

CZARNOWSKI

The Industry Growers are here.
CannaCon
Cobo Center, June 21 / 22.

CZARNOWSKI®
STORIES THAT MOVE

CANNACon

CannaCon

GROWING A BRAND

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Challenge

To rebrand and raise the profile of CannaCon for an expanding audience of investors, entrepreneurs and manufacturers.

Solution

A creative strategy that transformed CannaCon’s brand and conference from cliché to confirmed powerhouse in a rapidly growing industry.



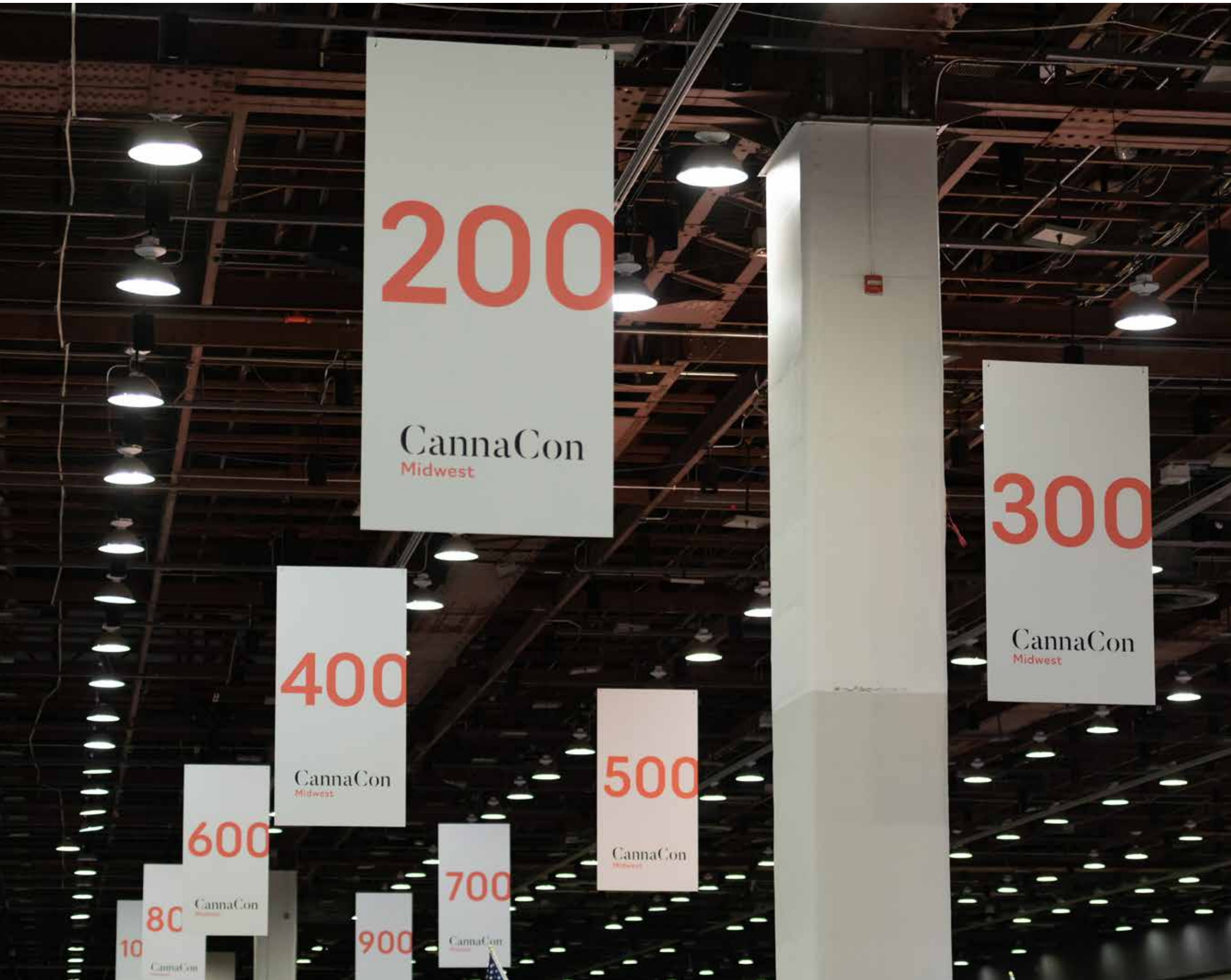


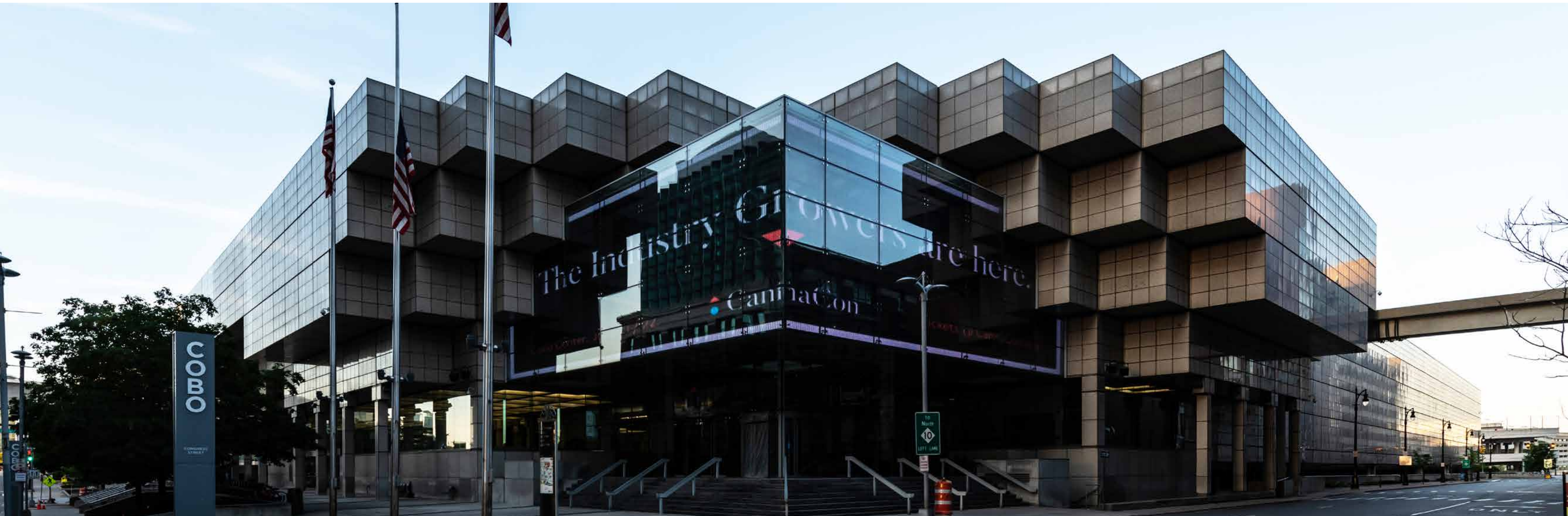
CannaCon, the nation’s leading business-to-business cannabis conference, has been a player in the marijuana industry for years. As the push for legalization continues to grow, the industry is rapidly evolving—and CannaCon recognized the opportunity to evolve with it.

The current evolution of the cannabis industry has attracted significant attention from investors, entrepreneurs and manufacturers. CannaCon turned to our creative agency, Public School, to help promote their conference to this expanding audience and show how the conference has evolved.

Initially, CannaCon wanted help creating an advertisement. But as we started working with them and learned more about what they wanted to accomplish, it became clear they needed creative brand direction as well.

With the industry moving away from the fringe and into the mainstream, CannaCon needed a brand that reflected their legitimacy. Our team at Public School showed them how to make it happen.





Our first concern was making sure CannaCon stood out for the right reasons. So we did our research—gathering information online, conducting competitor analysis and reaching out to industry people to understand their perspective on the CannaCon conferences and brand.

CannaCon wanted to separate themselves from the funky colors and trippy fonts associated with the industry, so we helped refine their color palette, brand marks, iconography and other design elements—balancing where they’ve come from with where they are going.

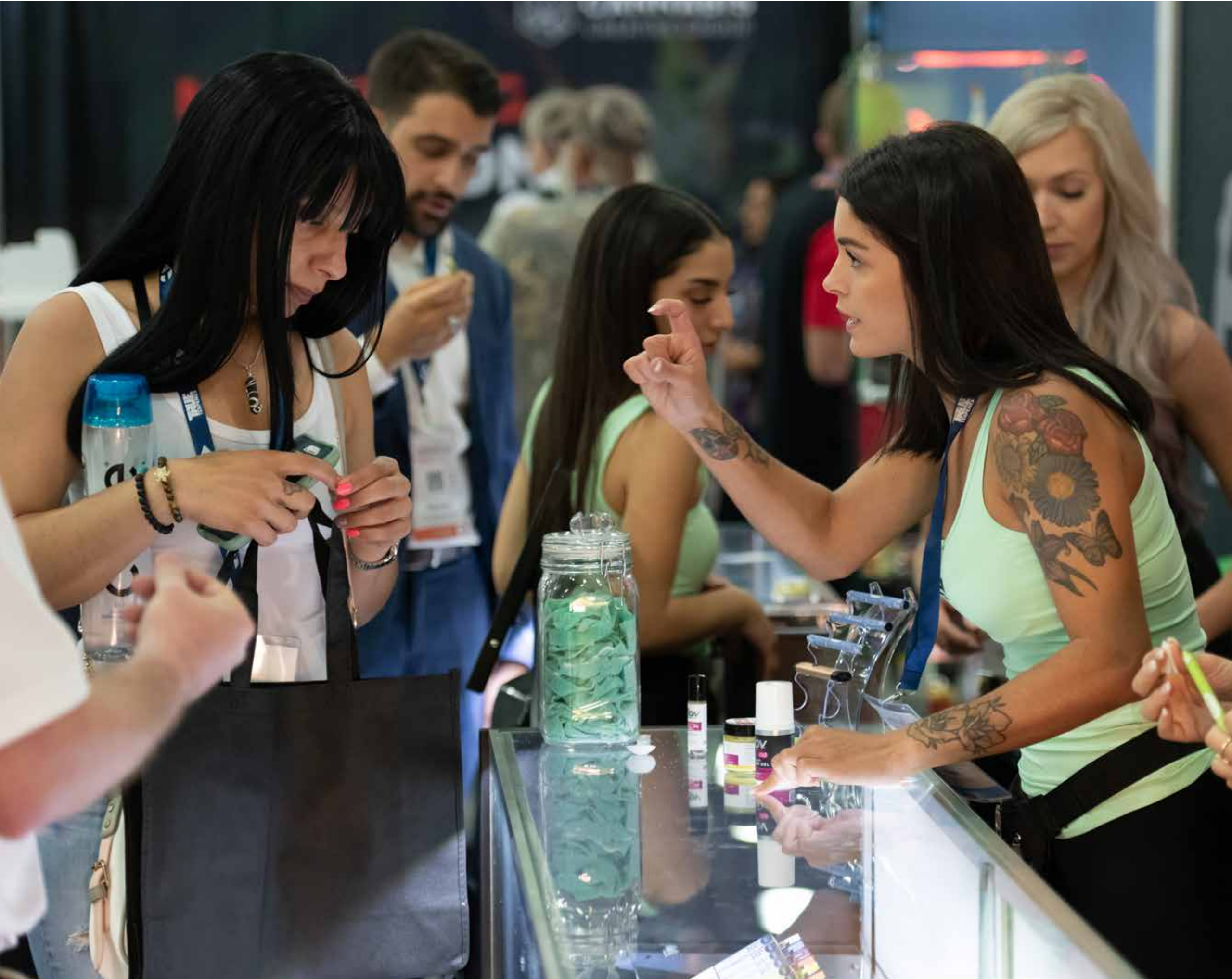
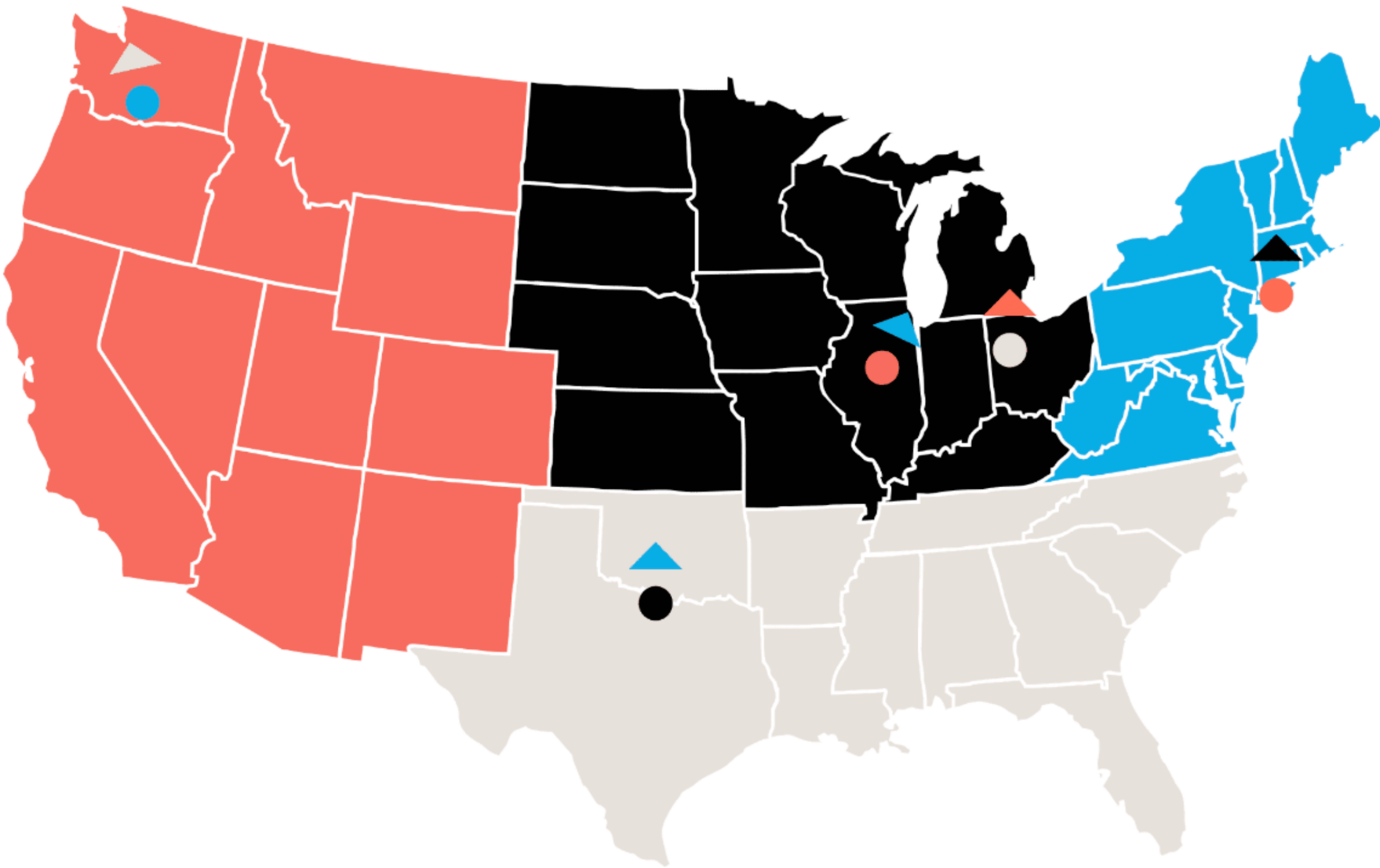
CZARNOWSKI.

We then moved on to their words, flipping terms like “grower,” “seed” and “baked” from negative perceptions into positive connotations—aligning CannaCon’s message with the entrepreneurs and innovators moving the industry forward.

Combining it all together, we developed taglines, advertisements, social media posts, billboards, merchandise and more. We redesigned their website, overhauling the look and feel, writing new copy and improving user experience.

GROW THE INDUSTRY WITH US.

Join the 800+ exhibitors and 25,000+ attendees relentlessly pushing the boundaries of the cannabis industry.



We also helped create interactive conference experiences to get the crowd engaged, including a voter-selected B.I.G. (Best Industry Growers) award and social-media worthy photo opportunities.

The new look and messaging were a big hit with CannaCon (and its 800+ exhibitors and 25,000+ attendees). So was working with Public School and Czarnowski.

“Working with Public School and Czarnowski has been really great. Everybody is just very friendly; it’s almost like working with family. It’s a very stressful thing to rebrand your whole company. It’s nice to have really great contact where everyone is easy to get ahold of and there’s quick response.”

– Angela Grelle, CannaCon Client Relationship Manager

