



CLIENT

BOEREJONGENS

boerejongens.com

CONTEXT

Cannabis is being legalized across various states (Colorado, Nebraska, California etc.) and even recently over the border in Canada. It is time for American citizens not only to enjoy their own homegrown products, but also to legally import and buy the premium, well-branded, high-quality “Dutch stuff” distributed by Boerejongens – which is just a Dutch way of saying “Farm Boys.”



CHALLENGE

GO-TO-MARKET CAMPAIGN WITH A FOCUS ON SALES

Convince American consumers to buy the Dutch Boerenjongens brand. The goal is to increase sales with a campaign that holds true to the identity of Boerejongens, but translated for the US market. They sell a high-end quality product in premium coffee shops (sales and consumption points). It's the Chanel of marijuana. Create a story that fits into the new trend of CBD oils and global legalization. Connect with your audience in an engaging yet exclusive way and activate them to visit the shops and buy this premium Dutch brand. Tone of voice should be sharp, fresh and aimed at convincing the audience to stop buying American.

DELIVERABLE

Develop a go-to-market campaign that increases sales of high-quality Dutch cannabis. Present your case through a concept that comes to life across the different communication channels you think are most appropriate. You are free to redefine the changing role of soft drugs to strengthen the appeal to the target group.

FORMAT

PPT/Keynote with concept visual and/or **case movie**

brandhome.com
facebook.com/brandhome
instagram.com/brandhome

miamiadschool.com
facebook.com/miamiadschool
instagram.com/miamiadschool