



In the spring of 2023, restrictions were lifted in the Mount Pleasant community for additional cannabis companies to open. The cannabis industry is legal and blooming in Michigan. After a presentation at ACP by the Bay Area News Group that included targeted newsletters our students determined that adding a cannabis newsletter to our media offerings could help us work around restrictions by the university, and also meet the state requirement of 70% 21+ users. Our advertising managers worked with the student editor in developing the possibility of a monthly newsletter (The Monthly Bud). Each newsletter would contain 4 articles on industry topics. One article would be reserved to sell to an advertiser as sponsored content.

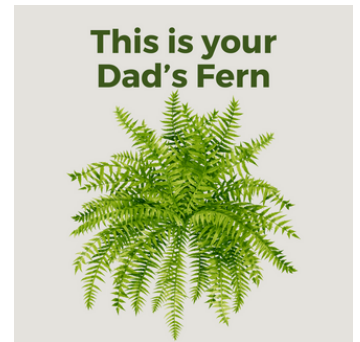
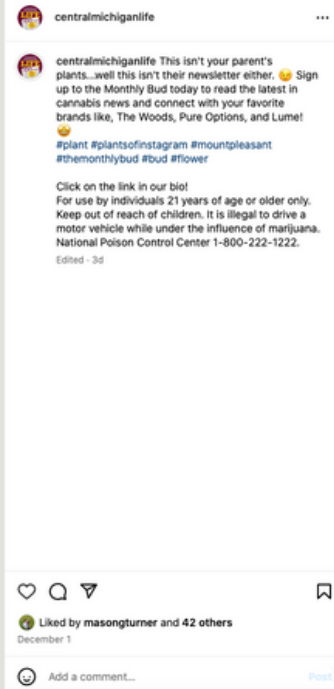
The purpose of the advertising campaign is to develop awareness of the newsletter and encourage sign up. The design is a fun take on making mom and dad's choice old fashioned in comparison to college student interests. Each post was a 3-part slide demonstrating this. You can click on each of the large images in the following pages to see the campaigns on Instagram.

We kept our media choices to Instagram only, where the bulk of our audience is college-aged consumers. (Facebook isn't always cannabis friendly) The plan is to run these ads two-times per week to remind students of the newsletter and to gain sign-ups.

The first 4 ads gathered more than 9700 impressions, 120 profile visits and 21 link taps to the sign up page.



This is Mom's Philodendron



This is your Dad's Fern



This Isn't About Your Parent's Plants

The M^onthly Bud

ENGAGEMENT

Post Insights

This is Dad's Fern
December 1 at 4:00 PM

43 Likes, 0 Comments, 9 Shares, 0 Saves

Overview

Accounts reached	2,096
Accounts engaged	49
Profile activity	36

Post Insights

Reach

2,096
Accounts reached

2,023 Followers, 73 Non-Followers

Impressions **2,403**

From Home	2,281
From Profile	68
From Other	54

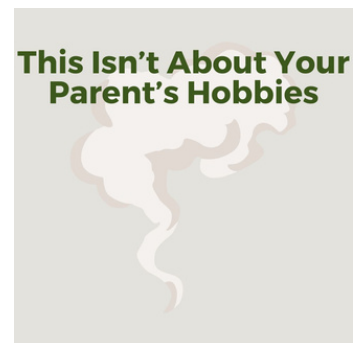
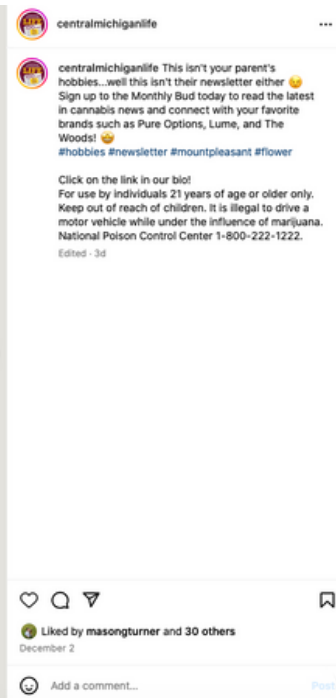
Post Insights

Post interactions **52**

Likes	43
Shares	9
Comments	0
Saves	0

Profile activity **36**

Profile Visits	27
External link taps	7
Follows	2



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Post Insights

December 2 at 7:58 PM

31 Likes, 0 Comments, 1 Share, 0 Saves

Overview

Accounts reached	1,567
Accounts engaged	32
Profile activity	20

Post Insights

Reach ⓘ

1,567
Accounts reached

1,540 Followers • 27 Non-Followers

Impressions **1,853**

From Home	1,786
From Profile	53
From Other	14

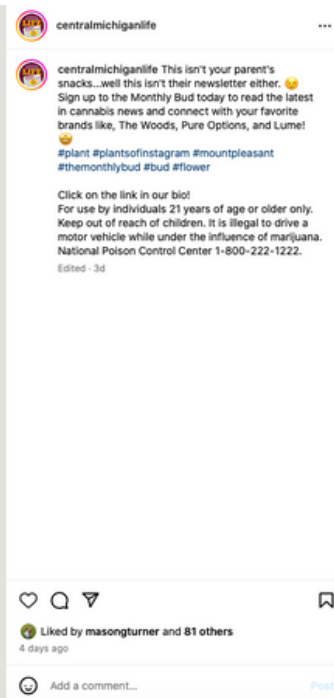
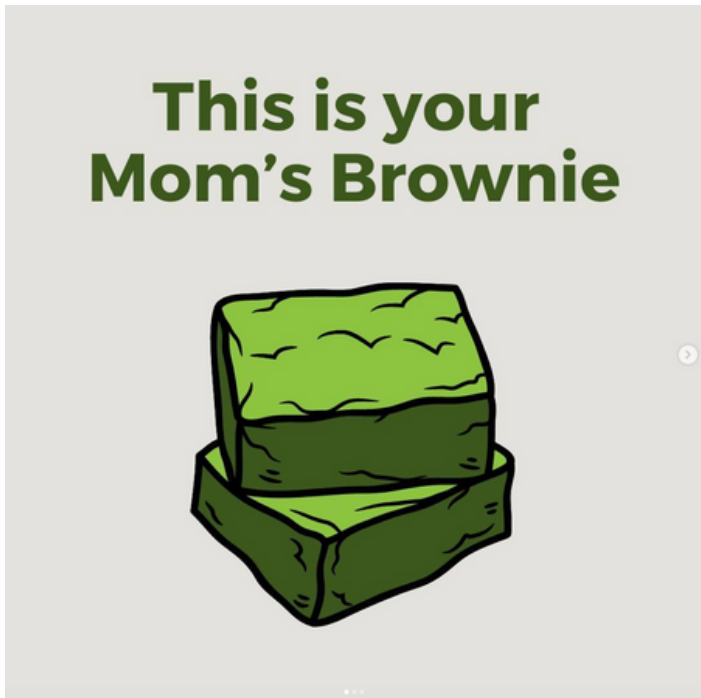
Post Insights

Post interactions **32**

Likes	31
Shares	1
Comments	0
Saves	0

Profile activity ⓘ **20**

Profile Visits	16
External link taps	4
Follows	0



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Post Insights

This is your Mom's Brownie

December 7 at 6:08 PM

82 Likes, 0 Comments, 8 Shares, 1 Saves

Overview

Accounts reached	3,572
Accounts engaged	91
Profile activity	69

Post Insights

Reach

3,572
Accounts reached

3,556 Followers, 16 Non-Followers

Impressions **4,146**

From Home	4,098
From Profile	34
From Other	14

Post Insights

Post interactions **91**

Likes	82
Shares	8
Saves	1
Comments	0

Profile activity **69**

Profile Visits	63
External link taps	6
Follows	0

This is your Mom's Pen



centralmichiganlife

centralmichiganlife This isn't your parent's pen...well this isn't their newsletter either. 😂 Sign up to the Monthly Bud today to read the latest in cannabis news and connect with your favorite brands like, The Woods, Pure Options, and Lumel! 🌿
#plant #plantsofinstagram #mountpleasant #themonthlybud #bud #flower

Click on the link in our bio!
For use by individuals 21 years of age or older only. Keep out of reach of children. It is illegal to drive a motor vehicle while under the influence of marijuana. National Poison Control Center 1-800-222-1222.
Edited · 3d

Liked by masongturner and 17 others
4 days ago

Add a comment...

This is your Dad's Pen



This Isn't About Your Parent's Pens




The M^{nthly} Bud

ENGAGEMENT

Post Insights

This is your Mom's Pen



December 8 at 2:38 PM

18

0

0

0

Overview

Accounts reached	1,105
Accounts engaged	19
Profile activity	18

Post Insights


Reach

1,105

Accounts reached

1,081

Followers



24

Non-Followers

Impressions	1,299
From Home	1,232
From Profile	60
From Other	5
From Hashtags	2

Post Insights

Post interactions 18

Likes	18
Comments	0
Shares	0
Saves	0

Profile activity 18

Profile Visits	14
External link taps	4
Follows	0