

Case Study



Background

Weedmaps is a web portal and free app available for Apple and Android mobile devices that allows users to locate, rate and get deals from medical marijuana dispensaries in Canada and the USA as well as to connect with medical professionals prescribing medical marijuana.



Creative

Using a cheeky, simple and engaging tagline, potential users are invited to visit weedmaps online as well as download the Apple or Google Play store app. The creative was deployed in two markets, Victoria and Duncan, on two lighted, high-traffic static billboard faces.

Results

Within two weeks of posting on April 15, 2016, weedmaps reported a 30% increase in unique visitors from Vancouver Island on their web portal and a spike in downloads of their apps from both the Apple App and Google Play stores adding 2,000 new installed users. When photos of the billboard creative were shared across social media, Weedmaps also received interest from new dispensaries across Canada.