

## INDUSTRY ALERT

**NOPE. NOT A  
DISPENSARY**

**KnowYourCannabis.org**

*Gas Station*



**WE CARE SO MUCH ABOUT WHAT GOES INTO  
OUR BODIES, BUT WHEN IT COMES TO CANNABIS,  
THERE SEEMS TO BE LITTLE TO NO CONCERN.**

Fortunately, for consumers of regulated cannabis in Missouri, the Division of Cannabis Regulation ensures that the cannabis products you consume are produced in controlled, regulated environments, packaged in a safe and compliant manner, and every single product is stringently tested safe for human consumption.

Only marijuana products purchased from licensed dispensaries include information such as who manufactured it, the lab that tested it, ingredient content, terpene content (if applicable), best by date, potency and dosing information, and the product track and trace number.

**KnowYourCannabis.org**

## CAMPAIGN OBJECTIVE:

The primary goal is to educate cannabis consumers about the stark contrasts between compliant, third-party lab-tested cannabis products available in licensed dispensaries versus non-compliant products found in the illicit market, smoke shops, convenience stores, faux dispensaries, and liquor stores.

## CHANNELS:

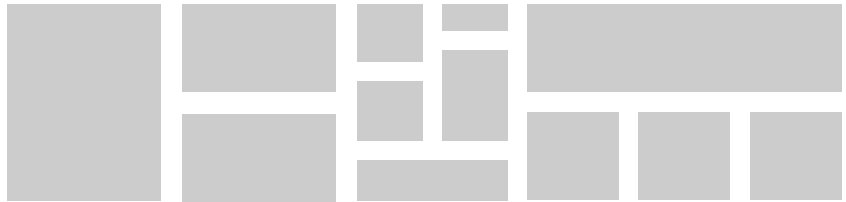
Campaign microsite info page (non-MoCann branded), MoCann blog, advertising channels including web, social, print and digital billboards/OOH, and possibly TV PSA



## CAMPAIGN TOOLKIT:

As members of the Missouri cannabis industry, we need your help to share the many dangers of hemp-derived cannabis. We have assembled a set of promotional materials you can use to bring awareness to the Know Your Cannabis campaign.

- **Digital Ads**  
160x600, 300x250, 300x600,  
400x400, 728x90, 1170x135
- **Social Ads**  
3500x2500
- **Print Ads**  
9x12, 8.5x11, 8.5x5.5
- **Billboards + Out-of-Home**  
48x14



DOWNLOAD TOOLKIT:



# SPREAD THE WORD! HELP US BRING AWARENESS TO THE MANY DANGERS OF UNREGULATED CANNABIS IN MISSOURI.

We know that all of our industry members utilize multiple marketing tools to successfully promote your brand and connect with new and existing customers. For this campaign to be impactful, we ask that along with your existing marketing materials, you also rotate in these assets promoting KnowYourCannabis.org to help bring much needed attention to this important issue. From billboards and social media ads and posts to in-store marketing, promoting this information in a coordinated campaign is key for Missourians to *know their cannabis*.

