



DUNN PELLIER MEDIA

CASE STUDY: HempFusion™

www.hempfusion.com



About HempFusion

HempFusion™ is the #3 selling hemp/CBD brand nation-wide and is in over 3,900 retailers across 47 states. HempFusion™ CBD products are the only products that are 100% organic that deliver total endocannabinoid system support with full-spectrum CBD + Terpenes + Omegas. HempFusion's™ organic Whole Food Hemp Complex™ powers all of the products in order to maximize the CBD entourage effect, infused with other botanical ingredients for specific functional results like Sleep (+GABA), Stress (+Ashwagandha), and Energy (+Ginseng+Guayusa+Ginger).

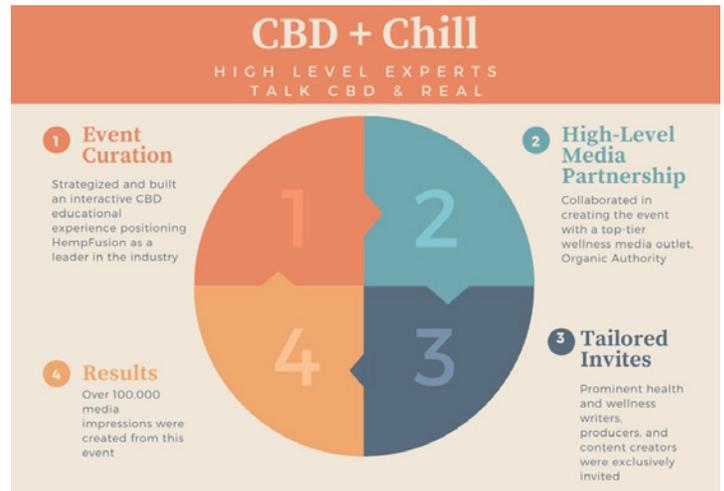
Our Challenge

With essentially no press or media relationships whatsoever, HempFusion™ came to Dunn Pellier Media with three key goals in mind:

1. Educate the public about HempFusion™ as a leader in CBD and hemp education.
2. Create quality partnerships with prominent health and wellness media outlets.
3. Generate traditional and social media coverage about HempFusion™ and CBD education.

Our Strategy + Results

- Conduct insightful market research about the CBD industry
- Through a partnership with SWNS and OnePoll, HempFusion™ conducted a study with 2,000 Americans that found new data about the public's perception on CBD. The study indicated that the CBD products themselves created more open-mindedness about marijuana; more specifically, 46 percent of those participating in the study strongly agreed that it was due to the rise of CBD products. This study and the national media coverage it gained positioned HempFusion™ as a prominent CBD educator since this study introduced new insights about the CBD industry.



This study garnered 63 pieces of media coverage with a total of 5.18 billion online readership and 6.2 million views from national outlets such as *New York Post*, *Yahoo! News*, *AOL*, and more.

The three-part experience involved mindful meditation, a thought-provoking panel with experts, and an organic catered lunch. Jason Mitchell, the President of HempFusion™ acted as the chief representative for the CBD industry. Alongside himself was a celebrity nutritionist and a cannabis-specializing attorney. Laura Klien, the Founder and Publisher of *Organic Authority*. In attendance were Los Angeles-based health and wellness influential media hosts including *POPSUGAR* Dance Host Deja Riley and Gia Fey of The Univision Television Network. Writers from *Buzzfeed*, *LA Yoga Magazine*, and *Women's Health Magazine* were in attendance. This event produced approximately 100,000 organic impressions on social media.

- In addition, HempFusion™ produced another educational event, but with a targeted focus on creating a relationship with one of the largest, most engaged media outlets, *Refinery29*. This event created credibility for HempFusion™ and initiated a partnership with one of the top-tier media outlets in an authentic, organic manner.
- Generate traditional media coverage through first of its kind CBD news
- HempFusion™ launched the first-ever CBD vending machine in an airport during our campaign. We crafted the key messaging about this first-of-its-kind news to translate to the media in ways that we know resonate best with them. We shared the news with our personal influential contacts all across the country. We strategically worked with key media both pre-launch and post-launch to garner national media attention from *Yahoo! News* and *CBS* as well as local coverage including the *Atlanta Journal-Constitution* and *WXIA-TV*.

Our campaign garnered over 20,224,717,206 billion media impressions

“Working with the DPM team has been incredible! They are creative, detail oriented, and always have the brand's best interest at heart! They've put some great opportunities in front of us and put on two fantastic media focused events. - Jessica Shipman”

63 pieces of media coverage

5.18 billion online readership

6.2 million views

National Press Coverage Includes:

