



**BRANDING
CANNABIS
& CBD**

— IN THE —

**HEALTH &
WELLNESS
ERA**

ultra



ABOUT THIS REPORT

Ultra is an independently-owned creative agency in Minneapolis, MN. With 30+ years of experience in branding, campaign development and package design, we know consumers and CPG. As trend hunters, food lovers and cultural ambassadors, Ultralites add serious value to understanding the current cultural tide.

This report explores how Cannabis and CBD brands can begin to think about their role in the health and wellness space. What are they up against and where is the white space? What are the visual trends in the health and wellness space and what target should we be thinking about? Who is disrupting the space and making moves? We look at it all as a way to think differently about two products that have been relegated to hemp leaves and pseudo-science graphics.

Cheers,
ultra

OUR FRAMEWORK

PRODUCT

Cannabis and CBD



TREND

A Curated Life



CULTURE

Health & Wellness



DISRUPTORS

In the Space



PRODUCT : HEMP, CANNABIS & CBD

Cannabis design over the years has leaned on specific visual cues born of the 60s psychedelic aesthetic whereas hemp and CBD have leaned on medicinal cues. The majority of products on the market today – though it is changing – still lean on either end of that spectrum without much focus on the calming, more premium cues of health and wellness. For brands looking to shift into the white space of health and wellness, you'll want to think through every visual decision on your box and label. There likely won't be a lot of space to work with, so your assets will need to work very hard.



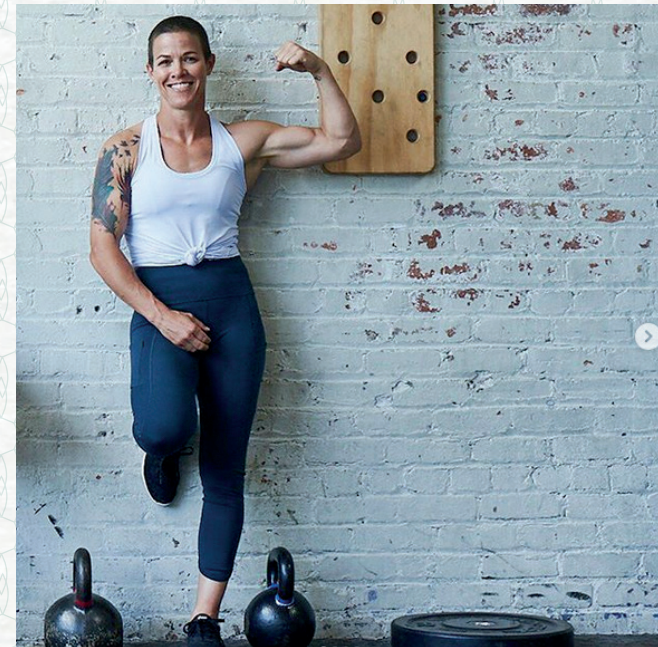
TREND : A CURATED LIFE

The market for cannabis and CBD is growing but still niche. Regardless, you'll still want to focus on a specific within that market. In the health and wellness space, a stylish and affluent female Millennial target will serve you well. Brands already speaking to this consumer can provide context of consumer aspirations; they inspire not just purchase but an Instagram following, they are well designed and worthy of sharing with friends on social media, and are beautiful enough to be included into their home or office aesthetic.



CULTURE : HEALTH & WELLNESS

Health and wellness is firmly entrenched in our culture and is separating into sub-cultures like self-care, proactive prevention, and natural remedies. While cannabis and CBD has long been tied to health and wellness, the opportunity is to separate itself from the sea of same in functional wellness of supplements and lean hard into the self-care trend that speaks directly to our consumer. Think of your product in this context as providing “a moment to me” and a way to manage stress or unwind.



DISRUPTORS : IN THE SPACE

These brands are speaking directly to a leisure and self-care lifestyle aimed at women and is a far cry from stereotypical stoner aesthetics or functional supplement. As cannabis goes mainstream, brands leaning into a targeted psychographic will upset the status quo and re-frame the conversation around not just cannabis, and CBD as well. Note how these visuals shift your thinking about the product and category.





We would love to partner with you.
Our commitment to strategic visual excellence
will take your brand to new places.

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