

JESSEY ZEPEDA

DIRECTOR OF EXPERIENTIAL MARKETING

CASE STUDY

SELECT CLUSTERFEST



SYNOPSIS

Select Cannabis activated at Comedy Central Clusterfest in San Francisco. Select is about helping their customers "Select Better." That is the modus operandi we ran by while crafting activations. How can we be the gateway to a better festival, nightclub experience, and a better high? This document will take you through the branding moments and user experience we crafted on the road to BETTER.

Under the leadership of Jessey Zepeda, who served as the Experiential Marketing Director of Select for 13 months, we experienced significant growth. Our activations at numerous festivals and events, coupled with our 100% internal marketing team and aggressive sales force, propelled the brand to become the leading cannabis vaporizer in California. The brand's success was so remarkable that it sold for 1 billion dollars during his tenure.



USER JOURNEY

Important Festival Notes

Comedy Central Clusterfest took place in the heart of San Francisco and had a strict clear bag, no re-entry policy. The festival implemented an RSVP system for the main comedy stage which favored VIP Ticket holders.

Our User Experience

1. Clear signs everywhere.

Signs around the festival informed attendees that we were activating and to see us. This included print, LED Signage, and TV Screens.

2. Educate Build Brand Affinity

Attendees visited our booth to learn more about the brand, where we gave them some VIP merch & clear bags compliant with festival guidelines.

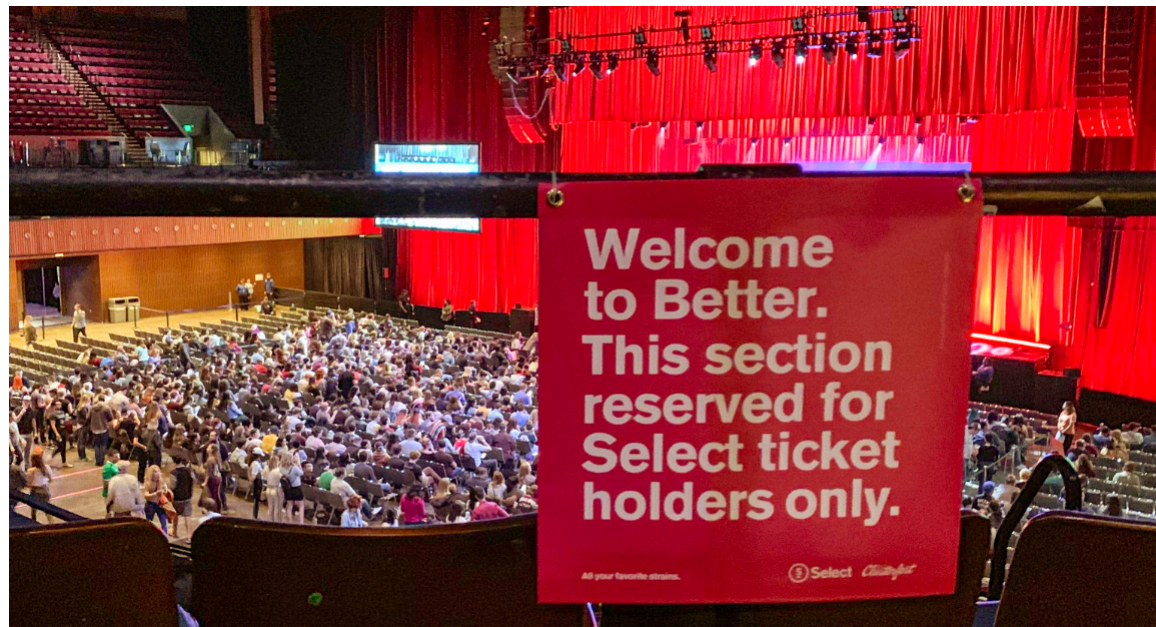
3. Let's Get High

Our unique proposition

- We have Express Re-Entry Passes allowing you to leave and come back in, skipping the lines.
- They are specifically to buy our product at our partnering dispensary 5 minutes away.
- Data Capture: "You can preorder on this tablet if you like?"
- Return with your Vape, and we have front-row balcony seats for your favorite Comedian as a token of our appreciation.

4. Welcome to Better

Select which show you want to see, and we will give you a Select VIP ticket for our reserved Balcony section.



CONCLUSION

Reading the room can be the most crucial part of going to bat for a Brand in these high-dollar sponsorship activations. Considering the elaborate activation, this sponsorship deal was finalized at the last minute possible. Several times, we thought it was going to fall through, but we kept negotiating and navigated a path. We understood that fans were upset about not having the ability to RSVP for their favorite Comedian after dropping big dollars on the festival pass. Playing into this disturbance in the peace, showing up with the clear festival bags, and designing concise branding throughout the festival maximized the marketing spend. It was extremely engaging and highly memorable for those who may not have been able to see their favorite Comedian without us.

THANKS,

 **Select Better.**

Select

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