



WEBINAR

Branding with a Buzz: Strategies to Scale your Cannabis Business with David Paleschuck

Webinar Preview & Audio Available at:

<https://www.mediajel.com/webinars/cannabis-branding-david-paleschuck/>

1

00:01:01.050 --> 00:01:03.930

MediaJel: Alright we're all set sorry about the delay there.

2

00:01:13.110 --> 00:01:13.740

MediaJel: All right.

3

00:01:14.850 --> 00:01:22.020

MediaJel: Hello everybody, thank you for joining the immediate gel podcast today, my name is Guillermo bravo and the chief evangelist here at media gel.



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4

00:01:23.280 --> 00:01:31.860

MediaJel: we're focused on connecting cannabis CBD and alcohol companies to compliant cannabis consumers through mobile devices.

5

00:01:32.760 --> 00:01:48.540

MediaJel: media channels at every stage of the customer buying journey now like to introduce David pulse check CP G branding expert consultant, and the author of the book branding Bud the commercialization of cannabis, welcome to the show David, how are ya.

6

00:01:49.170 --> 00:01:51.330

David Paleschuck: Again, how are you today thanks for having me.

7

00:01:51.810 --> 00:01:55.740

MediaJel: And tasks fantastic how how's the New Year been for you so far.

8

00:01:56.700 --> 00:02:00.750

David Paleschuck: So far, so good it's so I guess we're three weeks in but all good.



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9

00:02:02.070 --> 00:02:02.670

David Paleschuck: I bet you.

10

00:02:03.540 --> 00:02:08.130

MediaJel: Everything has been great so far just you know embracing the New Year and.

11

00:02:09.630 --> 00:02:23.880

MediaJel: You know just a heads down focused on growing the business and connecting with individuals like yourself and building the Community so excited to have you on board and learn more learn more from you and share insights with our audience.

12

00:02:24.630 --> 00:02:25.980

David Paleschuck: whoa i'm excited.

13

00:02:27.450 --> 00:02:35.760



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MediaJel: Likewise, so today our topic is going to be branding with the bus so strategies to scale your cannabis business with David plus check so.

14

00:02:36.210 --> 00:02:49.860

MediaJel: You know you've had many years of experience in branding and marketing, both in and outside the cannabis industry would you tell us a little bit about your your background and how you found your way into the cannabis industry.

15

00:02:51.570 --> 00:02:54.990

David Paleschuck: yeah I mean it's it's been a long journey for sure.

16

00:02:56.670 --> 00:03:04.980

David Paleschuck: And, but it's been a combination of things along that journey that sort of allows me to do what I do today, I guess, first and foremost I should say.

17

00:03:06.300 --> 00:03:19.080

David Paleschuck: You know, one of the biggest influences in my life is I used to be a professional skateboarder when I was very young, many, many years ago, but the the folks that i've connected within that community.



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18

00:03:19.920 --> 00:03:28.830

David Paleschuck: or people that most people have heard of today, you know, in terms of professional athletes and and I stay connected in that in that realm.

19

00:03:29.460 --> 00:03:37.800

David Paleschuck: But what that also provides me with or where that also led me to was I went to parsons school of design I owned an art gallery for many years, so.

20

00:03:38.430 --> 00:03:51.210

David Paleschuck: Again today i'm able to leverage whether it's my action sport friends or it's my artist friends into the cannabis, industry and leverage art and influencers in a way that I never thought I would be able to.

21

00:03:52.260 --> 00:03:54.900

David Paleschuck: But having said that you know my my journey really is.

22

00:03:56.010 --> 00:04:07.680



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David Paleschuck: After owning a gallery for many years in the economy, falling apart falling apart in the early 90s, I went back to school for my MBA I came out I work at American express MasterCard.

23

00:04:09.600 --> 00:04:24.270

David Paleschuck: Then worked on the Agency side supporting Pepsi is they rebranded mountain dew into an action sport brand again leveraging my contacts and then finally recruited to Microsoft, where I spent seven or eight years.

24

00:04:25.290 --> 00:04:32.700

David Paleschuck: During the launch of zune which was their MP3 player and then into xbox and windows mobile phone in 2012.

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00:04:33.480 --> 00:04:38.040

David Paleschuck: When the I 502 law passed in Washington state and, at the same time in Colorado.

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00:04:38.880 --> 00:04:55.800

David Paleschuck: I decided to leave Microsoft, I saw many of my friends in Washington state leaving Amazon and Microsoft and starbucks and decided that I



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would leave as well that was got that was just before there was 2011 so it's almost 11 years now.

27

00:04:55.830 --> 00:04:58.350

David Paleschuck: That i've been in the cannabis, industry and.

28

00:04:59.970 --> 00:05:08.670

David Paleschuck: In some ways, I think it was early to jump but in many other ways i've i've learned a lot i've met a lot of people, one of the things I did coming out.

29

00:05:09.180 --> 00:05:14.790

David Paleschuck: was really consulting and I started to consult it a lot of dispensaries that were opening up and.

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00:05:15.330 --> 00:05:20.700

David Paleschuck: One of the things I realized very quickly because of my gallery experience, I had a knack for.



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00:05:21.180 --> 00:05:27.750

David Paleschuck: putting things on pedestals and and making them look pretty and charging cuts of money for them, I also knew how to merchandise.

32

00:05:28.740 --> 00:05:32.520

David Paleschuck: But my years in the credit card industry also taught me about.

33

00:05:33.450 --> 00:05:37.950

David Paleschuck: Different types of shopping shoppers you know so there's a transact or somebody that comes in.

34

00:05:38.220 --> 00:05:48.420

David Paleschuck: Maybe for their gas or coffee they know exactly what they want, they want to be on their way and other people that are shopping and so that totally relates to a cannabis dispensary or I build you store where.

35

00:05:49.140 --> 00:05:51.750

David Paleschuck: Maybe if somebody who knows what they want it's a pre roll.



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36

00:05:52.470 --> 00:05:57.240

David Paleschuck: You know, they want to pre roll the Durban poison there in an hour because they only have a half hour for lunch.

37

00:05:57.540 --> 00:06:06.720

David Paleschuck: And then you have pardon the stereotype you have a soccer mom that's coming in, for the first time, and looking at the wall of form factors from flower to you know.

38

00:06:07.200 --> 00:06:20.790

David Paleschuck: That edibles beverages tinctures pills transdermal patches sublingual slips and they're trying to figure it out, you know they may still be on what's the difference between indigo or CBD or or worse yet.

39

00:06:21.450 --> 00:06:37.110

David Paleschuck: To CBD get you high right, so there, there are so many different people along the spectrum of knowledge and cannabis that you also need to reach them where they are so initially that was sort of my understanding how I came into the industry.



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00:06:38.040 --> 00:06:45.330

David Paleschuck: And then from there jumped and worked at dope magazine and spend four years at dope magazine, I was the Vice President of.

41

00:06:46.320 --> 00:06:56.790

David Paleschuck: brand partnerships and licensing I also wrote a three page article called branding but which was about the evolving brand landscape over the course of the four years that I was there.

42

00:06:57.480 --> 00:07:07.770

David Paleschuck: And that was eventually what rolled up into being the book but yeah i've been around the industry a bit i've been a chief brand officer at a few of the better known companies and.

43

00:07:08.850 --> 00:07:10.500

David Paleschuck: And I love, what I do I love the industry.

44



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00:07:11.970 --> 00:07:28.650

MediaJel: You have quite a story in you know the the background in art and then you know skateboarding how how are those industries similar to let's say a cannabis industry like is there any similarities there between some of your experience from from those.

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00:07:28.830 --> 00:07:29.910

David Paleschuck: different categories.

46

00:07:30.150 --> 00:07:34.170

David Paleschuck: You know what it's funny there absolutely is and and you know.

47

00:07:34.830 --> 00:07:43.920

David Paleschuck: On the surface, one could say, of course, there is because all skaters are stoners and they go together but but that's not really it, I mean maybe that's a part of it, but.

48

00:07:44.340 --> 00:07:57.000



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David Paleschuck: Where it really comes together is that there's a Community so in the skateboarding world there's a community of skateboarders they speak a language of their own they understand each other, they do things that are.

49

00:07:57.690 --> 00:08:07.740

David Paleschuck: If you will only known to them, and in the cannabis Community it's very much the same thing and so understanding lifestyle and understanding.

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00:08:08.130 --> 00:08:22.830

David Paleschuck: Lifestyle marketing and understanding how those activities appeal to a certain consumer totally you know connects in my mind and even further the art community as well um you know.

51

00:08:23.850 --> 00:08:32.490

David Paleschuck: i'll repeat myself if I if I go through it, but essentially it's that same thing and then you know what's what i've even thought about further is.

52

00:08:33.120 --> 00:08:50.250



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David Paleschuck: How is my 12 years in the credit card industry marketing credit cards, you know sort of connected with this as well, and the truth is, I think of it as trust marketing right, so you know American express don't leave home without it.

53

00:08:50.610 --> 00:09:00.330

David Paleschuck: yeah MasterCard priceless right it's it's connecting with these moments right you master cards, one of the longest running advertising campaigns which I was.

54

00:09:00.330 --> 00:09:03.270

David Paleschuck: A part of developing is priceless and.

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00:09:03.960 --> 00:09:16.080

David Paleschuck: What they did was they connected, the use of a credit card with this great moment and they shared so many moments, but the one I remember, was you know the dad taking his daughter, to the baseball game.

56

00:09:17.130 --> 00:09:32.280



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David Paleschuck: and being able to make that happen because he had his credit card, and so you know those are moments of trust right it's like and don't leave home without it is totally you know all about trust and so.

57

00:09:33.450 --> 00:09:38.970

David Paleschuck: On that level, I think, cannabis and cannabis marketing comes in and falls into the same thing you know is.

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00:09:39.480 --> 00:09:50.670

David Paleschuck: Is it's really you know the essence of what a brand is right, a brand is a promise and the and the ability to consistently deliver on that promise.

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00:09:51.240 --> 00:09:59.970

David Paleschuck: And so, if your credit card doesn't work, and you know you've got the credit, but it's the terminal or it's the system.

60

00:10:00.870 --> 00:10:14.070

David Paleschuck: you're upset right, you know you should be able to just pay for it and so it's those things that you rely on that you trust and and often more often than not that's consistency, so all of those things totally tie into.



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61

00:10:14.160 --> 00:10:26.460

David Paleschuck: In my opinion, branding marketing and and probably more than more than most, the cannabis industry, you know building the the authenticity, the legitimacy.

62

00:10:26.760 --> 00:10:34.500

David Paleschuck: The credibility the relevance, all of those things come together, otherwise you're nobody in this industry.

63

00:10:35.640 --> 00:10:41.910

MediaJel: And I really like what you said there on what branding is right, a brand is something that you.

64

00:10:43.260 --> 00:10:59.580

MediaJel: A promise that you're making to your to your consumer to your audience and it's really your job to deliver upon that, and you know whether that's product consistency, as he said, like, are there any other ways in the cannabis industry that we're really moving this forward as far as.



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65

00:11:01.500 --> 00:11:10.500

MediaJel: Maybe some ideas of brands that you feel like are doing a great job about keeping their their content, their messaging your value consistent with their with their brand.

66

00:11:12.240 --> 00:11:25.170

David Paleschuck: yeah I think there are a number of brands that that are doing that and before I even start throwing out brand names, I mean the the I think the way to create or maintain a credible brand.

67

00:11:25.350 --> 00:11:26.070

David Paleschuck: Right is.

68

00:11:26.250 --> 00:11:33.780

David Paleschuck: understand who your customer is, if you can best understand your customers, then you can serve them and meet them.

69

00:11:34.470 --> 00:11:48.570



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David Paleschuck: Where they are but but really it comes down to know your customer know their needs state and ritual, so if they are a soccer mom and they can't smoke in front of their kids maybe they using a transdermal patch or a tincture or a capsule.

70

00:11:49.680 --> 00:12:02.160

David Paleschuck: If if they're a skater again total stereotypes if they're a skater and they're looking for a blunt or whatever it is they consume, you need to meet them where they are right and so that's that's really important.

71

00:12:03.180 --> 00:12:17.190

David Paleschuck: Just a quick side note one thing i'll never forget, is my son was at the playground playing with this young friends, this was a couple of years back, I was hanging out with the moms and one of the moms pulls out a.

72

00:12:18.240 --> 00:12:30.780

David Paleschuck: ton of myths and she said does anybody want mommy wants a mommy minutes, and it was funny because I looked I first thought they were out toys but there's a brand called Mr moxie myths and.

73

00:12:30.900 --> 00:12:33.120



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David Paleschuck: TIM on where that brand yeah right.

74

00:12:33.360 --> 00:12:36.150

David Paleschuck: And so, Tim moxie is based here in Seattle.

75

00:12:36.390 --> 00:12:43.080

David Paleschuck: And so i'm totally aware of that brand and I started cracking up and I said mommy mints and.

76

00:12:43.650 --> 00:12:52.230

David Paleschuck: long story short, they they all got embarrassed and then I explained to them that I was in the cannabis industry, so we all had a moment of Community but.

77

00:12:52.530 --> 00:13:08.580

David Paleschuck: You know that was just a great opportunity in in terms of or a great moment in terms of a brand connecting with the Community of these women that are looking after the kids all day and they're taking these myths and their micro dosing and and they're there.



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78

00:13:10.080 --> 00:13:18.210

David Paleschuck: they're living their life, their parenting but they're still consuming cannabis and it is totally out of the stereotype of maybe the you know the skater stoner.

79

00:13:19.560 --> 00:13:22.320

David Paleschuck: You know archetype that i've referred to before but.

80

00:13:23.220 --> 00:13:30.270

David Paleschuck: So, really, you know know who your customer is connect with them at their needs state ritual, which leads to form factor.

81

00:13:30.480 --> 00:13:43.860

David Paleschuck: And then, really, the last thing is that overlay is the is the brand architect, you know is what kind of brand is this which really comes down to what type of promise, am I, making you know what what does this brand mean to me.

82

00:13:45.390 --> 00:13:54.060



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David Paleschuck: And, to answer your question, there are a number of brands that I think actually really do you know speak to specific groups.

83

00:13:55.380 --> 00:14:07.830

David Paleschuck: You know, one of the things that comes to mind in Washington they're also in in nor cal they're also in Oklahoma is a brand called saints and saints joints are boxes of pre rolls.

84

00:14:09.480 --> 00:14:18.840

David Paleschuck: Where they work with again artists to basically do these limited edition collectible boxes so first and foremost.

85

00:14:19.260 --> 00:14:26.850

David Paleschuck: Their pre rolls are amazing and their flower is is you know not shake and anything else it's all all Bud and all the finest which.

86

00:14:27.330 --> 00:14:36.270

David Paleschuck: goes without saying, you need a quality product or or at least a product in line with your promise, so if it's a value product right or a bottom shelf product at least.



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87

00:14:36.960 --> 00:14:53.220

David Paleschuck: Each of the line with that, but don't don't have bottom bottom shelf flower and tell everybody it's the best flower around which, which is something that most most brands do in this industry it's like our our weed is the best weed and.

88

00:14:53.850 --> 00:14:56.400

MediaJel: Everyone says that right that's right that's right.

89

00:14:56.670 --> 00:15:04.800

David Paleschuck: that's right, so you just have to be mindful, if you could deliver that then great, but just be mindful of that problems right so um.

90

00:15:05.490 --> 00:15:15.450

David Paleschuck: So it's really aligning of all those things in those promises and and really where you are in terms of expectations with your customers, how do you manage those.

91



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00:15:16.590 --> 00:15:26.040

David Paleschuck: You know that are really important in the case of St joints what they do is they work with artists that are well known in certain communities, so those could be.

92

00:15:27.210 --> 00:15:35.940

David Paleschuck: JEREMY fish and the art state Community they did a line of limited edition 12 limited edition boxes with tattoo artists from.

93

00:15:37.230 --> 00:15:50.760

David Paleschuck: Different states, you know so again, people who are really interested in tattoos and in the cannabis Community collected those and we're really all about those boxes so there's really this connection just beyond selling you great weed.

94

00:15:51.780 --> 00:16:06.300

David Paleschuck: You know I think can on the beverage side you know does a great job in terms of connecting with the lb lb i'll be tg to a plus Community that's always a mouthful.

95



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00:16:06.360 --> 00:16:06.570

yeah.

96

00:16:07.590 --> 00:16:09.510

David Paleschuck: And you know but.

97

00:16:09.660 --> 00:16:24.600

David Paleschuck: But they've done that recently connecting with with the Community they've also you know really shown that in their ads as well, another thing I think they've done really great is talked about the.

98

00:16:26.280 --> 00:16:34.950

David Paleschuck: Really, the the the exchange, if you will, of alcohol for cannabis, so you know their their ad campaigns, one of them is.

99

00:16:36.240 --> 00:16:41.580

David Paleschuck: hangovers canceled can cancel this CA n N, because that's the name of their brand.



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100

00:16:42.600 --> 00:16:45.150

David Paleschuck: You know those types of things so they've been able to sort of.

101

00:16:46.290 --> 00:16:51.660

David Paleschuck: Talk about socializing and sectioning with a new form factor beverages.

102

00:16:52.770 --> 00:17:00.690

David Paleschuck: in a different way that could be interchange with with alcohol so there's there's lots of things going on in the industry that are really, really interesting.

103

00:17:01.500 --> 00:17:16.440

MediaJel: And people are getting innovative now you know the they're they're figuring out ways to stay within the compliance and the regulations and everything that comes with advertising your your brand and cannabis and, as he said, you know with the the approach on the.

104

00:17:17.550 --> 00:17:28.200



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MediaJel: You know from the skating community and making this more of a lifestyle and cannabis is really diverse in that way right, you have the deep I see, I saw the site hall of flowers, there was a big.

105

00:17:29.040 --> 00:17:48.510

MediaJel: up taking almost like night life entertainment category of the cannabis space was really you know front and center there's always been the health medicinal approach to this has always been the lifestyle cannabis and cannabis aficionado.

106

00:17:49.740 --> 00:17:56.130

MediaJel: You know there's the health and lifestyle as well, so it's it's interesting to see how this is all coming to the forefront and.

107

00:17:57.000 --> 00:18:07.980

MediaJel: You know just the ads yeah We talked a little bit about on on linkedin but you know the Martha Stewart and snoop dogg collaboration that's a that's a unique one there that's.

108

00:18:08.640 --> 00:18:18.450



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MediaJel: been getting some good impression and really normalizing cannabis and the woman it's just a, you know as you suggested, you know the.

109

00:18:19.710 --> 00:18:30.270

MediaJel: We joined the industry way back when before any of this was really taken into account and right when Colorado and Washington with legal so it's exciting to see the progress and that.

110

00:18:31.020 --> 00:18:48.390

MediaJel: That really brings me to the to the book that you've written So the first book on cannabis branding so branding Bud the commercialization of cannabis, can you tell us a little bit about about the book in and you share your insights.

111

00:18:48.930 --> 00:18:51.480

David Paleschuck: yeah sure I mean so.

112

00:18:51.570 --> 00:18:52.380

David Paleschuck: So first off.



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113

00:18:53.310 --> 00:19:09.720

David Paleschuck: You know, as someone that got into the cannabis industry 11 or 12 years ago, you know, I was trying to make heads or tails of what the industry is and and not only that, but even though I consumed for many years, just still trying to better understand how to.

114

00:19:11.400 --> 00:19:19.410

David Paleschuck: Maybe even best say this, how do I tell my friends back in New York, where i'm from what's going on in Washington and if they only saw this you know they.

115

00:19:19.890 --> 00:19:24.540

David Paleschuck: They couldn't believe what was going on here and the funny thing is, is that I had.

116

00:19:25.080 --> 00:19:32.640

David Paleschuck: When I worked at MasterCard I spent two and a half years twice a month in Europe, and so I would go spend time in Amsterdam.

117



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00:19:32.970 --> 00:19:43.440

David Paleschuck: And i'd always tell my friends about Amsterdam, and this is years and years ago, and no one would believe me, and now here, I am in Washington 10 years ago with my friends in New York, are like you're crazy.

118

00:19:44.760 --> 00:19:50.310

David Paleschuck: But what I realized was that there was a story and an industry evolving and.

119

00:19:50.340 --> 00:20:09.990

David Paleschuck: That that we needed to educate people about that, not only in market but outside of the market as well, and so I guess the book in many ways, was sort of my journey and it's it's not at all about me it just explains the things that I was questioning, like, for example.

120

00:20:11.850 --> 00:20:22.860

David Paleschuck: What why Why is, can you know cannabis is a plant why, why did it end up where it is so the book starts off with all these questions about the legal, political.

121



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00:20:24.210 --> 00:20:41.580

David Paleschuck: Socio demographic aspects, all the baggage, that the industry has you know why, why do we call it, or why do some people call it cannabis versus marijuana what's the baggage around marijuana what was the history with the marijuana tax act and Harry and slinger and.

122

00:20:42.900 --> 00:20:44.490

David Paleschuck: You know all of the other.

123

00:20:45.120 --> 00:20:47.760

David Paleschuck: You know the anti marijuana craze if you will.

124

00:20:48.690 --> 00:20:51.630

David Paleschuck: You know, during prohibition and then some.

125

00:20:52.050 --> 00:20:53.700

MediaJel: And so we're madness right.



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126

00:20:54.150 --> 00:21:05.760

David Paleschuck: Exactly exactly so so um you know why was why was the person in charge of what was then the equivalent to the DEA saying that you know.

127

00:21:07.140 --> 00:21:17.280

David Paleschuck: You know marijuana drove colored colored men to do crazy things and drove white women to you know to sleep with colored man, I mean that is insane.

128

00:21:18.300 --> 00:21:21.240

David Paleschuck: it's insane anybody could say it or think it but.

129

00:21:21.660 --> 00:21:32.820

David Paleschuck: But, nonetheless, that was the propaganda of the time, so I was curious like why what was this all about, and so I looked into that and I started to you know really just.

130

00:21:33.420 --> 00:21:46.440



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David Paleschuck: unwind what that was and unpack what that was and then from there, started to get an understanding of like Okay, I understand why there are stoner stereotypes and tied into you know the hippies and and.

131

00:21:47.160 --> 00:21:52.980

David Paleschuck: You know tie dye and all these other things and and really I talked through that and I talked through.

132

00:21:53.400 --> 00:22:08.190

David Paleschuck: You know how it came about what was prohibition about how it came through into pop culture with cheech and Chong and fast times at Richmond pie and weeds and all the other sort of things that brought cannabis, you know, to the fore.

133

00:22:09.360 --> 00:22:15.750

David Paleschuck: And then start to speak about the laws changing how things changed and really brought it into where we are today.

134

00:22:16.830 --> 00:22:19.680

David Paleschuck: Then from there, I speak about.



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135

00:22:19.830 --> 00:22:30.870

David Paleschuck: Who the cannabis, consumers are and I worked with headset and a number of other data companies to really get some data around this so I could connect the dots so it's just not me, you know.

136

00:22:31.170 --> 00:22:48.630

David Paleschuck: Talking or thinking about this that there's actually things I can use as anchors and hooks to you know to grab on to and then really the the I guess the biggest part of the book is you know the form factor chapter, where I go through flowers.

137

00:22:49.680 --> 00:22:53.280

David Paleschuck: wax waxes shatters butters tinctures capsules.

138

00:22:54.600 --> 00:22:56.130

David Paleschuck: beverages edibles.

139



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00:22:57.450 --> 00:23:02.250

David Paleschuck: transdermal patches sublingual slips and other innovative in babe carts other innovative.

140

00:23:03.420 --> 00:23:09.930

David Paleschuck: form factors and really start to break down, you know what these brands, are all about.

141

00:23:09.960 --> 00:23:18.390

David Paleschuck: And then really after that come out of that sets realizing that there's 14 cannabis brand archetypes and i'll run through them really quick.

142

00:23:19.560 --> 00:23:22.890

David Paleschuck: And, just to be clear, they are not mutually exclusive.

143

00:23:23.130 --> 00:23:24.510

David Paleschuck: Often they overlap.



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144

00:23:25.110 --> 00:23:31.410

David Paleschuck: But these are the hooks that these brands are are using to pull you in as a consumer, so you know.

145

00:23:31.920 --> 00:23:39.600

David Paleschuck: One could say i'll start off with the first one counter culture and one could say in a certain way that any cannabis brand is a counterculture brand but.

146

00:23:39.900 --> 00:23:57.300

David Paleschuck: But the counterculture brand and the style jack brand a novelty brand the foodie brand or regional brand health and wellness brand celebrity brand prohibition brand Art and Design gender value cultivator luxury and charity and.

147

00:23:58.320 --> 00:24:11.190

David Paleschuck: i'll give you an example, will be in Maya you know is is a cannabis brand that that I actually don't think is around anymore, but it's still a perfect example which is whoopi goldberg celebrity.



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148

00:24:12.750 --> 00:24:29.910

David Paleschuck: A gender based brand because it focuses on benefits, specifically for women as it relates to cannabis, there was a charity component to it as well, so if you bought something we gave something out, but you know even even the charity or cause.

149

00:24:31.080 --> 00:24:36.420

David Paleschuck: brand you know there's so many of them now whether it's justice joints 40 tons or.

150

00:24:38.850 --> 00:24:47.280

David Paleschuck: Oh man there's there's there's many more that are just not coming to me right now evidence is another brand there's got to be probably eight to 10.

151

00:24:47.700 --> 00:24:49.620

David Paleschuck: social equity brands, but.

152

00:24:49.980 --> 00:24:52.830



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David Paleschuck: But those are the hooks that they're selling us on.

153

00:24:53.100 --> 00:24:56.400

David Paleschuck: And those are the things that you know either appeal to us.

154

00:24:56.640 --> 00:24:57.150

or don't.

155

00:24:58.650 --> 00:25:03.630

David Paleschuck: But but it's interesting to sort of see that, because that breaks it down really from.

156

00:25:04.740 --> 00:25:12.990

David Paleschuck: A marketing perspective and a consumer perspective, and then we start to better understand who we're appealing to them and how we're a key to them.

157



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00:25:14.970 --> 00:25:22.260

MediaJel: Well that's a that's a lot to unfold there and and you know, thank you for sharing the the different archetypes within the cannabis industry that's.

158

00:25:22.710 --> 00:25:31.200

MediaJel: You know that's really the starting point right, you know we You know, as he said it's the the promise that you're making to your your audience to your consumer.

159

00:25:31.560 --> 00:25:40.110

MediaJel: And you really have to speak to them and craft content and ensure that your values are in line with these different archetypes of collide.

160

00:25:40.620 --> 00:25:51.660

MediaJel: glad to hear that and speaking of 40 times we've actually recently partnered with 40 times so we met them at the MGM pack there in Las Vegas same time it's.

161

00:25:52.440 --> 00:26:02.640



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MediaJel: mj this con and we really love their story and we we really wanted to support them right the inclusion factor, the the by iPod communities and.

162

00:26:03.240 --> 00:26:13.470

MediaJel: We offered them a \$40,000 grant this year to help get their message out there and to share their their message with the audience, you know within California and beyond, and.

163

00:26:14.790 --> 00:26:18.690

MediaJel: It really just hit home for me, you know, being in California and.

164

00:26:20.940 --> 00:26:28.200

MediaJel: Just the impact that they're making in the underserved communities and really transitioning some of these Nonviolent X.

165

00:26:29.580 --> 00:26:36.300

MediaJel: X cannabis offenders and getting them back into the workforce, and you know building their headshots the resumes.



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166

00:26:37.380 --> 00:26:51.330

MediaJel: and providing education and tools to get them back in the workforce so it's it's really messages like that that I know I personally can get behind, and you know really drawn that emotional aspect of what a brand can actually meet in a Community right so.

167

00:26:52.200 --> 00:26:56.100

David Paleschuck: that's right that that's exactly right, you know and and that's what.

168

00:26:57.420 --> 00:26:59.160

David Paleschuck: that's what branding is all about when.

169

00:26:59.370 --> 00:27:09.390

David Paleschuck: done correctly right, because when it's done the right way with integrity and and ethics and and you can bring.

170

00:27:09.870 --> 00:27:20.940



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David Paleschuck: You can bring a brand and it's ethos, to help a community and better serve a community and that's that's really what it's all about I mean that's smart capitalism that's just not making money that's.

171

00:27:21.450 --> 00:27:23.880

David Paleschuck: that's helping people and making money and that's.

172

00:27:24.330 --> 00:27:25.530

David Paleschuck: that's what it should be about.

173

00:27:26.640 --> 00:27:36.660

MediaJel: yeah and i've seen that a lot in celebrities actually and different influencers they one that comes to mind is shaquille o'neal and you know he's made his money in.

174

00:27:38.160 --> 00:27:54.960

MediaJel: And basketball, of course, and different different sponsorships but I remember reading about him, and you know how he said that you know the money he made is exponentially more now that he's behind behind a message and something that's actually patent he's passionate about.



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175

00:27:55.380 --> 00:27:56.580

MediaJel: and helping others so.

176

00:27:57.600 --> 00:28:03.600

MediaJel: i'm know there's a lot of other people that are following that path and giving back in and trying to help others so.

177

00:28:04.830 --> 00:28:16.710

MediaJel: Thank you for sharing that and and looking forward to hearing more from 40 times, and you know some of the other brands that are in following that same that message and that same value so shout out.

178

00:28:16.830 --> 00:28:21.930

MediaJel: To Anthony allegretti and brandon over there at 40 times.

179

00:28:23.040 --> 00:28:24.090



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David Paleschuck: that's right that's right.

180

00:28:24.120 --> 00:28:25.200

David Paleschuck: Anthony has been on my.

181

00:28:25.380 --> 00:28:28.500

David Paleschuck: My club have show too, and I appreciate what they're doing so.

182

00:28:29.640 --> 00:28:34.980

David Paleschuck: So a big shout out to them and others like them as well because that's that that's.

183

00:28:36.090 --> 00:28:40.440

David Paleschuck: That that's what differentiate differentiates our industry to you know that that where.

184

00:28:41.640 --> 00:28:50.340



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David Paleschuck: Many of us are looking out, you know for those that came before us and it's just important to to acknowledge that.

185

00:28:51.210 --> 00:29:01.410

MediaJel: yeah I like Steve d'angelo last prisoner project there's there's a lot of people that really make an impact in this industry and trying to right the wrongs that were made back in.

186

00:29:02.430 --> 00:29:04.410

MediaJel: yeah in the history of cannabis right so.

187

00:29:06.240 --> 00:29:18.120

MediaJel: You consult with a lot of companies in in the cannabis industry, creating brands and developing products what goes into creating a meaningful cannabis brand.

188

00:29:19.950 --> 00:29:36.210

David Paleschuck: Well, I mean some of the things I I touched on before right so so to me there's really four aspects of creating meaningful brand is you know again



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knowing your customer meeting them where they are not, you know pulling them over to you.

189

00:29:37.230 --> 00:29:43.980

David Paleschuck: You know that means understanding their needs state their ritual and how they consume when they consume what they consume.

190

00:29:45.570 --> 00:29:57.630

David Paleschuck: You know, and then, once once you're into that and you understand who they are, and what form factors they they use and when, then you could really start to talk to them talk to them.

191

00:29:58.890 --> 00:30:06.030

David Paleschuck: Through a number of different ways either educating them about your product bringing them up to speed about what you know why.

192

00:30:06.540 --> 00:30:12.570

David Paleschuck: What the benefits are of your product or even just those aspirational moments right, you know, like.



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193

00:30:13.230 --> 00:30:26.340

David Paleschuck: They just associate with your product and and your brand and that's really important, so you know whether it's and it's funny I often think about products to in terms of.

194

00:30:27.090 --> 00:30:41.610

David Paleschuck: Added or subtracted so, for example, subtracted sort of fair so attractive is think of advil when you take an advil you have a headache you have a backache you have something, and you really want to alleviate that that pain.

195

00:30:43.020 --> 00:30:44.370

David Paleschuck: additive is.

196

00:30:45.690 --> 00:30:56.310

David Paleschuck: You know you're looking to you're going to do something, and you want something that's going to give you more energy or it's aspirational where it makes you focus or all these other types of things.

197

00:30:56.850 --> 00:31:09.240



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David Paleschuck: And those two you know additive and subtracted are very different mindsets if you're looking to alleviate pain that's very different than wow I want this thing to you know take me away somewhere and so.

198

00:31:09.630 --> 00:31:19.830

David Paleschuck: You need to speak to your customers very differently right, so if they're in pain, you need to speak to them in their pain state and how to alleviate that pain, or if they're looking for that.

199

00:31:20.130 --> 00:31:27.210

David Paleschuck: lift or that focus or that relaxation, you need to learn how to speak to them and meet them where they are so.

200

00:31:28.500 --> 00:31:38.460

David Paleschuck: So if you could do that, and then the last thing is layer over the brand archetypes and I should also say, I know I said before, they're not mutually exclusive, and even though there are 14 now.

201

00:31:39.570 --> 00:31:49.890



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David Paleschuck: You know I don't know if you're familiar with Swami and Nikki from Swami select but I said to Swami we were joking that he may be the 15th brand archetype which is spiritual.

202

00:31:51.150 --> 00:31:53.790

David Paleschuck: You know so so.

203

00:31:53.820 --> 00:31:57.210

David Paleschuck: My point here being that i'm sure these are going to grow.

204

00:31:57.570 --> 00:32:04.020

David Paleschuck: they're not necessarily unique to cannabis, but but there, they are the hooks that.

205

00:32:04.920 --> 00:32:20.520

David Paleschuck: brands and consumer product goods us to speak to consumers and, as consumers, we should just be mindful of that, but the the end if I could say this, the brand a brand archetype is really that shortcut and the best way to describe this.



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206

00:32:20.520 --> 00:32:20.880

Is.

207

00:32:21.900 --> 00:32:24.390

David Paleschuck: If I were to play three seconds.

208

00:32:24.720 --> 00:32:27.900

David Paleschuck: of country music hip hop music.

209

00:32:28.290 --> 00:32:29.730

David Paleschuck: jazz and classical.

210

00:32:30.960 --> 00:32:39.540

David Paleschuck: Immediately you know everyone listening the audience would say yeah I like that or no not interested, like you could immediately.



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211

00:32:39.660 --> 00:32:47.820

David Paleschuck: Tell and that's what a brand archetype is it's just that quick glimpse of a package, a font of color.

212

00:32:49.620 --> 00:32:57.900

David Paleschuck: Something that That gives you the cue that oh wait a second and again stereotype here, this is pink it's for a woman.

213

00:32:58.230 --> 00:33:15.030

David Paleschuck: it's not for me, for this is black and it's bold and it's macho this is for me right, those are these these unconscious cues that that consumers either are drawn to or repelled from and as brands and marketers we should be aware of that.

214

00:33:16.380 --> 00:33:23.550

MediaJel: yeah That would be a fun exercise if we did this with me and if you know what archetype would I actually be under this category.

215

00:33:24.870 --> 00:33:35.070



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MediaJel: I can give you a little insight into how I enjoy cannabis and you know, as you said, is added it to to an experience that's definitely.

216

00:33:35.910 --> 00:33:42.570

MediaJel: that's definitely my preferred for you preferred use, you know going on a hike or going on the beach doing something.

217

00:33:43.410 --> 00:33:57.630

MediaJel: enjoy music live concerts a movie like really leveraging cannabis to expand upon my experience right, and then you know this subtracting or the the kind of negative there would be.

218

00:33:59.010 --> 00:34:02.010

MediaJel: yeah it's being active as a person and.

219

00:34:03.630 --> 00:34:19.710

MediaJel: yeah I participate in a lot of yoga and just physical activity, so the other side of that would be leveraging cannabis and gametes, especially with cbd for me for for maintaining sleep and also body recovery right so just.



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220

00:34:19.830 --> 00:34:20.820

MediaJel: Providing the.

221

00:34:21.450 --> 00:34:26.130

MediaJel: CBD to to aid in muscle muscle recovery, and I know that.

222

00:34:27.870 --> 00:34:28.950

MediaJel: Just from experience.

223

00:34:29.970 --> 00:34:34.380

MediaJel: A little insight is a mile soccer coach from high school.

224

00:34:35.940 --> 00:34:36.390

MediaJel: He.

225



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00:34:37.440 --> 00:34:46.020

MediaJel: He reached out to me after about five years of seeing me talk about cannabis and the industry, and you know, following my my instagram and social profiles and.

226

00:34:46.920 --> 00:34:58.350

MediaJel: You know, he reached out and said he now i'm creating a cannabis brand and you know it's for for athletes like like you right like people that are participating in high pie.

227

00:35:00.210 --> 00:35:03.810

MediaJel: yeah just high intensity sports like football.

228

00:35:04.890 --> 00:35:06.780

MediaJel: soccer football.

229

00:35:07.500 --> 00:35:14.970

MediaJel: And so, he created a topical with a spray with matt you know rapid absorption, especially for knees and eggs and different pains there, and he.



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230

00:35:15.540 --> 00:35:25.140

MediaJel: He you know the company's called him a disbelief and you know that's just a great example of how someone's bringing their passion for sport and and applying.

231

00:35:26.370 --> 00:35:30.720

MediaJel: You know their values and and whatnot to to create a brand that is.

232

00:35:31.950 --> 00:35:41.550

MediaJel: That is embraced by a certain category, which would be the you know athletic or you know athletic category of the archetypes and you know.

233

00:35:43.200 --> 00:35:47.340

MediaJel: it's funny how that kind of transition, he started out working with.

234

00:35:48.450 --> 00:35:57.570



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MediaJel: soccer athletes professionals and my professional and now he's transition to the pickup ball industry so.

235

00:35:58.050 --> 00:36:07.350

MediaJel: Taking a lot of that you know those aches and pains that you, you get from playing tennis or pick a ball now on the beach or on a court and.

236

00:36:07.770 --> 00:36:20.790

MediaJel: You know now he's secured a partnership with the the typical ball association and and it's just interesting to see the evolution of how all this can come into play, this is just from my personal experience, you know it's.

237

00:36:20.820 --> 00:36:24.570

David Paleschuck: yeah yeah it's it's it's interesting I know.

238

00:36:25.590 --> 00:36:36.210

David Paleschuck: You know many brands, like, for example, a puppet Canada, which is a great brand started in thc is still in thc but also sells in CVs and walgreens and some of the bigger.



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239

00:36:36.840 --> 00:36:50.070

David Paleschuck: pharmacies CBD products, you know their their campaigns or are appealing to tennis players and others, so I I personally love that because I think what that does is normalize it.

240

00:36:51.000 --> 00:36:54.180

David Paleschuck: You know, and it also shows people again I think lots of education.

241

00:36:54.450 --> 00:36:56.100

David Paleschuck: needs to be done around.

242

00:36:57.630 --> 00:37:11.070

David Paleschuck: really just getting people up to speed on the basics like you know what's thc versus the other cannabinoids let's say and, of course, you know CBD probably comes in first goal, though there's been lots of other cannabinoid.

243

00:37:12.270 --> 00:37:14.460



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David Paleschuck: Development and experimentation, but.

244

00:37:15.510 --> 00:37:27.450

David Paleschuck: I think I think the general public, still has a really long way to go in terms of being educated one thing you had said earlier, too, is you know so when I look at brands and products, I look.

245

00:37:28.350 --> 00:37:46.950

David Paleschuck: at it, the brand archetypes But when I look at consumers, you know, consumers are are different model for me, I actually I look at consumers, I have a six ring model, and you know, in the Center there's i'll just went through it quickly there's the capricorn capricorn the Center.

246

00:37:47.160 --> 00:37:48.630

David Paleschuck: Right, the kind of core probably like.

247

00:37:48.780 --> 00:37:54.360

David Paleschuck: People like you and me that consume, often in our in the industry and talk about this and live.



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248

00:37:54.360 --> 00:37:55.290

David Paleschuck: and breathe it.

249

00:37:56.280 --> 00:38:09.780

David Paleschuck: You know, then just outside of that is the kind of comfortable and the kind of comfortable are probably people that are partners for that you know consume on the weekends or or that type of thing kind of casual is is the next ring out, you know.

250

00:38:10.410 --> 00:38:20.760

David Paleschuck: Okay they're okay with it they're around it every so often doesn't bother them they you know they're Okay, you know, then, as you sort of come out there's the kind of confused they're the folks that are.

251

00:38:21.240 --> 00:38:32.700

David Paleschuck: what's the difference between thc and CBD you know, then, after the candidate confused, you have the cannon neutral they really don't care and then you have to kind of contract they're totally against cannabis and so.

252



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00:38:33.330 --> 00:38:34.590

David Paleschuck: I liken this to.

253

00:38:36.360 --> 00:38:44.610

David Paleschuck: If you had five friends that were standing around a pool, and one of your friends happened to be an Olympic swimmer and the other.

254

00:38:45.210 --> 00:38:54.390

David Paleschuck: of your friend was terribly afraid of of swimming you would speak to them really different about how to come into the pool, so you jump into the pool.

255

00:38:54.840 --> 00:39:02.160

David Paleschuck: But your Olympic friend swimmer friend you're like come on this is great no one's in the pool come join me he died Center she dives in.

256

00:39:02.820 --> 00:39:07.320

David Paleschuck: or they dive in from the deep end and you look at your other friend and you say.



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257

00:39:07.980 --> 00:39:20.100

David Paleschuck: hey I know you haven't been in the pool in a long time, and I know you're concerned about it come on in on meet you in the shallow end, I have a life preserver for you, you know, like you treated very differently, and I think.

258

00:39:20.550 --> 00:39:26.370

David Paleschuck: that's how you need to speak to cannabis consumers as well you know either they're an expert there a kind of store and it's like.

259

00:39:26.700 --> 00:39:37.800

David Paleschuck: let's let's get down or it's you know come on it's okay it's okay and and you need to educate them and talk to them in a very different way and I think if.

260

00:39:39.210 --> 00:39:41.940

David Paleschuck: If people in the industry understood that a little bit better.

261



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00:39:42.720 --> 00:39:43.680

David Paleschuck: You know that there are.

262

00:39:44.040 --> 00:39:49.440

David Paleschuck: Different types of consumers at different points along their consumption path.

263

00:39:50.700 --> 00:40:02.610

David Paleschuck: Then I think we'd be better able to address some of some of their their needs and, and again I always say meet them where they are don't expect them to join our club.

264

00:40:03.390 --> 00:40:03.780

MediaJel: yeah.

265

00:40:04.440 --> 00:40:05.400

David Paleschuck: You know right away.



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266

00:40:05.880 --> 00:40:14.430

MediaJel: Everyone uses cannabis in a different way right it's, you know as you suggested, you have the archetype but then you have your your different consumer types.

267

00:40:15.150 --> 00:40:23.280

MediaJel: You know I remember when I started back in cannabis industry industry, I don't know how long it's been now that I remember the.

268

00:40:24.210 --> 00:40:35.970

MediaJel: The guy was the phrase in Colorado as start like start slow or you know something along those lines, and we had some recommendations on don't go above five milligrams on your first dose like.

269

00:40:36.330 --> 00:40:39.750

MediaJel: Some of the basics, so that people avoid that negative experience that.

270

00:40:40.620 --> 00:40:49.320



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MediaJel: you're not going to overdose and die, but you can you know you can definitely over consume and and have a bad experience you know that's similar with.

271

00:40:50.040 --> 00:40:59.010

MediaJel: A lot of other substances right like suicide and boom you do a little too much of that you can you can go can be an experience that you're not looking forward to so.

272

00:40:59.100 --> 00:40:59.310

yeah.

273

00:41:00.720 --> 00:41:01.230

MediaJel: Really.

274

00:41:02.310 --> 00:41:13.860

MediaJel: I just like your analogy, especially with the pool is you know come come on the shallow end and and maybe participate, maybe dabble in a little bit and see if it's for you, and if it's not it's okay.



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275

00:41:14.040 --> 00:41:15.120

MediaJel: Right it's not a.

276

00:41:16.110 --> 00:41:20.040

David Paleschuck: But what's what's what's in treating about that what's interesting about.

277

00:41:20.040 --> 00:41:20.700

David Paleschuck: That too is.

278

00:41:20.880 --> 00:41:30.900

David Paleschuck: Just one example, so in Washington state i'm a per serving thc size is 10 Max.

279

00:41:32.580 --> 00:41:35.400

David Paleschuck: In Arizona it's 50.



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280

00:41:35.940 --> 00:41:45.210

David Paleschuck: So you know so it's five times the difference and and you know, one would one would think wow that's interesting.

281

00:41:45.930 --> 00:41:48.300

David Paleschuck: Why is it that way Has anybody, given that thought.

282

00:41:50.010 --> 00:42:01.170

David Paleschuck: You know, so I think as much as is kicking it slow the States really need to get on the same page, you know another thing here in Washington that happens.

283

00:42:01.680 --> 00:42:14.100

David Paleschuck: Among other states but what's interesting is, if you bought a carbonated beverage cannabis infused carbonated beverage so a soda in a clear bottle with a crown top on it.

284

00:42:15.180 --> 00:42:21.840



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David Paleschuck: That typically and it has 100 megs in it that is actually 10 servings.

285

00:42:22.350 --> 00:42:36.630

David Paleschuck: Now now tell me what consumer that spent their life drinking coke and Pepsi or whatever sodas they've they've they've drank and now they come into an adult use store and they buy a cannabis infused beverage.

286

00:42:37.290 --> 00:42:41.580

MediaJel: The whole thing from right here, trying to do, that the fact that.

287

00:42:41.700 --> 00:42:50.400

David Paleschuck: Even even the the form itself the bottle you know, has a crown top it's it's it's not a replaceable it's not like hey you could use that you're.

288

00:42:50.970 --> 00:42:59.760

David Paleschuck: you're supposed to have you know 10 servings and be mindful of that, but the bottle isn't telling you that right, the bottle is cracked me open and drink me.



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289

00:43:00.780 --> 00:43:09.960

David Paleschuck: So there's a lot of things that are just at odds with with how the industry has sort of come to educate consumers or maybe I should say.

290

00:43:10.380 --> 00:43:29.430

David Paleschuck: align with the way, consumers have been previously educated with other consumer product goods right, so we just need to be mindful now i'll say this to how many people have been a hershey bar and knows that there are the trenches or the you know that this license.

291

00:43:29.670 --> 00:43:33.510

David Paleschuck: Might but how many people don't pay attention to that you know, maybe.

292

00:43:34.140 --> 00:43:50.310

David Paleschuck: Maybe a kit kat bar is better right, you know you typically break a kit kat bar and you eat it and it's like cool they designed it into the product, but if you look at a curve of brownie out of California and see that there are thousand mags.



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293

00:43:51.810 --> 00:43:53.010

David Paleschuck: With with no.

294

00:43:54.120 --> 00:43:59.580

David Paleschuck: delineation, for you know, for what is a a slice or a serving.

295

00:44:00.840 --> 00:44:04.290

David Paleschuck: you're going to have some people I don't know sleeping for the weekend, you know.

296

00:44:05.730 --> 00:44:17.790

David Paleschuck: You know who just ate a brownie so I I actually do think that the state's need to get on the same page at some point, and start talking to each other and saying hey.

297

00:44:18.300 --> 00:44:29.820



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David Paleschuck: We see your dosing Is this our dosing Is this what What should we do to just be mindful that our dosing is five times more than yours and and other states, probably, you know.

298

00:44:30.930 --> 00:44:32.040

David Paleschuck: fall into place as well.

299

00:44:32.880 --> 00:44:50.430

MediaJel: yeah that's been a recurring conversation of that with educating new cannabis users, they a common question is uh you know what is a drink, what is the equivalent like can you know smoking a joint like what is if I want to have.

300

00:44:51.600 --> 00:44:55.860

MediaJel: Two beers How would I do that in cannabis and have the same effect.

301

00:44:56.220 --> 00:44:57.960

MediaJel: Right yeah so.

302



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00:44:58.860 --> 00:45:04.890

David Paleschuck: And you know it, you know it's funny with that question there's two things like one is there should be an answer for that.

303

00:45:05.250 --> 00:45:06.960

David Paleschuck: more general answer for.

304

00:45:06.960 --> 00:45:14.730

David Paleschuck: That, but when you think about alcohol sure you know you could you could say like one shot of tequila is.

305

00:45:15.540 --> 00:45:29.130

David Paleschuck: I don't know his three beers and and but the truth is, it depends on what your tolerances it depends on probably what you had for lunch that day or dinner that day or eat how soon, did you need previous there's.

306

00:45:29.160 --> 00:45:31.440

MediaJel: yeah and I can go to me with actors that's right.



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307

00:45:31.710 --> 00:45:45.240

David Paleschuck: So, so there should be a generalization like hey if you take a puff up a joint or, if you take a bite out of a brownie and it's not really that it's it's probably if you had five milligrams of thc.

308

00:45:45.780 --> 00:45:56.730

David Paleschuck: This is typically how you would feel, and again I mentioned can earlier, I think they're doing a great job because they're they're low dose their micro dose I think they're they're.

309

00:45:57.420 --> 00:46:07.410

David Paleschuck: Five megs of thc and then maybe they have some CBD in it, but they they are low dose and then they're sold in I believe it's either four packs or six packs.

310

00:46:08.340 --> 00:46:18.480

David Paleschuck: But, but the concept is you know so they're bringing session, right to the game they're like okay cool i'll show up with my six pack their micro dose.



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311

00:46:18.810 --> 00:46:38.010

David Paleschuck: I could go through this just like I could go through a six pack of beer or I could be social and handed out to my friends, just like I would with a six pack of beer, so I think they're starting to apply some of the social aspects that we as humans already do into cannabis and I.

312

00:46:38.010 --> 00:46:47.730

David Paleschuck: Think, and I think that's going to help normalize it even more, I mean it's weird for me to say this, but I actually think when it's finally normalized.

313

00:46:48.480 --> 00:47:08.850

David Paleschuck: Cannabis cannabis infused beverages will really be the driving form factor, because there'll be interchange with other beverages, and let me just say it this way beverages from the beginning of time are what humans are about you know whether it's you know water milk or blood, you know.

314

00:47:09.690 --> 00:47:15.840

David Paleschuck: yeah yeah across what we did, and that was really the basics right, then it was wine, then it was other things, it was.



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315

00:47:16.260 --> 00:47:32.550

David Paleschuck: beverages for us beverages for the gods beverages, for you know every occasion beverages talk about occasion they talk about gender they talk about socio economic status they talk about all sorts of things.

316

00:47:33.870 --> 00:47:45.810

David Paleschuck: In so I believe beverages will be that normalizing factor they'll appeal to many different segments there'll be high dose low dose fancy not fancy.

317

00:47:47.250 --> 00:48:04.650

David Paleschuck: It will be just like the beverage industry, if you look at it as a whole, you know across bottled water into milks into you know gator aids and sports drinks right and into all the things that tie back into these specific consumer needs and in rituals.

318

00:48:05.850 --> 00:48:07.080

MediaJel: Agreed agreed in.

319

00:48:08.310 --> 00:48:09.150



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MediaJel: yeah is there any.

320

00:48:10.170 --> 00:48:15.690

MediaJel: there's a drink that I had at the hall of flowers that I loved it was Klaus I don't know if you've had that.

321

00:48:15.750 --> 00:48:19.380

MediaJel: But yeah Warren our friend Warren Brown.

322

00:48:20.250 --> 00:48:29.760

MediaJel: Yes, yeah incredible I had that I had that at the hall of flowers at the David trends event, you know the airspace museum.

323

00:48:30.090 --> 00:48:30.270

MediaJel: yeah.

324

00:48:30.630 --> 00:48:32.010



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David Paleschuck: The head above the clouds.

325

00:48:32.130 --> 00:48:44.970

MediaJel: yep head above the clouds there it is, and that was enjoyable I mean i've never had a drink like that in cannabis, so far, and you know it was just a lot of the the simple ingredients, something I would almost.

326

00:48:46.110 --> 00:48:59.340

MediaJel: i'm a big fan of kombucha so really reminded me of that a little bit and and the taste and the feeling that you get when consuming it so it's just nice to see the evolution and and i'm right there with you it's.

327

00:49:01.020 --> 00:49:17.850

MediaJel: You know drinks is probably the fastest growing category in cannabis right now and as things evolve in you know, maybe they with the Federal legalization once that opens up who knows when to six plus years, who knows.

328

00:49:19.290 --> 00:49:25.470

MediaJel: Coca Cola very famously used the other substances when creating their first Coca Cola brands right and.



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329

00:49:25.980 --> 00:49:35.340

MediaJel: A lot of these can go out at least conglomerates these beer companies, the Pepsi the Coca Cola they're all going to create their variations of these trainings.

330

00:49:36.120 --> 00:49:54.300

MediaJel: And they're already doing it with CBD and they're just going to continue to evolve and and you know, really, the one thing i've i've seen at least with cannabis is, we had a lot of this talk about city by into QA and.

331

00:49:55.320 --> 00:50:00.660

MediaJel: You know everyone's genetics are different, so people can react differently to the same product.

332

00:50:02.700 --> 00:50:14.910

MediaJel: But the effect based like the outcome based product that's what i've seen a lot of you know just over the last five years, a lot of the the branding and everything has changed is that do you see.



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333

00:50:16.170 --> 00:50:21.540

MediaJel: Like, how do you see that evolving as far as I want to go out to a concert I want it my.

334

00:50:22.110 --> 00:50:37.680

MediaJel: preferred method of consumption is a drink boom like that is there an energy drink for cannabis for the for that type of event side it'll be interesting to see how that category, specifically evolves in cannabis and it's.

335

00:50:37.920 --> 00:50:49.950

David Paleschuck: yeah I I think it's I think it's really interesting you know you just brought up something maybe you weren't even aware of it, but you know just like all of the events you know, bring in a partner with alcohol companies.

336

00:50:49.950 --> 00:50:55.980

David Paleschuck: To out to serve their alcohol, this is happening now it's starting to happen and these conversations are taking place.

337

00:50:57.120 --> 00:50:57.390



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David Paleschuck: But.

338

00:50:58.470 --> 00:51:01.560

David Paleschuck: You know, I think, to go back to what you said.

339

00:51:02.880 --> 00:51:08.850

David Paleschuck: With benefits specific yeah there are lots of brands now focused on what the outcome is.

340

00:51:09.090 --> 00:51:16.410

David Paleschuck: yeah, but I also think that, as more research is done, you know, for example, Angela pie created.

341

00:51:16.590 --> 00:51:18.930

David Paleschuck: Canna crafts gem and Jane.

342

00:51:19.170 --> 00:51:38.520



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David Paleschuck: So that has the CBD and the CBD is known to be an appetite suppressant so you know there's certain beneficial aspects to that as well, there are there are lots of other brands that do that I know can destined now sells their flower, not by strain, but by an effect.

343

00:51:39.780 --> 00:51:42.990

David Paleschuck: You know so many people are doing that I actually.

344

00:51:44.070 --> 00:51:45.840

David Paleschuck: I actually think that.

345

00:51:48.480 --> 00:51:55.710

David Paleschuck: This is a great way to sell a product to to a to the mass market to a general.

346

00:51:55.710 --> 00:51:56.880

David Paleschuck: Consumer I think.

347



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00:51:57.210 --> 00:52:01.590

David Paleschuck: You know, probably people like me, and you, and perhaps folks listening.

348

00:52:02.550 --> 00:52:22.800

David Paleschuck: They already have their favorite strains they've been around for quite some time they know the difference, so I don't think that will ever go away, but I actually feel that Turkey beans are perhaps the next, you know that I mean they they are like trendy already, but I say that because.

349

00:52:23.880 --> 00:52:38.940

David Paleschuck: I see Europeans could be potentially the next trend, because I look at her pins very much like well, if you look at Europeans and you're looking at things like lean a little which is in lavender and you look at pining and lemony in which is in pine and citrus.

350

00:52:39.990 --> 00:52:43.680

David Paleschuck: We know that if we just look at take a Roma therapy.

351

00:52:43.860 --> 00:52:56.160



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David Paleschuck: We know, you know that if whether we're buying bath salts or we're buying air freshener we're buying whatever it is T, we know that lavender relaxes us and cameo relaxes us in a tie, and lean lean a little.

352

00:52:56.490 --> 00:52:57.390

MediaJel: and drinking here.

353

00:52:57.720 --> 00:53:14.370

David Paleschuck: Exactly exactly and if, if you want to be uplifted you're looking for the live Indians and the pines and and those things that the citrus that invigorates you so in my mind, since most people fully understand that already.

354

00:53:16.980 --> 00:53:28.230

David Paleschuck: we're I believe or or it's just more common knowledge, like a lavender is relaxing camera meals relaxing this is uplifting that if we start perhaps to deliver.

355

00:53:28.680 --> 00:53:48.150

David Paleschuck: strains or cultivars in in that way that might appeal to I don't know newbies coming in to say, well, I don't want couch lock or I don't want to go



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to sleep or I want to take a hike and I want to be invigorated or or yes, I am going to go out and cool run for a jog while while i'm high.

356

00:53:49.380 --> 00:53:55.920

David Paleschuck: You know and and as a kid I used to skateboard under the influence.

357

00:53:57.360 --> 00:54:00.660

David Paleschuck: I shouldn't say as a kid as an adult I used to skateboard under the influence.

358

00:54:01.920 --> 00:54:03.750

David Paleschuck: Yes, so uh.

359

00:54:04.080 --> 00:54:18.060

David Paleschuck: You know, I understand that there's you know times and reasons why, and when we consume again needs states and rituals, so you know, we just need to focus on those things in certain things up in a way that.



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360

00:54:19.140 --> 00:54:29.790

David Paleschuck: people understand or maybe have an inkling or are like oh yeah sure that makes sense lavender is relaxing and and you know citrus is uplifting.

361

00:54:30.960 --> 00:54:43.050

David Paleschuck: And then you can start to these things make sense and they equate and we're not starting over again we're not starting from scratch telling a newbie that they need to learn this entire new language.

362

00:54:44.400 --> 00:54:53.220

David Paleschuck: And i'd even say this, I I drink wine on on occasion I remember when wine was was getting popular and I went out to a state.

363

00:54:53.670 --> 00:55:02.160

David Paleschuck: Business dinner, and we were at a steak restaurant and we ordered the wine and I had a SIP of the wine and everybody there was like a newfound wine kind of sorta.

364

00:55:02.760 --> 00:55:16.650



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David Paleschuck: And I remember saying I don't know what the word what was, I want to say peppery, but I think that's an okay word to say but but I used to work, just to describe it, even though I had no clue about wine at all.

365

00:55:16.920 --> 00:55:26.010

David Paleschuck: yeah and I got laughed at at the table, because it wasn't a word it wasn't a wine person's word, you know it wasn't something you know, like.

366

00:55:27.300 --> 00:55:32.880

David Paleschuck: gassy let's just use that for an example if somebody said this case gassy if you didn't if you were.

367

00:55:33.450 --> 00:55:34.710

David Paleschuck: kind of its kind of sore.

368

00:55:34.950 --> 00:55:44.220

David Paleschuck: you'd be saying what Why would you like what is that, why would you even want to taste something guessing, but if you could find these words that people are already comfortable with.



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369

00:55:45.030 --> 00:55:54.720

David Paleschuck: I don't know, maybe earthy peppery whatever those things are, I think that makes it a lot easier when you start off with your own language, if you will it's harder.

370

00:55:55.770 --> 00:56:04.020

David Paleschuck: I still go into starbucks today and in what it's to me it's still small, medium or large, what a starbucks it's like a vent day.

371

00:56:04.920 --> 00:56:22.110

David Paleschuck: A tall but tall is their small one, and it's just totally confusing to me, so I just say i'll take a medium drip coffee it's just too complicated, so you know but small, medium or large, is something everybody understands why why reinventing.

372

00:56:23.550 --> 00:56:24.150

David Paleschuck: You know.

373

00:56:24.960 --> 00:56:26.010



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MediaJel: it's a.

374

00:56:27.540 --> 00:56:31.830

MediaJel: friend to try to make coffee sound better branded better and.

375

00:56:32.190 --> 00:56:33.090

MediaJel: charged more right.

376

00:56:33.450 --> 00:56:38.370

David Paleschuck: Yes, and they're creating a unique experience yeah so I totally get that but.

377

00:56:38.460 --> 00:56:51.840

David Paleschuck: But there is some things and a lot in cannabis that you just shouldn't you shouldn't reinvent the wheel we shouldn't use common knowledge and common practice and best practices to you know to.

378



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00:56:53.340 --> 00:56:56.760

David Paleschuck: to serve it up the way it is, let me give you just another quick example.

379

00:56:56.970 --> 00:56:57.300

As.

380

00:56:58.530 --> 00:57:09.150

David Paleschuck: A transdermal patch right with thc or CBD in it, it looks like a band aid, so we need to treat it like a band aid right.

381

00:57:10.950 --> 00:57:23.400

David Paleschuck: Because people look at it and say oh Okay, it looks like a band aid so i'm gonna appeal it open them, you know, so you don't want to serve that up in a new way that would confuse somebody because.

382

00:57:24.420 --> 00:57:32.790

David Paleschuck: built into its form factor is this functionality right and and that I guess, in some ways i'm doubling up on that point earlier where.



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383

00:57:33.180 --> 00:57:40.410

David Paleschuck: If it's 10 servings in a bottle it should have a resealable CAP it shouldn't have a pop top so we're we're.

384

00:57:40.950 --> 00:57:54.690

David Paleschuck: we're we're hypocritical in many ways, in terms of the way we're supposed to use it, but the form factor it gets served up in or the way we serve it up and and we need to be mindful of those those in consistencies right.

385

00:57:54.840 --> 00:58:00.300

David Paleschuck: Because that affects our brand promise and the brand promise is it consistent experience.

386

00:58:00.660 --> 00:58:13.710

MediaJel: agree agreed, and you know, thank you again for all your insights and you know, is there any final thoughts that you'd like to share a message, or anything related to your mission in the industry.

387



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00:58:14.850 --> 00:58:20.460

David Paleschuck: Well um I start off always i'm all about the plant and then you know from the plant.

388

00:58:21.630 --> 00:58:29.310

David Paleschuck: You know the folks that that need need support need help and and then been hurt by the previous you know.

389

00:58:30.630 --> 00:58:42.690

David Paleschuck: activities and means of what what the industry has been or or lack of it, but that's where I start off, you know i'm honestly all about education, the more people that understand cannabis, I think the better off we'll be.

390

00:58:44.100 --> 00:58:51.990

David Paleschuck: You know, initially, I wasn't a fan of celebrities and I was kept on asking like what value do they bring to the industry but.

391

00:58:52.320 --> 00:59:02.190



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David Paleschuck: You know the answer is, they normalize cannabis and and i've it's only been in the last few months that i've realized that and so you know when you speak about snoop and Martha.

392

00:59:02.580 --> 00:59:14.640

David Paleschuck: wow what What better way to normalize And what better way to bring communities that wouldn't even come together to sort of come together and so So hopefully that helps cannabis, hopefully, that helps.

393

00:59:17.010 --> 00:59:27.690

David Paleschuck: relationships and relations across communities that just exist, but I think cannabis can do that, I hope it does.

394

00:59:28.350 --> 00:59:30.840

David Paleschuck: I hope that we can normalize it and.

395

00:59:31.950 --> 00:59:48.240

David Paleschuck: And that's that's really that's really my mission, you know if anybody wants to reach out to me, I always love to engage in conversations you



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can find me on my website at branding by calm or my email David at branding but calm i'm always open and interested.

396

00:59:49.440 --> 01:00:01.560

David Paleschuck: You know and and my company branding but consulting group helps those brands that are trying to convey their messages in in clear and consistent ways to cannabis consumers so.

397

01:00:02.370 --> 01:00:12.750

David Paleschuck: i'm happy to help me, and I hope we as a Community can offer those clear and consistent messages and and and make the cannabis industry a better place.

398

01:00:14.310 --> 01:00:18.450

MediaJel: Well, thank you again, David and you know i've I have your book right here.

399

01:00:19.770 --> 01:00:20.310

MediaJel: Everyone.



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400

01:00:21.750 --> 01:00:29.340

MediaJel: You go on Amazon a brand new but calm support David and and you know his his mission here and.

401

01:00:30.600 --> 01:00:33.630

MediaJel: getting access to the plants to everyone and.

402

01:00:34.830 --> 01:00:42.150

MediaJel: You know, do your own research and learn about you know how you can improve yourself how you can improve your own brand within cannabis and.

403

01:00:43.560 --> 01:00:53.820

MediaJel: You know, get the book and if you need some more insights reach out to David individually, and you know schedule a one on one with him and he'll he'll do his best to help you on the consulting side and.

404

01:00:55.500 --> 01:00:59.940



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MediaJel: I guess one question I have before we part ways is, are we going to see a follow up book anytime soon.

405

01:01:01.440 --> 01:01:04.620

David Paleschuck: Yes, actually it's um it's funny I.

406

01:01:06.000 --> 01:01:07.080

David Paleschuck: I have a book coming out.

407

01:01:07.170 --> 01:01:12.360

David Paleschuck: This year for a holiday, which is called cannabis versus marijuana and that.

408

01:01:12.390 --> 01:01:13.230

David Paleschuck: talks about.

409

01:01:14.430 --> 01:01:25.710



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David Paleschuck: All of the words that everybody's talking about and they they use differently, and they don't fully understand or maybe they don't understand the history so we'll talk about cannabis versus marijuana we'll talk about.

410

01:01:26.460 --> 01:01:40.230

David Paleschuck: The black market versus the legacy market will talk about the entourage effect versus the symphonic effect we'll talk about all these different things and try to get folks on on the same page that comes out for holiday this year.

411

01:01:40.470 --> 01:01:41.850

David Paleschuck: branding but two.

412

01:01:42.000 --> 01:02:00.930

David Paleschuck: comes out April 20 for 20 of next year 2023 and this already guaranteed to be about twice as thick as as the current book because there's been so many brands that have come out over the last year, God right now there's about 54 celebrity brands.

413

01:02:01.080 --> 01:02:19.260



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David Paleschuck: mom so lots of you know and lots of cannabinoid research and lots of things that have happened in terms of new products, new people entering new people and products and brands entering the market so i'm excited to write about that, and that will come out, as I said, for 2023.

414

01:02:20.340 --> 01:02:24.210

David Paleschuck: One other thing I just want to say because it's very important is that.

415

01:02:25.980 --> 01:02:33.060

David Paleschuck: brand starts out with a name right and a name is everything and Guillermo bravo you have got the best name ever.

416

01:02:36.600 --> 01:02:38.490

David Paleschuck: So i'm envious of your name.

417

01:02:38.640 --> 01:02:40.650

David Paleschuck: And you're here, by the way, i'll add that.



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418

01:02:42.930 --> 01:02:49.290

David Paleschuck: So so with that I see you've got a great start for your brand you've been doing fantastic keep up the great.

419

01:02:50.370 --> 01:02:57.330

David Paleschuck: um it's it's been a pleasure to chat with you, I hope I added value, you know, to the folks listening.

420

01:02:58.500 --> 01:03:05.550

David Paleschuck: And i'd love to do it again i'm always up for chatting about cannabis and cannabis branding and where the industry is going.

421

01:03:06.510 --> 01:03:15.000

MediaJel: let's do it, and thank you, David, once again, thank you for sharing your insights and you know i'm sure we'll have you on again and go dive deeper into.

422

01:03:15.960 --> 01:03:30.090



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MediaJel: Cannabis branding and beyond so thanks again David and everyone once again go to branding but calm support David and reach out through through his website buy his book set up a one on one call with David and.

423

01:03:31.560 --> 01:03:32.250

MediaJel: Thank you again.

424

01:03:32.700 --> 01:03:33.750

David Paleschuck: yeah I want to thank you.

425

01:03:33.750 --> 01:03:36.540

MediaJel: Wonderful week everyone and Happy New Year.

426

01:03:37.320 --> 01:03:40.380

David Paleschuck: right on Happy New Year everybody Thank you Guillermo I appreciate it.

427



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01:03:40.710 --> 01:03:41.880

MediaJel: Likewise, thanks, David.

428

01:03:42.270 --> 01:03:42.630

David Paleschuck: bye bye.

429

01:03:43.050 --> 01:03:43.350

bye.



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