

Indigo Gardens | Brand Strategy

Objectives

- Define your brand strategy and positioning to align with your business strategy
- Shape your brand story
- Define your brand identity
- Shape a brand voice that reflects who you are and why your company exists
- Develop your values, mission, vision and positioning statements

Brand Equity

Brand equity is the consumer's brand knowledge around Indigo Gardens. You build equity as you gain influence among your target audience. It is the value of the brand in the marketplace, and an asset that will earn returns today, tomorrow and days to come.

- Farm ecosystem with ecstatic and loyal employees
- Strong company culture
- Smart and innovative brand that follows through on promises
- High-quality cannabis products

Brand Differentiators

A brand differentiator can be a feature, service, program or ingredient. To be a true "differentiator," it must be more than a fun name slapped on a feature—it must be meaningful to customers. It must be both pertinent and substantial enough to matter when people are purchasing or using the product. It must also be actively managed (and thus be able to justify the investment of management time) over an extended period years or even decades so that it does not become stagnant.

- One of the only luxury flowers on the market
- Harnessing true potential of sustainable agriculture
- Champions of the craft while being stewards of the soil and land
- Dedicated founders who act as effective sales force
- Collaborations with well-known hash makers
- Butterfly Effect charitable initiatives

Brand Personality

Like humans, an effective brand has a personality. This refers to the process of personifying your brand by assigning human traits/characteristics to it.

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| • Clear | • Aspirational | • Inspiring |
| • Transparent | • Understated | • Compassionate |
| • Confident | • Compelling | • Knowledgeable |
| • Refined | • Motivated | • Trustworthy |

Values

Brands don't sell products, but a unique set of values—what you stand for, a religion, an identity. Other elements like colors, logo, name and tagline are all expressions of these values. As consumers, we carefully inspect them to ensure these principles align with our own.

Stewardship of the land.

We incorporate sustainable and regenerative practices whenever possible to ensure no harm comes to the land we cherish, all while revitalizing the soil and water.

A meticulous commitment to craft.

Our detailed approach applies to everything we do, from our obsessive pursuit of plant genetics to industry partnerships and the experiences our products provide.

The elevation of life's simplest joys.

We embrace the ways our products can enhance many facets of daily life, helping some ease stress and anxiety while allowing others to heighten staples like good food, music, art and drink.

A blend of art and science.

We walk the fine line between creativity and hard data to develop products that satisfy even the most discerning cannabis connoisseurs.

Mission

A brand mission is the essence of your business's goals, and the philosophy underlying them.

We take a holistic approach to the natural resources of Oregon's picturesque Applegate Valley to grow, harvest and refine products that set the gold standard of cannabis.

Vision

A brand vision has two components: ideology and the predicted future. That means a vision must speak to a company's current mission, as well as what its future aspirations. This element both sets your brand's final destination and plots the path to get it there.

We aim to establish Indigo Gardens as the flagship brand within the industry by becoming a trusted resource for consumers and cannabis professionals alike.

Positioning Statement

Mission, values, vision and purpose make up the strategy across your organization to create a brand promise. They help set product roadmaps and define policies. Positioning is about ensuring all activities across the company ladder up to that brand promise.

We cater to a refined clientele who make top-shelf cannabis a core component of their lifestyle, providing products and knowledge that ensure every Indigo Gardens experience is exceptional in every sense.