



USE POTENTIAL GROUP FOUR

# Low Use Potential



04

3-5% of the population of this group is likely to use cannabis products including, but not limited to THC-focused products, regularly.

HOW TO MOTIVATE THEM

**Create Group Experiences**

When groups are timid to experience your marijuana brand, creating safe, informative, and entertaining environments where they can experience your offerings can build brand trust.

**Make It 'No Big Deal'**

Staging your brand in social settings that are familiar to this group will help them accept your product as the new normal. Make your brand feel like it fits in with this group's everyday lifestyle.

**Put the Benefit First**

From compounds to devices, show this group how they can prosper from your brand's products. Be obvious about the way your brand fits into this group's lifestyle. Motivate action and build trust.

**Avoid Drama**

This group is timid about cannabis. Ensure that your brand is consistent and does not create unnecessary controversy. Failing to do so may scare this group off for good.

VH



H



M



L



VL



GET MARIJUANA CONSUMER DATA TODAY

COPYRIGHT ©ZEFYR™, INC 2018