



Data-Driven CBD Marketing

Personality & Lifestyle Insights

JANUARY 2021



INTRODUCTION

The CBD industry is crowded, and consumers have more options for flavors, formats, and price than ever before. When making marketing decisions, a defined target audience is imperative to making it work. Our Consumer Insights portals integrates survey data, social data from panel, and social listening to get a comprehensive view of the consumer, their psychological profile, and who they are on social. With a clear picture of who you're targeting and how they engage online, brands can gain the attention and loyalty of lifelong customers.

In this report, we look at two of our personas through the lens of a CBD marketer - Wellness Users and Stressed Out Millennials. Their CBD spend, product types used, and usage rate are very similar; upon first glance, a CBD brand may want to target both. But diving into their personality and interests, we reveal key differences to be considered when deciding to reach these consumers.

PERSONAS DEFINED:

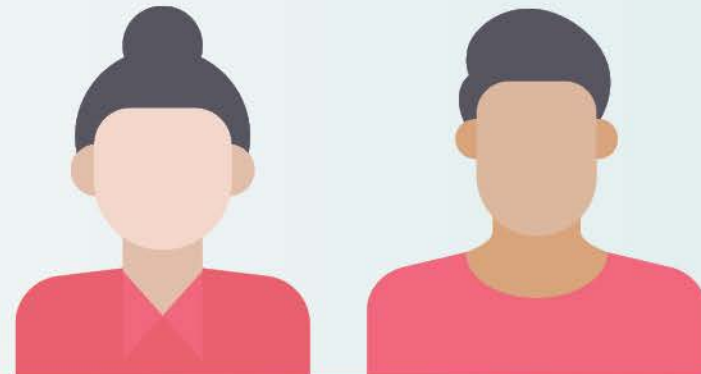
Wellness Users

Individuals with no defined medical conditions seeking "general well-being" as an effect of their CBD products

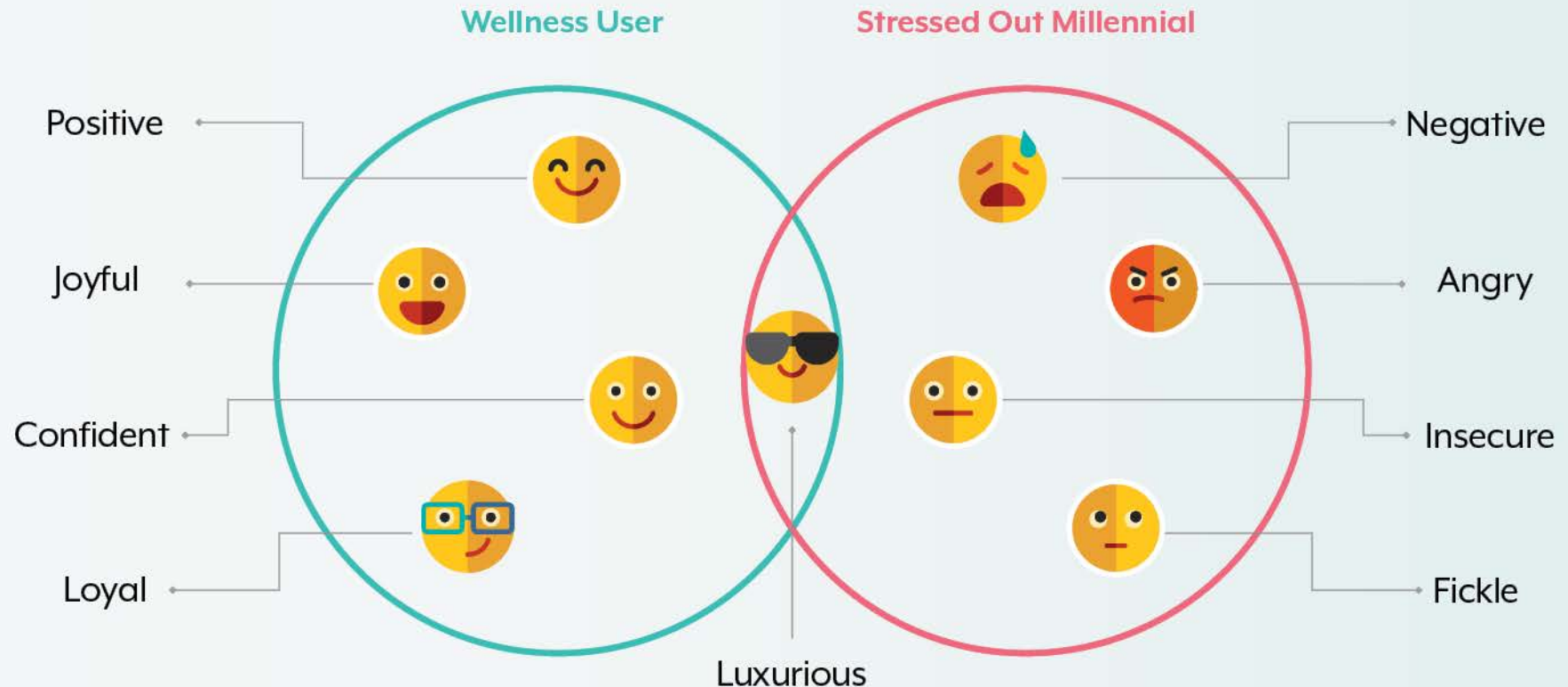


Stressed Out Millennials

Millennials that report using CBD for psychological reasons (e.g. anxiety, depression, insomnia)



PERSONALITY CHARACTERISTICS



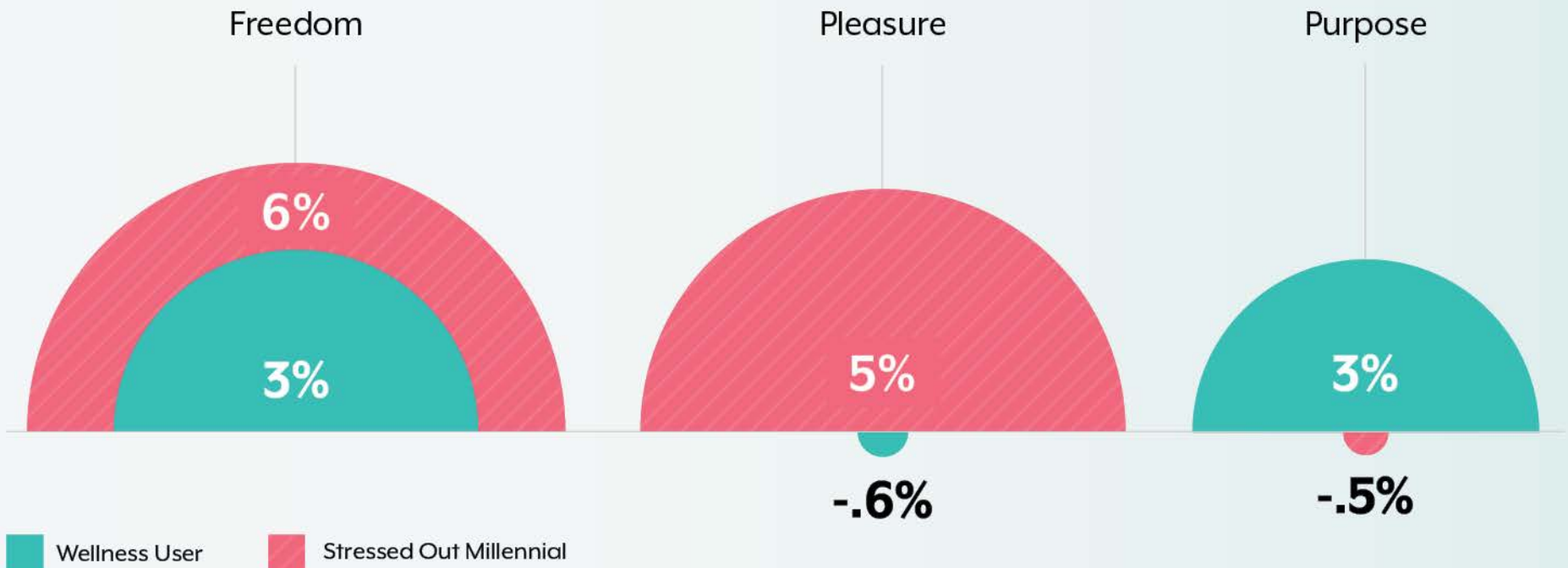
How does your branding match your target persona's personality? Though both are luxurious, Wellness Users are confident, joyful, and positive while Stressed Out Millennials are insecure, angry, and negative. The same message could come off very differently to consumers with different outlooks. Will your email about "relief" feel genuine, or will it feel too personal and anger the consumer? Will a product that claims to "get rid of the bad and bring in the good" resonate with a CBD user who already has a joyful outlook on life? **Questions like these need to be answered when building a message that speaks to the intended consumer.**

VALUES

Values get to the core of what our target consumers care about. Here, we see Wellness Users and Stressed Out Millennials both value freedom, so a CBD product that invites you to “escape into calm” could appeal to both. On the other hand, the two personas differ in valuing pleasure and purpose. Where the Stressed Out Millennial may be looking for the newest products and prefer more variety, the Wellness User is more concerned with value-based purchasing, such as shopping for environmentally-friendly products. **To succeed, your value proposition must align with the consumer group you choose to target.**

CBD Consumer Values

% more or less likely persona is to hold the value compared to average

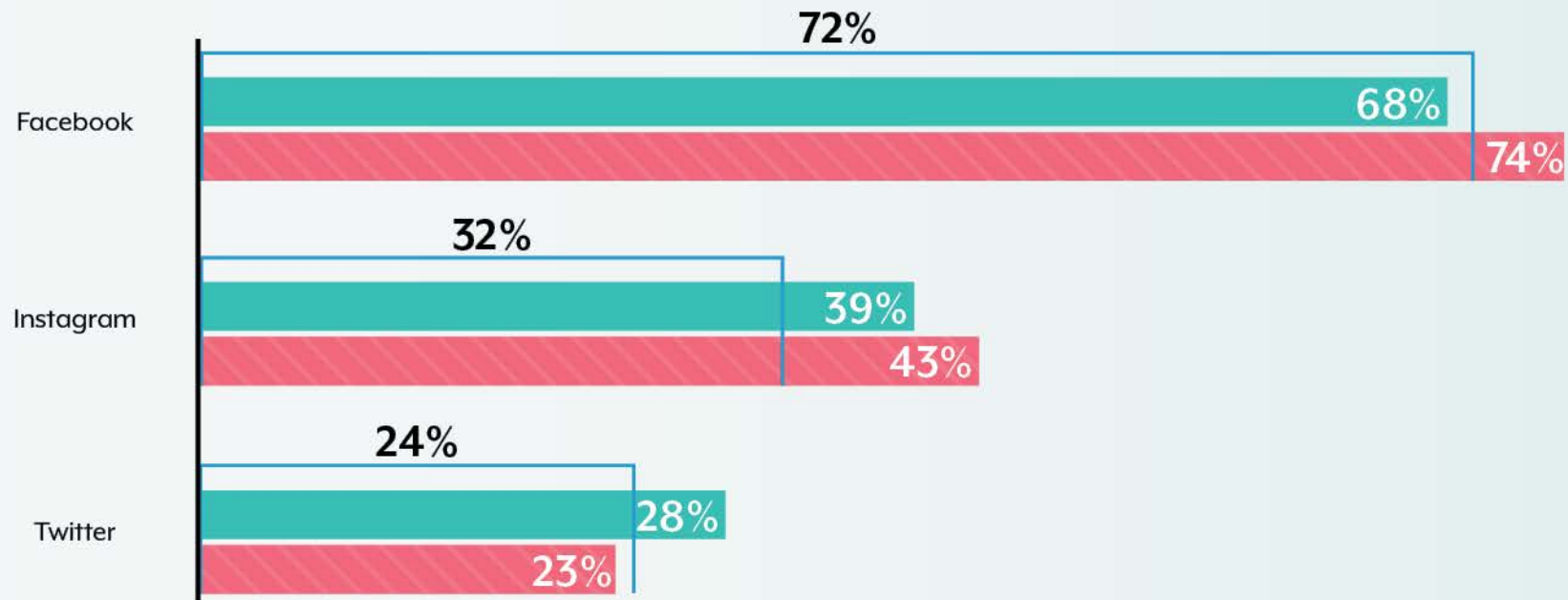


SOCIAL MEDIA ACTIVITY

Even with a message and value proposition that resonates with target consumers, brands need to ensure they reach their desired audience on the right channel. Each social media platform attracts a different mix of consumers, so **understanding where your target audience is active gives brands the best chance of reaching them**. If you want to reach Stressed Out Millennials, Facebook is the platform they most commonly browse. However, when compared to the average, Stressed Out Millennials more likely to browse Instagram.

Social Media Usage

% of CBD consumers **browsing** social media site daily or multiple times per day:



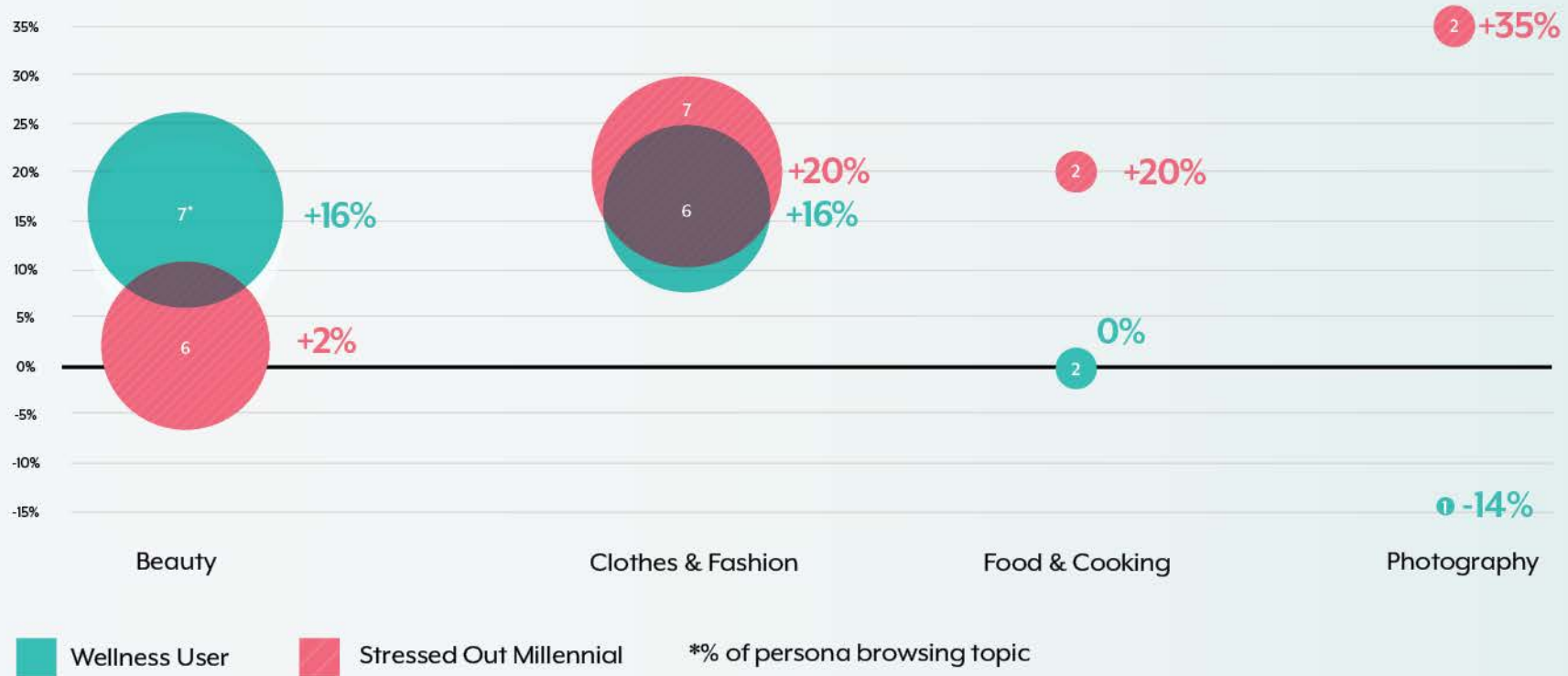
Wellness User Stressed Out Millennial CBD Average Usage

SOCIAL MEDIA INTERESTS

So you know where your target audience is browsing and posting, but what topics are they engaging with? No one wants to be the brand posting cute dog photos with irrelevant copy hoping to land a like. **By knowing what your target customers already talk about and look at online, your brand will know exactly what conversations to enter.** By inserting your brand into relevant topics online, your target customer can find you in a natural, unforced way. With so many different topics online, only a small fraction of a persona group may be interested in a given subject. But when you consider the millions of people who log in daily, that fraction still allows you to dive in and get personal with thousands of potential customers.

Consumer Instagram Interests

% more or less likely persona is to **browse** topic on Instagram compared to average



SOCIAL MEDIA INFLUENCES

Beyond the topics your target audience is into online, what influencers are they following? Understanding who is influencing the people you target gives brands an idea of the visual elements and language your target audience responds to. More tactically, it provides direction to brands on which influencers they could partner with (if an influencer strategy makes sense for you!) Below are two minor influencers that over-index for each persona. Chelsee Hood's page uses light colors, is women-focused, and shows a happy family. The Glow Authority uses dark and bold colors, is representative of the LGBT community, and focused on makeup and physical appearance. Two very different aesthetics for two distinct personas.

Minor Influencers

Wellness User



Chelsee Hood
@chelseehood

Stressed Out Millennial



The Glow Authority
@artistcouture

We're **Brightfield Group**, and we provide consumer insights and market intelligence for the CBD and Cannabis industries. Fusing intelligent machines with real human analysis, we help you navigate the dynamic CBD and Cannabis markets as data-driven storytellers. With us, you don't just get the numbers; you get a trusted partner, providing a robust picture of the landscape and an actionable plan for the road ahead. See what we can do for you at ***brightfieldgroup.com***.



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