. The chairs would have HGO logos on them and stickers with information such as social media accounts and web/street addresses.
- Strategy 3: Local Media
 - Tactic 1: Fliers will be strategically placed throughout the Mount Bachelor Lodge and other small businesses in close proximity to the mountain. These fliers will have a heavy design emphasis on snow sports along with all necessary information and contact information to learn about the products and services HGO has to offer sore muscles, a headache after a long day, and other ailments.
 - Tactic 2: A short 30-second radio PSA will be released several times throughout the two weeks prior to the Mt. Bachelor Event. The PSA will mention the date, times, a short description of HGO and the products it offers and other information necessary to make the trip out to Mount Bachelor that weekend.
 - Tactic 3: Create movie-poster-style banners with information about HGO to be put on shuttle bus shelters near Mt. Bachelor. Include a

recommended set of ski runs to do during a trip to the slopes as the centerpiece of the poster.

Objective 3: Increase the number of skiers and snowboarders visiting HGO by 15 per week by Nov 1, 2016.

- Strategy 1: Partnerships with Local Businesses
 - Tactic 1: Create 500 HGO-printed paper coasters to give out to bars and breweries on and around Mt. Bachelor during October; they would include information about social media accounts and store hours.
 - Tactic 2: Instagram Takeover with a local business for one day. Swap accounts with @SNOPLANKS. This business has 3x the followers of HGO, and will generate followers from @SNOPLANKS and vice versa.
 - Tactic 3: Follow 150 local businesses in Bend. This will generate a number of follow-backs for the HGO account.
- Strategy 2: Social Media
 - Tactic 1: HGO will create a Snapchat that will be run by Nick and other HGO employees. Several to many Snapchat videos will be posted daily to keep viewers interested. Videos will include informational segments, how-to videos, photos of products available and snapshots of day-to-day operations in the shop.
 - Tactic 2: Create an infographic highlighting all health benefits of cannabis as well as remedies for injuries, sore muscles, and other

ailments. This infographic will be posted on the HGO website and mentioned on the HGO official Instagram.

- Tactic 3: HGO will host an Instagram contest for those who are interested in snow sports. These participants must tag HGO and post a photo of them skiing/snowboarding on Mount Bachelor and using one of HGO's products or wearing HGO apparel. Winner of greatest photo will receive a free day pass at Mount Bachelor, purchased by HGO.
- Strategy 3: Brand Ambassador
 - Tactic 1: HGO will partner with two well-known Instagram icons in Bend. These icons will post a photo using HGO products and will tag HGO, and in return will receive a \$50 gift card.
 - Tactic 2: These brand ambassadors will be encouraged to attend the scheduled promotional events (brewery trivia nights, HGO Q & A, Mt. Bachelor Weekend Event) as a representative of HGO and speak to people about the products.
 - Tactic 3: They will be given HGO merchandise to hand out to others in the community (friends, family, fans) as they wish.

Key Public 3: Hikers and Campers

Objective 1: Increase awareness of hikers and campers regarding HGO and its products by 40 percent by Nov 1, 2016.

- Strategy 1: Trailhead Giveaways

- Tactic 1: Distribute 300 foldable water pouches to hikers/campers at the trailhead for the Oregon Desert Trail.
- Tactic 2: Hand out 100 small sun screen bottles with HGO branding.
- Tactic 3: Create and distribute 250 HGO carabineers.
- Strategy 2: Reach Local Businesses
 - Tactic 1: Partner Bend Rock Gym and sponsor a rock climbing competition.
 - Tactic 2: Create a cross promotion with Pizza Mondo and exchange discounts for each business.
 - Tactic 3: Partner with Sparrow Bakery by exchanging HGO's business cards with its business cards.
- Strategy 3: Social Media
 - Tactic 1: Feature blog posts about HGO's sustainability and business model.
 - Tactic 2: Do different posts spotlighting a different grower each week, specifically how they are environmentally friendly.
 - Tactic 3: Do a blog posts on the many health and environmental benefits of sun grown cannabis as opposed to indoor growing.

Objective 2: Improve hikers and campers' attitudes about HGO and cannabis sales by 30 percent by Nov 1, 2016.

- Strategy 1: Become a Partner to a Music Festival

- Tactic 1: Have a banner inside festival grounds at four Peaks Music Festival from June 16, 2016 to June 19, 2016.
- Tactic 2: Have HGO representatives at the festival wearing HGO gear speaking to people about the products.
- Tactic 3: Pay to have the company logo on the four Peaks newsletter.
- Strategy 2: Local Media
 - Tactic 1: Have Nick go on a local radio show to talk about how he started HGO and his hiking/camping hobbies and how HGO's cannabis products enhance them.
 - Tactic 2: Take out space in The Bend Bulletin and The Source Weekly to post article-like FAQ with information about marijuana products and services offered by HGO.
 - Tactic 3: Create an ad to be placed in the Bend Tourism booklet put out by visitbend.com.
- Strategy 3: Education
 - Tactic 1: Host a Q & A at HGO to educate people on the benefits of cannabis.
 - Tactic 2: HGO will compose a monthly newsletter via email to all customers who wish to join the email list. The newsletter will contain information on health benefits that cannabis has, as well as advice for using specific HGO cannabis products for different injuries and ailments.

- Tactic 3: One day a week post a cannabis fact of the week on Instagram with a related picture.

Objective 3: Improve in-house sales by 15 percent from hikers and campers by Nov 1, 2016.

- Strategy 1: Partnerships
 - Tactic 1: Partner with The Gear Fix - an outdoor gear store - and run a promotion where you bring in your receipt and receive 10 percent off of your purchase that day and vice versa when you bring your HGO receipt into The Gear Fix.
 - Tactic 2: Run a social media promotion that allows the customer to show an Instagram photo they have posted that day of a view or of them on a hike. HGO hashtag must be present in the caption of the post, and the customer will receive 10 percent off of their purchase.
 - Tactic 3: Sponsor a local ski/snowboard newsletter that not only includes information about snow conditions but also contains discounts on topical products for those that bring in the newsletter and a picture of them on the slopes.
- Strategy 2: Create a Hiking Club
 - Tactic 1: Plan monthly hikes to local spots that are lead by Nick. The group would meet at the store.
 - Tactic 2: Have hiking club meetings that meet at HGO, offering discounts to members of the club.

- Tactic 3: Host a potluck at HGO for the club fostering friendships and partnerships among the members.
- Strategy 3: Tag Along on an Official Camping Trip
 - Tactic 1: Nick and one other trusted employee will tag along on a Deschutes Camping Float trip by Deep Canyon Outfitters in Bend. It is a two-day/one-night trip.
 - Tactic 2: Conversations will be held to other members on the camping trip to educate people on the benefits and pros of cannabis and what HGO has to offer.
 - Tactic 3: HGO products will be brought to introduce other interested individuals to the opportunity to use cannabis for several ways of application.

Evaluation:

Cyclists and Triathletes

Objective One

Criteria: Increase cyclists' and triathletes' awareness of HGO and its products by 20 percent by Nov 1, 2016.

Tools: Conduct five phone surveys with 100 cyclists on May 1, 2016, August 1, 2016 and October 1, 2016 to understand their awareness about HGO.

Objective Two

Criteria: Improve cyclists and triathletes' attitudes towards HGO and cannabis in general by 20 percent by Nov 1, 2016.

Tools: Conduct five phone surveys with 100 cyclists per survey on May 1, 2016, August 1, 2016 and October 1, 2016 to understand their attitudes about cannabis. We will use Qualtrics to create a survey and we will complete a social media audit of HGO's social media platforms.

Objective Three

Criteria: Increase store visits by cyclists and triathletes to 45 clients a week by Nov 1, 2016.

Tools: Measure the total amount of store visits by signing in each person who walks into HGO.

Skiers and Snowboarders

Objective One

Criteria: Expand snow sport participants' awareness of HGO and its high quality products by 25 percent by Nov 1, 2016.

Tools: We will create an email survey and send it 2,000 snowboarders and skiers located in the Bend area. We will send the survey one week before our target dates of May 1, 2016, August 1, 2016 and October 1, 2016.

Objective 2

Criteria: Boost skiers and snowboarders attitudes about HGO by 25 percent from Oct 1, 2016 to Nov 1, 2016

Tools: Conduct phone surveys with 100 snowboarders and skiers on May 1, 2016, August 1, 2016 and October 1, 2016 to understand their attitude. We will use Qualtrics to create a survey and we will complete a social media audit of HGOs social platforms.

Objective 3

Criteria: Increase the number of skiers and snowboarders visiting HGO by 15 per week by Nov 1, 2016.

Tools: Measure the social media conversations on Instagram, Snapchat and blogs on the HGO website to observe involvement. We will observe likes on Instagram and number of views on Snapchat.

Hikers and Campers

Objective One

Criteria: Increase awareness of hikers and campers regarding HGO and its products by 40 percent by Nov 1, 2016.

Tools: We will create an email survey and send it 2,000 campers and hikers located in the Bend area. We will send the survey one week before our target dates of May 1, 2016, August 1, 2016 and October 1, 2016.

Objective 2

Criteria: Improve hikers and campers' attitudes about HGO and cannabis sales by 30 percent by Nov 1, 2016.

Tools: Measure the social media conversations on Instagram, Snapchat and blogs on the HGO website to observe involvement. We will observe likes on Instagram and number of views on Snapchat.

Objective Three

Criteria: Improve in-house sales by 15 percent from hikers and campers by the end date Nov 1.

Tools: Create two different coupons with 10 percent discounts on cannabis products such as oils, flower by May 1, 2016.

Budget:

HGO Final Plan Budget				
			Cost	
Cyclists/triathletes				
<u>Objective 1</u>				
Strategy 1: Social Media				
	Tactic 1 - Social media posts			\$0
	Tactic 2 - Hashtag			\$0
	Tactic 3 - Social media discount			\$0
	TOTAL			\$0
Strategy 2: Local partnerships				
	Tactic 1 - Sponser Central Oregon 500+ through a water station			\$0
	Tactic 2 - Partner with sisters stampede			\$1,000
		Lighters	\$435.00	
		Stickers	\$57.55	
		Discount cards	\$80.00	
	Tactic 3 - Powerbar giveaway			
		Powerbars	\$276.48	
	TOTAL			\$1,849
Strategy 3: Leverage local media				
	Tactic 1 - Create flier			\$580.00
	Tactic 2 - 1/2 page ad Source weekly			\$576.00
	Tactic 3 - Op-ed			\$0
	TOTAL			\$1,156.00
	Objective 1 total			\$3005.00
<u>Objective 2</u>				
Strategy 1: Guest speaker				
	Tactic 1 - Create database of speakers			\$0
	Tactic 2 - Speak at Bella Bend Cyclists event			\$0
	Tactic 3 - Speak at a BACE ride			\$0
	TOTAL			\$0
Strategy 2: Leverage the internet				
	Tactic 1 - Create educational videos			\$0
	Tactic 2 - Leafly promo			\$0
	Tactic 3 - Switch websites			Approx \$10/month X 6 months
	TOTAL			\$60

Strategy 3: Sponsor local bike race			
Tactic 1 - Registration bags			
	Lighters		Already purchased
	Stickers		Already purchased
	Discount cards		Already Purchased
Tactic 2 - Table at Sisters Stampede			Already Purchased
Tactic 3 - HGO logo on marketing materiels at			Already Purchased
bike ride			
TOTAL			\$0
Objective 2 total			\$80.00
Objective 3			
Strategy 1: Discounts and Sales			
Tactic 1 - 4-20 happy hour			\$0
Tactic 2 - Senior discount			\$0
Tactic 3 - Topical tuesday discount			\$0
TOTAL			\$0
Strategy 2: Create local partnerships			
Tactic 1 - Bend Velo			\$0
Tactic 2 - Juniper Swim and Fitness Club			\$0
Tactic 3 - West Bend Running Club			\$0
TOTAL			\$0
Strategy 3: Customer Relations			
Tactic 1 - Q and A at store			\$0
Tactic 2 - Q and A at brewery			\$0
Tactic 3 - Trivia night at brewery			
	Prizes		\$170.00
TOTAL			\$170.00
Objective 3 total			\$170.00
Key Publics 1 Total = \$3,235.00			
Skiiers/Snowboarders			
Objective 1			
Strategy 1: Host an event at Mt. Bachelor			
Tactic 1 - Distribute branded beanies			\$537.20
Tactic 2 - Distribute branded sunglasses			\$554.00
Tactic 3 - Distribute hot chocolate			
	Hot Chocolate		\$180
	1000 Compostable cups		\$110.00

	Flyers		\$200.00
Tactic 4 - Branded snow jacket			
	Lift ticket		\$69.00
	Jacket		\$100.00
	Customization		\$100.00
	TOTAL		\$1,860.20
Strategy 2: Social Media			
Tactic 1 - Instagram giveaway with Pine Mtn Sports			
	Skis		\$298.00
	Customization		\$50.00
	Snowboard		\$239.93
	Customization		\$50.00
Tactic 2 - Instagram takeover			\$0
Tactic 3 - Instagram post "Bend Snow Report"			\$0
	TOTAL		\$637.93
Strategy 3: Local Media			
Tactic 1 - Press release			\$0
Tactic 2 - Fliers in coffee shops on mountain			\$79.99
Tactic 3 - 1/4 page ad in Source weekly			\$288.00
	TOTAL		\$367.99
	Objective 1 Total		2866.12
<u>Objective 2</u>			
Strategy 1: Social Media			
Tactic 1 - Instagram giveaway			
	Branded beanies		Already purchased
Tactic 2 - HGO snapchat geotag			\$0
Tactic 3 - Mt Bach/HGO snapchat geotag			\$0
	TOTAL		\$0
Strategy 2: Branding			
Tactic 1 - Branded shot glasses			
	100 x shot glasses		\$419.00
Tactic 2 - Paint mural on outside of HGO			
	Supplies		\$200.00
	Labor		\$500.00
Tactic 3 - Sponsored chair lifts			
	Stickers		\$81.27
	TOTAL		\$1,200.27
Strategy 3: Local media and flyers			

	Tactic 1 - Flyers around Mt. Bach		\$59.00
	Tactic 2 - 30 second radio Ad		\$200.00
	Tactic 3 - Create movie style posters		
		Posters	\$50.00
	TOTAL		\$309.00
		<u>Objective 2 Total</u>	<u>\$1,509.27</u>
Objective 3			
Strategy 1: Local Businesses			
	Tactic 1 - HGO branded paper coaster for bars		\$281.24
	Tactic 2 - Insta take over with @snoplanks		\$0
	Tactic 3 - Follow local businesses on Instagram		\$0
	TOTAL		\$281.24
Strategy 2: Social Media			
	Tactic 1 - Snapchat		\$0
	Tactic 2 - Create an infographic		\$0
	Tactic 3 - Instagram contest		
		Prize 2 Mt. Bach passes	\$69.00
	TOTAL		\$69.00
Strategy 3: Brand ambassador			
	Tactic 1 - Instagram		
		Gift cards	\$50.00
	Tactic 2 - Attend events on HGO's behalf		\$0
	Tactic 3 - HGO merch		
		T shirts	\$300
	TOTAL		\$350.00
		<u>Objective 3 Total</u>	<u>\$700.24</u>
Key Publics 2 Total = \$5,075.63			
Hikers/Campers			
Objective 1			
Strategy 1: Trailhead giveaways			
	Tactic 1 - Distribute 300 water bottles		\$527.00
	Tactic 2 - Sunscreen giveaway		\$987.00
	Tactic 3 - Carabiner giveaway		\$247.50
	TOTAL		\$1,761.50
Strategy 2: Reach local businesses			
	Tactic 1 - Host a rockclimbing event		
		Promo	\$200.00

	Tactic 2 - Cross promo with Pizza Mondo	\$0
	Tactic 3 - Partner with Sparrow Bakery	\$0
	TOTAL	\$200.00
Strategy 3: Social media		
	Tactic 1 - Blog posts about sustainability	\$0
	Tactic 2 - Blog posts spotlighting growers	\$0
	Tactic 3 - Blog post pros of sun grown cannabis	\$0
	TOTAL	\$0
	Objective 1 Total	\$1,961.50
Objective 2		
Strategy 1: Partner with music festival		
	Tactic 1 - 4 Peaks festival	\$1,000.00
	Tactic 2 - Have HGO reps in the festival	\$0
	Tactic 3 - Have HGO logo on newsletter	\$0
	TOTAL	\$1,000.00
Strategy 2: Local media		
	Tactic 1 - Radio show spotlight	\$0
	Tactic 2 - 1/2 page ad in local paper	\$576.00
	Tactic 3 - Ad in Bend Tourism Updates Newsletter	\$1,495.00
	TOTAL	\$2,071.00
Strategy 3: Education		
	Tactic 1 - Host a Q and A at HG	\$0
	Tactic 2 - Monthly educational newsletter	\$0
	Tactic 3 - Weekly cannabis fact of the week on ins	\$0
	TOTAL	\$0
	Objective 2 Total	\$3,071.00
Objective 3		
Strategy 1: Partnerships and Promo		
	Tactic 1 - Partner with Gear Fix	\$0
	Tactic 2 - Instagram giveaway	\$0
	Tactic 3 - Snow news letter	\$0
	TOTAL	\$0
Strategy 2: Create a hiking club		
	Tactic 1 - Lead hikes to local spots	\$0
	Tactic 2 - Host club meetings at HGO	\$0
	Tactic 3 - Host a club potluck at HGO	\$0
	TOTAL	\$0

Strategy 3: Official camping trip					
	Tactic 1 - Deshutes camping float			\$1,500.00	
	Tactic 2 - Educate other members of the trip			\$0	
	Tactic 3 - Give away HGO merch				
		Beanies		Already purchased	
		T shirts		\$150.00	
	TOTAL			\$1,650.00	
	Objective 3 total			\$1650.00	
Key Publics 3 Total = \$6,682.50					
GRAND TOTAL = \$14,993.13					

Timeline:

Today		<	>	May 2016			Day	Week	Month	4 Days	Agenda	More ▾	⚙
Sun	Mon	Tue	Wed	Thu	Fri	Sat							
May 1	2	3	4	5	6	7							
"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"								
Launch Leafly	Switch to HGO.com	"Topical Tuesday"	Create HGO Snap.	Create Snap.Geotag									
Promo													
8	9	10	11	12	13	14							
Monthly Newsletter	Insta. Post	"Topical Tuesday"	Insta. Post	Partner w/ Pine Mt.	Insta. takeover								
Mother's Day				Sports.	w/ Pine Mt.								
15	16	17	18	19	20	21							
Monthly Newsletter	Establish Hiking Club	Hike Day	Insta. Post	Hiking Club @ HGO	Insta. giveaway								
	Hire Muralist	Insta. Post		Insta. Post									
		"Topical Tuesday"											
22	23	24	25	26	27	28							
Monthly Newsletter	Insta. Post	Hike Day	Sponsor Ski Letter	Insta. Post	Gear Fix Table	100 shot glasses							
		"Topical Tuesday"			Hiking Potluck	Apres Ski Bar							
29	30	31	Jun 1	2	3	4							
"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"								
Monthly Newsletter	Insta. Post	Hike Day	Fitness club	Insta. Post	Table Set-up								
Partner: Sisters Stampede	Memorial Day	"Topical Tuesday"	Juniper Swim										

Today		<	>	June 2016			Day	Week	Month	4 Days	Agenda	More ▾	⚙
Sun	Mon	Tue	Wed	Thu	Fri	Sat							
29	30	31	Jun 1	2	3	4							
"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"								
Monthly Newsletter	Insta. Post	Hike Day	Fitness club	Insta. Post	Table Set-up								
Partner: Sisters Stampede	Memorial Day	"Topical Tuesday"	Juniper Swim										
5	6	7	8	9	10	11							
Monthly Newsletter	Insta. Post	Hike Day	Fitness club	Hiking Club @ HGO	Send out Op-Ed	Sponsor Central Oregon 5i							
		"Topical Tuesday"	Juniper Swim	Insta. Post	Sponsor Central Oregon 5i								
			Sponsor Central Oregon 5	Sponsor Central Oregon 5i									
12	13	14	15	16	17	18							
Monthly Newsletter	Insta. Post	Hike Day	Fitness club	Insta. Post	Music Fest	Music Fest							
Sponsor Central Oregon 5	Speak at Bend Bellas	"Topical Tuesday"	Juniper Swim	Music Fest.									
19	20	21	22	23	24	25							
Monthly Newsletter	Insta. Post	Hike Day	Fitness club	Insta. Post	Half-Page Advertisement								
Music Fest		"Topical Tuesday"	Juniper Swim	Join Bace	Hiking Potluck								
Father's Day													
26	27	28	29	30	Jul 1	2							
"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	Come back from camping 1							
Monthly Newsletter	Insta. Post	Hike Day	Fitness club Juniper Swim	Camping Trip over-night	Camping Trip over-night								
		"Topical Tuesday"		Insta. Post									

Today		<	>	July 2016			Day	Week	Month	4 Days	Agenda	More ▾	⚙
Sun	Mon	Tue	Wed	Thu	Fri	Sat							
26	27	28	29	30	Jul 1	2	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	Come back from camping!
Monthly Newsletter	Insta. Post	Hike Day	Fitness club Juniper Swim	Camping Trip over-night	Camping Trip over-night								
		"Topical Tuesday"		Insta. Post									
3	4	5	6	7	8	9	Monthly Newsletter	Insta. Post	Hike Day	Fitness club Juniper Swim	Hiking Club @ HGO	Pizza Mondo: partner	"Brand Ambassador"
	Independence Day	"Topical Tuesday"		Insta. Post									
10	11	12	13	14	15	16	Monthly Newsletter	Insta. Post	Hike Day	Fitness club Juniper Swim	Insta. Post	Hiking Potluck	Power Bar hand out
		"Topical Tuesday"	Nick on the Radio		Power Bar hand out								
17	18	19	20	21	22	23	Monthly Newsletter	Insta. Post	Hike Day	Fitness club Juniper Swim	West Bend	Blog Post	Blog Post
Power Bar hand out		"Topical Tuesday"	Insta. Post	Running Club	Insta Takeover w/ business								
24	25	26	27	28	29	30	Monthly Newsletter	Insta. Post	Hike Day	Fitness club Juniper Swim	Insta. Post	Sparrow Bakery: partner	"Brand ambassador"
		"Topical Tuesday"	Q&A @ HGO										
31	Aug 1	2	3	4	5	6	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	
Monthly Newsletter	Insta. Post	Hike Day	Fitness club Juniper Swim	Insta. Post									
		"Topical Tuesday"											

Today		<	>	August 2016			Day	Week	Month	4 Days	Agenda	More ▾	⚙
Sun	Mon	Tue	Wed	Thu	Fri	Sat							
31	Aug 1	2	3	4	5	6	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	
Monthly Newsletter	Insta. Post	Hike Day	Fitness club Juniper Swim	Insta. Post									
		"Topical Tuesday"											
7	8	9	10	11	12	13	Monthly Newsletter	Insta. Post	Hike Day	Newspaper Ads	HGO Educational Speaker	Trailhead Giveaway	Trailhead Giveaway
	Rock Climbing Competitor	"Topical Tuesday"		Hiking Club @ HGO									
				Insta. Post									
14	15	16	17	18	19	20	Monthly Newsletter	Insta. Post	Hike Day	Newspaper Ads	Host trivia night	Hiking Potluck	
Trailhead Giveaway	Rock Climbing Competitor	"Topical Tuesday"		Insta. Post									
21	22	23	24	25	26	27	Monthly Newsletter	Insta. Post	Hike Day	YouTube Video	Insta. Post	Weekly Ad.	Infographic
		"Topical Tuesday"											
28	29	30	31	Sep 1	2	3	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	Insta post
Monthly Newsletter	Insta. Post	Hike Day	YouTube Video	Insta. Post									
		"Topical Tuesday"											

Today		< >		September 2016			Day	Week	Month	4 Days	Agenda	More ▾	⚙
Sun	Mon	Tue	Wed	Thu	Fri	Sat							
28	29	30	31	Sep 1	2	3							
"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	Insta post							
Monthly Newsletter	Insta. Post	Hike Day "Topical Tuesday"	YouTube Video	Insta. Post									
4	5	6	7	8	9	10							
Monthly Newsletter	Insta. Post Labor Day	Hike Day "Topical Tuesday"	Insta Post	Hiking Club @ HGO Insta. Post	Table @ bike shop								
11	12	13	14	15	16	17							
Monthly Newsletter	Insta. Post	Hike Day "Topical Tuesday"	Insta Post Table @ bike shop	@ Brewery Insta. Post Q&A Night	Hiking Potluck	Insta Post							
18	19	20	21	22	23	24							
Monthly Newsletter	Insta. Post	Hike Day "Topical Tuesday"	Insta Post Posters for Mt. Bachelor	Insta. Post Posters for Mt. Bachelor	Posters for Mt. Bachelor	Posters for Mt. Bachelor							
25	26	27	28	29	30	Oct 1							
"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	Insta Post							
Monthly Newsletter	Insta. Post	Hike Day "Topical Tuesday"		Insta. Post									

Today		< >		October 2016			Day	Week	Month	4 Days	Agenda	More ▾	⚙
Sun	Mon	Tue	Wed	Thu	Fri	Sat							
25	26	27	28	29	30	Oct 1							
"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	"Happy Hour"	Insta Post							
Monthly Newsletter	Insta. Post	Hike Day "Topical Tuesday"		Insta. Post									
2	3	4	5	6	7	8							
Monthly Newsletter	Insta. Post	Hike Day "Topical Tuesday"	Insta. Post	Drink Coaster Hiking Club @ HGO Promo	Drink Coaster Promo	Drink Coaster Promo							
9	10	11	12	13	14	15							
Monthly Newsletter	Insta. Post	Hike Day "Topical Tuesday"	Insta Post	Insta. Post Mt. Bachelor Flyers	Hiking Potluck								
16	17	18	19	20	21	22							
Monthly Newsletter Mt. Bachelor Flyers	Insta. Post Radio PSA for Mt. Bachelo	Hike Day Radio PSA for Mt. Bachelo "Topical Tuesday"	Insta. Post Radio PSA for Mt. Bachelo	Q&A Night @ HGO Radio PSA for Mt. Bachelo	Radio PSA for Mt. Bachelo	Radio PSA for Mt. Bachelo							
23	24	25	26	27	28	29							
Monthly Newsletter Radio PSA for Mt. Bachelo	Insta. Post Radio PSA for Mt. Bachelo	Hike Day Radio PSA for Mt. Bachelo "Topical Tuesday"	Radio PSA for Mt. Bachelo	Insta. Post Radio PSA for Mt. Bachelo	Mt. Bachelor Event Mt. Bachelor Geotag	Mt. Bachelor Event							
30	31	Nov 1	2	3	4	5							
Bachelor Event Monthly Newsletter	Insta. Post Halloween												