# Developing a Male-Focused CBD Brand & Putting it on a High Note

Releasing a new CBD brand to the market focused on male mental & physical health, DGTLsuite needed to develop a brand and marketing roadmap to break the "grass ceiling."

Entering as a new brand in an evolving industry the CBD retail brand based in Anaheim, California, worked with modern medicine to find the best quality herbal supplements to support and maintain optimal well-being. The brand's focus is men's mental health and delivers value by offering CBD-based wellness products in collaboration with clinical experts. The client wanted to start the conversation surrounding men's overall physical health and help men cope with everyday stress and social pressures.
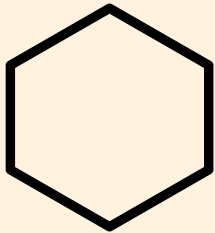
Logo Development: DGTLsuite utilized the hexagon within the CBD molecule to symbolizes the brand's quest to find balance on a molecular level.
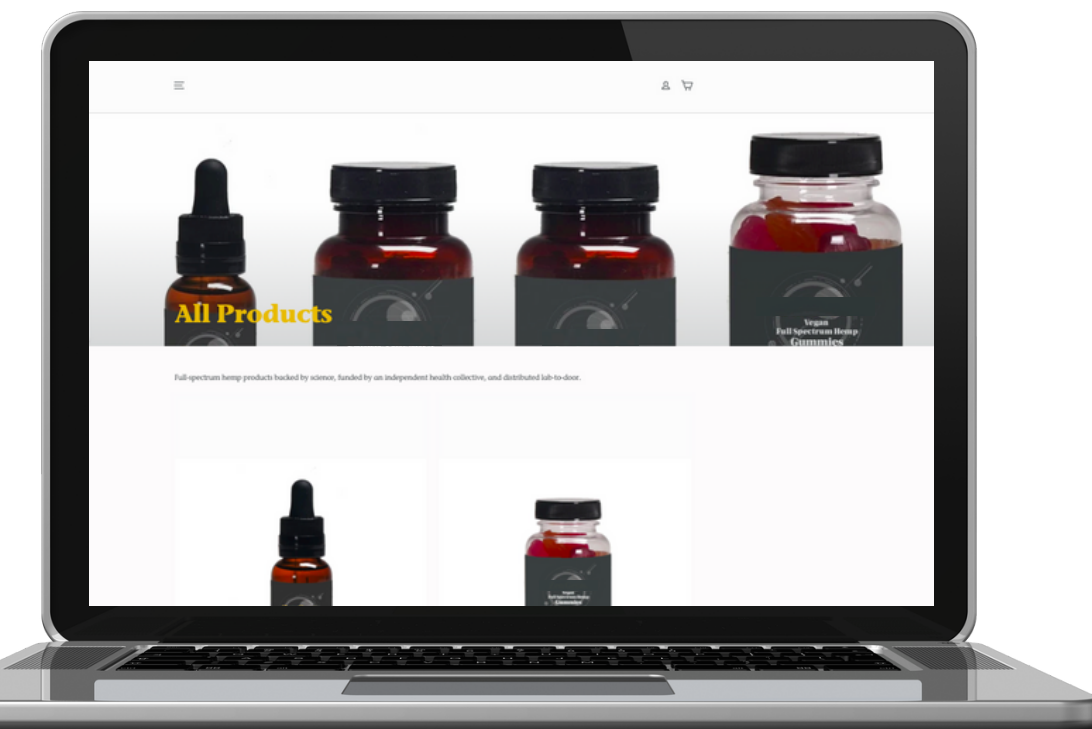
THE MOVE TO ONLINE DISPENSARIES & OVERALL CBD SALES HAVE INCREASED THE NUMBER OF NEW CUSTOMERS IN THIS SPACE BY 142% SINCE FEBRUARY 2020

DGTL AGENCY

MARKETING ROADMAP

SHORT TERM GOALS

Build and optimize the brands online web presence. Develop and introduce product labeling design. Create a user friendly shoppable experience for consumer on website.

LONG TERM GOALS

Become one of the most recogniable CBD brand by improving lives with a trusted and holistic product to achieve mental & phyical balance

STEP 1
LABEL DESIGN

Create label designs that are simple yet effective to introduce CBD products to its target audience

STEP 2
WEBSITE

Develop an online home for the brand that is aligned with its overall messaging, identity as well as being shoppable & user-friendly

STEP 3
BRAND RECOGNITION

Focus on brand recognition and differentiators within the CBD market & target audience

STEP 4
MARKET SATURATION

Saturate online & offline market to increase the CBD brand's awareness

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GREW SOCIAL MEDIA IMPRESSIONS MORE THAN
1000%

SOCIAL MEDIA AUDIENCE GREW BY
300%

SOCIAL MEDIA VISIBITY INCREASE IN FIRST 30 DAYS
95%

SOCIAL MEDIA PROFILE VISITS INCREASED BY
52%

DGTL
AGENCY