

WHAT IF WE TOLD YOU WE WEREN'T TALKING ABOUT BROCCOLI?



TV x Creative

THE CHALLENGE

Cannabis World Congress
& Business Exposition™

Cannabis
means
business.com

4th Annual

JUNE
12-13

CWCB is the cannabis industry's premier B2B provider of cannabis & hemp events.

At a time when the cannabis business was still new and unknown, our purpose was to build awareness and generate buzz in the NY Metro area.

Bentley Meeker
Lighting & Staging Inc.
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STRATEGY



Our approach took a unique idea and was designed for one thing: a reaction.

We targeted large-screens across NY to build brand awareness and engagement. Did we mention this was the first cannabis spot to air on mainstream media in the NY DMA?

This award-winning campaign helped draw much needed attention to a growing industry.

THE RESULTS.



1ST

cannabis commercial in
the NY Metro Area

+3 MIL

impressions delivered