



# FINDING THE IDEAL TARGET MARKET TO LAUNCH



## INTRODUCTION

An Iowa-based medical marijuana firm faced a complex challenge following the state's legalization of medical cannabis. Seeking entry into this controlled market, they sought **Bâton Global's (B|G)** expertise to decipher policy nuances and gauge potential customer demographics.



## THE STORY

This innovative company specializes in the development, manufacturing, and formulation of medical cannabidiol products. Committed to quality, it focuses on creating solutions for individuals with debilitating medical conditions, aiming to improve their quality of life through advanced therapeutic options. The company prides itself on employing innovative science and manufacturing processes to ensure the highest standards of product efficacy and safety.



## THE CHALLENGE

Navigating Iowa's new medical marijuana landscape that is tightly governed by state laws posed a substantial challenge for the company. The task at hand involved understanding the legal framework, identifying potential consumers, and understanding market dynamics.



## THE CHOICE

Partnering with **B|G** allowed the firm to conduct extensive research, explore policy implications, and investigate consumer demographics. This approach ultimately empowered them to engage lawmakers, reach out to healthcare providers, and strategize targeted marketing efforts for a successful market entry.

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In 2017, Iowa legalized medical cannabis under the Medical Cannabidiol Act, prompting an Iowa-based medical marijuana firm to seek guidance in navigating this novel market. They turned to Bâton Global (B|G) for comprehensive assistance, aiming to grasp market dynamics and potential customer demographics while comprehending the intricate policy landscape.

B|G initiated an exhaustive internal and external review, combing through state legislation, reports, and medical literature. This research gleaned insight into patient enrollment trends and identified qualifying medical conditions for Iowa's program. Leveraging these findings, B|G launched stakeholder focus groups, gathering unexplored consumer perspectives and potential program improvements.

Synthesizing primary and secondary research, B|G estimated Iowa's program market size and demographics. B|G presented leaders with actionable market insights, spotlighting program limitations and outlining lobbying opportunities for legislative enhancement.

The client embraced B|G's recommendations, using them as a compass for strategic maneuvers. Empowered by policy insights, they engaged lawmakers and advocated for program refinement. Proactive outreach to healthcare providers was prioritized while well-informed consumer profiles paved the way for targeted marketing strategies, cementing the foundation for their market launch.

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Working with many organizations, Bâton Global has raised the bar on what to expect from consulting firms.

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LET BÂTON GLOBAL  
HELP YOU DESIGN A STRATEGY  
THAT ACHIEVES YOUR GOALS.



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