

Ideabar's Cannabis Media Survival Guide

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Cannabis marketers are experiencing the marketing version of a survival TV show.

Instead of, “How do you survive in the wilderness without food and water, a road map and modern conveniences?”, cannabis marketers are asking, “How do you build brand awareness and grow market share without the duopoly of Facebook and Google ads, mass media and most programmatic buying tactics?”

Only the strong, clever and resourceful will survive.

Those who thrive will cut a new path by building their own channels, forming strategic alliances with the right influencers along the way, scanning the horizon for daily changes and keeping their eyes fixed on the horizon.

Their packs are full of killer content, SEO, UX, PR and the buzz factor. And they navigate the media landscape with care, mindful of ever-changing and conflicting regulatory guidelines and conditions.

A warning about those conditions: Some media channels are wide open, but many have conditional acceptance requirements that are so varied and shifting that you've got to go old school from a buying perspective and roll your own media plan.

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Here's a guide as of 4:20 p.m. on May 23, 2019:

Regulations are always evolving. The below represents platform acceptance as of 5/23/2019.

Product Category	National Linear TV (Broadcast & Cable)	Video (CTV, OTT, etc)	Spot TV	Terrestrial Radio	Print	Outdoor
Medical	✗	🌱	✗	🌱	🌱	🌱
Recreational	✗	✗	✗	✗	🌱	🌱
Dispensaries	✗	🌱	✗	✗	🌱	🌱
Cannabis-Based CBD	✗	🌱	✗	✗	🌱	🌱
Hemp-Based CBD	🌱	🌱	🌱	🌱	🌱	🌱

Product Category	Streaming Audio	Programmatic DSPs	Ad Networks	Native	YouTube	amazon	Facebook	Twitter	Pinterest	Snapchat	Search (AdWords/ BingAds)
Medical	✗	✗	🌱	🌱	✗	✗	✗	✗	✗	🌱	✗
Recreational	✗	✗	🌱	🌱	✗	✗	✗	✗	✗	🌱	✗
Dispensaries	✗	🌱	🌱	🌱	✗	✗	✗	✗	✗	🌱	✗
Cannabis-Based CBD	✗	✗	🌱	🌱	✗	✗	✗	✗	✗	🌱	✗
Hemp-Based CBD	🌱	🌱	🌱	🌱	✗	✗	✗	✗	🌱	🌱	✗

🌱 - Conditional Acceptance ✗ - No

If you are looking for details on cannabis advertising best practices, check them out here:

<https://www.nacb.com/national-advertising-standards>

Please note: This material is for reference only and is not legal advice; publishers and marketers should consult counsel before proceeding.

