

# LEGEND BY TERRASCEND

An Integrated Marketing Communications Plan

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# The Cannabis Industry

45%

of Americans  
have tried  
cannabis at  
least once

40  
states

have legalized  
medical  
cannabis

24  
states

have legalized  
recreational  
cannabis

Cannabis use in the United States is rapidly evolving as public attitudes shift, legalization expands, and consumer demand grows. With millions of Americans incorporating cannabis into their wellness, social, or medical routines, it's more important than ever to understand the current landscape of cannabis use across the country.

Millennials  
(ages 25-40)

are the largest  
consumer  
group in the  
U.S. cannabis  
market

Top  
reasons  
for use:

stress relief,  
better sleep,  
anxiety  
management,  
and pain relief

The U.S. cannabis market is projected to grow from

\$44.3B in 2025  
to  
\$76.4B by 2030

# Meet the Brand: Legend

Simple. Sessionable. Affordable.

**TerrAscend** is a leading North American cannabis company with operations in the U.S. and Canada. Known for its **commitment to quality, compliance, and innovation**, TerrAscend owns a portfolio of trusted brands (Kind Tree, **Legend**, Valhalla, etc) and **operates award-winning Apothecarium dispensaries**. Their mission is to **improve lives by providing access to consistent, high-quality cannabis products**.



## Financial Performance

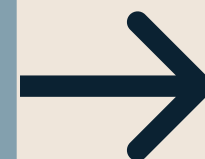
In 2023, TerrAscend reported record net revenue of **\$317.3 million**, a **28.0% increase year-over-year**, with a **gross profit margin of 50.3%**



## Market Presence

Legend products are available in **medical-only markets like PA** and **adult-use markets such as NJ, MD, and MI**.

Distributed through **TerrAscend-owned dispensaries** (The Apothecarium, Gage) and other licensed retailers.



## Product Offerings

Legend offers a range of affordable cannabis products, including **flower, vape cartridges, and pre-rolls**.



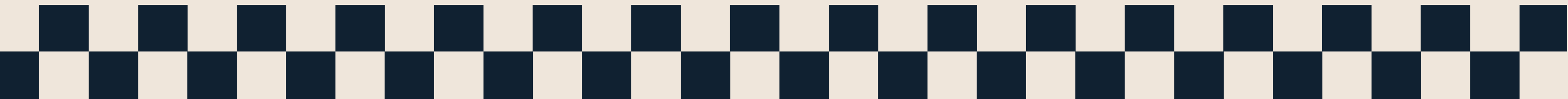
## Market Trends

Consumer demand is rising for **budget-friendly cannabis** that still delivers on **quality, consistency, and effect**.

# PRODUCT PORTFOLIO



FLOWER (14G & 28G)	<ul style="list-style-type: none"><li>• Carefully cultivated in indoor facilities for consistency, flavor, and potency</li><li>• Available in Indica, Hybrid, and Sativa strains</li><li>• Hand-trimmed, not machine-shredded — no shake, just small buds</li></ul>
5-PACK PRE-ROLLS (1G EACH)	<ul style="list-style-type: none"><li>• Slow-burning, smooth, and crafted for consistency</li><li>• Rolled in-house for quality control</li><li>• Recreational markets only</li></ul>
DISTILLATE & RSO SYRINGES	<ul style="list-style-type: none"><li>• Distillate Syringe: Clean, potent extract for precise dosing</li><li>• RSO Syringe: Full-spectrum oil with high therapeutic potential</li><li>• State-tested, ideal for medical patients or experienced users</li></ul>
2G ALL-IN-ONE & 1G CARTRIDGES	<ul style="list-style-type: none"><li>• Full-spectrum terpene blends = better taste and reliable effect</li><li>• Ceramic core hardware + USB-C charging</li><li>• 2g All-in-One: No setup, no buttons — just puff and go</li></ul>



# COMPETITOR OVERVIEW

## MEDICAL MARKET

Pennsylvania’s medical cannabis market is saturated with value-tier products from MSO-backed brands. Patients here often make decisions based on price, effect, availability, and increasingly, terpene content for symptom relief.

Because of strict marketing regulations, it’s harder for brands to build relationships. In-store events are limited, and scheduling patient-facing pop-ups can be difficult. While MSOs dominate menus, many of their sub-brands lack recognizable identity or trust-building education.

## RECREATIONAL MARKET

In adult-use states, competition expands beyond MSOs to include independent, locally grown brands. Shoppers care less about terpenes and more about the social experience, pricing, and product familiarity.

Popups, in-store activations, and dispensary-hosted events are common, giving smaller brands more opportunities to connect with buyers. Still, price remains a top motivator, and community loyalty often sways purchasing behavior toward craft or relatable brands over corporate ones.

## COMPETITOR BRANDS EXAMPLES

*Pennsylvania*  
High Supply  
Find  
Simply Herb  
Good Green  
Eleven

*New Jersey*  
Ozone  
Rhythm  
Garden Greens  
Fernway  
Essence

*Maryland*  
SunMed  
Curio Wellness  
Fade Co.  
District Cannabis  
Rhythm

*Michigan*  
STIIIZY  
Jeeter  
Ozone  
Simply Herb  
Rove

# RECENT STRATEGIES

## NEW PRODUCT LAUNCH

In April 2024, Legend launched a mini pre-roll pack in select New Jersey dispensaries (Apothecarium), responding to market trends favoring **affordable, small-format products**.

According to BDSA, products like **minis and multipacks** are among the fastest-growing categories, especially in **price-sensitive, session-style markets like NJ**.

## SOCIAL MEDIA CAMPAIGN

Legend ran a “**Legendary Giveaway**” in September 2024, timed with football season — a period of heightened cannabis use tied to social events and game-day culture.

The campaign offered branded merch (YETI cooler, apron, chair) with entry steps designed to boost organic reach:

- Follow @GrownLegend on Instagram
- Tag 3 friends
- Like and share the post

## OUTCOMES

This type of giveaway aligns with key cannabis marketing insights: **79% of consumers discover new brands on social media**, and promotions tied to lifestyle moments (sports, holidays) drive stronger engagement.

Together, these efforts reflect Legend’s strategy to **combine product launches with seasonal digital activations** — a cost-effective way to build awareness, encourage trial, and grow loyalty.



# SWOT Analysis

## Strengths

Offers **high-quality cannabis in bulk at a lower price point**, meeting demand for budget-conscious shopping.

From **flowers to vapes and syringes**, Legend's strong, versatile product portfolio meets a wide range of user needs.

**"Simple. Sessionable. Affordable."**  
Easy to understand and appealing to new and experienced users.

Uses trusted tech like CCell® cartridges and USB-C rechargeable ceramic-core disposables ensuring **quality and consistency**.

## Weaknesses

Legend's look is more **muted** compared to vibrant brands like Kind Tree, making it easier to overlook on shelves.

Minimal consumer-facing marketing **limits emotional connection** and brand loyalty.

Often **unfamiliar** to customers vs. better-known TerrAscend brands due to lack of brand awareness.

Lower THC can be perceived as weak by high-tolerance users, a **misunderstanding** of product value.

## Opportunities

**Enhance education** at the point of purchase. QR codes, terpene info, and transparent packaging can help buyers feel confident about lower-THC or affordable products.

Leverage **short-form video to build trust**. Relatable content from real users and staff can show how Legend fits into daily life.

Build loyalty through **consistent in-store presence**. Pop-ups, vendor days, and targeted promotions can increase trial and familiarity in recreational markets.

Reposition "lower THC" as "approachable cannabis". Use messaging that **supports smoother experiences for new or wellness-oriented users**.

## Threats

Digital ads are **heavily regulated and vary by state**

Some consumers dismiss lower THC as ineffective; **market appeal may suffer without education**.

**Other brands offer low-cost cannabis**, making it harder to stand out without strong storytelling.

**Constantly changing federal/state laws** impact marketing, packaging, and availability.

# The Audience

*The U.S. cannabis market is projected to reach \$44.3B in 2025, growing to \$76.4B by 2030 (CAGR: 11.5%).  
As of 2024, cannabis is legal for medical use in 40 states and recreational use in 24.*

## Core Target Segments:

### Everyday Users (25-45)

Working professionals, busy parents, or casual users who want affordable, no-fuss relief for stress, sleep, and anxiety.

### Medical Patients (especially PA)

Individuals managing pain, anxiety, or sleep issues who often seek terpene-rich, therapeutic products. Especially important in PA's tightly regulated medical-only market.

### Budget-Conscious Buyers

Value-minded shoppers are loyal to products that consistently deliver without the premium price tag.

- **Millennials (ages 25–40)** remain the largest cannabis user group in the U.S.
- **1 in 3 women** over 21 consume cannabis, especially wellness-based formats like edibles, tinctures, and low-dose vapes.
- **Top Reasons for Use:** stress relief, improved sleep, anxiety reduction, and chronic pain management.
- **Over 60% of users** say cannabis is part of their wellness routine, not just for recreation.
- **Adults aged 25–54** shop most frequently, every 2–4 weeks, typically based on price, effect, or past experience.





GET TO KNOW  
SANDRA

Age	: 29
Occupation	: Project Manager
Location	: Cherry Hill, NJ

- Hobbies**
- DIY home decor and thrifting
  - Hosting game nights
  - Streaming true crime shows

**Frustrations**

Sandra is a **value-driven shopper** who wants **affordable cannabis** that still delivers. She’s selective about effects, choosing products that feel smooth and consistent — she wants to unwind, not feel anxious or out of sync.

- Buying products on sale that deliver inconsistent or underwhelming effects
- **Feeling overwhelmed** or judged when shopping in-store
- **Not knowing what to expect** from unfamiliar strains or high-potency products

**Goals**

- Stick to a monthly **budget** without sacrificing **quality**
- Find go-to products that offer **predictable**, chill effects after a long day

**Sources of Information**

- Dispensary staff & budtender recommendations
- Social media: Instagram stories, TikToks, or Reels from creators they trust
- In-store flyers, price match tools, or discount menus



GET TO KNOW  
SANDRA

CURRENT  
STATUS QUO  
SOLUTIONS:

- **Deals and discounts:** She regularly looks for sales, bundle deals, and value-packed pre-rolls.
- **Word-of-mouth or budtender advice:** She asks budtenders for mellow, low-cost options that help her unwind.

WHY SHE IS  
LOOKING FOR  
A NEW  
SOLUTION:

- She got tired of guessing and wanted to simplify her cannabis routine to just one or two reliable go-to products.
- She noticed she was wasting money trying new brands that didn't deliver — she wants one she can stick with.

TOP DOUBTS:

- Will this really help me feel relaxed, or will it make me anxious?
- Am I paying for branding, or is it actually better?
- How do I know I'll like this if I haven't tried it before?



## Influencer Target Audience

Age Range: 25–45

Gender: All genders, with a slight skew toward women in the wellness and lifestyle space.

## WHO WE WANT TO REACH

Cannabis users who follow creators for product insights, education, and real-life reviews. These audiences value transparency and want to feel confident before making a purchase.

They may be:

- New or casual users who want more confidence when purchasing
- Loyal to specific creators who reflect their identity, lifestyle, or budget
- Interested in new products but only with a creator's co-sign

## Influencer Types We Target:

### CANNABIS EDUCATORS & REVIEWERS

Offer digestible info on **strains, terpenes, effects, and dosing**. Known for explaining the why and how behind what they recommend.

### WELLNESS-FOCUSED CREATORS

Highlight cannabis as part of their **self-care routines**, often focusing on stress relief, sleep, or anxiety.

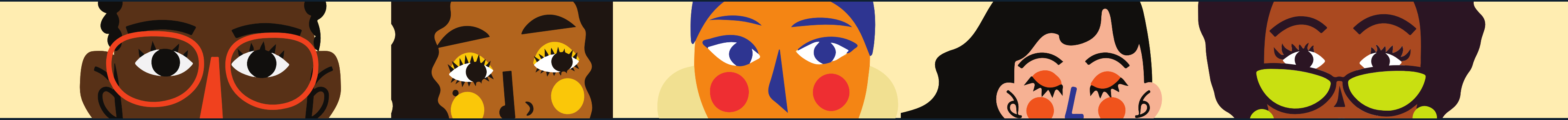
### MICRO / LOCAL INFLUENCERS

Share **relatable content** for daily life, neighborhood dispensaries, and affordable product finds.

*All influencer partnerships will follow platform guidelines and local cannabis advertising laws. Content will be educational, not promotional.*



# DIVERSITY AND REPRESENTATION MATTER



The cannabis industry has deep roots in systemic inequity, yet today, only 2% of cannabis businesses are Black-owned, and BIPOC creators remain underrepresented in brand partnerships. As the industry grows, *it's essential that marketing reflects the real, diverse communities that use cannabis every day.*

We aim to partner with creators across various identities, including BIPOC, LGBTQ+, disabled, and neurodivergent voices, because **representation isn't just about visibility; it's about building trust, shifting power, and reshaping the narrative.**

By amplifying these voices, Legend builds a more inclusive brand and reaches *real people* who are often ignored by mainstream cannabis media. Inclusive marketing isn't just the right thing to do; it's also a *smart strategy*. These creators expand reach, build stronger trust, and connect us to the communities that matter.

# OVERALL MEDIA COMMUNICATIONS GOALS

## MAIN GOAL

Grow Legend's visibility and engagement across PA, NJ, MD, and MI by establishing it as the affordable cannabis brand consumers trust.

Key success metrics: engagement rate, follower growth, social shares, and click-throughs to dispensary menus.

## CAMPAIGN TIMELINE

### Current Snapshot

Followers: ~2,000

Average engagement:  
~20–30 likes per post

Post frequency: (1x every 2 weeks)

### Weekly

*Objective: Build a consistent presence + boost engagement*

**Post 2x per week** (Reel or Story + 1 feed post)

**Average 50+ likes/comments/shares** per week total

**Repost at least one piece of UGC** or Story tag

**Begin replying to comments and DMs** to boost algorithm visibility

### Monthly

*Objective: Grow following + deepen social trust*

**+250–400 new followers per month**

**8–10 total posts** (mix of Reels, Stories, photo carousels)

**100–150 total saves or shares**

UGC campaign: **Launch 1 hashtag prompt or challenge** (e.g., "Budget & Chill")

### Campaign Total (3–4 months)

*Objective: Convert engagement into first-time trials*

**1,000+ new followers**

**4K–5K total likes/comments** across all platforms

**500–750 menu clicks or link-in-bio visits**

**250–500 first-time purchases** or product trials (tracked via POS/menu analytics or coupons)

Note: All content and partnerships will comply with cannabis advertising regulations by state and platform. Disclaimers (e.g., "21+ only," "Not for Sale") will be included where necessary.

# The Budget

Paid media strategy to drive awareness, engagement, and trial across key markets.



## Menu Ads

(i.e. Weedmaps, Jane, etc.)

Feature Legend near checkout screens to drive menu clicks, promos, and product release.

5%

## Reddit

Join conversations where cannabis users swap recs.

Target posts in r/trees and state-specific threads to **build trust** among curious, budget-conscious buyers.

10%

## Google Search

Capture **intent-based searches** like:  
"cheap prerolls near me"  
"budget carts PA"  
"Legend weed"

Ideal for customers who are ready to buy.

Drives traffic directly to store menus, dispensary pages, or geo-targeted landing pages.

15%

## Facebook

Reach older, medical, and budget-conscious consumers

**Promote:**  
Dispensary-specific deals

New product launches

Local events or vendor days  
Use ads to drive menu clicks, event RSVPs, and in-store traffic.

15%

## TikTok

Create short-form content that spotlights **real users enjoying Legend**.

Use trending sounds, stitchable product reactions, and creator challenges to **boost reach and save-worthy visibility**.

25%

## Instagram

Focus on Stories, Reels, and carousels to **build trust and visibility**.

Repost user and budtender tags to show **how real people use Legend**.

Use polls, saves, and pinned tips to **drive engagement**.

30%



Creative Strategy Brief:

# Legend

Brand Proposition

Legend is the go-to brand for everyday cannabis users who want smooth, reliable, and affordable products — quality that delivers, without the hype or high price.

Legendary Flavor  
**BULK** Sessionable  
*Slow-Cured* Affordable  
*Reliable* Accessibility  
**Bang for Your Buck**  
**VERSATILE Value**

What do we want to achieve with the brand?

Everyday users, from working-class patients to wellness seekers, want dependable cannabis they can afford and trust. Legend resonates with people who are tired of overpriced hype and want something that works.

Target

Budget brands have burned them before, but premium brands cost too much. Legend hits the sweet spot: affordable, consistent, and worth it.

What is the one key insight?

We want users to **discover Legend through trusted channels** then keep coming back for the consistency, the value, and the experience. Our goal is to **turn one-time buyers into loyal regulars**

What do we want people to do?

We'll focus on **Instagram, TikTok, Reddit, Facebook, and Google**, using short-form content, honest reviews, dispensary promos, etc. Our media will highlight value, sessionability, and bulk deals while driving store menu traffic and social engagement. We'll **repost user content to build community** and show real use cases. **In-store displays, budtender education, exclusive promos, email/text campaigns, and dispensary pop-ups** will drive trial, build trust, and create memorable brand moments.

How should we tell them?

**Because they're tired of wasting money.** Legend delivers what matters most: quality they can feel, prices they can trust, and effects they can rely on.

Why would they?

# Leveraging Brand Assets



## WEBSITE

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Develop **SEO-optimized landing pages** to increase organic search visibility.

Build a **Strain Library and Product Education Hub**, helping customers understand effects, format differences (pre-rolls vs littles), and how to shop by vibe.

Add **QR code tie-ins, loyalty tools, and promo-based calls-to-action** to boost return traffic.



## SOCIALS

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Focus on **Instagram, TikTok, and Facebook** to boost Reels, Stories, and short-form videos that show how real people use Legend.

**Repost budtender tags, creator content, and UGC** from sessions.

**Engage with Q&As** and comments to build two-way trust.



## EMAIL & SMS

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Use emails to **highlight deals, product drops, and local menus**, especially during peak weekends or holidays.

Integrate with loyalty tools like **"Your Weekly Legend Picks."**

Keep it light, helpful, and value-first, not spammy.



## POP UPS

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Activate **dispensary pop-ups and in-store events** with support from trusted budtenders and Legend brand ambassadors.

Showcase bundle deals, seasonal picks, and product education in real time.

Use **giveaways, QR codes, and ambassador tips** to drive trial and loyalty on the spot.

CANNABIS TRADE EVENTS:  
OPPORTUNITIES TO CONSIDER

Cannabis events offer valuable touchpoints with buyers, advocates, and culture-forward consumers. We will allocate \$30K–\$50K toward brand-aligned events

Pennsylvania Cannabis  
Fall Marketplace

Location: Renninger’s Farmers Market,  
Kutztown, PA  
Date: October 4–5, 2025  
Audience: Everyday cannabis users, local  
brands, curious newcomers

Why it fits: Legend grows through local  
connection, and this grassroots event puts  
us face-to-face with the everyday users we  
serve. It's an excellent opportunity for in-  
person sampling, story-sharing, and  
building trust face-to-face.

Estimated Cost: ~\$500–\$1,000 (based on  
vendor pricing)



NCIA’s 13th Annual  
Cannabis Lobby Days

Location: Washington, D.C.  
Date: May 2025  
Audience: Cannabis advocates,  
regulators, and industry leaders.

Why it fits: Instead of tabling, Legend  
can participate through affiliate  
sponsorship or branded materials,  
showing commitment to equity and  
regulation without high cost. Great for  
brand credibility and future partnerships.

Estimated Cost: ~\$1,000–\$2,000  
(registration, presence, and printed  
assets).



NECANN New Jersey  
Convention

Location: Atlantic City Convention Center  
Date: September 6–7, 2025  
Audience: Thousands of cannabis industry  
professionals including dispensary owners,  
growers, and retail buyers.

Why it fits: NECANN is one of the largest  
cannabis conventions in the Northeast,  
offering a powerful platform to showcase  
Legend in its key market of NJ. Great for  
launching new products or building B2B  
relationships.

Estimated Cost: ~\$1,200–\$2,000 for space,  
plus travel and signage.



# Promotions

1

New Customer Offers at The Apothecarium:

First time Legend shoppers get 20% off  
Second time: 25% off  
Third time: 30% off

These staggered deals drive trial and repeat visits early in the buyer journey.

2

420 (April 20) & 710 (July 10): Major promotional days in cannabis culture.

Green Wednesday (before Thanksgiving): High-traffic cannabis shopping day.

Discounts range from 20–40% with email-exclusive perks.

3

Loyalty Program:

Shoppers who opt into our loyalty program earn points with every Legend purchase.

Loyalty points can be redeemed for discounts, early access to promos, and exclusive Legend gear.

4

Menu-Triggered Deals:

Flash deals and “Spend & Save” bundles promoted on dispensary menus (like Weedmaps and Jane) help capture in-the-moment conversions.

## Content & Influencer Strategy.

### *Educational & SEO Content*

Create **blog posts, product FAQs, and Cannabis 101 videos** to support SEO and guide new shoppers.

Feature **budtender tips, staff interviews, and community Q&As** to build authenticity.

Break down **strain effects, terpenes, and usage tips** in short-form video on Instagram & TikTok.

### *Social Media Presence*

Focus on **Instagram, TikTok, and Reddit** to share product demos, reviews, and everyday humor.

Boost engagement through **polls, pinned tips, and interactive Stories**.

**Repost user feedback and creator content** to build trust and relatability.

### *Influencer & Affiliate Program*

Partner with **creators to share favorite products and dispensary finds** — without traditional “ads.”

**Prioritize relatable storytelling** and wellness-based content over hard sales.

**Use promo codes and landing pages** to track performance.

*\*Always include required disclaimers: 21+ only, not for sale, not medical advice.\**



# Marketing Compliance Statement

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As we close, it's important to reinforce that every strategy outlined in this plan is grounded in compliance, transparency, and consumer trust.

Cannabis is a highly regulated space. Legend's marketing will follow all state-specific advertising laws and platform policies, including but not limited to:

- No advertising to minors or near schools/daycares
- No false or unverified health claims
- Required disclosures for influencer and affiliate content

Instead, Legend's approach centers on education, effect-based storytelling, and building trust through real user experiences.

All content will be age-gated, value-driven, and aligned with applicable guidelines.

Thank you for your time — and for believing in a cannabis future that's accessible, responsible, and rooted in real impact.

For more information, visit: [Cannabis Marketing Guidelines by State](#)

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