

ROLLING PAPERS
BY

SZA

GOOD DAYS

pitch deck

TOPICS COVERED

TOPICS COVERED

TOPICS COVERED

✦ Basic Company Info

✦ The Problem

⚡ The Solution

★ Business Model

☾ Competitive Landscape

✦ Product Specs

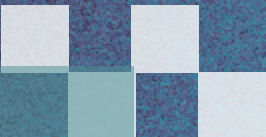

✦ Financial Forecast

⚡ Team Information

Agenda



Good Days is a new cannabis accessory brand, with the goal of elevating our consumer's smoking experience.



With three variations to choose from, Good Days has a rolling paper for every mood.

Laga variations



Good Days
ROLLING PAPERS
BY SZA

Good Days
ROLLING PAPERS
BY SZA

Good Days
ROLLING PAPERS
BY SZA

Good Days
ROLLING PAPERS
BY SZA

Good Days
ROLLING PAPERS
BY SZA

The Problem

Good Days is an emerging brand that needs to increase brand awareness and market share.

WHAT IS THE *solution?*

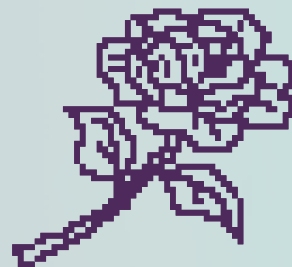
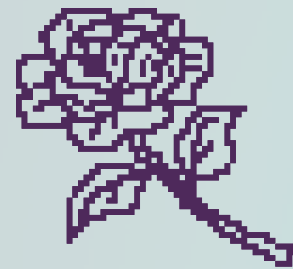
Create awareness of the new line of rolling papers through social media, magazine and out of home advertisements in the spring and summer of 2023. Additionally, we plan to build brand loyalty through the use of influencer marketing and word-of-mouth. We will send 25 influencers with various followings, PR packages of the 3 variations.

Business Model

Target Audience:

Our target audience is Gen-Z females (ages 21-30) who are college students or young professionals.

We will reach this audience by advertising on Instagram, People Magazine, and through posters in cannabis stores.



Expected Growth:

We expect to reach a 25% increase in sales by the end of this campaign.

Social Media Goals:

Our social media goals are to reach 1M followers across Instagram and hit 25,000 social media engagements.

Competitive Landscape

Competition:

Our competitors are SWM, Delfort, Glatz, BMJ and Republic Technologies according to a rolling paper market report.

Leading brands in the rolling papers market are focusing on expanding their product lines by offering innovative products like organic and colored rolling papers. Good Days is setting itself apart from competitors by offering the specially designed Smokin' on my Ex Pack and flower infused Love Galore and Snooze packs.

Product Specs

3 variations of rolling papers, The Smokin On My Ex Pack, the Love Galore Pack, and the Snooze Pack, each offering a unique way to elevate your smoking experience. The Smokin On My Ex Pack features names that could be names of exes the consumer may have, while the Love Galore pack features rose petal inclusions and the Snooze pack includes dried lavender. These papers are made of natural hemp and other natural components, ensuring the safety of our consumers while also having the environment in mind.

Financial Forecast

MEDIUM	COST
OOH ADVERTISING	\$5,000/ month
SOCIAL MEDIA ADVERTISEMENT	\$450/ month
MAGAZINE ADVERTISEMENT	\$17,000

Advertisement Examples



Advertisement Examples



Advertisement Examples

Good Days BY SZA.

ORGANIC ROLLING PAPERS

IT'S NOT JUST ANY DAY,
IT'S A GOOD DAY.

SMOKIN ON MY EX PACK

SNOOZE
INFUSED WITH LAVENDER

LOVE GALORE
INFUSED WITH ROSE PETALS



Team Information

Kat Johnson: Art Director

Maddie Reedy: Copywriter

Kate Wagner: Project Manager