

High Efforts Garner High Results for Pot PR



THE CHALLENGE

The legal cannabis industry is rife with marketing challenges. While all startups must strive and push to make a name for themselves, the cannabis industry especially faces regulations across ways that they can market, advertise and promote. Düber as a company has been innovating compelling ways to solve many of the industry's challenges, but had not received the attention they deserve. We set out to bring them a level of thought leadership, expertise, and credibility in a way no other agency could.

THE STRATEGY

The team at Emerging Insider set to work aligning and fixing an array of branding and positioning issues while engaging with a range of major business and niche industry media, analysts, and events. Our goal was to build exposure, credibility and attention and do so in a way that leveraged the technology and team. From creating original research reports and press campaigns, to dedicated bylines, Emerging Insider quickly built mass attention.

THE RESULTS

The team at Emerging Insider helped to align multiple analyst briefings, an array of new long form content, speakerships, and a large amount of press ranging from CNBC and NBC to Entrepreneur.



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