

From humble beginnings to the largest private CBD company in the U.S.



### The Challenge

#### Differentiation

How does a pharmacist-led enterprise, rooted in quality control and consumer transparency, effectively communicate its intricate messaging through the immense noise?

The solution lies in injecting fun into the narrative. By spotlighting their authentic journey from humble origins and carving a unique identity amid the surge of cannabinoid e-commerce products, where Green Roads stands out among the few U.S. based CBD companies crafting their products in their own cGMP facilities. Lean on this testament to unwavering commitment to integrity and superior standards, and let's stand out.

### Competition?

We got you covered.

**\$6B**  
U.S. CBD Market

**9k**  
Monthly Orders

**30k**  
Five Star Reviews

### What We Did

#### Branding

Build and position a brand that has a shared passion from 'it's personal' objective among each team to bring purposeful products to the world. In unison, and take that further by demonstrating the transformative potential of cannabis and creating exceptional products with the end user top of mind.



#### The help I need

Great product, strong, tasty, big help getting these old bones through this pandemic.

★★★★★ Kevin J.

### What We Did

#### Messaging

Craft a compelling narrative that highlights a dedication to transparency, quality control, and efficiency. The commitment to produce cannabis products that fulfill their potential while prioritizing end-user satisfaction and health above all else.

### What We See

#### Exponential Growth

Green Roads has built a reputation for dedication to transparency in its pharmacist-formulated products, and of crafting products with the end user in focus. This strategy has secured Green Roads with placements in major retail chains and an extensive network of independent retailers nationwide. With the rising acceptance of CBD for wellness, bolstered by FDA guidance and the entry of major players like CPG companies, Green Roads stands out as a pioneering leader in the sector.