

Case Study: Wellness



Mission

To better understand consumer awareness of, mindset and attitudes toward Cannabis, CBD as well as obtain reactions to wellness themed concepts, ultra premium products and packaging.

Approach

Lightbeam conducted various in-situation focus groups among Millennials, wellness professionals and pain sufferers.

Results

Findings were utilized to better inform marketing teams on product development and marketing communications in the wellness space.

Lightbeam Communications is an evidence-based strategic consultancy specializing in uncovering hidden truths using microcultural analysis and research methodologies that bring consumers to life.