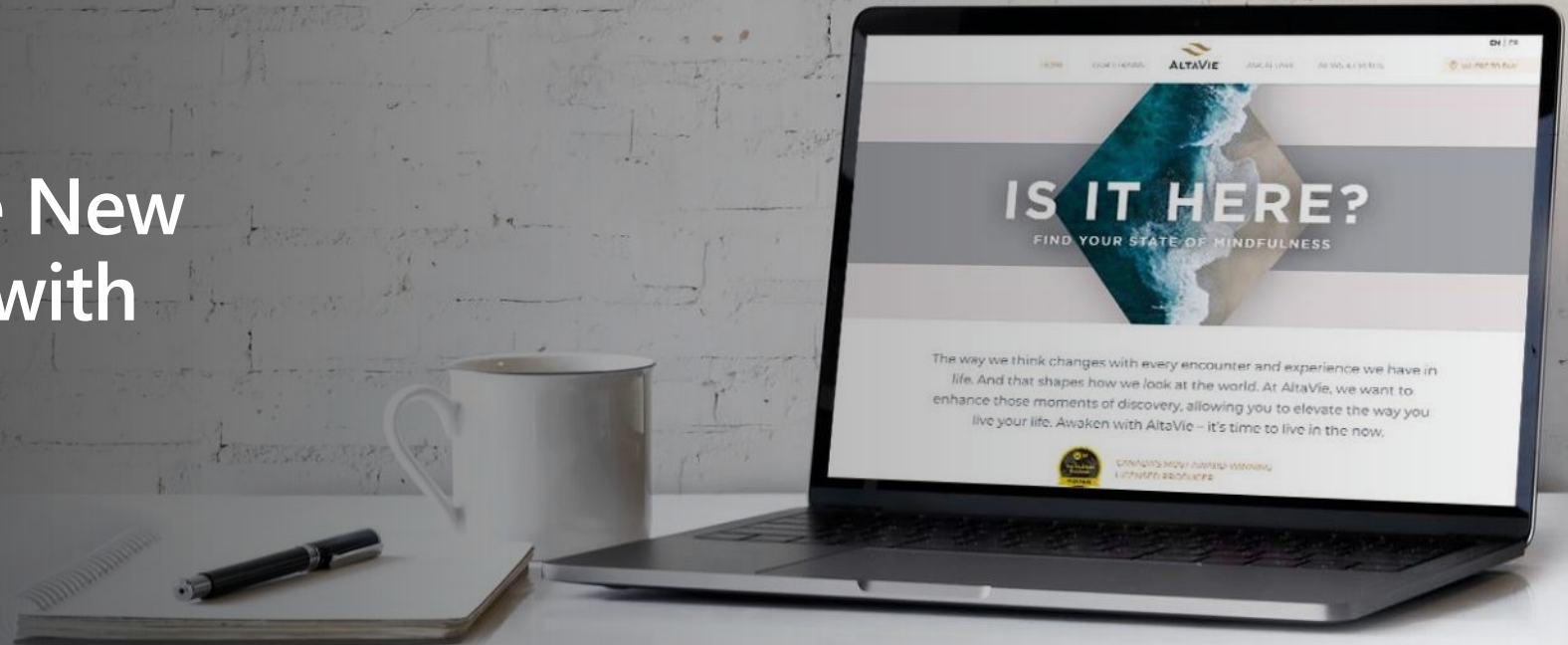


MEDRELEAF

Blazing a Trail in the New Cannabis Economy with MedReleaf

Public Sector, Retail



Challenge

Ahead of cannabis legalization in Canada, MedReleaf wanted to have a strategy and creative approach in place to navigate the pending regulations. MNP was brought in to provide that guidance and execute on all the required creative assets for their two recreational sub brands.

Solution

MNP worked directly with MedReleaf, as well as legal and regulatory affairs representatives, to develop a very nimble and proactive creative process. In parallel, in-depth research and strategy workshops were engaged to better understand the target audiences' habits and motivations.

Results

Taking a human-centered design approach, MNP provided MedReleaf with the base they needed to become a digital leader in this uncharted industry. Recognized nationally for their creative work, MedReleaf and MNP created immersive digital cannabis brand experiences like no other.



Services Provided

Digital Strategy • User Experience Design • Project Management • Digital Experience Management