



MARKETING & DISPENSARY DESIGN CASE STUDIES

SPRING/SUMMER 2020

We have created some special projects for our clients.

Let's take a look!

OUR PROCESS



EXPLORATION

Point7 begins each engagement by taking the time to truly get to know our client. The first step to creating a successful engagement is to understand our client's goals, pain points, big picture vision, and desired process for working together.

This means we are going to ask a lot of questions and do a lot of listening.



STRATEGY

Based on what we learn in exploration, we co-design a strategic plan with our clients that serves as a customized roadmap for our engagement, complete with benchmarks and deliverable deadlines.

There is no silver-bullet strategy for winning in the cannabis space. Each strategy we develop is totally custom.



EXECUTION

The best strategy in the world is meaningless without flawless execution, and this is where our team shines. We are passionate about bringing plans to life with our clients.

We are addicted to the rewarding feeling that comes with hitting milestones, nailing deadlines and winning with our clients.



BRAND DEVELOPMENT

Point7's Creative Team can support your team through either the rebranding process, or new brand origination. We kickstart each engagement with an in-depth exploratory process to understand your Company's values, mission and goals for the brand. Each engagement is crafted to meet your specific needs whether that means defining your brand standards, developing thoughtful and tasteful marketing pieces or assisting your team in bringing the brand to life online or in-store.

CASE STUDY 1:

Comprehensive Brand & Retail Design Strategy

Small Town, where your customers feel like family.

THE CHALLENGE: In a city with a tight-knit population of less than 20,000, your customers aren't just customers- they are your neighbors, friends, and family. The Bootheel team tasked Point7 with designing a dispensary that was modern and state-of-the art while still remaining welcoming, approachable, and true to the small-town culture of the city.

THE SOLUTION: By pairing modern, earthy colors with materials and patterns inspired by nature, Point7's Creative Team designed an interior that feels organic and farmhouse chic.

SUMMARY: Point Seven Group worked closely with the Bootheel team to not only design a beautiful dispensary facility, but also to develop the Company's brand, including a compelling brand story, set of logos, and merchandise.



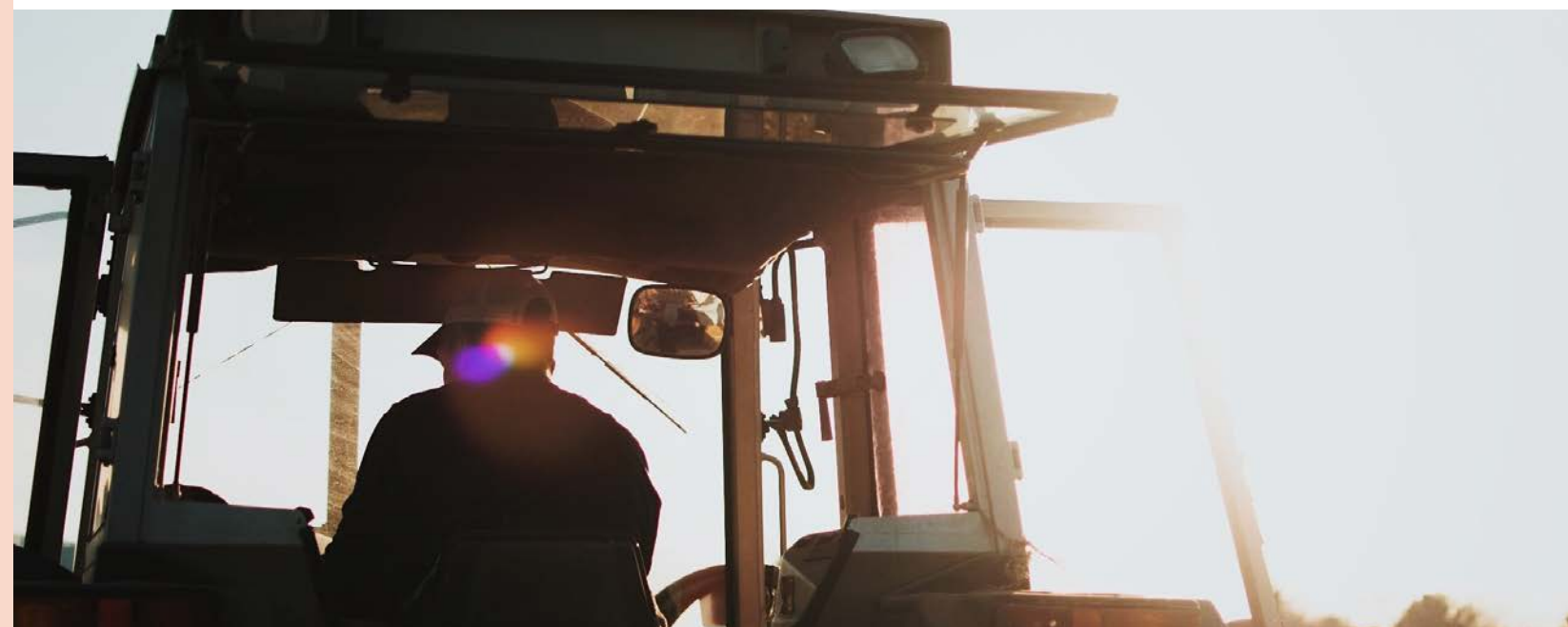
BRAND STATEMENT

Bootheel Dispensary provides **medical cannabis products** to patients through a **neighborly experience**, with **an understanding voice**, helping patients feel **at home** through a **genuine, friendly interaction**.

MISSION STATEMENT

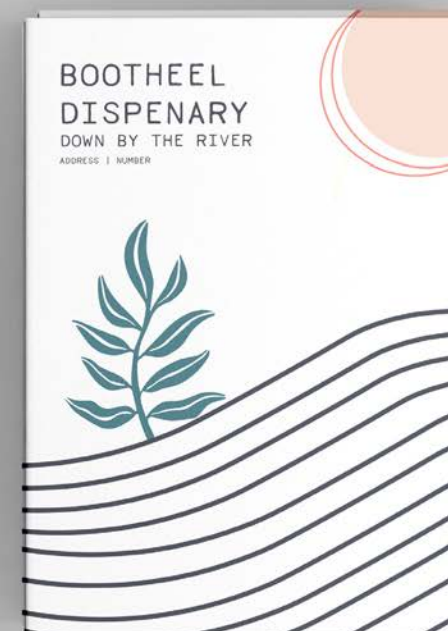
Bootheel's patients aren't just our customers, **they're our friends and neighbors, too.**

Our mission is to take care of our friends using the **healing properties of cannabis**, providing them with high quality medicine, proper **product education**, and a **welcoming environment**. We are proud to foster a **healthier community** through our business.









WAITING AREA RENDERING



SALES FLOOR RENDERING



DISPENSARY 3D RENDERINGS

Point7's Creative Team has supported dozens of clients in designing modern, compliant dispensaries that prioritize the customer experience.

CASE STUDY 1:

Dispensary Design & Customer Experience Planning

Modern Design Meets Old-World Charm

THE CHALLENGE: The biggest challenge with this design was to seamlessly blend into a historic neighborhood with strong ties to its traditional architecture.

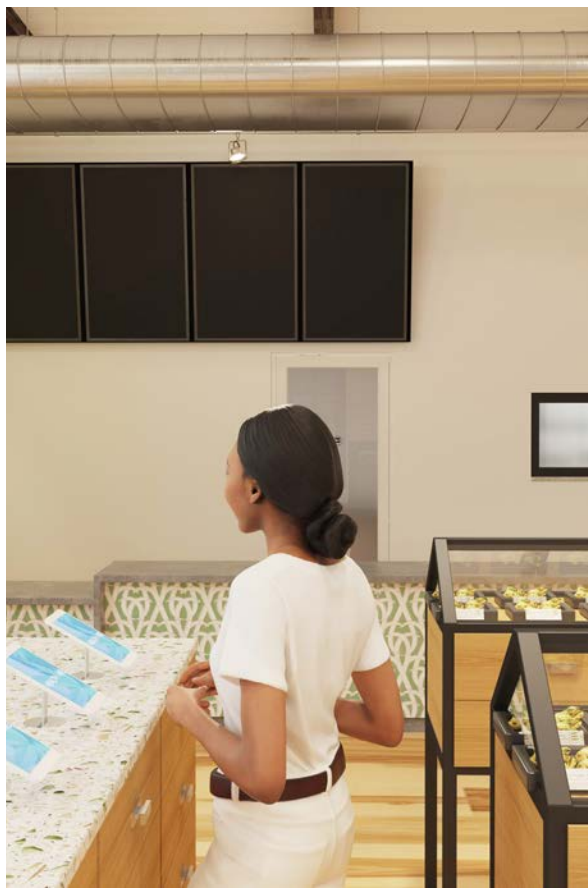
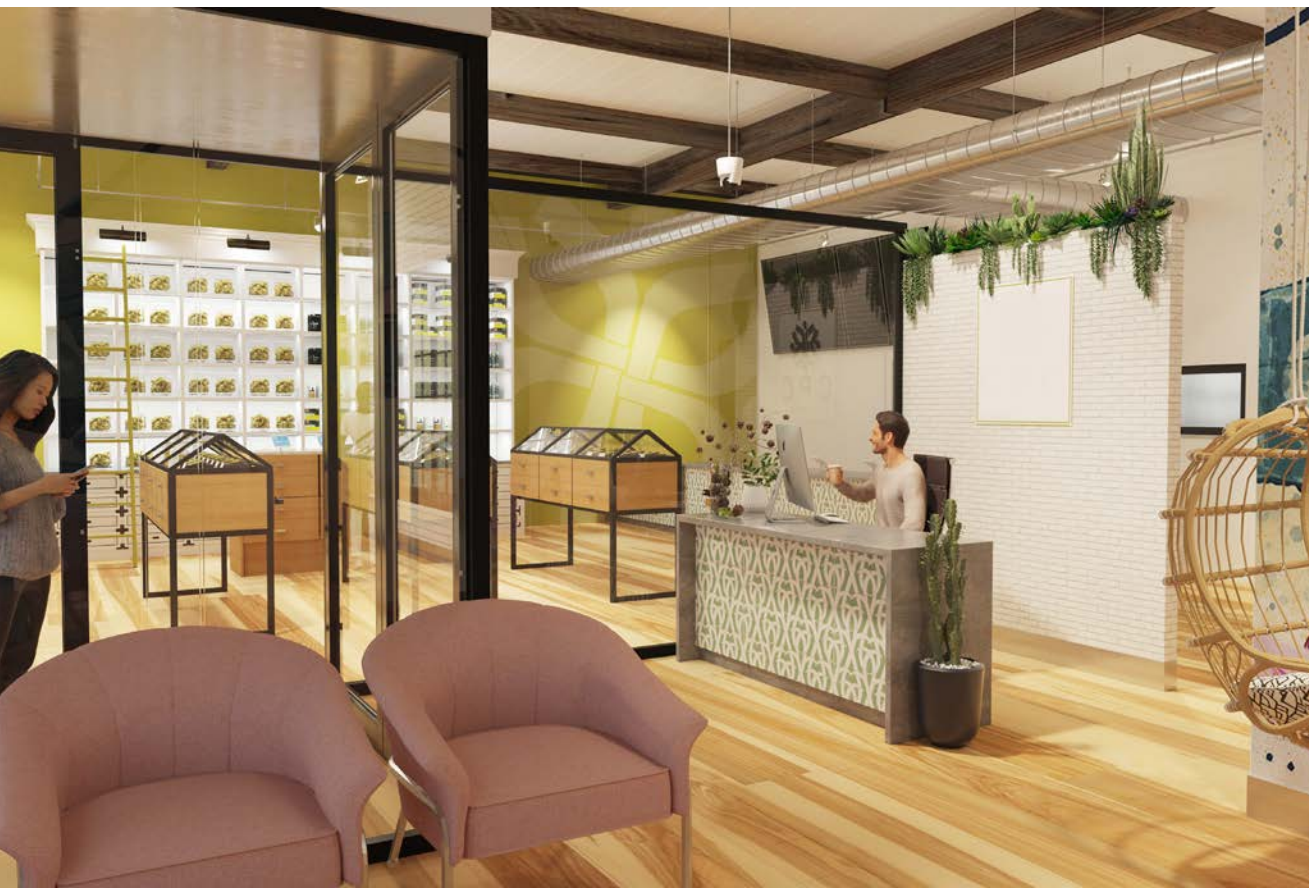
THE SOLUTION: The design was based on thorough research, and incorporated as many elements inspired by the locality as possible.

SUMMARY: This original facility design, in a city known for its old-world charm and local community feeling, is an excellent example of the overall Point Seven Group dispensary design philosophy. In every market, the local community wants to know that cannabis operators are aware of the impact they have on the community, and are going to be good stewards of the professional business operators and local values.

INTERIORS: The proposed interior designs aim to showcase creativity and the innovative twists to reflect the historic architectural traditions, culture, and character of the city. A welcoming color scheme was chosen consisting of olive, forest green, blush, peach, and yellow shades, complemented by natural tones in the furnishings and fixtures. Navy and magenta accents were chosen to add a pop of color and a modern twist. Together, these elements create a calm, comfortable atmosphere for customers and patients.

EXTERIORS: After studying existing architecture throughout the SoCal city, Point7 developed an original design that mirrors existing structures in the surrounding area. The storefront design was inspired by an eclectic mix of Art Deco, Spanish, modern, and Victorian elements that are reflected throughout the city. The property was designed to reflect the historical significance of the era of construction and retained its original character, in alignment with the city's Design Guidelines for Historic Districts.

MODERN DESIGN MEETS OLD-WORLD CHARM



CASE STUDY 2:

Dispensary Design & Customer Experience Planning

Modern Day Dispensary Meets Speakeasy

THE CHALLENGE: This design was part of one of the most competitive application processes in the United States to date. The biggest challenge was to stand out from the crowd and develop a memorable and unique dispensary customer experience.

THE SOLUTION: Point7's solution was to create an experience based off of a significant cultural phenomenon- the Speakeasy.

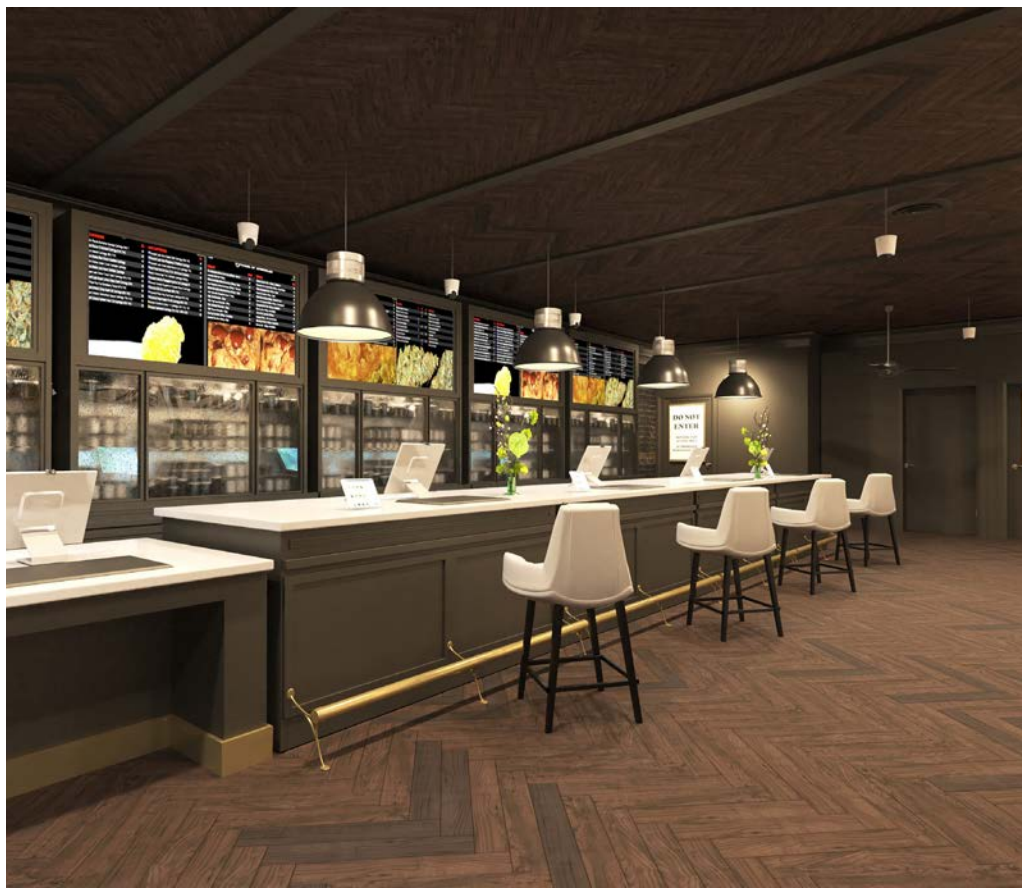
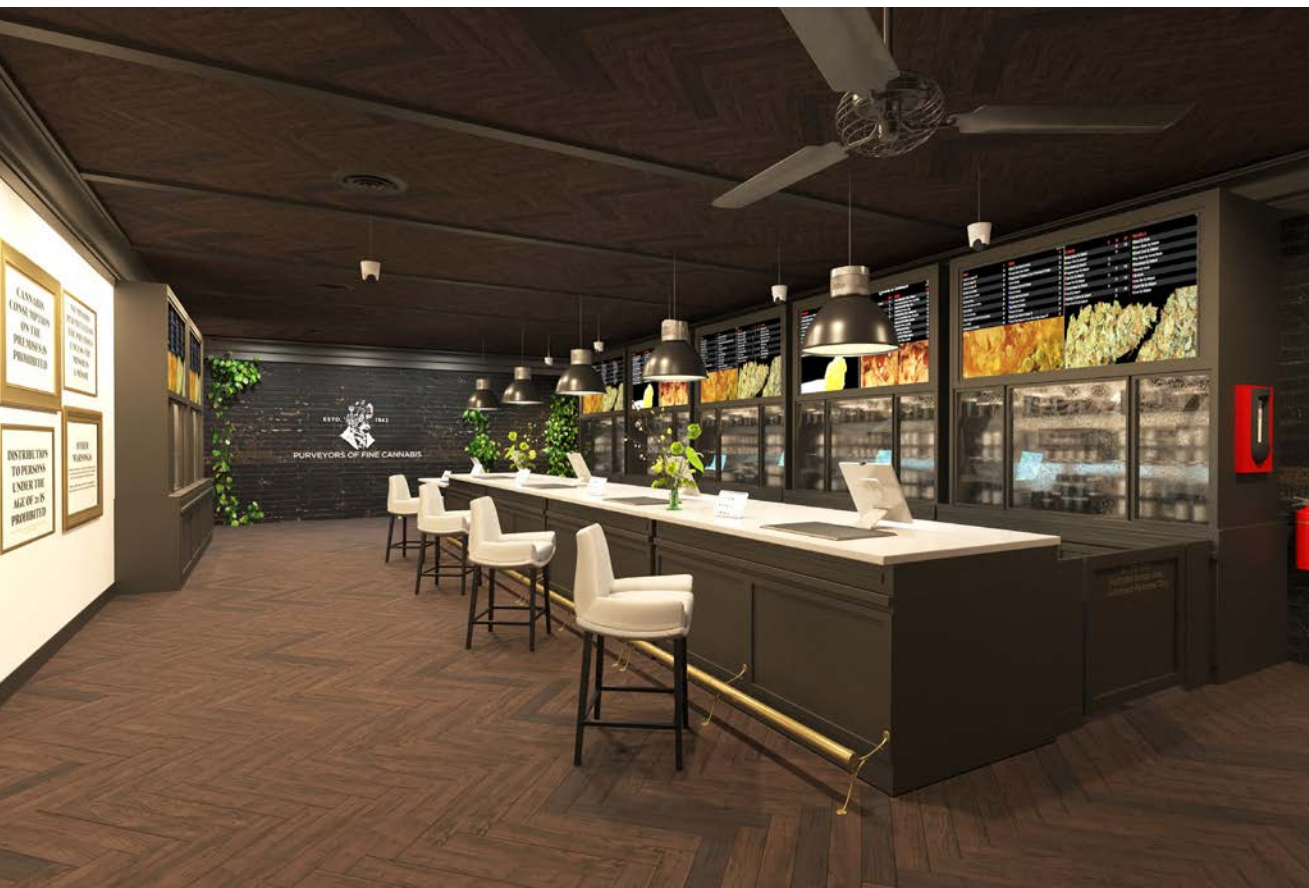
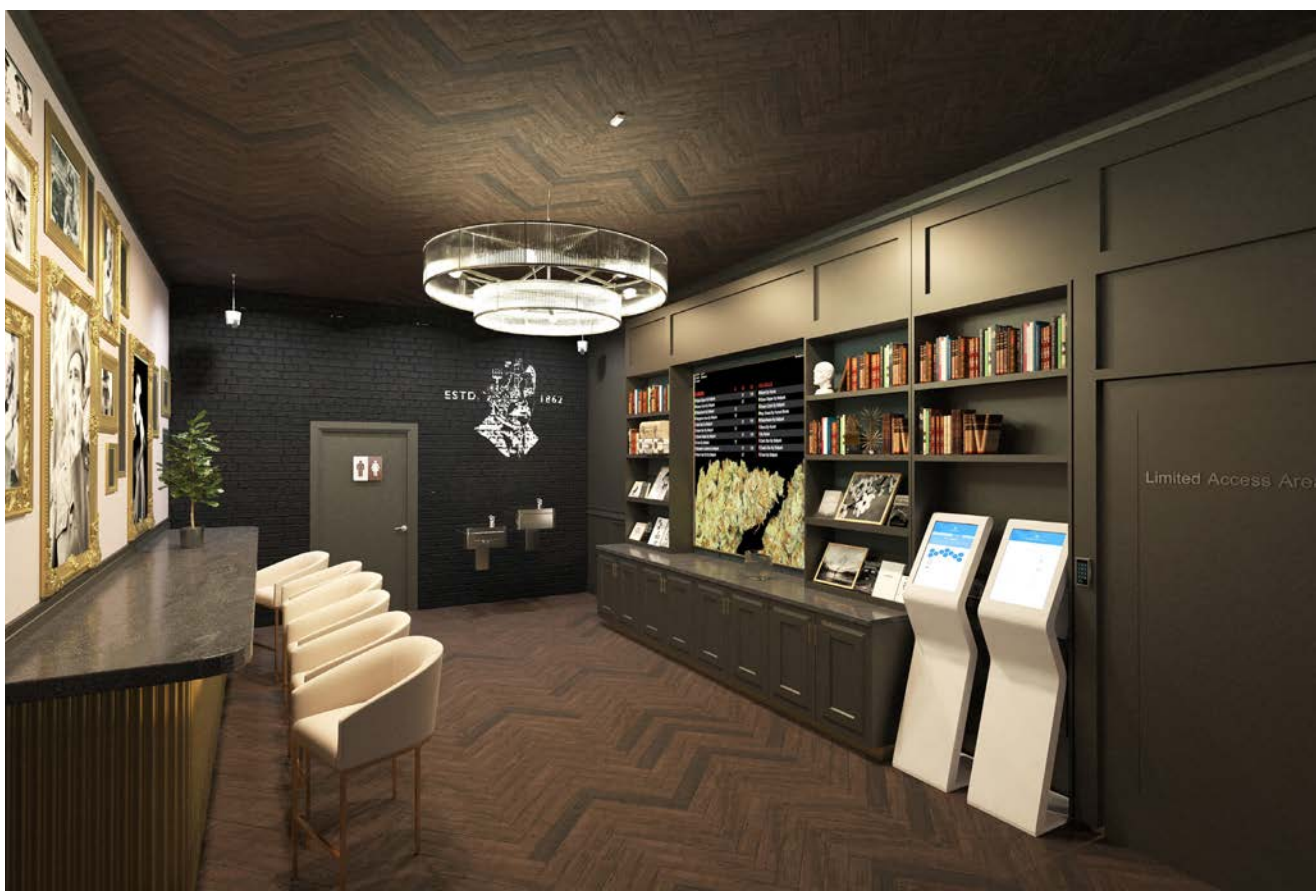
SUMMARY: Combining careful research with the client's desire to create a diverse, cultural experience in their dispensary, Point7 developed a speakeasy-inspired design concept, paying homage to a rare accomplishment achieved by speakeasies: bringing together people from all races, social classes and economic status during an extremely divisive period in American History. Many historians credit speakeasies with the proliferation of an entire subculture, bringing about new artistic and musical styles while delivering an experience to patrons. Point7's design reflects elements of this period in time, with a modern twist, aiming to appeal to purchasers of all backgrounds in a comfortable, inspired environment.

INTERIORS: Point7 designed a beautiful interior by fusing together industrial elements—such as hardwood floors, gold-embossed signage frames, and metal shelving and lighting fixtures—with modern amenities, most notably the waiting room learning terminals and digital menus. Each design element, such as the warm-toned paint colors and distinctive surfaces and fixtures, work together to create a comfortable, engaging space while paying homage to the region's rich culture and history.

Once inside, purchasers will view an entire wall of historical photos before entering into the sales area through a door that—at first, and second glance—resembles an antiquated bookshelf.

EXTERIORS: Created to mirror the rich, historical architecture of Illinois, and simultaneously blend in a modern twist on a speakeasy, Point7 created a beautiful and original design that incorporates a mixture of stone and brick, stained glass, and design elements inspired by the decade of the 1920s.

MODERN DAY DISPENSARY SPEAKEASY



CASE STUDY 3:

Dispensary Design & Customer Experience Planning

Catch a Flight

THE CHALLENGE: The biggest challenge during this project was to carry a strong theme throughout the entire facility plan. Point7's Creative Team conducted research on the client's preferred theme, a vintage look inspired by the aviation industry, and combined their cannabis industry expertise to develop a plan for carrying the theme to each room and through the customer journey throughout the dispensary.

THE SOLUTION: Point7 developed a proposed dispensary concept that pays homage to the pioneering cannabis industry by drawing ties to another paradigm-shifting innovation: the aviation industry. The facility design, layout, and decor will incorporate inspiration from vintage airport terminals, lounges, and runways, while the dispensary products will be organized into three flight destinations, each representing unique cannabis effects and experiences.

SUMMARY: The client's central mantra invites purchasers to "Catch a Flight." Catching a flight, whether it is to a new or familiar destination, is an exciting, enjoyable, and memorable experience for most. Point7 helped their client develop a customer experience that mimics the excitement of an upcoming journey through this aviation-themed dispensary concept. Every element of the dispensary, from the construction of the building through the fine details of branding and design will be curated to fit the client's aviation theme. Everything customers interact with on their journey will be reminiscent of a flying experience from airport-and-terminal-themed digital displays; to Flight Attendant Sales Agents dressed in uniform and equipped with ipads; and other room names such as Runway for the Sales Area and Baggage Claim for the Fulfillment Room.

INTERIORS: The facility design, layout, and decor will incorporate inspiration from vintage airport terminals, lounges, and runways, while the dispensary products will be organized into three flight destinations, each representing unique cannabis effects and experiences. Customers will be seated in a comfortable and interactive Waiting Area or Terminal Lounge, with Digital Flight Boards describing various cannabis products, similar to airport Arrival and Departure displays. Seating will mimic the bench seating found at many airports and fixed features, such as vintage airplane propellers, will adorn the walls. Several graphic wall displays will be seen throughout the facility, inspired by the history of aviation, drawing parallels to cannabis and how they both have impacted and benefited the world.

CATCH A FLIGHT



CASE STUDY 4:

Dispensary Design & Customer Experience Planning

Not Your Typical Medical Facility

THE CHALLENGE: The biggest challenge in this design was that the client desired an ultra-modern look for their medical dispensary, while still being warm and welcoming.

THE SOLUTION: By incorporating modern elements like neon lighting, concrete flooring, and clean geometric lines alongside calming colors, warm wooden floors, and a simple, open floor plan, Point7 was able to create an inviting atmosphere for future medical cannabis consumers.

SUMMARY: In order to capture the ultra-modern look and feel that the client wanted to bring into their facility, Point7 thoughtfully combined neon lighting, bright green and blue colors, modern materials such as cement and light-wood floors.

INTERIORS: The dispensary is located in a small town in West Virginia, so the client wanted the exterior of their facility to be bold, bright, and bring a new modern twist to the surrounding area. Point7 incorporated west-coast inspired colors and building materials to achieve the light and airy look desired by the client.

EXTERIORS: The dispensary is located in a small town in West Virginia, so the client wanted the exterior of their facility to be bold, bright, and bring a new modern twist to the surrounding area. Point7 incorporated west-coast inspired colors and building materials to achieve the light and airy look desired by the client.

NOT YOUR TYPICAL MEDICAL FACILITY



CASE STUDY 5:

Dispensary Design & Customer Experience Planning

Bringing The Community Together

THE CHALLENGE: The challenge with this project was to create a design bold enough to catch peoples' eye driving along the main interstate where the facility is located, while still blending in fluidly with the surrounding community.

THE SOLUTION: The exterior design will be simplistic and modern with a fun, bold twist. The dispensary's name will be illuminated in clean, white neon and the building will be spattered with modernist squares of green. The interior design will feature murals painted by local artists to incorporate the community feel.

INTERIORS: Point7 brought in elements from mid century modern and apothecary styles and combined them with an urban, street art-inspired look to create the unique interior design of this dispensary. Local artists will be commissioned to paint murals throughout the interior to truly incorporate the culture and style of the local community.

Bringing The Community Together



MARKETING CAMPAIGNS

Point7 will begin by interviewing your team to determine your needs, interests, and areas of focus for the business. Point7 will then develop a marketing plan inclusive of core dates (such as operational ready dates, events, holidays, and other initiatives), as well as the key benchmarks we intend to meet as we execute upon this agreement. Point7 will conduct ongoing desk research, develop a campaign budget (inclusive of estimates for purchased collateral, media buys, events, etc.) and will establish a network of media outlets and local vendors who can fulfill orders (uniforms, printing, etc.).

CASE STUDY 1:

Marketing Strategy

Firelands Scientific

THE CHALLENGE: The challenge with this project was to educate the public on cannabis medicine in a way that promoted positivity and the destigmatization of the plant.

THE SOLUTION: Point7 developed a campaign intended to destigmatize cannabis and promote it as a natural alternative to prescription medications. The campaign messaging focused on emphasizing Firelands Scientific as a credible, innovative care provider offering access to sustainably-sourced care. Execution of this campaign was designed to reach the community at multiple points, using digital, print, and outdoor mediums at the local level.

SUMMARY: Firelands Scientific hired Point7 to develop a campaign intended to destigmatize cannabis and promote it as a natural alternative to prescription medications. The campaign messaging focused on emphasizing Firelands Scientific as a credible, innovative care provider offering access to sustainably-sourced care. Execution of this campaign was designed to reach the community at multiple touchpoints, using digital, print, and outdoor mediums at the local level.

FIRELANDS SCIENTIFIC PRODUCTS OFFER A DOSE OF...

A DOSE OF **COMFORT**


Discover how we're thinking outside the pillbox with symptom relief naturally cultivated from seed to you.



FIRELANDS
SCIENTIFIC

A DOSE OF **SUNSHINE**


Discover how we're thinking outside the pillbox to bring you medicine consciously cultivated, under the warmth of Ohio sunlight.



FIRELANDS
SCIENTIFIC

A DOSE OF **COMMUNITY**

Discover how we're thinking outside the pillbox to uplift communities through the power of naturally grown symptom relief.



FIRELANDS
SCIENTIFIC

A DOSE OF **NATURE**


Discover how we're thinking outside the pillbox to bring you medicine made with the purity of nature and precision of science.




FIRELANDS
SCIENTIFIC

A DOSE OF **COMFORT**

Discover how we're thinking outside the pillbox with symptom relief naturally cultivated from seed to you.







FIRELANDS
SCIENTIFIC



firelandsscientific • Following Ohio

firelandsscientific Discover the ways we're Thinking Outside the Pillbox for Ohio's patients. Subscribe to our newsletter at [FirelandsScientific.com](https://firelandsscientific.com).

- Nothing for sale on this platform. Products promoted via this platform may be unlawful outside of the State of Ohio.
- Per Ohio Medical Marijuana Control Program (MMCP) guidelines, Firelands Scientific is not permitted to respond to comments on public forums. To contact Firelands Scientific directly, please send along a Direct Message through this platform or email info@firelandsscientific.com.
- [#FirelandsScientific](#) [#MedicalCannabis](#)



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SEPTEMBER 16, 2019

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THINK OUTSIDE THE BOX





THINK OUTSIDE THE (PILL) BOX


We believe in providing patients a sungrown, natural alternative to modern prescription drugs.






THINK OUTSIDE THE (PILL) BOX


We believe in providing patients a comforting, natural alternative to modern prescription drugs.






THINK OUTSIDE THE (PILL) BOX

We believe in providing patients a consciously cultivated, natural alternative to modern prescription drugs.





THINK OUTSIDE THE (PILL) BOX

We believe in providing patients an uplifting, natural alternative to modern prescription drugs.






THINK OUTSIDE THE (PILL) BOX

We believe in providing patients a sungrown, natural alternative to modern prescription drugs.

**firelandsscientific • Following**
Ohio

**firelandsscientific** To learn more about how we're Thinking Outside the Pillbox for Ohio's patients, visit [FirelandsScientific.com](https://firelandsscientific.com).

- Nothing for sale on this platform. Products promoted via this platform may be unlawful outside of the State of Ohio.
- Per Ohio Medical Marijuana Control Program (MMCP) guidelines, Firelands Scientific is not permitted to respond to comments on public forums. To contact Firelands Scientific directly, please send along a Direct Message through this platform or email info@firelandsscientific.com.
- [#FirelandsScientific](#) [#MedicalMarijuana](#)



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AUGUST 27, 2019

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MEET YOUR MEDICINE

Meet your medicine

Introducing color-coded cannabis selection.



FIRELANDS SCIENTIFIC

THC Rich

Product Line



Meet your medicine

Introducing color-coded cannabis selection.



FIRELANDS SCIENTIFIC

Mixed Ratio
(THC / CBD)

Product Line



Meet your medicine

Introducing color-coded cannabis selection.



FIRELANDS SCIENTIFIC

CBD Rich

Product Line



Meet your medicine

Introducing color-coded cannabis selection.




FIRELANDS SCIENTIFIC

THC Rich





Product Line



 firelandsscientific • Following Ohio

 firelandsscientific (1/3) Select Your Color — Use our easy-to-understand naming system to select Firelands Scientific cannabis products!

- THC Rich means that 75% or more of total cannabinoids are delta-9-tetrahydrocannabinol, or THC (4:1 and higher).
- THC Rich products will include:
 - Cannabis Tinctures
 - Granola Squares
 - Fruit Leather Squares
 - Cannabis Oil (Syringe/Vape Cartridge)
 - Solventless Concentrates
 - Cannabis Flower



Liked by pointsevengroup and 50 others


SEPTEMBER 9, 2019

Add a comment...

Post

Meet your medicine

Introducing color-coded cannabis selection.





FIRELANDS SCIENTIFIC

CBD Rich




Product Line



 firelandsscientific • Following Ohio

 firelandsscientific (3/3) Select Your Color — Use our easy-to-understand naming system to select Firelands Scientific cannabis products!

- CBD Rich means that 75% or more of total cannabinoids are cannabidiol, or CBD (1:4 and higher). Note: CBD Rich products may still contain THC.
- CBD Rich products will include:
 - Cannabis Tinctures
 - Granola Squares
 - Fruit Leather Squares
 - Cannabis Flower
- Nothing for sale on this platform. Products promoted via this platform are available outside of the State of Ohio.



Liked by cassieneiden and 48 others

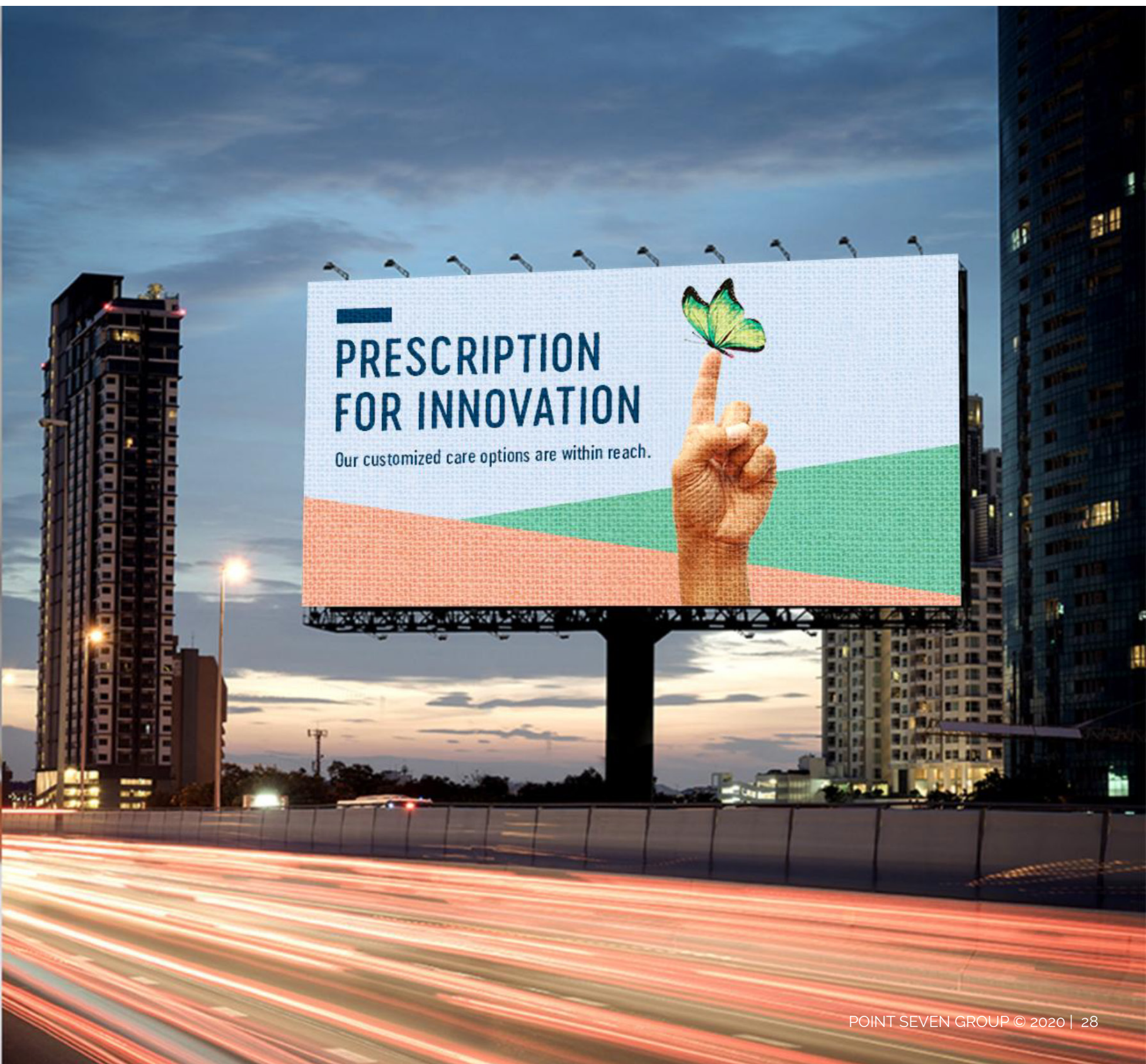
SEPTEMBER 9, 2019

Add a comment...

Post

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PRESCRIPTION FOR INNOVATION



REMEDY REALIZED



PACKAGING, DISPLAYS & EDUCATION

Point7 will create a holistic brand for the client, ensuring consistent and cohesive style throughout product packaging, marketing materials and collateral, and educational materials. Our team will create a suite of custom branded documents which may include letterhead, business cards, a presentation deck, flyers or handouts needed for an upcoming event, community and customer-facing marketing materials, and physician/healthcare facing material. The team will also co-develop packaging and labeling, in adherence with specific state regulations and client's desires for packaging options. Point7 will maintain open lines of communication regarding collateral and packaging development as the scope of work evolves, and will serve as a liaison between the product development team, client team, and vendors. Our team will always work to identify local partners when possible in efforts to support local communities.

CASE STUDY 1:

Packaging, Displays & Education

BOLD PACKAGING

THE CHALLENGE: The biggest challenge of this packaging design was ensuring that medical patients who may have joint pain or other mobility difficulties could open the cannabis flower packaging with ease. The client also felt strongly that the packaging should be as eco friendly as possible.

THE SOLUTION: The packaging that Point7 sourced and designed was made from FDA certified food grade tin which can be easily recycled, and was proven to be a top choice for sustainable, child resistant and senior friendly packaging.

SUMMARY: BOLD wanted to showcase their brand elements through their packaging, as well as the strain name for each harvest. The design to look modern and captivating, while being easily accessible to medical cannabis consumers.

BOLD PACKAGING



CASE STUDY 2:

Packaging, Displays & Education

Firelands Scientific

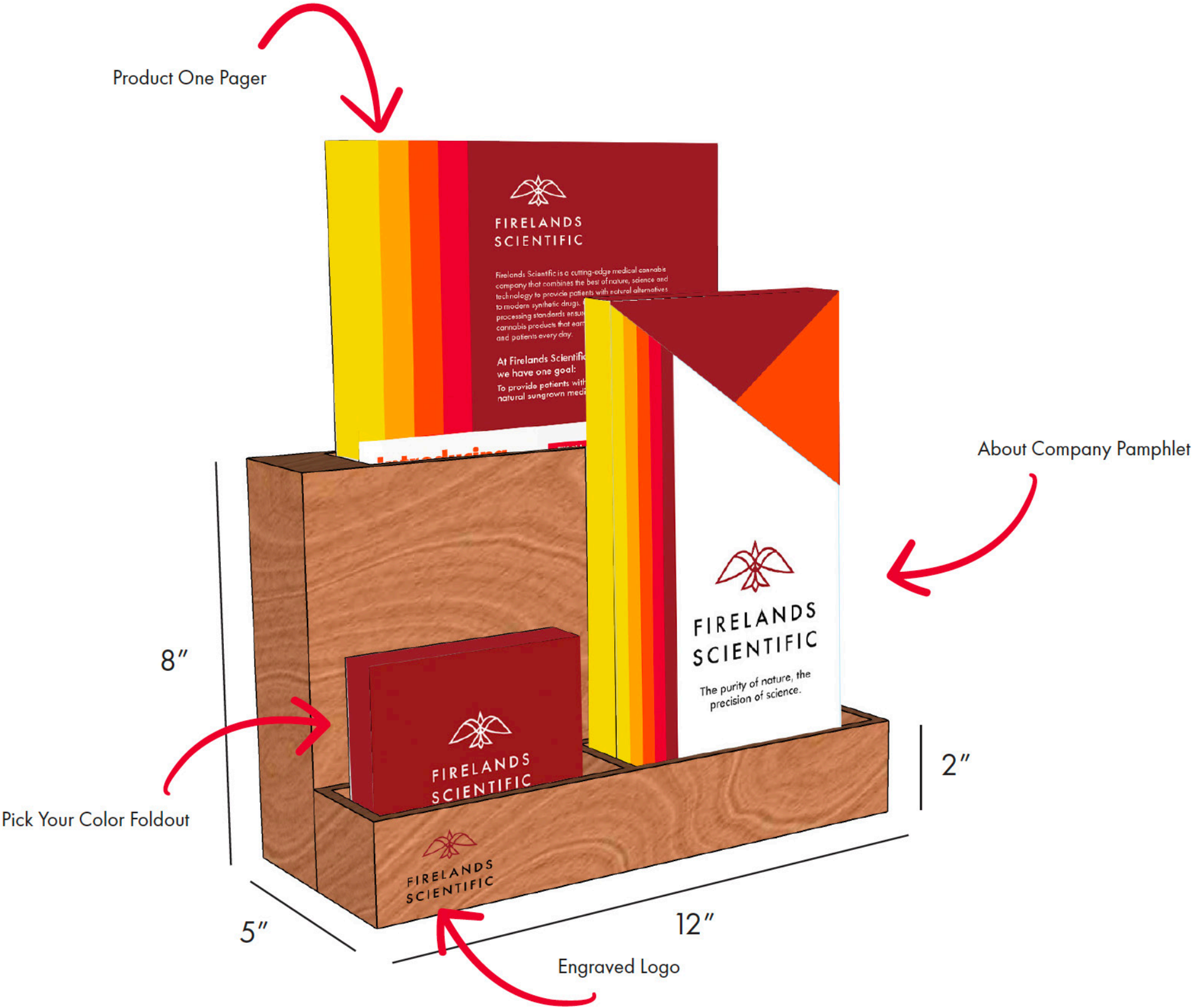
THE CHALLENGE: The client needed to develop an eye-catching in-store educational experience that clearly explained the variety of products offered to consumers and the key details regarding ingredients and usage of each product.

THE SOLUTION: Point7's Creative Team developed an educational keyring to help explain the new naming convention and products that Firelands has to offer. The unique take on a typical informational pamphlet stood out to consumers and also provided the opportunity to showcase their brand elements

DISPENSARY PRODUCT KEY RING



PATIENT PAMPHLET STAND MOCK UP





Let's collaborate!

Connect with us via email or give us a call to get started so we can shape the cannabis industry for the greater good.

POINTSEVENGROUP.COM
HELLO@POINTSEVENGROUP.COM
(844) POINT7G
(844-764-6874)